Essentials of Successful Advertising

"Reader interest" is one thing
"Reader confidence" is another thing

The first may bring extensive circulation, but the second is essential to make that circulation effective from the advertiser's standpoint.

Its 401,698 yearly daily-average circulation—about 1,200,000 daily readers—94 per cent concentrated in Chicago and its suburbs, proves that The Chicago Daily News has "reader interest."

Its year-in and year-out leadership in advertising among Chicago daily newspapers proves that it has circulation effectiveness from the standpoint of advertisers—reader confidence translated into buying action.

In a word all the essentials of successful advertising that can exist in one medium, are found in

The CHICAGO DAILY NEWS

FIRST in Chicago
MINNEAPOLIS NEWS AND READING NEWS-TIMES AND TELEGRAM ARE ADDED—NEW PURCHASES MAKE A TOTAL OF SEVEN IN FAST-GROWING STRING.

Important ownership changes in newspapers of two cities are about to take place through the purchase of the Minneapolis News and the Reading News-Times and Reading Telegram by John H. Perry and Richard Lloyd Jones. The new owners will take over the Minneapolis News February 1, and will assume control of the two Reading dailies a month later. These purchases increase the number of newspapers in the Perry-Jones string to seven.

Three newspapers were purchased from the Reading Printing Company, of which William E. Hall of New York is president. The News-Times and the Telegraph have been operated under lease since March, 1921, by Jack Epstein, editor and proprietor of the Reading Herald. Perry and Jones purchased the Minneapolis News from L. V. Ashbaugh, publisher and one of its founders in 1903, who wished to retire because of failing health.

The Reading, Pa., Tribune, a new seven-day morning newspaper, projected about a year ago, is scheduled to begin publication Sunday, January 21 or Sunday, January 28, according to John J. Garvin, president and general manager. The management states that it expects the first issue and manager in Philadelphia. In addition to Mr. Garvin, other officers associated in the enterprise are Herbert D. Brauff, formerly managing editor of the Reading Herald, as editor and general manager, and Charles A. Murphy of Philadelphia as director.

Mr. Garvin will serve as general manager of the organization, while Mr. Brauff will serve as managing editor.

Sydney I. Snow, for many years with the Associated Press in New York and Philadelphia, will become news editor, while the Sunday section has been placed under the direction of Fred H. Uthoff, of the Associated Press and Philadelphia Public Ledger.

STEENEYERSON'S ENDEAVOR TO BECLoud RATE ISSUE IS PROMPTLY OFFSET BY RE-RESPONSE OF CONG. KELLY— RATES TOO HIGH TO HOLD BUSINESS FOR UNCLE SAM.

A bitter attack on the proposal to force the war-time increases in postage on second-class matter was made in the house by Congressman Steenerson of Minnesota, chairman of the house post office and post roads committee, the course of debate on December 30.

Mr. Steenerson began by characterizing the movement as resulting from an "organized propaganda of the most sinister character," following up that the proposed reduction in postage on second-class mail would probably result in annual savings of more than $100,000,000 per year. A correction by Congressman Hardy of Colorado, that the reduction in second-class rate was the result of war-produced conditions, that the increase was part of the expense of the war, and that the letters complained of to the committee were nothing more than the letters of the United States Post Office Department, was accepted by Mr. Steenerson.

"The main argument proposed by the second-class people," continued Mr. Steenerson, "is true so far as the present condition is concerned. But the second-class rate was post-war, but the most of the rate was paid because of the war and the war itself.

"Now, the truth is that when the war-time rates were increased last year and the period of postage on second-class mail matter taken together, the Government of the United States had been carried by the Congress.

A loss of about $50,000,000 was experienced last year on all second-class class mail matter taken together, hence, mentioning the loss of business for the United States Post Office Department.

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PERRY-JONES GROUP BUYS THREE MORE DAILIES.

BICKEL SUCCEEDS HAWKINS AS HEAD OF U.P.

CHANGE BECAME EFFECTIVE WITH FIRST OF NEW YEAR—HAWKINS JOINS SCRIPPS-HOWARD NEWSPAPER CHAIN AS EXECUTIVE MANAGER OF BUSINESS DEPARTMENT.

Karl A. Bickel on January 1 succeeded William H. Hawkins as president of the United Press Associations. Bickel continues as executive manager of the organization, the position he was promoted to about six months ago. The personnel of the organization remains unchanged. Mr. Hawkins resigned as head of the associations to join Roy W. Howard in the Scripps-Howard newspapers, with

CLEVELAND FINANCIAL DAILY CHANGES NAME.

The name of the Cleveland Commercial, on January 1, ten months after its founding, was changed to the Cleveland Times and Commercial.

Originally established as a strictly business paper, the Commercial expanded its field and became a live daily newspaper, covering world events thoroughly, as well as offering attractive features to its readers. It has continued its policy of covering financial and business events fully.

In announcing the change in name, the publishers stated: "The change in name should not be taken to indicate a change in policy. The paper was founded to furnish its patrons with a complete daily record of current events in a 'clean, alert, reliable' manner. It will continue to serve its customers in all respects to its carefully chosen motto."

The Times and Commercial issues three editions daily, a "building" for street sales at 9:30 p.m., a state edition and a final. Arrangements are being made to add to the mechanical equipment, the paper's growth having made the present facilities inadequate. Powers and Stone represent the paper in the national advertising field.

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Selling Mechanical Equipment in Philadelphia

The rush of the day's work may cut your salesman's interview at a plant to a few minutes, but—

Officials, purchasing agents, and the workers in Philadelphia's 16,000 industrial plants would pay more attention to the selling talks about your equipment if you reached them when they were unhurried—when the plant had closed for the night.

Nearly all executives and workers in Philadelphia take time to read The Bulletin every evening.

Tell these prospective users about your product, whether it be cranes or steam shovels, conveyor systems or lathes, shafting or valves, or other machines or devices, when they are free, at home, seeking information of value to them—

You will get an introduction that may lead to big installations—for many of Philadelphia's 16,000 plants are among the largest of their kind in the country.

Dominate Philadelphia
Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in America.

Net paid daily average circulation for the year 1922—493,240 copies a day.
IRVIN COBB BACK AT OLD DESK IN PADUCAH.

DROPS INTO OLD HOME TOWN

IRVIN COBB BACK

that now is his. Mr. Cobb seized the opportunity for this bit of sentimental indulgence while on a trip through the South, in happy respite from the rather clinical existence he describes in his magazine articles — this is the way Mr. Cobb says it's proper to call 'em — had been fattening the calf of hospitality for so long that it was almost as big as Cobb, so that the date for welcoming the prodigal was set for December 30.

Such pleasantries, however, undergo a bit of qualification at the hands of the impersonator himself. His leading editorial expresses his views as follows:

(Continued on Twenty-ninth Page)

TELL OF COBB AT $22 PER WEEK.

LEADS UREY WOODSON TO NEWS-DEMOCRAT — IT ALL GETS OUT ONE ISSUE OF BETWEEN OPERATIONS TO

Eighteen years ago Irvin S. Cobb was managing editor of the News-Democrat, down in Paducah, Ky., and he revolved around the town getting news slants that never were before, or since; seven days ago he returned as managing editor of the News-Democrat, and the town revolved around him. In 1904 Cobb managed for $22 a week, but the other night he did the job for nothing, which is not unusual for any member of the craft the opulence that now is his.

Mr. Cobb seized the opportunity for this bit of sentimental indulgence while on a trip through the South, in happy respite from the rather clinical existence he describes in his magazine articles — this is the way Mr. Cobb says it's proper to call 'em — had been fattening the calf of hospitality for so long that it was almost as big as Cobb, so that the date for welcoming the prodigal was set for December 30.

According to the News-Democrat, Mr. Cobb is still entitled to include the role of managing editor in his repertoire. It is not a role he played since he went away. The paper was as big as Cobb, so that the date for welcoming the prodigal was set for December 30.

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Leadership of
The New York Times

In 1922 The New York Times published 24,142,222 agate lines of advertising, 2,489,609 lines more than in 1921 and an excess of 6,898,132 lines over the volume printed by the second New York newspaper.


The New York Times has for years led all other New York newspapers in volume of advertising. The Times believes that the function of a newspaper advertising department is to sell advertising space. What it offers to advertisers in quality and volume of circulation, buying power, confidence and responsiveness of readers and established results is of great value to an advertiser.

First on the List

Rarely does a newspaper advertising campaign covering the New York metropolitan district fail to include The New York Times as the first newspaper on the list. In national campaigns, where only one New York newspaper is used, The Times, with few exceptions is chosen.

Announcements of merchandise frequently appear only in The Times, at least in the eastern United States. Advertisements of companies specializing in the construction of large buildings, announcements of gas engines, machinery, hardware and other lines, heretofore advertised almost exclusively in trade periodicals, now appear with increasing frequency in The New York Times.

The development of new lines of business and the encouragement of heretofore undeveloped sources of advertising is considered well worth while by The Times. In this, as in many other enterprises on which The Times expends time and money, it is rendering a service to other newspapers.

Produces Unusual Results

The confidence which readers feel in the dependability of the news columns of The New York Times is reflected in the advertising columns and in the great purchasing power of its readers, producing results to advertisers which frequently are remarkable. Many profitable businesses have been built up, efficient selling organizations formed and merchandise of every description sold in large volume through The Times.

The New York Times is distributed in 8,000 cities, towns and villages throughout the United States. On week days the sale of The Times exceeds 350,000 and on Sundays it is purchased by more than 550,000 persons.
HERALD ABSORBS NORRISTOWN TIMES.

STRASSBURGER RETIRES AS HEAD OF MERGED PAPERS, APPOINTING J. W. MAGERS EXECUTIVE DIRECTOR OF HIS NEWSPAPER PROPERTIES—G. S. JONES REMAINS.

The Norristown, Pa., Times, which as noted in The Fourth Estate last week, was purchased by Ralph Beaver Strassburger, publisher and owner of the Norristown Herald, appeared for the last time on December 30. On New Year's Day the physical merger of the Herald and Times was accomplished.

At the same time Mr. Strassburger retired as president of the publishing company and has been succeeded by J. W. Magers, who becomes executive director of the newspaper property. Mr. Strassburger will devote his time to his other business interests.

Mr. Magers is one of the best known and most efficient newspaper executives in the country. He began his newspaper career in 1899 on the Baltimore World, one of the offshoots of the old Scripps League. In 1896 he joined Charles H. Grasty and in that association was connected with the Baltimore News from 1896 to 1905. From the latter year until 1909 he was engaged in the general and special agency business in New York, during which period, for approximately two years he was with S. W. Ayer & Son. At that time he sold the U.S. Government its first national advertising campaign, covering a drive for naval recruits.

From 1909 to 1910 Mr. Magers was with the Brocton Times and became business manager of the Baltimore Sun in 1910, continuing as such until 1913 when he bought the Sun job printing business from the A. S. Abell Company. Part of the time, during which he ran the printing business he served in an advisory capacity to the Baltimore Sun until the end of the Grasty regime.

Selling the Sun job printing plant on January 1, 1917, Mr. Magers went to Philadelphia as business manager of the Press, under the ownership of (Continued on Fifteenth Page)

NOW Ready

1923 WORLD ALMANAC AND BOOK OF FACTS

FOR 38 YEARS

THE STANDARD AMERICAN ANNUAL

On Sale at Newsstands and Book Stores

East of Buffalo

Pittsburg, 35c

West of Buffalo

Pittsburg, 40c

NEW FACTS AND FIGURES

EDITOR’S READY REFERENCE BOOK

A partial list of the more Important Features follows:

FACTS OF THE YEAR

EUROPE’S DEBT TO THE UNITED STATES

THE BONUS AND NEW TARIFF BILL

ELECTION FIGURES IN FULL COMPLETE SPORTING RECORDS


MAILLED ANYWHERE. 50c POSTPAID

Address, Cashier The World, New York City

ADVERTISING CLUBS TO MEET IN WASHINGTON NEXT TUESDAY-WEDNESDAY.

Large delegations of advertising men have already made known their intention of attending the convention of the Associated Advertising Clubs, to be held in Washington on January 9 and 10.

P. X. Wholley, vice-president of the Associated Advertising Clubs for the District of Columbia, has received advance word of their prospective presence from clubs in Wheeling, Rainiport, Parkersburg and other West Virginia towns; Bristol, Tenn.; Norfolk, Richmond, Alexandria and other Virginia points; and from Baltimore and Maryland clubs.

Those in attendance will hold sessions simultaneously with the meeting of the National Advertising Commission, to convene at the Hotel Washington on the two dates named. Officers and delegates from the twenty-two national divisions of advertising will be present.

Members of the Washington Advertising Club will attend in a body.

Chairman McClure of the national advertising commission has asked Mr. Wholley to invite the members of the Washington club to a luncheon during the convention. Prominent American executives are on the program of the proceedings, and several national government executives will be present.

AD CLUB HAS CHILDREN’S ENTERTAINMENT.

Fun in Club Land was at its height at the Advertising Club of New York last Saturday afternoon at its headquarters in Twenty-fifth street. John H. Eggers, chairman of the committee of fifteen, established a standard of holiday sport for the children of the club members.

Members of the League of Advertising Women, and the Junior Advertising Club assisted in entertaining the youngsters. The children were presented with gifts and favors and refreshments were served.

NEW DAILY IN CAROLINA ADDED TO BEASLEY STRING.

The Wilson, N. C. Mirror, a new morning paper, has made its appearance under the direction of R. F. Beasley, former North Carolina commissioner of public welfare, as editor; A. L. Wilkinson, formerly editor of the Raleigh Times, as advertising manager. This is the third North Carolina paper added to the Beasley string, the others being the Goldsboro News and the Moore County Journal.

WALTER INSTALLS HIS FORMER EDITOR AS CHIEF OF LONDON TIMES.

Geoffrey Dawson, who for several years was editor of the London Times before it was acquired by the late Viscount Northcliffe, has again become editor, from Henry Wickham Steed. Mr. Dawson first became editor of the Times in 1912 and continues to this day. Before that he was editor of the Johannesburg Star.

Mr. Dawson formerly held that post for several years. After the Northcliffe accession, Mr. Dawson was continued for a time as editor, but clashes between him and the new owner over matters of policy were more than constant, and in 1917 Mr. Dawson resigned.

When, following the death of Lord Northcliffe, control of the Times was repurchased by John Walter last October, backed by the money of Major John Jacob Astor, rumors that Wickham Steed would be succeeded by Geoffrey Dawson immediately became current rather than true.

Mr. Dawson has long been known favorably in London journalism. He first acquired note as an editorial writer for the Chicago Tribune, but changed his name to Dawson on succeeding to a landed estate in Yorkshire.

PRESIDENT HOWARD TO RETIRE AFTER EIGHT YEARS AS HEAD OF PRESS CLUB.

Edward Percy Howard, who has been president of the New York Press Club since 1914, will retire after the election this year. Pressure of business has caused Mr. Howard to withdraw as a candidate for the presidency. The organization has met with much success during the last eight years. John T. Flynn, managing editor of the New York Globe, has been nominated for the position.

There is only one ticket in the field, the two nominees being:

Elia Leidy, first vice-president; S. Jay Kaufman, second vice-president; Channing A. Leidy, treasurer; Walter C. Emery, secretary; Charles A. Lewis, recording secretary; Caleb H. Redfern, corresponding secretary.

The entertainment committee under the chairmanship of George F. Dobson has arranged for a program to be presented by well-known theatrical performers at the club Monday.

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Another Gain in 1922

THE PITTSBURGH PRESS
Carried a Total Volume of Advertising Last Year of Nearly

22 MILLION AGATE LINES
(Exact Measurement 21,995,638 Lines)
A Substantial Gain Over 1921

During 1922 THE PRESS Carried
1,042,398 Agate Lines Automotive Advertising
Being nearly 50 per cent greater than the automotive advertising carried by the next highest competitor and almost equal to the next two highest combined—

During the year THE PITTSBURGH SUNDAY PRESS carried a greater total volume of advertising than the next two highest Pittsburgh Sunday papers combined—

FIRST
In Advertising Volume
In Every Department of Advertising.
In Classified Advertising
In Volume of Color Advertising.
IN EVERYTHING

GREATEST CIRCULATION
Daily Now More Than 160,000
Sunday Now More Than 210,000

THE PITTSBURGH PRESS
Pittsburgh's Greatest Daily and Sunday Newspaper

OLIVER S. HERSHMAN, President-Editor

FARM BLOC WILL SUPPORT LOWER POSTAL RATE.

ACTION OF AMERICAN FARM BUREAU FEDERATION IN ENDORSING PUBLISHERS’ FIGHT INDICATES ATTITUDE—FARMERS GAIN STRENGTH IN NEXT CONGRESS.

Interest of the American Farm Bureau Federation in having the newspapers relieved from excessive burdens imposed by the present high postal rates on second-class matter, was manifested in a resolution passed by the Chicago branch of the organization on December 14 last.

The resolution as follows:

“Resolved. That we appreciate the educational value of the dissemination of information by the press of the country and pledge our support toward the movement to relieve publishers of the handicap of excessive postage on second-class matter.”

The adoption of the resolution practically assures the publishers that they will have the backing of the “Farm Bloc” in congress, which will be even more potent in the next session than now, owing to the fact that the “bloq” will practically hold the balance of power when the new congress convenes.

OTHER PARTNERS BUY F. C. GRANDIN INTEREST.

Frank C. Grandin, who has been president of the Grandin-Dorrance-Sullivan agency, New York, Chicago and South Bend, Ind., has sold his interest to the other members of the firm, and has retired from the business. The firm name will remain the same for the time being. Sturges Dorrance is now president and treasurer of the agency, and George Sullivan is advertising director of the Postum Cereal Company, Battle Creek, Mich.

SCANDINAVIAN CORRESPONDENT

Thoroughly trained newspaper man, with eleven years’ experience on American dailies and periodicals, finds it necessary to take up his residence in Stockholm, in his native Sweden, and is desirous of connecting up with some American news organization which stands in need of competent reportorial representation in Scandinavia.

He is well educated, well read and widely traveled throughout North America and northern and western Europe. Speaks perfect English and Swedish (which in effect means also Dano-Norwegian), fair French and German, and some Russian.

Is thoroughly conversant with contemporary events in Scandinavia and Finland, and has deep knowledge of the peoples, their histories, customs, ideals and aspirations. However, his Americanism precludes “colored” reporting.

Address Box 5284, care THE FOURTH ESTATE.

“DAY BY DAY” MENTAL HEALER HERE; WRITING SERIES FOR NEW YORK WORLD.

Emile Coue of Nancy, France, exponent of auto-suggestion, who has a contract with the New York World for a series of articles, arrived in New York Thursday aboard the Majestic. There was a large gathering of newspaper men and photographers at the pier waiting to interview him. A small delegation that went aboard the ship at Quarantine was granted a short interview.

A new series of articles by Coue commenced in the New York World Friday morning. The series is written in connection with his visit in America.

TARRYTOWN NEWS BUYS NEW PRESS.

The Tarrytown, N. Y., Daily News, Wallace Odell, publisher, has purchased a Hoe press, capable of printing 20,000 four, six or eight pages an hour or 10,000 ten, twelve and sixteen pages an hour, to take care of its rapidly growing business. For some time the Daily News has been cramped for want of larger press facilities. It will be the middle of February or the first of March before the press is installed and running. It will permit of expansion and it is the intention of Mr. Odell to add new features and make the Daily News “day by day a better paper every day.” The George B. David Company represents the paper.

Mr. Odell is a former president of the New York Press Association, one of the oldest associations of its kind in the United States.

BANK ADVERTISING DISCUSSED BY WISCONSIN CLUB.

William E. Walker, president of the Madison Advertising Club and advertising manager of the First National Bank-Central Wisconsin Trust Company, addressed the club on “Bank Advertising,” last week. Discussion of methods of advertising was taken up later.

FUEL CHIEF SUES ALBANY DAILIES FOR LIBEL.

HILLS ASKS $90,000, RESULT OF CRITICISMS PUBLISHED BY KNICKERBOCKER PRESS AND THE EVENING NEWS—SUIT NOT TAKEN SERIOUSLY BY DEFENDANTS.

Guy D. Hills, fuel administrator for Albany county, has begun an action to recover $90,000 damages from the Albany Knickerbocker Press and Albany Evening News, for an alleged libel.

The complaint alleges seven causes of action for publications of stories in both papers relating to the control of the coal distribution in Albany during the past few weeks, when there was an alarming shortage of coal for consumers.

The first cause of action for an alleged libel, published in the News November 10, charged the fuel administrator with aiding the larger coal dealers to establish a monopoly as against the small retailers. The second, published in the News November 28, stated that the United Traction Company had an excess supply of coal that was being distributed to its employees. The third, published in the News December 1, stated that the coal situation would be presented to the grand jury.

The fourth, published in the Knickerbocker Press December 2, refers to statements of coal dealers investigating the fuel administrator. The fifth, published in the News November 17, is alleged to accuse the administrator of failing to conserve the supply of coal for Albany homes. The sixth, published in the Knickerbocker Press, December 21, contained statements of salesgirls in the stores and pupils in the schools that they were wearing heavy clothing because “Hills failed to get coal.”

The seventh cause of action was based on a two-page advertisement in the Knickerbocker Press December 24, displaying the headlines clipped from previous stories appearing in both publications.

The complaint does not allege any special damage or indicate in what manner any financial loss has been sustained by Mr. Hills, who retained his position. The officers of the Press company do not take the institution of the action seriously and the defense to the action will be that it was performing a public service and that the criticism of a public official was fair and justified by the facts of the situation.

The grand jury made a thorough investigation of alleged violations of the laws by coal dealers and found no indictments.

WORLD PRINTS FINANCIAL SUPPLEMENT FOR 1922.

The New York World last Sunday published a six-page supplement, in which S. S. Fontaine discussed the financial situation in general and B. L. Read that affecting the bond markets. John J. Leary, Jr., discussed the labor outlook.

Two pages were devoted to tables giving price ranges of the stocks and bonds listed on the New York Stock Exchange. In addition there was a chronology of the outstanding events of the year and a list of the outstanding persons who died during the twelvemonth.
Coué is right:
Every day, in every way, we are getting better and better.

*The name was changed to Hearst's INTERNATIONAL just 20 months ago.
NEW YORK TIMES URGES ACTION ON POSTAGE.

BUSINESS MANAGER WILEY'S LETTER TO COMMITTEE SHOWS IN FIGURES THE INJUSTICE OF PRESENT RATES—COST $22,000,000 MORE THAN IN 1918.

Following the recent shelving of the Kelly Bill in the House committee on post offices and post roads, which means tremendously expensive delay in the readjustment of publishers' postage costs, the New York Times has given evidence to the committee of a determination to press for further consideration of the bill with the least possible delay. Speaking not only for itself, but also for the members of the American Publishers Conference, the Times figures in figures how the Government is handicapping the publishing industry by delaying reduction of second-class postage rates.

In the year just closed American publications paid $22,000,000 more for postage than they did in 1918, in spite of the fact that the Postal Department has diverted an immense proportion of the increase in circulation to express shipments in bulk. Of the increase the New York Times alone pays $466,028.

Louis Wiley, business manager, has stated the Times' attitude to Congressmen Archie D. Saunders, member of the house committee, as follows:

Referring to the recent shelving of the Kelly Bill (H.R. 11965) now before your committee: The publishers of America pay this year $22,000,000 more for postage than in 1918, on magazines and newspapers transported by the Postal Department. This burden of expense, imposed as a war measure, is laid on publishing interests alone. While paying this excessive tax for the distribution of their product they are also subject to all other taxes levied on American industries, while there has been no indication of decrease in the high costs of labor, newspaper print and other essentials.

As an instance of the enormous increase expected in the future, if no change is made in the Postal Act, we refer you to the postal rate statement of the New York Times of November 1, 1918, in the year ended June 30, 1918, to December, 1918, for which purpose the rate was $0.01 per pound on all zones. But from July 1, 1919, to December, 1918, the rate was $0.014 per pound on news and reading matter, as follows:

<table>
<thead>
<tr>
<th>Zone</th>
<th>Rate per pound</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2</td>
<td>.014</td>
</tr>
<tr>
<td>3</td>
<td>.035</td>
</tr>
<tr>
<td>4</td>
<td>.050</td>
</tr>
<tr>
<td>5</td>
<td>.060</td>
</tr>
<tr>
<td>6</td>
<td>.075</td>
</tr>
<tr>
<td>7</td>
<td>.090</td>
</tr>
<tr>
<td>8</td>
<td>.107</td>
</tr>
<tr>
<td>9</td>
<td>.125</td>
</tr>
</tbody>
</table>

Whereas the Federal Government collected postage fees on publishers less than five million dollars in 1918, it is estimated that this year the Postal Department will pay to the Government for carrying these publishers not less than thirty-three millions.

The exorbitant postal charges have been increased (Continued on Twenty-seventh Page).

INDIANAPOLIS NEWS RADIUS BOOK A NOTABLE PIECE OF PROMOTION WORK.

Something different in publication promotion literature has been worked out by the advertising department of the Indianapolis News in the form of a Radius Book, which is being issued to the agencies and advertisers this month.

The first half of the elegantly case-bound eight-page volume contains an illuminating study of the Indianapolis radius as a selling market. There is a notable absence of the usual flabby statements. The facts and figures shown about the market are given in a most readable yet convincing manner.

The book itself is evidence of the truth of the statement made in the chapter devoted to the merchandising work of the News. The publishers of the merchandising department a veritably a gold mine of information about the Indianapolis radius.

Another high spot in the book is the statement by Mr. Carroll, advertising manager, in which he says 'The advertising department of the Indianapolis News is proud to acknowledge that the paper is very frankly conducted from upstairs.' After enumerating the statistics of the News, Mr. Carroll says in conclusion: "The advertiser who makes no boast that these standards are part of the daily routine of the paper. An advertising campaign, it is claimed, would be conducted otherwise on the Indianapolis News. The commercial success of the News should be an inspiration to the smaller publication which does not go to the dark, fearful of maintaining definite standards, with a mistaken idea that the need of financing with what little capital it can afford cannot afford to indulge in advertising or editorial ethics."

Although the edition of the Indianapolis News Radius Book is limited, copies are available to agencies and advertisers who may not have received their copies by this time, according to Mr. Carroll.

CHAMPAIGN HERALD OUT.

After several unavoidable delays, the Champaign, Ill., Evening Herald made its initial bow on January 1. The paper was scheduled to make its appearance on November 1, but because of failure to receive mechanical equipment in time, the date of publication was postponed.

Payne, Burns & Smith represent the paper in the East, and G. Logan Payne Company in the West.

Charles H. Anderson, formerly associated with the Chicago American, is directing the publication, which is being financed by the Champaign Evening Herald Company supported by stockholders among the citizens of the twin cities of Champaign and Urbana, and outside capital. The plant is located at 15 North Taylor street.

CUBA TO-DAY

Is trouble brewing in the Island Republic? This illustrated story answers the question. Told in 8 columns in a breezy newspaper style.

Written by a former A.P.—I.N.S. and U.P. Correspondent.

For release in January.

Ask the NEWARK N. J. NEWS about Scott Multi-Unit Presses for they are using a Scott Double Sextuple Press and in all the years it has been in use IT NEVER MISSED A MAIL or a single edition and is today turning out its full quota of newspapers. It makes all kinds of combinations and is operated as three independent Quadraples, two Sextuples or as an Octuple Press. All changes are made without changing a bar or bolt on the machine to associate or cross associate the products.

IT CAN BE SEEN RUNNING EVERY DAY.

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U.S.A.

CHICAGO NEW YORK

1441 Monadnock Block 1457 Broadway, at 42d Street
The St. Louis Post-Dispatch Announces Direct Representation in the National Advertising Field

Effective Commencing January 1, 1923

EASTERN ADVERTISING OFFICE
NEW YORK
World Building
R. A. FLETCHER, Manager

WESTERN ADVERTISING OFFICE
CHICAGO
1917 Malters Building
P. L. HENRIQUEZ, Manager

The Post-Dispatch takes this opportunity to express its appreciation of the faithful and aggressive service rendered by the S. C. Beckwith Special Agency during the twenty-six years it represented the Post-Dispatch in the national advertising field.

ST. LOUIS POST-DISPATCH
First in St. Louis

Sunday Circulation Average
Now in Excess of

410,000

Daily Circulation Average
Now in Excess of

180,000

St. Louis is an EVENING Newspaper Town and the POST-DISPATCH Is THE Newspaper
REPORTER HOME FROM SOJOURN IN EUROPE.

HAS TWENTY-THREE CENTS OF $360 HE LEFT WITH—

WANDERING FEET LEAD SCRIBE ON FIVE-MONTH JAUNT — "WAITERS" OVER AND "PAINTS" WAY BACK.

After a careful and studied survey of the exhibitors' needs, from an exploitation accessory to a meritorious box office attraction, Henry M. Warner, of Warner Brothers, motion picture producers, New York, is firm in the conviction that the present method of trade paper advertising does not aid the exhibitor in laying the foundation for a successful campaign—REAL FACTS ESSENTIAL.

"SELL IT BY ADVERTISING"

Printing plates which are cast in Hand Boxes are notoriously bad printers, and are wasters of newsprint—not all of them, but most of them.

The always variable human equation is nowhere more accurately reproduced than in plates made by hand.

A machine is without human temperament; it is never impatient, and never weary. It is never overloaded or worn out. It is never slow, and it never takes the pains to ascertain just what exhibitors need to derive the maximum box office results with their attractions.

Printing plates which are cast in Hand Boxes are notoriously bad printers, and are wasters of newsprint—not all of them, but most of them.

"Truth in advertising has been advertised for many years by a great many people in the industry," said Mr. Warner, "but few of them seem to know what the word 'truth' means. In almost every issue of the trade journals there are scores of advertisements that with very few exceptions spoil the same line of glowing phraseology. The multitude of exhibitors this means nothing. It merely proves that those who sanction such advertisements have not taken the pains to ascertain just what exhibitors need to
THE BIG SCHEME OF SIMPLE OPERATION

THE LINOTYPE MOLD
A Type Foundry That Equips the Printer for Every Job

The LINOTYPE will produce everything that a printer needs just when he needs it; type-matter from 5 to 36 point, already composed and justified; border decorations in infinite variety; space and base material cast to his order.

Linotype Typography matrices and matrix slides give the printer every typographical resource he will ever need. And the water-cooled mold disk permits him to cast up unlimited quantities of material without danger of overheating.

Other exclusive Linotype features are the quick changeability of liners, without removing the mold cap, and the three-point support for the mold which prevents warping.

MERGENTHALER LINOTYPE COMPANY
29 Ryerson Street, Brooklyn, N. Y.
NEWS PRINT PRODUCTION for ELEVEN MONTHS of 1922.

The following figures of news print paper produced in United States and Canadian mills for the first eleven months of 1922 by months, together with shipments and stocks on hand at mills, represent practically 95.3 per cent of the total produced by all mills and are taken from the news print service bureau's monthly Bulletin No. 59.

UNITED STATES AND CANADIAN MILLS

—PRODUCTION—

<table>
<thead>
<tr>
<th>Month</th>
<th>Production</th>
<th>Shipments</th>
<th>StocksonHand</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>2,170,198</td>
<td>7,643</td>
<td>91.4%</td>
</tr>
<tr>
<td>February</td>
<td>2,169,775</td>
<td>7,764</td>
<td>91.6%</td>
</tr>
<tr>
<td>March</td>
<td>2,201,980</td>
<td>7,883</td>
<td>91.7%</td>
</tr>
<tr>
<td>April</td>
<td>2,165,400</td>
<td>7,665</td>
<td>91.0%</td>
</tr>
<tr>
<td>May</td>
<td>2,201,980</td>
<td>7,883</td>
<td>92.1%</td>
</tr>
<tr>
<td>June</td>
<td>2,201,980</td>
<td>7,883</td>
<td>92.1%</td>
</tr>
<tr>
<td>July</td>
<td>2,201,980</td>
<td>7,883</td>
<td>92.1%</td>
</tr>
<tr>
<td>August</td>
<td>2,201,980</td>
<td>7,883</td>
<td>92.1%</td>
</tr>
<tr>
<td>September</td>
<td>2,201,980</td>
<td>7,883</td>
<td>92.1%</td>
</tr>
<tr>
<td>October</td>
<td>2,201,980</td>
<td>7,883</td>
<td>92.1%</td>
</tr>
<tr>
<td>November</td>
<td>2,201,980</td>
<td>7,883</td>
<td>92.1%</td>
</tr>
<tr>
<td>Total</td>
<td>24,623,740</td>
<td>91,027</td>
<td>93.3%</td>
</tr>
</tbody>
</table>

Note: Maximums represent average production best three months of 1920 or 1921, with allowances for new machines.

The eleven months production of 1922 exceeds that of the corresponding period of 1921 by 29 percent.

The Japanese made strenuous efforts to increase the duty on pulp from 0.2 sen to 1 sen, or to 0.5 sen, but failed. As an alternative they turned to the manufacturers of the Kyodo Pulp Kaisa to avoid competition at home and to meet competition from abroad. The means adopted curtailed the estimated annual production capacity of 120,000 tons to 100,000 tons by the closing of the Yalu Mill. The Oji Paper Mills, Fuji Mills, Karafuto Industrial Co., and the Yalu River Mills are represented in the country—united in the organization, which is capitalized at 3,000,000 yen—or $1,500,000.

SOLON DENIES HE WANTS NEWS CENSORSHIP FOR STATE.

Representative Thomas G. Wall of the South Dakota legislature denied that he would introduce a bill in the coming session of the South Dakota legislature for a legislative censorship of news going out of the state house.

He asserted his belief that the daily newspapers would advise the public of the lack of legislation publishing the news from the state house, so that the people of the state might know those they have entrusted with their business are complying with that trust.

Norristown Daily Herald

For more than a Century one of Pennsylvania's Great Home Newspapers

RALPH BEAVER STRASSBURGER
Publisher
Herald Absorbs Norristown Times.

(Rolman Wanamaker. He was also secretary and treasurer of the Press Company until the purchase of the staff of John Wanamaker, Philadelphia. Mr. Magers was graduated from Baltimore University, afterwards consolidated with the University of Maryland, from which he received the degree of Bachelor of Laws and was admitted to practice January 1, 1905, in all courts of Maryland, including the Supreme Bench of Baltimore City. In the spring of 1918 he was admitted to the practice of law before the Supreme Court of Pennsylvania and in all courts of Philadelphia County. Mr. Magers leaves the Wanamaker legal staff to enter his association with the Norristown Herald.

Gilbert S. Jones, who has been associated with Mr. Straussberger since the latter purchased the Herald in November, 1921, continues with the New Herald in the same capacity of secretary and treasurer of the publishing company and general manager of the newspaper.

World Almanac, Containing Important Information and Statistics, Out.

The 1923 edition of the World Almanac and Book of Facts, published by the New York World, contains information of more than 36,000 facts and figures, by just off the press. The almanac is invaluable to the newspaper editor and business executive, and is a useful addition to any office, school and home. It contains all the most important events and happenings of the past year, tells of Europe's debt to the United States, gives the election figures in full, describes the bonus and the new tariff bill, and gives complete sporting records.

A new feature of great value has been added giving the government, population, finance, commerce, education, social activities of America and the whole world, country by country. A partial list of the more important features follows: The Geneva and the Hague Conference; the financial conditions of Europe; the Arms Conference, with tables of the new navies as cut down; Progress of the League of Nations; President Harding's Veto of the bonus bill; Labor problems; strikes and wages; balance sheet and expenditures of the United States Shipping Board; establishment of the Irish Free State; relief of the Russian famine; wonderful progress of aviation; list of government and state officials; agriculture; mines and mining; crops; live stock; imports and exports; banking; science, religion, art and literature, and thirty pages containing a diary of the news of the world day by day.

Boston Herald - Traveler Staffs Given Banquet.

The staffs in the editorial departments of the Boston Herald and Traveler were guests at a banquet given by their employers, the Boston Publishing Company last Saturday night at the Adams House. About 100 were present at the affair, intended as a means of promoting good fellowship between the members of the dual staffs and effecting a closer relationship in their work.

Walter Cobb of Quincy, who has been reporting his district for the Herald for nearly forty years was one of the most prominent of the guests, while another noted figure at the banquet was Frank W. Browne, military editor of the Herald for about two score years. Edmund Noble, known to all Boston newspaper men for two generations, and the oldest member of the Herald in point of city staff service, was conspicuous among those present.

Harold F. Wheeler, managing editor of the Traveler, presided and the speakers included Robert Lincoln O'Brien, editor of the Herald; T. J. Moynihan, circulation manager for the two papers; George B. Ryan, city editor of the Herald; Howard Gould, city editor of the Traveler; Edward E. Whiting, writer of "Whiting's Column," a Herald front page feature; Joe Toye, Traveler city staff man; Edmund B. Sargent of the Herald city staff, and Nixon Waterman, editor of the Traveler's "Whirling Hub," an interesting column which appears daily on the editorial page.

Circulation Manager Moynihan reported that the Herald had increased its readers during the last year by 8,000.

Carolina Editors to Meet.

The mid-winter meeting of the North Carolina Press Association will be held at the Sheraton Hotel, in High Point, January 11th and 12th. An unusually good program has been prepared and a large attendance is expected.

Newspaper Plant Damaged by Fire.

Offices of the Council Bluffs, Iowa, Nonpareil were damaged by fire recently, making it necessary for that newspaper to issue its editions at the plant of the Omaha World-Herald.

Newsprint

Newsprint Paper Corporation

Sole Agent in United States For

Swedish Mills—

Billeruds Aktiebolag
Fiskeby Fabriks Aktiebolag
Hafrestroms Aktiebolag
Holmens Bruks & Fabriks Aktiebolag
Skonviks Aktiebolag
Wargons Aktiebolag

Also Agent for the Swedish Mill—Stora Koparbergs Bergslags Aktiebolag

Norwegian Mills—

Ankers Træsliperi & Papirfabrik A-S
Bohnsdalens Mills, Ltd.
Follum Træsliperi
Aktieselskabet Hofsfos Træsliperi og Papirfabrik
Aktieselskabet Holmen-Hellefos
Hunsfos Fabrikker
Union Paper Co., Ltd.

33 West Forty-Second Street New York
Telephone: Longacre 1116
G. F. STEELE, President L. CALDER, Vice-Pres. J. J. NOLAN, Secretary F. W. WESTLAKE, Treasurer
The Most Remarkable

This graphic presentation of THE KANSAS CITY STAR's carrier circulation is not duplicated or approached by any other newspaper in Greater Kansas City as of December 18, 1922.

**THE STAR'S CARRIER CIRCULATION**

In Greater Kansas City as of December 18, 1922

<table>
<thead>
<tr>
<th>Ward</th>
<th>Star Subscribers</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>6,697</td>
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<tr>
<td>2</td>
<td>10,053</td>
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<td>3</td>
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<td>8,198</td>
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<tr>
<td>15</td>
<td>9,129</td>
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<td>16</td>
<td>8,990</td>
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**KANSAS CITY, MO.**

<table>
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<th>Star Subscribers</th>
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<tbody>
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<td>9,899</td>
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**KANSAS CITY, KAS.**

<table>
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<th>Star Subscribers</th>
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<td>2,035</td>
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<td>3</td>
<td>7,973</td>
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<td>3,235</td>
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<td>5</td>
<td>4,058</td>
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<tr>
<td>6</td>
<td>2,558</td>
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<tr>
<td>7</td>
<td>3,755</td>
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**INDEPENDENCE, MO.**

<table>
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<tr>
<th>Ward</th>
<th>Star Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>5,551</td>
</tr>
</tbody>
</table>

**GREATER KANSAS CITY**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>124,221</td>
</tr>
</tbody>
</table>

Note: Since the count by wards was made, December 18, 1922, the

Chicago Office: 1418 Century Bldg.
The Map Ever Published

K'S carrier circulation depicts a thoroughness of coverage of any other city in the world.

EACH dot in this map represents 10 subscribers to The Kansas City Star, served by The Star's own carriers. Street sales, counter sales, drug store distribution and the like have not been included. There are more Star subscribers in Greater Kansas City than there are families.

Families in Greater Kansas City... 112,007
(U.S. Census)

City Carrier Circulation of The Kansas City Star... 124,221

City Circulation—Including Newsboy Sales... 138,008

TOTAL Circulation, City, Suburban and Country... 231,304

GAIN over One Year Ago... 9,349

carrier circulation has increased from 124,221 copies to 125,155 copies.
A NEW JOURNALISTIC LINK WITH THE OLD WORLD.

With Luigi Barzini’s new Corriere d’America little more than a week old, extended comment as to its possibilities in the future might properly be considered premature, but the fact that it has been set up in this new Italian daily in its first few issues merits hearty recognition. It is a logical outgrowth—of that of Signor Barzini and the Corriere della Sera, which has an even wider age range, placed in the hands of Italians in America and one that is an instrument of intelligence that may come to be as highly prized in the land of their adoption as the parent journal is in the home land. The first few issues are a temptation to take up ... the Corriere d’America, see how many words you would have to write to prove that you understand the spirit of America.

JUSTICE AND INJUSTICE OF THE CARICATURE.

In an issue of a few days ago the New York Tribune published a letter from one of its readers who deplored the implied ridicule that the caricature heaps upon his subjects. No defense or explanation of the caricaturist’s side of the case was made by the New York Journal. “Taking Caricatures Seriously,” which may be interpreted as a sort of public relations writer.

As a matter of fact, caricature does not occupy the important place in American newspapers that it did in the time of Davenport and Carter. Caricature has proved itself a positive factor in accomplishing the purposes of its creator, distasteful as it may have been to the subject, or his friends. Today, however, the spirit of the hostile caricaturing that once exerted so profound an effect upon public affairs, and the art of grotesque delineation is usually employed in a softer, friendlier manner.

Many reasons may be advanced for the change, but the best answer would seem to be that more and better ways of correcting public evils or harassing political opponents these days than there were a decade or two ago. We have become reconciled to a more constrained type of humor, or a kind of satire which respects anyone’s delicate sensibilities.

The spirit behind such defects that may not be changed?” asks the Tribune’s correspondent. “A homely distinction that is, that it does not seem to me that it is neither humorous or friendly to call to a man’s least attractive features. The schoolboy at the blackboard is deplorable. As a teacher, adding and a tail, and all the consequences, is not a bad idea to keep a caricature reserve that could be called upon to do a quick, effective job in an emergency.

NO NEED FOR JOURNALISTS BEING “BROKE.”

Jealous as he is of his reputation for mental efficiency, the average newspaperman is usually very flaccid when it comes to a question of financial management. “Do you expect of a newspaper man having any money?” is a familiar quotation to be met with of anyone who has been very long in journalism, and the remarkable and shameful part of it is that 99 times out of 100 you are more than anyone else. A surprising number of them seem to regard being broke as one of the comcomitants of a newspaper career, so much so that one newspaper, at least, has established itself almost as one of the traditions of the profession.

It is singular that an individual who was brought up in a background of contemporary journalistic spirit should so languidly accept the theory that he can’t get ahead of the game! It is a reflection upon intelligence that persons much further down the scale of advancement and present, and with reason.

A newspaper man can get and keep money as consistently as anyone else if he makes up his mind to do it. Just as in the case of the showing made in the last two years by the employees of the Cincinnatii Union and Tribune, you not only maintained your own savings club, as a result, they were on hand in that time more than $145,000 that would otherwise have belonged to some one else by now.

As told in the news pages of this issue, this savings fund is out at interest in the form of first mortgage loans, an absolutely airtight investment, so that each employer of the Times-Star adds appreciably to his wealth every year exclusive of further gain. For example for their fellow newspaper workers in the two years their plan for providing insurance for earning money, the city’s social director, the financial director, will be not only maintained, but augmented, by the newspaper, and by the public, as much as possible.

Two of the biggest newspapers in the country, the New York Times and Post, have recently aided their staffs in organizing building and loan associations. It is an undertaking on the part of them to provide a preparation of the qualities of leadership to induce his associates to buy their own savings clubs. It’s not the hundred cents in the dollar that you get that means so much, as it is the one hundred and six cents in the dollar that you keep.
PURELY PERSONAL

Charles V. Trux, of Seymore, Ohio, former editor of the Swine World and a contributor to farm papers, has been appointed director of agriculture in the cabinet of Governor Doakley.

Walter J. Reck, Associated Press correspondent at Des Moines, Iowa, with Mrs. Reck, left for Los Angeles last weekend.

G. Selma-Fougner, formerly connected with New York newspapers and a prominent publicity director, is a guest at the home of Mrs. S. Gill, who represented the Hearst papers at the Versailles peace conference.

Theodore Bodenwein, publisher of the New London, Conn., Day, accompanied by Mrs. Bodenwein and Miss Edna Manwaring, is on a three months' motor trip to Miami, Fla.

Sholom Asche, editor of the New York Jewish Forward, returned this week from a sojourn abroad.

Alfred C. Newell, former newspaperman, and newly elected president of the Atlanta Chamber of Commerce, acted as toastmaster at the farewell dinner of the four city boards that went out with the old mayor.

Miss Marjorie Postal, who was recently engaged in teaching expression to a class of seventy-five girls in the advertising department of the Chicago Tribune, is in Miami, Fla., to assume her duties as hostess at the Hotel Urmye.

BROOKLYN PUBLISHER TO BECOME A BENEDICT.

Herbert Foster Gunnison, publisher and vice-president of the Brooklyn Daily Eagle, and Mrs. George S. Baldwin of Highmount, N. Y., and Brooklyn, are to be married the first of February.

Mr. Gunnison and Mrs. Baldwin met last July on the famous centennial tour. Mr. Gunnison has been associated with the Daily Eagle since 1894, and is an officer and director of various large corporations.

Mr. and Mrs. Baldwin have served as treasurer and secretary of the American Newspaper Publishers Association and vice-president of the New York City Publishers Association.

For several years, Mr. Gunnison was the Eagle Almanac and is the author of two books, "Two Americans in a Motor Car" and "Flatbush of Today." Mr. Gunnison was born in Halfax, N. S., June 24, 1858. His first wife, who was Miss Alice May of Brooklyn, passed away in 1903.

PUBLISHER FOSTER GUNNISON.

STAFF CHANGES.

Gerald P. Crean has succeeded Alfred Malmegren on the reporting staff of the Brooklyn Daily Eagle. Mr. Malmegren will devote his entire time to his sign painting business.

Henry B. Humphrey, Jr., of Boston, joining the reporting staff of the Kansas City Star. Since graduating from Harvard he has taken a special course at the University of Germany. Mr. Humphrey is the youngest son of B. H. Humphrey, president of the Boston advertising agency bearing his name.

John Sheridan, formerly a reporter for the Johnstown Democrat, has been named advertising manager on the Johnstown, Pa., Ledger.

Willibor Saylor of the school of journalism, Syracuse University, served on the staff of the Johnstown, Pa., Tribune during the Christmas holidays.

Mrs. Ann McGuire of the Johnstown, Pa., Tribune has left for New York, where she will spend several months.

Ellis C. Hollums, recently with the Miami Daily News, is replaceing a man who has resigned from the new department of the Jacksonville Journal.

PUBLISHER RECOMMENDED FOR POSTMASTER.

Frank E. Howe, publisher of the Montpelier, Vt., Republican, has been recommended by the Vermont delegation in congress as successor to A. S. Hartz, secretary of war's assistant postmaster general, who has served two terms.

Mr. Howe learned the printers' trade in the office of the Brattleboro Reformer. In 1893 he went to Montpelier, where he was employed three years on the Argus as reporter. He edited the Montpelier Evening Republican, being in charge of the paper from the day of its existence and was three years assistant editor of the Barre, Vt., Daily Republican.

In 1892 he purchased the two week newspapers then published in Montpelier and the following year began issuing the Evening Banner. He twice served as a member of the Vermont state legislature, the second session as speaker of the house, and served one term as lieutenant governor.

EDITOR HALF A CENTURY.

Wells L. Hill has just completed sixty years as editor of the Middletown, Mass., Transcript. He succeeded the late Colonel George H. Hoyt, who founded the paper and was its sole owner. Mr. Hill, who was in Boston and had previously sent Washington letters to the Transcript's office acting editor. From a third owner, he soon became sole owner of the paper and publisher of the newspaper and job shop.

Mr. Hill about thirty years ago was a reporter for the New York Post and was a representative of the World's Congress of the Deaf. He has four children, two of whom have been in the business manager of the Transcript; Raymond Deigh, and Miss Nettie E. Hill of New Haven, Conn.

TUFFORD'S HAVE A SON.

While Will V. Tufford of Clinton, and Miss Marjorie Postal, who was recently engaged in teaching expression to a class of seventy-five girls in the advertising department of the Chicago Tribune, is in Miami, Fla., to assume her duties as hostess at the Hotel Urmye, M. Tufford has been named Fred Tufford, district manager of the Inland Daily Press Association.

Miss Marguerite E. Sweeney, for nearly two years connected with the National Children's Alliance, has been appointed to the staff of the New York Herald. She will come to New York from Dallas, Texas, where she was a member of the staff of the Dallas Morning News. She served also as secretary to Frank W. Wozenick, while a student in Dallas.

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NEW V-C SERVICE STARTS.
Organisation of the V-C Advertis-
ing Service Corporation, a new news-
paper and magazine advertising agen-
cy, with headquarters at 230 West
Forty-second street, New York, has
been completed by Baron G. Collier,
president of the Street Railway Ad-
vertising Company, and Cornelius
Vanderbilt, Jr., president of the C-V
Features Service.

The company is incorporated for
$200,000 capital and is directed by
Collier, Mrs. L. B. Hamilton, vice-presi-
dent of the United Hotels, L. Buck-
ingham, treasurer, and Mr. Collier
and Mr. Vanderbilt.

Robert Harris, formerly of the New
York Herald and the Associated Press
in New York and at one time pub-
licity director of the Chinese Govern-
mint in the United States, is secre-
tary of the concern and Edward
Wheaton, formerly an accountant of
this entire group of companies, is assistant
bookkeeper.

Mr. Harris is present handling the advertising for the United Hotels Company and the American, Charles Mc-
Donald Perfume, American, Florida Pol-
ish, Tarpon in Florida, Takamine
in Chicago, and the New York and
Columbia Graphophone Company of New
York, assistant treasurer.

Since the present management of the New York Press is not opposed to the idea that circulation means everything to a newspaper and that it is essential to have the newspapers in the hands of its circulation department, it is
expected that the company will be
able to handle the advertising for the
United Hotels Company and the American.

Mr. Lynch gave the boys of the Press a Christmas party in
Keil's, the company's new New York theater.

A special vaudeville entertainment was held in the evening,
which has a seating capacity of
2,000, was filled from the main
to the dress circle. Several vaudeville acts are scheduled for
other Weekly Theaters in the city before the end of the
season.

The Lynch is president of the In-
national Circulation Managers' Asso-
ciation. He knows what's good
for circulation and the classifier.

CHICAGO POST SEeks $50,000
DAMAGES FROM THEATRICAL
PRODUCERS.

Suit for $50,000 damages was
brought Tuesday by the Chicago Even-
ing Post against Sam S. and
Byron T. Shubert, Chicago theatrical
producers, and the Jackson Theatre
Theatre and the Elgin. The suit is based on a letter in which
the Post accused the Shubert of
infringing on its copyright.

Several theatrical acts are performed in the Post's Evening Post
papers, and it is claimed that the
Shubert's act is identical
with one of the Post's acts.

The Shubert brothers failed to press suits against the new-
paper, however, and they were
granted an injunction of the
appellate courts.

CHANGES TO EIGHT COLUMNS.
The Waco, Texas, News-Tribune, on
November 1st, reduced from 14 to
13 columns, 13 ems, to 8 columns, 12 ems. This week the News-Tribune is one of the Fren-
tress & Marsh group of Texas newspa-
ners.
FIRST PAGE NEWS SUMMARIES HAVE PULLING POWER.

TORONTO GLOBE AUGMENTS COLUMN AND IT REGISTERS A HIT IN FAR-OFF CHINA—AIDS BUSY PEOPLE TO FIND AND DIGEST NEWS IN QUICK TIME.

By H. Armand de Masi.
Special Correspondent of The Fourth Estate.

Every morning, in the first column of the first page, the Toronto Globe prints a column summary of the news of the day, under the box heading "News of The Day." This includes under various sub-headings, news of "Toronto and District," the "Dominion," "British and foreign," "Financial," "Agricultural," "Sports," etc., and is followed by weather reports, "British Mails Closing" and "Steamship Arrivals."

The Toronto Globe is one of the few newspapers on the American continent still publishing this pith of the day's news, most papers of the United States having abandoned this feature some years ago.

Recently the Globe enlarged this summary, which during the war had been curtailed somewhat because of paper shortage and because of the wealth of war news received daily. An echo of the action of the Globe's editorial director in adding to the summary has just been heard from far off Tielutung, West China, where the Chinese newspaper Mission maintains a general hospital and dispensary.

A letter received a few days ago by the Globe from W. B. Birk, stationer in Tielutung, reads as follows:

"For a long time my relatives in Toronto have been receiving the summary of the news in the Globe to us in their regular letters. It has been an easy way to keep in touch with the homeland.

"This last week we were surprised to see how the 'Summary' had been enlarged and as is natural, we greatly appreciate the gesture. It seems that several people here who have lived in Toronto at some time, and we thought you ought to know that we have no objection to the enlargement."

And I understand from the management of the Globe that scores of letters from sources closer to Toronto than Tielutung, West China, have been received from readers, praising this newspaper for its enlargement of its "News of the Day" summary.

Recently the Globe made a distinct separation of its telegraph and city news sections, so that the latter now comprises a part of its own, with its own front page. This gives city news equal display with telegraph news, and the Globe, I understand, has added several thousand to the Globe's circulation.

The "News of the Day" summary is indexed so that the reader, with very little trouble, can readily find the particular item of news in which he is interested. Agricultural news, for example, is invariably segregated on the Globe's "farm page," which is a daily feature.

"The Distressed District" news is indexed in the city news section; Dominion news on pages 1, 2, 3 and 5, etc.; British and Foreign news on pages 1, 2, 3 and 5, etc.; financial on pages 6-9; sports on page 12, etc.

In this way, without involving too detailed a system of bookkeeping and checking up on the part of the editors, the news of the day is thoroughly tabulated and indexed for the convenience of the Globe's readers.

NORTH MINNESOTA EDITORS MEET AT LAKE FALLS IN LATE JANUARY.


NEWSPAPER PIONEERS IN SOUTH DAKOTA SELL OUT.

The sale of the plant of the Oscoma Argus-Leader by Mr. and Mrs. J. N. Fulford to Erwin and Otto Blum marks the retirement from active newspaper work of pioneer newspaper people of the Missouri river section of South Dakota. Upon opening the Great Sioux reservation between the Missouri river and the Black Hills in 1890, the Fulfords moved to an interior point west of Chamberlain, where they established one of the first papers to be published in the ceded lands.

NEWSBOYS START CAMPAIGN TO RAISE PROTECTIVE FUND.

Minneapolis newsboys started a campaign to raise funds for Minneapolis Newsboys' Protective Association through the sale of tickets to "Heroes of the Street." The newsboys were given a private showing of the film "Heroes of the Street." Gifts were distributed by a Santa Claus and children from the Salvation army assisted in the program by reading songs. A committee of citizens and the theater management assisted the newsboys.

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HUBER'S ROTOGRAVURE INKS

Are long on covering capacity

HUBER'S Colors in use since 1780

J. M. HUBER

Main Office
65 W. Houston, Street New York

At Paces to Huberize

For PROMPT SERVICE

TYPE Printers' Supplies Machinery

in stock for Immediate Shipment by Selling Houses Conveniently Located.

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS COMPANY

Get the Most Out of Your Press Investment

The CUTLER-HAMMER SYSTEM

Printing Press Control "Safest in the World"

Times Building—New York
Branch Offices—Principal Cities

POLLARD - ALLING Manufacturing Company ADDRESSING AND MAILING MACHINES

Operates at high speed and keeps down cost of addressing subscribers to minimum

220-230 West 19th St., NEW YORK

TAKES OVER PAPER.

William Pressevent, formerly with the Billings Mont. Gazette, is now in charge of the Edgmont, S. D. Express.
A Fighter for Business

Will be available for some good newspaper February 1st. Experienced advertising manager and solicitor; age 38; married; University graduate. Can write copy that sells, the kind that gets the reader. Can also sell contracts, special pages or special editions. Not a "high pressure artist," but can hold and develop his accounts by getting their confidence and keeping it through intelligent advertising assistance. Not looking for just "another job" but wants connection that will afford the opportunity developing into a worthwhile executive position. If you want such a man in your organization write Box 5868, care The Fourth Estate.

For Particular Printing, come to the Alliance Press

110-114 West 32d Street, New York

1923 WILL WITNESS STEADY IMPROVEMENT, NEW YORK PUBLISHER BELIEVES.

Unless there is some crude political, blundering, the coming year from an industrial standpoint will witness steady improvement, says Russell R. Whitman, president of the New York Commercial. "If matters can be left to work themselves out without interference, all will be well," says Mr. Whitman. "The rapid turnover of new equipment, which will keep the plants running to capacity. This will, in turn, make heavy demands upon the steel companies and upon all the allied furnishers of material that the railroads require.

"The greater part of the money required for new buildings will be dispensed in wages which will add to the buying power of the industrial community and react upon all industry.

"Of equal importance will be the prosperity of the farmers. Pending legislation is expected to provide financial guidance, which will permit the more orderly marketing of the crops and the more even distribution of the profits to the growers. This again will increase the buying power of the farmers and react upon all industry.

"If, however, the radical element in Congress shall succeed in undermining the confidence of the people through its attacks upon business and upon taxation, the industrial program will have to be revised accordingly, leading to a depression which will make a decided difference to the farmers.

"Sanity in Washington is our greatest need—that, and less government in business and the removal of the hand of the organized labor leaders from the throat of industry and the public."

INTERNATIONAL PAPER COMPANY

New York, December 27, 1922.

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent. (1 1/2%), on the preferred capital stock of this Company, payable January 15th, 1923, to preferred stockholders of record at the close of business January 8th.

OWEN SHEFFIELD, Treasurer.

THE FOURTH ESTATE

January 6, 1923

SITUATIONS WANTED

HELP WANTED

Advertising Manager Wanted

by leading newspaper in city of 35,000 in Southwest. This is a real opportunity for man with executive ability who can plan campaigns, write attractive copy and sell "The Fourth Estate" as a Job and if you are not a producer and will work hard, don't waste your time. Salary commensurate with ability. State age, references and experience. Box 5880, care The Fourth Estate.

Wanted

A Newspaper

Circulation Manager

Over 50 years of age. One who has had at least three years' experience in handling crews of canvassers. Fairness and confidence for life-time position for right man. Will start at rate of $3,800.00 per year, with assurance of working up to $4,000.00, or higher. No drinker. Give references and outline of experience. Replies, confidential. Box 5875, care The Fourth Estate.

MIAMI DAILY'S EDITORS GET

SUBPOENAS FOR "INSIDE"

WIRETAPPING STORY.

Grand jury subpoenas were last week issued against four members of the Miami Daily Metropolis staff in an effort, on the part of the Dade County grand jury, to learn the source of information of a story appearing in the Metropolis telling of plans of confidence men and wiretappers to fleece winter residents of Florida and tourists as they had done in Chicago. A few hours after the noon edition of the Metropolis appeared on the streets, summons were sent out by the grand jury for S. Bolo de Lorenzo, editor of the Metropolis, Arthur G. Keene, managing editor, and Charles F. Cushway, advertising manager.

After interrogating these men, the grand jury issued another summons for Paul Roberts, the reporter who wrote the story. Although the four men were questioned at some length, no information was divulged which would acquaint the grand jury with the Metropolis informant.

The story questioned related of widespread preparations for a repetition of wiretapping and confidence games to swindle which had been hindered little during other winter seasons.

TRIBUTE TO SWIFT, INITIATED

NEWS GENIUS OF THE NEW YORK WORLD.

A writer in West Side Men, the official publication of the West Side Y.M.C.A., in New York, says of the column "News Outside the Door," written by J. O'S. Swift of the New York World: "Under this head one reads every day of the record page of the World a notable series of articles. They are on a topic less generally recognized as news than 'adulteries and minor fires'; but these notes of 'bluejays screaming up the sun' and 'farm dogs tardily sniffing

HELP WANTED

Classified Advertising Manager Wanted

Young man with experience, to take charge of advertising on leading newspaper in town of 5,000. Good opportunity for one who is assistant to manager. State age, salary expected in first letter. Southwest American, Fort Smith, Arkansas.

Attention

Wanted, if at liberty furnish records on other campaigns and comments at same. Profitable Circulation Engineers, 1435 Cortland Ave., Lakewood, Ohio

Ad Copy and Sales Man

Wanted by afternoon paper in growing Southern City of 50,000. Must be active, resourceful young man of temperate habits, well educated and with executive experience. Age, salary and full particulars in first letter, with samples of work, which will be returned. Box 6878, care The Fourth Estate.

REPORTER WANTED

For morning newspaper in Pennsylvania city of 75,000. Must be experienced enough to handle all kinds of general assignment work. Will pay $85 a week to start. More as work proves satisfactory. Box 6879, care The Fourth Estate.

Advertising Solicitor and Copy Writer

Young man of clean personal habits, experienced as newspaper advertising solicitor and copy writer. Must come well recommended. Reply in detail regarding experience, starting salary, etc. W. M. Fuller, Advertising Manager, Elkhart Truth, Elkhart, Ind.

Sales

Newspaper Properties

Palmer, De Witt & Palmer

225 Fifth Ave.

New York

UNUSUAL OPPORTUNITIES

Daily and Weekly Newspapers, Trade Papers

HARVELL & CANNON

NEWSPAPERS AND MAGAZINE PROPERTIES

Times Building, New York

Established 1919

PACIFIC COAST NEWSPAPERS

BOUGHT AND SOLD BY

PACIFIC COAST NEWSPAPER EXCHANGE

Monro Added Building, San Francisco

Write for list and special information. References given.

This adv. will appear but once.

NEWSPAPER IN THE EAST

City of 125,000. Only morning paper with physical assets about $60,000. A fine property. $300,000 cash necessary. Prop. 1275X.

H. F. HENRICHES

Conducting sales of Newspaper Properties.

Litchfield, Illinois

New York

Los Angeles
SITUATIONS WANTED

Editor Seeks Position


Circulation Man

With 20 years experience in all branches of work is open for immediate position in progressive city. Could accept in a week or ten days.

Wishes to Join Small Sport Desk

Experienced young newspaper man wants a position on the reporter staff of a democratic paper in a progressive center. Could accept in a week or ten days.

City, Telegraph Sports Editor

Young man of integrity and ability, 24, four years experience; now working in New York and out of town. Will consider other lines of work in New York and out of town. Address Box 5281, care The Fourth Estate.

Mr. Owner:

A Man For You

Editorial man, who can qualify himself as publisher, managing editor, or editor, wants to get in touch with the owner of a newspaper in a city of 50,000 to 100,000 inhabitants. Has fifteen years' experience, needs permanent position. Address Box 6244, care The Fourth Estate.

Auditing, Accounting

Office Man, Auditing, Accounting and Costing; at present engaged, desires change to larger city. Salary no object if prospects are good. Address Box 5268, care The Fourth Estate.

Office Man, Auditor

Experienced accountant, four years' experience; now working in New York wants job out of town. Will consider other lines of work in New York and out of town. Address Box 5281, care The Fourth Estate.

Desk Man or Reporter

Experienced young man with proven ability, desires change to larger city. Has fifteen years' experience. Has handled all departments and conducted columns. Can make up story. Address Box 5271, care The Fourth Estate.

High-grade Newspaper Executive

High-grade, five thousand-dollar newspaper business executive, seeks position as advertising manager. Desires immediate connection anywhere; has worked on metropolitans and large city papers. Address Box 5272, care The Fourth Estate.

High-grade Newspaper Woman

Capable, experienced newspaper woman will be available starting January 15th. Has served as feature writer, syndicated columnist, and syndicated newspaper editor. Address Box 5269, care The Fourth Estate.

The greatest auxiliary news service in the middle west.

THE CAPITAL PRESS

Peoria, Ill.

(established 1913)

CHARLES HEMSTREET

PRESS CLIPPINGS

69 Park Place, NEW YORK

The problem of covering the Canadian Field is solved by obtaining the services of the PRESS CLIPPING AGENCY which gives the clippings on all matters current in the press, printed in over 600 newspapers and publications of Canada and Newfoundland.

The problem of covering the Canadian Field is solved by obtaining the services of the PRESS CLIPPING AGENCY which gives the clippings on all matters current in the press, printed in over 600 newspapers and publications of Canada and Newfoundland.

About January 15th an experienced newspaper woman will be ready to “go to it.” Four years reporting, copy writing and feature writing behind her, with A-1 references thrown in. Journalism and A.B. degrees from leading University. Not afraid of a man’s job on a metropolitan newspaper that wants pep, willingness and results. What city speaks for her? Address Box 5269, care The Fourth Estate.

Advertising—Publicity—Live Wire


Place Sought

Young man, married, with syndicate, periodical, afternoon newspaper, anywhere; nine years general experience, desk, make-up, features, drama, art. Address Box 5261, care The Fourth Estate.

A Go-Getter

Advertising Manager

Young man of integrity and ability, married, total abstainer, seeks position preferably on paper that has stiff opposition. Reasonable salary if connection offers possibilities. Highest references. Address Box 5264, care The Fourth Estate.

The greatest auxiliary news service in the middle west.

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Young man, married, with syndicate, periodical, afternoon newspaper, anywhere; nine years general experience, desk, make-up, features, drama, art. Address Box 5261, care The Fourth Estate.
FOR SALE.

2nd HAND PRESSURES
FOR SALE

HOE—Octuple Press 214" COLUMN.

HOE—Sextuple Press WITH EXTRA COLOR 214" COLUMN.

HOE—Sextuple Press BLACK ONLY 214" COLUMN.

HOE—Sextuple Press 4-Deck Press 20" COLUMN.

HOE—20 Page Press 21" COLUMN.

Potter—3-Deck 24 Page Press 20 to 22" COLUMN.

WE ALSO HAVE A NUMBER OF GOSS PRESSES OF VARIOUS SIZES AVAILABLE.

LET US KNOW YOUR WANTS

THE GOSS PRINTING PRESS CO.
1555 So. Paulina St.,
CHICAGO, ILL.

NEW YORK DAILIES
100 YEARS AGO WERE HUMBLE.

NOT A HINT OF PRESENT-DAY MAJESTY COULD BE FOUND ANYWHERE IN THE LIST—
TWAS THEN THAT BENNETT THE FIRST ENTERED REALM HE LATER DOMINATED.

New York "journals" of 100 years ago (they were called "journals" then—the word newspaper had not become known here) were horrible specimens according to Sam E. Whitmore of the Universal Service. "I have," he says, "looked back into their musty, yellow pages, the contents of which are advertisements, dab of poorly arranged ship news gathered from the 'reading rooms' of the principal ports, such as Boston, New Bedford, New London and Charleston; a narrow column or so of news, 20 to 40 lines of editorial—in three days out of six jumping on a brother editor with boyish, trivial or vulgar abuse."

"The W. R. Hearst, Frank A. Munsey and Adolph S. Ochs of January 24, 1923 in New York, were those plodding souls, M. M. Noah, William L. Coleman, respectively, with their National Advocate, Commercial Advertiser and Evening Post. The Advocate is gone forever. The Globe of today is the old Commercial Advertiser and the post is still with us."

"Mr. Noah was the most original and the most popular editor here a century ago. Then there was a much-talked-of editor, John Lang of the American, a gentleman of some schooling, and Amos Butler of the Mercantile Advertiser, who was even behind his own times; Mr. King could be found every day in his office on the American; Henry Wheaton issuing the Advocate and Theodore Dwight of the Daily Advertiser. These are all of the great editors here 100 years ago."

"It was just before Christmas 100 years ago that the young school teacher and accountant, James Gordon Bennett, rode into New York on one of the rattling stage coaches over the Boston Post Road, down Third avenue and the Bowery. He came here from Boston bent on opening a business college, but when he reached the Advocate and has to take the results.

For particulars apply to

R. HOE & CO.
504-520 Grand Street
New York, N. Y.

Mailing Machine
Rapid addressing machine, in good condition, discarded to make room for larger equipment. Low price for quick sale.
Address Box 8140, care The Fourth Estate.

THE NATIONAL TYPE FOUNDRY
Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimen sheets and catalog on request. Old type taken in exchange for new.

BUSINESS FORECASTING NOT YET MADE A SCIENCE.

"There is no science of business forecasting that can help business or trade in any material degree," says an editorial in the New York Journal of Commerce, after reviewing the rather pathetic showing some of the prophets made in 1922. "Symptoms can be indicated and existing conditions foreseen, but that is about all. It is a mistake to suppose that more than this can be done with the present methods at our disposal, that of the Advocate. It had, at $10 a year, 1,350 daily subscribers, 130 of whom were advertisers at the rate of $50 a year.

DENVER PRESS CLUB TO ERECT BUILDING.

Newspaper men of Denver who are members of the Denver Press Club are to build a $55,000 home. Work on the new building will be started at once and it is expected to be completed by March 1.
January 6, 1923

THE FOURTH ESTATE

The only journal outside of the United States published in the interest of newspaper men.

THE 40 Pages Weekly

NEWSPAPER WORLD

(Established 1898)

Annual U.S. Postal Subscription $5.

Specimen Copy Sent Free

Address: 14 CROSS STREET

FINSTERS, LONDON, ENGLAND

STAFF HAS SAVED ITSELF $145,000

IN TWO YEARS.

EMPLOYEES OF THE CINCINNATI TIMES - STAR ORGANIZED BUILDING AND LOAN SOCIETY THEMSELVES — HAVE BIG SUM THAT OTHERWISE WOULD HAVE BEEN SPENT.

The Times-Star Savings and Loan Company, a mutual building association organized to encourage thrift and assist in the building of homes by employees of the Cincinnati Times-Star, has just completed its second year. With only the weekly deposits of members of the association now has total assets of $142,926.95 of which $140,600 is loaned on first mortgage real estate accounts. The association is operated the same as any other building association, not organized for profit other than annual dividends to borrowing and depositing members. The dividend rate both years has been five and a half per cent. It charges 6.24 per cent on loans. The difference is used in operating expenses or credited to the reserve and undivided profit funds.

There are no officers' or directors' salaries. Each department of the newspaper plant is represented by at least one director on the association board of directors.

The officers are: E. B. Krieger, president, editorial department; George Fries, vice-president, circulation department; E. J. Williams, treasurer, composing room; C. O. Lipman, secretary, circulation department.

Those and the following compose the board of directors: J. R. Tomlin and E. A. Sigafosse, advertising department; Philip Diel, accounting department; C. H. Rembold and C. H. Motz, business department; Conrad Limberg, composing room; Edward Eichler, mailing department; Moses I. Strauss, editorial department; Walter Culver and Henry Woehler, plant and confidential advisor; Samuel S. Decatur, money for the association, is a former Times-Star employee.

The experiment here has been most interesting. It was initiated not by the "higher ups" in the newspaper organization, but among the men receiving weekly was discovered some handy and safe investment for regular savings. It did not meet the social as well as the financial need of the man who wants to save. The fact that there was a building association was the starting point. The editorial staff supplied the necessary extra stimulus to translate the vague desire to save into actual savings, which in two years has been piled up to $140,600, with whose only knowledge of savings formerly was hearsay. Several already have seen enough to make the first payments on homes of their own.

The board of directors includes men of every department and grade of employment in the Times-Star plant. Mr. Rembold is manager of the Times-Star plant; Mr. Motz is the business manager; Mr. Strauss is city editor.

BIG LINEAGE INCREASE MADE

BY N.Y. SUN IN 1922.

The concentrated attention being directed toward the New York market and the part that newspaper advertising is being made to play in the utmost development of metropolitan sales possibilities is strikingly reflected in the advertising lineage of figures in the New York Sun for the year 1922.

During the twelve months the Sun carried 9,620,814 agate lines, an increase of 1,420,092 lines over 1921. The Sun's gains in advertising and circulation are the last milestone passed in a year of record-breaking for the business and success of the Sun.

CANADIAN PAPER WILL ADD STORY TO BUILDING.

A seventh floor will be added by La Patrie, Montreal, to its building at the corner of St. Catherine street and City Hall square, to house the entire editorial staff of the paper.

Construction will be completed before the year closes. The editorial section occupies the sixth floor and this will be turned over to the photo-engraving department.

STORY TO BUILDING.

Wells Hawks, well-known representative, will talk on publicity at the Earl Carroll Theater, New York, tomorrow afternoon, under the auspices of the New York Drama League.

WILL TALK ON PUBLICITY.

The Tribune
In Terre Haute, Ind.

Read in FIFTY per cent of ALL HOMES of Metropolitan New York

Eighty Per Cent of THE WORLD'S

Circulation, Morning and Evening, is in New York. A morning or an Evening World goes into every second home in all Five Boroughs and Hudson County, Hoboken, New Jersey. A Sunday World goes into every third home in all Metropolitan New York.

FIRST IN THE CITY FIELD

JEWISH DAILY TO PUBLISH GRAPHIC SECTION AND GROCERS' MONTHLY.

The New York Jewish Daily Forward, one of the largest foreign language newspapers in the country, will publish beginning in February, a Sunday section in its regular edition. The paper will also publish a semi-monthly catalogue, the Forward Grocery, on January 15, the purpose of which will be to acquaint the Jewish grocer with the best American manufacturers and efficient American retailers.

With 112,007 separate families residing within the limits of Greater Kansas City, according to the United States census figures, the Star has the remarkable total of 255,613 city carrier circulation. The total in "the city" is brought up to 138,000 by including news stand sales. Total city, suburban and country circulation of the Star has reached 231,304.

MOSCOW EDICT OUSTS STAFF OF L'HUMANITE.

When several of the prominent writers on the staff of L'Humanite, the official organ of the Communist party in France, refused to sign a statement denouncing for various bourgeois taints, other members of the staff voluntarily left their positions, which the敖苏 the force to the extent that barely enough men remained to publish the newspaper. Reorganized with the participation of party ranky ranks in accordance with orders from Moscow was the cause of the upheaval in the staff.

The victims, after hearing one of their number give the committee a tongue lashing, went to see Deputy Marcel Cachin, director-general of L'Humanite, and report they found him weeping bitterly over the necessity of obeying the Moscow edict.

A seventh floor will be added to 130,000,000 square feet of office building on the site of the old La Patrie, Montreal, to its building at the corner of St. Catherine street and City Hall square, to house the entire editorial staff of the paper. Construction will be completed before the year closes. The editorial section occupies the sixth floor and this will be turned over to the photo-engraving department.

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BOSTON'S fastest growing newest paper and TELEGRAM

BOSTON, MASS.

Largest Evening

Circulation in Metropolitan Boston

Represented by BENJAMIN & KENT CO.

LARGEST ADVERTISING AGENCY

LARGEST ADVERTISING AGENCY

WASHINGTON, D. C.

LARGEST ADVERTISING AGENCY

EVENING WORLD'S

Big Lineage Made

By N.Y. Sun in 1922.

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The New York Jewish Daily Forward, one of the largest foreign language newspapers in the country, will publish beginning in February, a Sunday section in its regular edition. The paper will also publish a semi-monthly catalogue, the Forward Grocery, on January 15, the purpose of which will be to acquaint the Jewish grocer with the best American manufacturers and efficient American retailers.

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digested by Google
In the Indianapolis Radius, The News exerts profound influence on the buying habits of a veritable selling empire.

The Indianapolis NEWS

First in OHIO!

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York morning paper.

In Volume of Advertising 10,979,333 lines first 7 mos. 1,655,431 lines MORE than all other Columbus papers combined

The Columbus Dispatch

F. St. J. Richards, New York
Guy S. Osborn, Chicago
B. Scolaro, Detroit
C. Geo. Krogress, San Francisco

The Boston American

is showing two gratifying results of its three-cent price:

It has the Largest Circulation in New England at that price.

It is taking on a Higher Grade of Advertising every month.

QUALITY AND QUANTITY Go Hand in Hand.
January 6, 1923

The Fourth Estate

26,000 last October—Now 150,000

Detroit Evening Times

You'd Like to Live In York*

TOYD LIKE TO LIVE IN YORK

Compell.... They have, in the past, had to increase their subscription rates... Some of them have ceased soliciting subscriptions from sections that cannot... This high rate of postage has forced out of the mails thousands of publications which now go by express, baggage, motor truck, and freight... This loss of revenue would return to the Postal Department with lower rates at the... The Committee on Post Office and Post Roads will give favorable consideration to arguments that are presented by representative publishers on the reasons why the present Postal Zoning... should be repealed.

BICKEL SUCCEEDS HAWKINS AS HEAD OF U.P.

(Continued from Second Page)

Every capacity and having had the most practical training. He probably is personally known to as many editors... He has a most thorough experience in the press association business, having served in every capacity... Mr. Bickel began his newspaper work with the United Press as a "cub" in San Francisco, back in 1907. Later he was with the Portland, Ore., bureau and from that place went to the San Francisco office as a salesman. He became business manager in 1917 and two years later was made general news manager. Six months ago Mr. Bickel was made vice-president and general manager. Upon his retirement Mr. Hawkins said: "I leave the United Press under the most fortunate circumstances, as I believe in Mr. Bickel. I am being succeeded by the best equipped and most capable production man in this or any other country. On the other hand, new opportunities not only open a great field for progress, but makes it possible for me to return to my former close association with Mr. Howard.

Mr. Bickel has had a most successful career in the newspaper industry. He has been active in various capacities and has had the opportunity to work with many leading newspapers...

Successful Merchandising depends upon successful advertising—the ability to reach efficiently and effectively the responsive readers of a particular territory.

The Pittsburg Dispatch is recognized by advertisers as a medium of inestimable value to reach the buyers of the great Pittsburg district.

he issue of the New York Herald in various capacities. In 1919 he covered the first Trans-Atlantic air flight as staff correspondent of the Herald at St. John's and Frepayse, Newfoundland. September of the same year, while "doing" aviation for the Herald, he made a flight with Mrs. Steele and twelve others in a Lawson airplane from New York to Wash-ington.

As traveling representative of the Herald Syndicate he visited every state and called upon every newspaper editor in every city of importance in the United States. Mr. Steele became publicity counsel for the National Bureau for the Advancement of Music in 1920, and was appointed assistant to the general manager of the Music Industries Chamber of Commerce, in 1921, leaving last spring to devote his time to special advertising and publicity commissions.

"Talk to Them in Their Own Language"

Philadelphia's Jewish Population 250,000.
Their Patronage is Worth Having.

The Jewish World

233 South Fifth Street
Philadelphia

It is the Only Jewish Daily
Printed in Philadelphia.
The special features of the BUFFALO TIMES have made it the most popular newspaper in Western New York.

NORMAN E. MACK, Proprietor VERRE & CONKLIN Nom. Special Advertising Representatives New York, Detroit, Chicago, San Francisco

NEWS LEAGUE OF OHIO DAVEN NEWS SPRINGFIELD NEWS

The papers with the big circulations and commanding prestige.

I. A. KLEIN, Foreign Representative 60 East 49th St., New York.

644 Fort Dearborn Bank Bldg., Chicago.

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW BEING PLACED BY THE AGENCIES.

AYER, 308 Chestnut, Phila.— Handling advertising of Scranton Lumber Co., Scranton.

BAER, 366 Sth, N. Y.— Placing advertising for Crystal Chemical Co. (pharmaceuticals, toiletries), La Fleurette cosmetics, N. Y.

BATTEN, 381 4th, N. Y.— Obtained account of FIRST MILLS, Esmond, R. I., Clarence Whittam & Son, N. Y., selling agents.


DOUGHTY, Pickering, Cincinnati.— Copy going out on Liberty Top & Tire Co., Cincinnati.

ERWIN, WASEY, 58 E. Wash, Chicago— Sending orders to newspapers for Jas. S. Kirk & Co. (soap), Chicago.

FOLEY, Terminal, Phila.— Preparing lists of newspapers, etc., for General Chemical Co., Ryson baking powder, N. Y.


GUINNISON, 30 Church, N. Y.— Planning newspaper campaign United Retail Candy Stores (Happiness-Every-Box), Long Island City, N.Y.


JONES, 107 Chenango, Binghamton, N. Y.— Sending orders to newspapers for Stearns Electric Past Co. (rail poisoning), Chicago.

Also will make up lists of newspapers and prepare advertisements for merchandising the product in Othlone Industries, Buffalo.

KASTOR, Lytron, Chicago—Send orders to Eastern newspapers and prepare advertisements for Hartman Furniture Co., Chicago.

LAKE & DUNHAM, Porter, Mich.— Placing orders for newspapers for Hessell Ellis Drug Co. (Mucusol, Solvent), Chicago.

LYDSON-HANFORD, 42 E. Rochester, N. Y.— Directing publicity for Patterson-King Corp. (advertising new service for home builders), Chicago.

In addition to erecting homes company also builds golf clubhouse and will advertise this service in golf publications.

MATTESON-FOGARTY-JORDAN, Chicago— Placing orders for Conyne Trade School.

McJUNKIN, 5 S. Wabash, Chicago— Secured the following accounts: Sheridan Plaza Hotel, Cunliffe & Hёm, Perri's & Co. (barn equipment), Har- vard, Wis.; Good Grape Co. (Good Grape Cigarettes), Chattanooga, Tenn.

PERSON-COOK, Lansing, Mich.— Placing orders for Burgess Seed & Feed Co., Galesburg, Ill.

PORTER-EASTMAN-BYRNIE, Chicago— Directing advertising for Burlington Basket Co. (Hawkeye re- frigerator baskets), Burlington, Ia.

PRESSREY, 456 4th, N. Y.— Placing advertising for Peckham...

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PRESSREY, 456 4th, N. Y.— Placing advertising for Peckham...
In New Orleans
it's the
New Orleans Item

(Continued from Fourth Page)

apparent, is worth far more than its intrinsic value:

"Irvin S. Cobb,
"Managing Editor News-Democrat, Paducah, Ky.:

apparent is worth far more than its intrinsic value:

January 6, 1923

THE FOURTH ESTATE

175,000,000
ANNUAL PRODUCTION
35 MILLION
ANNUAL PAYROLL OF INDUSTRIAL
TRENTON
A prosperous NEW JERSEY territory completely covered by the
Evening TIMES
Member A.B.C.
Marbridge Building, NEW YORK

In New Orleans
it's the
New Orleans Item

PEORIA ILLINOIS
JOURNAL (EVENING) and TRANSCRIPT (MORNING)
Sold in combination at rates making these papers the best advertising buy in their field. H. M. PINDELL, Proprietor.

PEORIA ILLINOIS

Newspaper Advertising Representatives
New York Boston Chicago

News of AD FOLKS.

Henry Kemper, formerly with the advertising service department of Henry Disston & Sons, Philadelphia, has become advertising manager of the American Engineering Company, Philadelphia.

Walter P. Hanson, assistant director of advertising of the Haynes Automobile Company, Kokomo, Ind., has been made advertising manager. Ross H. Carrigg is now assistant advertising manager.

Charles J. Hoban, Jr., recently assistant advertising manager of Deering & Sons, Chicago, has joined the staff of the Milkin Chemical Corporation of the same city. He will be in charge of sales promotion.

Edward L. McCollum, manager of the Dayton, Ohio, Chamber of Commerce, has been elected a member of the Advertising Club of that city this week on "Unusual Dayton Industries." Following the address there was a general discussion of Dayton industries.

The members of the Muscatine, Iowa, Advertising Club, heard all about the history and development of clocks at a recent meeting. C. R. Gains, inventor of the Gains Reminder Clock, was the principal speaker at the gathering.

Newspaper Advertising Representatives

North Carolina Daily
Changes Owners.
Change in the ownership of the Greensboro Daily Record, evening newspaper, took place last week. Julian Price, president of the Jefferson Standard Life Insurance Company, has acquired the interest of C. M. Waynick, Mr. Price continues president of the publishing company, the J. M. Reece Publishing Company, He and R. C. Kelly, an attorney, are the owners of practically all the stock.

Succeeding Mr. Waynick as manager of the newspaper is Edney Ridge, a new advertising man, who is to continue as director of the advertising department. A number of improvements have been made and others are to take place in the near future.

AD AGENCY MOVES.

E. T. Howard Company has moved from Forty-sixth street, New York, to new quarters in the Aeolian Building, 33 West Forty-second street.

You Want
The First and Best in our Daily Photo Service
International Film Service

PAPER IN NEW HANDS.

G. L. Seese has purchased the Livingston, Mont., Daily Enterprise from J. Thomas Melton. Mr. Phillips' stock in the company has been taken over with the change of management.

Becomes Afternoon Paper.
The Hibbing, Minn., Daily News recently changed from a morning to an afternoon paper with five issues a week. Sunday and Monday evenings there are no editions of the Daily News.

You Want
The Best Photographs
You Need
Them First

You Get
The First and Best in Our Daily Photo Service

International Film Service

50-52 William Street, NEW YORK

PEOIRIA ILLINOIS
JOURNAL (EVENING) and TRANSCRIPT (MORNING)
Sold in combination at rates making these papers the best advertising buy in their field. H. M. PINDELL, Proprietor.
THE BUFFALO TERRITORY OFFERS BIG POSSIBILITIES TO NATIONAL ADVERTISERS

Twelfth American City and second in New York State, Buffalo, with over half a million people and the surrounding trade area three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the widely popular home newspaper—A.B.C net paid 105,958, 80% of English-speaking Homes.

Edward H. Butler, Editor & Publisher

NEW YORK EVENING NEWS

has the largest circulation of any newspaper in America.

THE SYRACUSE POST-STANDARD IS THE BIG, POWERFUL, result-producing medium of NEW YORK AND NEW ENGLAND.

For Six Months Ending Sept. 30, 1922

Average Seven-Day Net Paid Circulation

52,833

Represented by PAUL BLOCK, Inc.

THE JOURNAL IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN

DAYTON, OHIO

STORY, BROOKS & PINLEY, Inc.

Other Obituary Notes.

J. H. Bliss fiftieth years old, the last of four founders of the Norwich, Ct., Bulletin, died Friday of last week at his home in Plainfield, after an illness of ten weeks. In his memory Mr. Bliss亮度 with the Bulletin, which he had proposed, grow from a small daily to one of the leading papers in eastern Connecticut.

Mr. Bliss was born in Hebron, Ct., August 4, 1832. He entered the printing office of the Norwich Courier in 1848, engaging in the various businesses incident to the life of a printer’s “devil” and newsboy. In 1852 he went to Waterbury, Ct., and was for a year and one-half a compositor in the office of the American, returning to Norwich three years later to engage in the printing business.

For many years after leaving the Bulletin company, Mr. Bliss had traveled widely in this country, picking up data to be used in what he termed his work, the completion of the “Bliss family genealogy,” which was finally completed in 1891, after five years of work in Boston, and the receipt of over 8,000 letters to members of the Bliss family.

For several years succeeding 1876 he was a contributor over the signature of “Xylo” to the Printers’ Miscellany, a trade paper published in St. Johns, New Brunswick.

VETERAN NORWICH EDITOR DIES AT AGE OF NINETY.

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January 6, 1923

The day-warheit

America's foremost Jewish daily
reaches the cream of purchasing power of the Jewish element in America. Essentially a home paper—written for and read by every member of the family.

The Day-Warheit
"The national Jewish daily"

Reachesthe cream of purchasing power of the Jewish element in America. Essentially a home paper—written for and read by every member of the family. THE Day-Warheit "The National Jewish Daily."

Member A.B.C.

Main Publication Office: 188 East Broadway

NEW YORK

DAWALSEVENING JOURNAL

Published by D. L. Lorentz, Manager Eastern Dept. 728 Tribune Building NEW YORK

Covers the afternoon field as completely as does the Dallas News in the morning.

LARGEST AFTERNOON Circulation

D. Lorentz, Manager Eastern Dept. 728 Tribune Building NEW YORK

PERRY AND JONES BUY THREE MORE NEWSPAPERS.

(Continued from Second Page)

He sold that paper to Mr. Hearst and announced his retirement from business.

"I did retire for thirty days," he told all of his employes of the Tribune at a dinner recently. "Then I realized I was ready, however, and at once announced that the morning and evening Herald would resume separate publication in new quarters March 1."

Kansas is a rich, responsive field—it is best covered by The TOPEKA CAPITAL

The only Kansas Daily with a general Kansas circulation

Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.

Furnishes market data—does survey work—gives real cooperation.

Arthur Capper, Publisher

TOPEKA, KAN.

THE JEWISH MORNING JOURNAL

An American newspaper read by the more intelligent and prosperous class of Jews in New York City.

Member A.B.C.

34 Elm Street

NEW YORK CITY

John Richardson, former manager of the Meriden, Ct., exchange of the Southern New England Telephone Company, and for the last three years secretary of the Herkimer, N. Y., Chamber of Commerce, has left that position to become business manager of the Herkimer Telegram Publishing Company.

JOURNALISTIC CLASS DID PRACTICE WORK.

Thomas C. Brown, instructor in journalism at Dartmouth College, took his class to Manchester, N. H., recently and got out a page in the Sunday Union-Leader. The class of nineteen members had its picture taken and the half-tone was published in the Union-Leader.

Paterson's (N. J.) Growing Newspaper Morning Times gives you real Reader Influence.

Representatives

STEVENS & BAUMANN, Inc.


San Francisco

WINSTON-SALEM, North Carolina's largest city (U.S. Census)

Twin City Sentinel leads all North Carolina Dailes in Home Circulation.

(Member A.B.C.)

The Sentinel goes into eight of every ten homes in Winston-Salem.

WINSTON-SALEM SENTINEL

Representatives

FROST, LANDIS & KOHN

New York Chicago

H. W. KASTOR & SONS

ADVERTISING CO. ST. LOUIS

An organization of merchandising men highly specialized in the solution of advertising problems.

M. J. SHORIN & COMPANY

PUBLISHERS' REPRESENTATIVES

200 Madison Avenue NEW YORK, Fifth Ave. building

CHICAGO, Tribune Building

TORONTO, 188 Bay Street

S. C. THEIS COMPANY

Special Representatives

NEW YORK CHICAGO

368 Fifth Ave. 427 Marquette Bldg.

Representatives in Grouped Dailes

THE JOHN BUDD CO.

Representing Newspapers of the

9 East 37th St., NEW YORK Tribune Bldg., CHICAGO Chemical Building, ST. LOUIS

ATLANTA

ENTERS NEWSAPER WORK.

John Richardson, former manager of the Meriden, Ct., exchange of the Southern New England Telephone Company, and for the last three years secretary of the Herkimer, N. Y., Chamber of Commerce, has left that position to become business manager of the Herkimer Telegram Publishing Company.

CONVICT EARNED THOUSANDS FROM CELL BY ADVERTISING WORK, RELEASED.

Louis Victor Eytinge, who was released last Saturday on parole from Arizona State Penitentiary at Phoenix, where he spent fifteen and a half years, has had several good offers to engage in advertising, in which he is much disinterested, but the handicap of being a convict and doing his work in a cell.

Eytinge displayed two telegrams, but did not reveal the names of the sending newspapers, at once, one at a salary of $6,000 with a New York concern. He will accept neither at present, as he plans to use his experience and knowledge gained during his years in prison in an effort to help the thousands of unfortunate prevailing in penitentiaries and to do what he can to aid the lives of thousands of unfortunate spending their lives in hopeless im.

For some time until his pardon Eytinge was in charge of the entertainment program providing motion pictures and other entertainment at the prison. He spent thousands of dollars earned in advertising profits for the benefit of the men in the institution.

Eytinge said that when he arrived at the prison he weighed 119 pounds and the prison doctors gave him two months to live. He told of his arrest and conviction as his health improved, beginning with the change in his business in a small way. His success was due in a great measure to his persuasive letters which came to be known all over the country and elicited the patronage of advertising clubs.

The letters made him so famous after he had retired from the circus game. They were read before congressmen and the army and other the handsomest periodicals produced in the country. His activities took him in various directions. He has distinguished himself as a scenario writer, although the moving picture has been wholly developed since his incarceration.

WINSTON-SALEM, North Carolina's (N. J.)

Growing Newspaper Morning Times gives you real Reader Influence.

Representatives

STEVENS & BAUMANN, Inc.


San Francisco
The Sun Leads All New York Evening Newspapers in Advertising Gains

During 1922 The Sun published 9,620,816 agate lines of advertising (32,069 columns)—an increase of 1,420,092 lines (4,734 columns) over the preceding year.

The Sun's gain was greater than the combined gain of the three other evening newspapers that increased in advertising.

The Sun's gain was 516,412 lines greater than that of the next evening newspaper.

For ten consecutive months The Sun's gain has been larger than the gain of the next evening newspaper.

This record reflects the confidence of advertisers in The Sun—a confidence drawn from a consistently large and increasing volume of sales directly traceable to advertising in this newspaper.
1922 repeats the long-time advertising leadership of The Chicago Daily News

1922 maintained The Daily News' traditional leadership among the daily newspapers of Chicago in both Display and Classified Advertising. Here are the figures for Display Advertising, as compiled by the Advertising Record Company, an independent audit service, subscribed to by all Chicago newspapers.

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Agate Lines</th>
<th>Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Daily News</td>
<td>13,799,579</td>
<td>13,779,579</td>
</tr>
<tr>
<td>The Daily Tribune</td>
<td>10,528,983</td>
<td>10,528,983</td>
</tr>
<tr>
<td>The American</td>
<td>8,065,866</td>
<td></td>
</tr>
<tr>
<td>The Post</td>
<td>4,444,476</td>
<td></td>
</tr>
<tr>
<td>The Journal</td>
<td>4,272,900</td>
<td></td>
</tr>
<tr>
<td>The Daily Herald-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Examiner</td>
<td>4,233,426</td>
<td></td>
</tr>
</tbody>
</table>

The Daily News' excess over the next highest score, that of The Daily Tribune, is 3,250,596

The Daily News' year-in and year-out advertising leadership among the daily newspapers of Chicago bears convincing testimony to its pre-eminent power of service in every line of business in which general publicity is essential to success, whether it be a matter of personal service, general merchandising or investment.

The advertising records of 1922 confirms

THE DAILY NEWS
FIRST in Chicago
NATIONAL ADVERTISING
COMMISSION EXPANDS.
PHOTO-ENGRAVERS AND INDUSTRIAL
ADVERTISING DEPARTMENTS ARE
ADMITTED AT WASHINGTON TWO
DAY SESSION—WHOLLEY NAMED
THIRD DISTRICT PRESIDENT.

More than one hundred advertising experts from all parts
of the country were in attendance at the simultaneous conventions
the National Advertising Commission of the Third District of the Associated
Advertising Clubs of the World, held at the Hotel Washington Tuesday and
Wednesday, and Jeessee until March 1 of the News-Times, morn-
ing, and Telegram, evening, of which the last two were purchased last
week by the Perry-Lloyd-Jones syndicate.

Last week it appeared that Mr. McCormick was to issue a morning
and an evening Herald and that the Perry-Lloyd-Jones syndicate
would also issue a morning and an evening Herald. The new arrangement
means there will be no conflicts in the morning
and evening fields between the
News-Times and Herald-Telegram.

AUTO SHOW LINEAGE IN FIVE
NEW YORK MORNING
NEWSPAPERS.

Figures for the first five days of automobile show advertising in five
New York morning papers show an increase of 65,243 lines over the
same period show week of 1922.

In an address of special interest, Rev. Dr. Christian F. Reisner, presi-
dent of the Church Advertising Association, New York, and one of the
foremost exponents of newspaper ad-
dvertising, at the American Advertising
Clubs of the World, gave a talk on direct
mail advertising as a follow-up for
retailing.

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dvertising, at the American Advertising
Clubs of the World, gave a talk on direct
mail advertising as a follow-up for
retailing.
$114,881,040 in Building Operations
Philadelphia's
Record breaking total for 1922.

SHATTER BUILDING RECORDS
Operations Here in 1922 Valued at $114,881,040.

The building boom in Philadelphia during 1922 shattered all records of the last decade for construction. Figures of the Bureau of Building Inspection show that since last January the total number of permits issued was 14,476, covering 22,588 operations, at an estimated value of $114,881,040. Against this record increase the building during 1921 had a total value of only $42,540,780, for which 12,673 permits were issued, covering 14,651 operations.

The structures built this year included more than 8,800 two-story dwellings, the largest number of residences erected since the war.
(\textit{The Philadelphia Bulletin, December 30, 1922}).

With this vast addition to its buildings—and every indication that the big programme will continue in 1923—Philadelphia, the third largest market in the United States, offers greater opportunities than ever before to manufacturers of all kinds of goods.

Dominate Philadelphia
Create maximum impression at one cost by concentrating in the newspaper “nearly everybody” reads—

The Bulletin

\textit{The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in America.}

Net paid daily average circulation for the year 1922—493,240 copies a day.
DEPARTMENT FOR AGED NEWSPAPER WORKERS.

PITIFUL CASE OF FORMER PUBLISHER FORCED TO SELL PENCILS FOR LIVINGHOOD PROMPTS DEMASI TO URGE PROFESS PION TO ESTABLISH A HOME.

Newspaper men who have often pondered the question may find incentive to action in the following letter to THE FOURTH ESTATE urging that journalists take some steps to assure members of the profession freedom from poverty in their declining years. The plight of Richard Stearns is in truth no credit to the profession, none of the other professions have found a way to indemnify their members against misfortune and failure. In this respect the journalist stands little by comparison with the physician, the lawyer, or the college professor. It is entirely logical for him to consider whether it is possible for his own profession to show the way for the others.

It is hardly necessary to comment further on the letter. The condition he describes has at some time or other stirred every newspaper man to hope that somehow it might be remedied. It may be imminent; Robert J. Ralston, presi
dent of the publisher's union, is pessimistic. The Fourth Estate will be glad to conduct a symposium on the subject, which Major DeMasi presents as follows:

Editor, THE FOURTH ESTATE:

Today's Buffalo Evening News contains a stickful of type that is of importance to all students of editorial and other non-unionized departments of the newspaper profession. It should be read and pondered by every working newspaper man, regardless of his present official position or private situation in life.

The stickful of type to which I refer is a direct reflection on the intellectual end of our business—its dependence on the mass of newspaper workmen in the towns over which they report. The reports of the reporters, copy-readers, editors and all the kind the country over.

Here is the article to which I have referred:

CINCINNATI, Jan. 6.—Once publisher and owner of daily newspapers in Toledo, Ohio and several Illinois towns, but now unable to obtain employment because of the handicap of his age—85 years—Richard Stearns yesterday applied for a charity permit to sell pencils on the streets of Cincinnati.

Stearns informed the city officials that he left his home town when 19 years old to accept a position as teacher in a school in Virginia. He proved himself a capable pupil of the profession and turned out a good reporter. Stearns also had taught. Stearns stated that he had known both men intimately.

The fate of this aged former publisher, now compelled by poverty to sell pencils on the streets of Cincin
nati, has presented a vivid picture of that which may be in store for us, perhaps, in the heyday of life and "making good," as the term goes, but who knows not what misfortunes are in store for the future?

Had Richard Stearns been a union printer in his day, he would not today find himself in the position of a pub
cation.

(Continued on Seventeenth Page)

GRIDIRON DINNER DATE CHANGED TO FEB. 10.

TO INSURE ATTENDANCE OF MEN OF NATIONAL FAME NEWSPAPER MEN'S ANNUAL GATHERING SET AHEAD—Baltimore Sun Bureau Man Floor Manager.

Advance of the date of the annual gathering of newspaper men's conferences from April 7 to February 10 has been announced by the club's executive committee.

Expectation that congress will not be called into session immediately after March 4, with the result that many notables in official life would be absent, was the reason for the change.

Announcement of club committees for the year was also made in a special meeting held on Monday, January 14, at the Washington Bureau of the Chicago Tribune. The new Gridiron president, was made as follows:


PUBLICATIONS WIN RIGHT TO NEWS AGENTS.

Supreme Court Rules the Clayton Act Does Not Prohibit Making Exclusive Contracts—Holds Contracts of Curtis Company Were Real.

Publishers are not prohibited by the Clayton Act from entering into contracts with news dealers as agents in distributing news, a suit in equity brought by the Curtis Publishing Company to carry or handle at wholesale, periodicals of competitors. The commission announced that a majority of these contracts had the effect of substan
tially lessening competition and tended to create monopoly.

It directed the company not to enter into any contracts with wholesale dealers, but that it should not act as agents for, sell, or supply others at wholesale prices any periodicals of competitors without the written consent of the Curtis Publishing Company to contract with wholesalers to discontinue the sale or distribution of competing publications.

The Curtis Company, alleging that the proceeding grew out of an attempt by other publishers and newspaper companies to obtain, without expense to them, the services and benefits of the distributing organization, asked the circuit court of appeals at Phila
delphia to protect it against the order of the commission.

That court held that the contracts of the Curtis Company were legal because the wholesalers were acting merely as their agents. The Clayton Act did not apply to such forms of contract, but only to sales and contracts for sale.

When Wall Street finally held that the Curtis Publishing Company had engaged in unfair methods of competition, the post office at New York, N.Y., and other companies that had been quoted an "objectionable" clause in some company's contracts, as follows:

"That the district agent hereby covenants and agrees, to re
tain hereafter from, wholesaling to boys or dealers (and from attempt
ting to sell) any periodicals other than those published by the Curtis Publishing Company, or to contract with agents or for or supply at wholesale rates any periodicals other than those published by the Curtis Publishing Company, or to contract with (Continued on Seventeenth Page)
USE AND SALE OF ELROD MACHINES ENJOINED BY UNITED STATES COURT

The users, as well as sellers, of the Elrod machine are infringers under the final decree and injunction recently issued by the United States Court at Wilmington, Delaware, in the case of Lanston Monotype Machine Company against Pittsburgh Type Founders Company. The defendant both sold machines and used them in its business for the making of slugs and rules. The Court found that claims of the Monotype Company patents for both the machine itself and for the process which is practiced in the use of the machine in making slugs and rules were valid and infringed. The injunction was issued pursuant to the Mandate of the United States Court of Appeals for the Third Circuit, in the following language:

"NOW, THEREFORE, KNOW YE, that you the said Pittsburgh Type Founders Company, your officers, agents, servants, workmen, and every person acting by and on behalf of said defendant, and each and every of you, are hereby strictly enjoined and restrained, permanently and forever, under the pains and penalties that may fall upon you in case of disobedience, from the further manufacture, use or sale, directly or indirectly, in any way, of any device, devices, apparatus or mechanism containing, embodying or employing the inventions set forth in either or both of the said claims numbered 1 and 2 of Letters Patent No. 1,222,415, and from the further use or practicing of the process, either directly or indirectly, in any way, of said claims 4 and 6 of Letters Patent No. 1,237,058, or either of them."

The claims of the patents referred to are as follows:

PATENT No. 1,222,415:

"1. An apparatus for casting type metal elements for printing forms, embodying means for confining molten metal, in contact with a surface of a previously congealed portion of the element being cast whereby the two portions are caused to unite by fusion, means for intermittently advancing the element with relation to the confining means as succeeding increments congeal, and means for forcibly injecting molten metal within the confining means to form succeeding increments of the element."

"2. An apparatus for casting type metal elements for printing forms embodying means for confining a body of molten metal in contact with a surface of a previously congealed portion of the element being cast, whereby the two portions are caused to unite by fusion, means for intermittently advancing the element as succeeding increments congeal, means for intermittently injecting molten metal within the confining means, and means for directing the incoming metal along the face of the previously congealed portion of the element."

PATENT No. 1,237,058:

"4. The method of forming a distinctive finished strip of material for use in a form of printing type which consists in intermittently forcing increments of molten metal into a mold cavity the exit to which is closed by the congealed metal forming the strip, intermittently feeding the metal forwardly through the exit of the mold cavity and in causing the molten metal to congeal in the mold cavity during the intervals between feed movements."

"6. The method of forming a distinctive finished continuous strip of metal for use in a form of printing type, which consists in intermittently forcing molten type metal into a mold cavity the exit to which is closed by the congealed metal of a previous increment, causing the succeeding increments to unite by fusion, intermittently feeding the metal forwardly through the exit of the mold cavity and in causing the molten metal to congeal in the mold cavity during the intervals between feed movements."

To avoid further liability, owners and users of Elrod machines will have to stop using the Elrod; but the Monotype Company is in position and ready to supply its machines, so that the trade may readily obtain machines (or material) manufactured and sold under proper and legal authority from the Lanston Monotype Machine Company, owner of the patents.

LANSTON MONOTYPE MACHINE COMPANY
Philadelphia
BENSON COUNSELS SPACE BUYERS TO COURTESY.

PUBLISHERS' REPRESENTATIVE ENTITLED TO THOROUGH HEARING, PRESIDENT OF FOUR A's WRITES AGENCY CHIEFS — SUGGESTS SOME BUYERS NEED REFORMING.

President John Benson of the Four A's has sent a letter to each of the 133 agencies which are members of that body in which he counsels the space buyers to be courteous to the publishers' representatives. He writes:

"They repeatedly complain of being ignored by space buyers in agencies and of having their departments not get the respect they deserve, which gives the publisher a quick and satisfactory reply.

"This creates a bad impression for the agency business, one which we cannot afford to let stand. Our members do not stop to think that perhaps, that the space-buying departments form the point of contact between our association and the publishing world. They can, therefore, easily make or break any policies we adopt as an association, without intending to do so, by not living up to their spirit."

"It may be that some of our members are not sufficiently studious of their high responsibilities and these should have the earnest counsel of our agency principals."

CAMPBELL BECOMES MANAGER OF WASHINGTON PRESS SERVICE.

J. Bart Campbell has resigned as head of the Capitol staff of the Washington Bureau of the International News Service to become news manager for the Washington Press Service.

Campbell was connected with the I.N.S. for about six years. In addition to covering the Senate, he had general charge of the news dispatches from the "Hill." Before coming to Washington he had a lengthy and varied career on New York, Philadelphia, Chicago and other metropolitan dailies, having served as reporter for the Philadelphia Inquirer, the Chicago Tribune, the New York American and other newspapers at different times. He was manager of the Philadelphia Evening Telegraph until it was sold by the Wanamaker interests and merged with the Philadelphia Evening Ledger. He covered several sessions of the Pennsylvania Legislature at Harrisburg before his activities were transferred to Congress. He was formerly a member of the Harrisburg Legislative Correspondents' Association. He is a member of the National Press Club and of the Pen and Pencil Club of Philadelphia.

PRESS CLUB LEGION POST ELECTS CLARK HEAD.

At the annual election of the National Press Club Post of the American Legion this week, E. B. Clark was chosen as commander for the ensuing year.

Other officers elected, most of whom are active or former Washington correspondents, were: Captain J. J. Craig, U. S. Marine Corps, senior vice commander; Brigadier General Amos K. Fries, junior vice-commander; Paul J. McManus, adjutant; Earle Godwin, junior officer; Frank Connolly and John Connolly, color bearers; and Colonel J. M. Heller, sergeant-at-arms.

Irvin S. Cobb at his Old Job on His Old Desk.

Managing Editor Cobb had good staff while serving on Paducah paper.

Problems of various cities were brought before Mr. Cobb, and he was found well equipped to deal with them. He was the first manager of the Paducah News-Democrat and when he left the paper July 22, 1904 to go to the New York Sun. George H. Goodman is now owner and publisher of the News-Democrat.

EDITORIAL STAFF FOR DAILY AT KANSAS UNIVERSITY.

The newly elected staff for the University Daily Kansas, published at Kansas University are: Glen Schultz, Lawrence, editor-in-chief; Dean Berg, Wichita, news editor; Perry Johnson, Covey, sports editor; Richard Harris, Pitts, Okla., alumni editor; Catherine Stubs, Fort Worth, Texas, exchange editor; DeVaugn Francis, Eldorado, sports editor; Miss Helen Jaka, Leavenworth, Plain Tales editor.

COMMITTEE PLANS 1923 AD CLUB CONVENTION.

EXECUTIVES OF THE A.A.C.W. IN ATLANTIC CITY LISTEN TO REPORTS ON PROGRESS OF TENTATIVE PROGRAM — CONSIDER PROPOSITION TO ORGANIZE SMALL CITIES.

The executive committee of the Associated Advertising Clubs, meeting in Atlantic City Thursday heard reports personally presented by chairman of six committees. George W. Hopkins reported that the speakers bureau had offered more than one thousand speakers to clubs since organization last fall. Paul T. Cherington told of plans of the education committee and described four new courses the committee is offering to clubs. F. E. Pease, prepared a proposed report for the committee on associated advertising and explained briefly policies of management of the bureau.

C. K. Woodbridge reported on results of several hundred questionnaires on the Atlantic City convention program. H. D. Robbins recommended an investigation of the vigilance committee. John H. Logeman explained plans of the exhibit committee. The committee adopted a resolution calling upon law enforcement officials in all parts of the country and all branches of government to inform themselves of fraudulent advertising campaigns, and proposed that the greatest vigor within their power to curb them. A resolution was unanimously adopted urging the establishment of membership in the association and of the national advertising commission to lend their full support toward increasing the effectiveness of the campaign of all denominations in their local communities that the force of the church might be strengthened against evil and stamping out of fraud and selfishness.

May organize small town.

The committee unanimously adopted the recommendation of Dave W. Webb of Atlanta that a committee be appointed to make a complete report on advisability of putting a man in each city to organize advertising campaigns in that town, following the Neosho golden rule plan. The committee will be headed by Arch. R. Griffin, Minneapolis.

Officers and members of the convention committee of the Atlantic City Advertising Club met with the executive committee at the afternoon session.

The committee announced, it was their tentative plan to hold sessions in the steel pier except inspirational sessions Sunday afternoon which are to be in the million dollar pier, subject to the recommendation of the executive committee. The executive committee put the matter in the hands of the national program committee.

A motion empowering President Holland approved Washington committee to report on the advisability of placing a representative office in the city of Washington to collect from various government departments information of value to members of the association advertising commission was adopted.

Those attending the meeting were: vice-presidents, Black, Charles. Whedley, Webb, Better, Crawford, Bayless, Graham, and others, and secretary-treasurer Mr. McClelland. The committee present were Mackintosh, Neal, Hunt, William P. Green, Earle Pearson, John B. Robinson, past president, and Frank McClure.
Features Make Circulation
Positive Proof in Three Newspapers I Bought

By ARTHUR BRISBANE

KOENIGSBERG, boss of the syndicates, asks me for an article to be published in CIRCULATION dealing with what I KNOW of my own knowledge about the value of the star features sold by King Features Syndicate, the exclusive news features sent by wire by Universal Service and Cosmopolitan News Service, and the leased wire report of International News Service.

I know a good deal and I can prove it to the satisfaction of any intelligent publisher.

The announcement made when I turned over the Evening Wisconsin to Mr. Hearst tells the story, for of course the growth of that newspaper was based on the features that the paper uses. It wasn't done by me. I would have been the same as any other fairly good editor without those features. And it wasn't done as the Japanese say "By the virtue of the Emperor," which in this case would mean William Randolph Hearst.

When I bought the Evening Wisconsin, the price was one cent, it is now two cents.

The employes' payroll has increased 100 per cent.

Advertising and circulation receipts have more than trebled.

I have never taken from the Wisconsin News or the Washington Times which I bought and turned over to Mr. Hearst, a dollar in profits or in salary, but have enjoyed demonstrating the fact, interesting to newspaper men, that it is not difficult to double or treble the circulation of a newspaper, treble its income, add hundreds of thousands annually to its payroll, make it profitable and put its competitors in a thoughtful mood.

It was done because the features that our newspapers printed systematically and regularly, not fitfully and feebly, created the demand that means success.

To this announcement it may be added that since I bought the Washington Times, and the Milwaukee (Wisconsin) News and turned them over to Mr. Hearst, I have bought another paper and turned that over to Mr. Hearst. The "other paper" is the Detroit Times.

When I bought this newspaper it had less than 20,000 circulation and there were three evening papers in Detroit—the Times, Journal, and News.

The Times went to 65,000 circulation from less than 20,000 in a few weeks. That wasn't very hard with the features we had to use. We put in the right man, Linder whom we took from the Detroit Journal—very lucky we were to get him—Bitner whom we got from the Pittsburgh Press, again wonderfully good luck, and Mulcahy, from the New York Evening Journal—a wonder. The pressure was too great, and the Detroit Journal sold out to the News. The News absorbed the Journal in an interesting way. They got the name, and we got the Journal's circulation. They paid $1,500,000 to make that happen.

The Detroit Times now has more than 160,000 circulation, and it has that circulation because at the very beginning we used systematically, regularly, and in the right way, the features that are necessary to get circulation and to KEEP circulation after you get it.
The Fourth Estate

The 1923 Edition of the American Newspaper Annual & Directory

is ready for delivery

The present volume contains all the old features and some new ones. There are 97 specially engraved Maps and 342 lists of different classes of publications. Gazetteer information has been recently revised. Populations are from the recent Census.

The price is $15.00, carriage paid, in the United States and Canada. An early order gives longest service of the book, and carries with it a copy of the Mid-Year Supplement free of charge.

Address the publishers

N. W. AYER & SON
PHILADELPHIA   PENNSYLVANIA

Executive Session of the State Press Association.

SUNDAY


SUCCESSOR TO W. R. HEARST'S LATE POLITICAL ADVISOR APPOINTED.

Edward T. O'Loughlin, Deputy Commissioner of Markets, of New York, has been elected lead athletic manager of the Independence League and his political battles in behalf of the election of United States Senators, the obtaining of direct primaries, the Workmen's Compensation act and other beneficent legislation.

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N. W. AYER & SON
PHILADELPHIA   PENNSYLVANIA

Executive Session of the State Press Association.

SUNDAY


SUCCESSOR TO W. R. HEARST'S LATE POLITICAL ADVISOR APPOINTED.

Edward T. O'Loughlin, Deputy Commissioner of Markets, of New York, has been elected lead athletic manager of the Independence League and his political battles in behalf of the election of United States Senators, the obtaining of direct primaries, the Workmen's Compensation act and other beneficent legislation.

The 1923 Edition of the American Newspaper Annual & Directory

is ready for delivery

The present volume contains all the old features and some new ones. There are 97 specially engraved Maps and 342 lists of different classes of publications. Gazetteer information has been recently revised. Populations are from the recent Census.

The price is $15.00, carriage paid, in the United States and Canada. An early order gives longest service of the book, and carries with it a copy of the Mid-Year Supplement free of charge.

Address the publishers

N. W. AYER & SON
PHILADELPHIA   PENNSYLVANIA

Executive Session of the State Press Association.

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Executive Session of the State Press Association.
Wanted—To Buy Business of Special Representative

This is an unusual proposition, and it requires unusual action.

Plainly and frankly we wish to purchase the going business of a special representative—not of necessity the biggest and best in the field, but by no means a broken down, decaying business.

The buyer is a newspaper man, grounded from the bottom up, well seasoned, in the newspaper business, yet reasonably young in years.

This man has put in his time as reporter, editor, advertising man, and circulation man, from the reasonably small city to the largest in America.

This man is the promoter, who by editorial and circulation creation, turned the tide in the largest city of this country, and brought from near the bottom to the top of the ladder, one of the leading journals of the United States. And this was done when time was the main element to be contended with.

This man, as a hired executive, organized from nothing and brought to a successful culmination, in a period of less than three years, what is today one of the biggest, largest and most successful of all American institutions allied with the newspaper business.

And the operations of this gentleman have not been necessarily confined to America.

The main purpose of seeking to buy the business of a real special representative corporation is to get back into more active touch with the building of business for newspapers.

This man believes through such a move he will be able to accomplish the purpose in mind.

Naturally any and all communications will be strictly confidential. References beyond question will be furnished if desired in case of opening of negotiations.

For further details address

Box 5292, Care THE FOURTH ESTATE.
OIL has kept up its good work and made
BRADFORD, Penn. prosperous throughout the past year while many cities have been still going through the deflation period. Note this report on the oil conditions in this locality:

This community had one great advantage over most American cities during the past year, in that its principal product—oil—found a ready market during all the period of depression. While the price of crude is only half the high price of 1920, therefore largely reducing the total income, the cost of producing oil also has been correspondingly reduced. Oil territory now is still at a lower level than during the boom days, and the producers are going ahead with development work, so that Bradford has largely escaped the depression felt in other places, particularly known as "war brides." With the increased production of oil, brought about by improved methods of manufacture, this oilfield will run into the next century, and that the continued prosperity of Bradford is assured.

PLAN NEW NEWSPAPER FOR DANVILLE, VA.

Danville, Va., is to have a new paper. The Danville Publishing Company, which proposes to publish a new newspaper in the city, has announced the sale of $83,000 stock. As soon as $100,000 is raised a meeting will be called for the purpose of putting the organization on a businesslike basis.

The names of the temporary executive committee include A. B. Carrington, general city council; W. E. Gardner, liveryman; D. E. Graham, Jr., president of the Young Men's Business Club; J. A. Herman, drygoods merchant; H. O. Kerns, banker; H. M. Martin, associated with the local textile mills, and J. E. Parkinson, tobaccocon.

The paper, it is announced, will seek to build up Danville and the community, and will not be published primarily for profit nor for political preferment. It will be owned by the public, managed by the chosen representatives, and operated solely in the interest of the city.

NORTHEAST NEBRASKA EDITORS MEET JANUARY 26-27.

"What Good Has the Press Association Done for the Publishers, Anyway?" will be answered at the annual meeting of the Northeast Nebraska Editorial Association at Norfolk, Friday and Saturday, January 26-27, promises Mrs. Marie Weekes of the Norfolk Press, president of the Association. "What about future legislation," will be a leading topic.

Honorable Edgar Howard, editor of the Columbus Telegram and congressman-elect, will be one of the speakers and Professor J. A. Wright of the department of journalism of the South Dakota State University, will tell what the schools are doing.

THE FOURTH ESTATE

WISCONSIN PAPER MOVES INTO NEW BUILDING.

The Monroe, Wis., Evening Times has moved into its new building at Jackson and Payne streets, constructed at a cost of $40,000, and one of the finest business structures in the city.

Work of excavating started on June 15, the site being 60x100 feet and the building being 40x100 feet. The structure is three stories high.

The ground floor, otherwise the basement extending five and one half feet below the ground provides quarters for the job printing department, carrier room, locker storage, heating plant, fuel and laundry.

The main floor contains the business office, editorial room, publishers' office, composing room, first aid and rest room facilities, cafeteria, secretarial office and shop employees. The building is of classic type of architecture, the exterior of buff brick, with terra cotta trim, providing an unusual contrast, deep reveals at the piere balcony giving the building an imposing appearance.

Entrance to the business office is by means of a short flight of stairs from the street level. At the head of three steps is a conspicuous customers' room, fronted by the business office. In the latter are found the advertising department, circulation department, cashier, bookkeeper, and clerical staff. To the left is the publishers' private office and to the right of the customers' room the editorial department.

Copy from the editorial department to the composing room just to the right of the latter is made by means of a gravity chute. Entrance is by means of a passage connecting also the business office with the mechanical department. All departments are connected with an inter-communicating telephone system.

All departments are well supplied with outfits, equipment being especially true of the editorial, composing and press rooms. The lighting fixtures are globes of the newest type with statuary bronze mountings. The lobby, business office, publisher's office and editorial rooms are finished in mural decorations, which give the interior a most attractive appearance.

In mechanical equipment, the Times is so equipped that if a new press is installed and is so placed that it can be seen in operation from the large windows facing Payne street. Three linotypes, all electrically equipped, being operating, as well as two others, driven by electric power, provide for the newspaper printing department.

The new building is provided with walk-up stairways, being especially true of the editorial, composing and press rooms. The lighting fixtures are globes of the newest type with statuary bronze mountings. The lobby, business office, publisher's office and editorial rooms are finished in mural decorations, which give the interior a most attractive appearance.

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ACTION IN THREE MISLEADING AD CASES.

SIMULATION OF COMPETITOR'S ADVERTISING BANNED BY TRADE COMMISSION—TWO OTHER FIRMS ARE CITED TO ANSWER CHARGES OF MISSTATEMENT.

In a decided case involving the simulation of advertisements and products of a competitor to the extent that inexperienced consumers were deceived, the Federal Trade Commission has ordered the Warrewell Company of Philadelphia to discontinue such practices, which in the opinion of the commission amounted to unfair methods of competition.

The company is a publisher and distributor of books, and according to evidence brought out in hearings before the commission, and the deceived the public in the use of certain advertisements similar in form, illustration, and to that of the Little Leather Library Corporation. This simulation of products was accomplished in large part by obtaining, through various means, such as to the source of supply and methods of the Little Leather Library Corporation in the exploitation of its Leather Library. Samuel Silverman, Jacob Silverman, and Henry Greenblatt are partners in the Warrewell Corporation, and are prohibited by a specific order of the commission from continuing the foregoing unfair methods of competition. The advertising of goods as "silicone" without clearly designating the substance, fiber or material of which such fabric is composed is declared to be unfair methods of competition by the Federal Trade Commission to be an unfair method of competition. This ruling was brought out in the case of the Washington firm of A. H. H. and Leonard Behn, doing business under the name of Behrend Beauford, commission found that the respondents represented certain comforts offered for sale as being "silicone covered comforters," thereby leading the general public into the belief that such comforts were made of silk, which in fact was not the case.

In its order to cease and desist against this concern, the commission specifically directs the respondents to refrain from the use of the word "silicone" without distinctly bringing to the attention of the purchaser that the fabric so advertised contains no silk.

Advertisements by the Aaban Radio Company, Chicago, that a product manufactured by the company containing radium is the basis of a citation issued by the Federal Trade Commission.

Based upon a preliminary inquiry undertaken, the commission concludes that this firm's product contains no radioactivity and that in no way has it been represented that its product contains radium is the basis of a citation issued by the Federal Trade Commission. Based upon a preliminary inquiry undertaken, the commission concludes that this firm's product contains no radioactivity and that in no way has it been represented that its product contains radium is the basis of a citation issued by the Federal Trade Commission.

Abbott E. Kay and R. T. Nelson, co-partners trading as the Aaban Radio Company, Chicago, are charged with this violation of the act. The complaint is based upon the assumption that a product manufactured by the company containing radium is the basis of a citation issued by the Federal Trade Commission. Based upon a preliminary inquiry undertaken, the commission concludes that this firm's product contains no radioactivity and that in no way has it been represented that its product contains radium is the basis of a citation issued by the Federal Trade Commission.

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A Help to the Advertising Department

The Linotype Typography Layout Kit

The Layout Kit contains 72 loose sheets of typographic material—borders, spots, initials and type matter of many faces and sizes—intended to be cut and pasted up into layouts that show just how the finished ad will look in type.

To the advertiser the Layout Kit is both a convenience and a revelation as to the results that can be secured very economically with Linotype decorative material.

To the newspaper it is practical economy because it furnishes the advertiser a means of laying out his ads in a way that will be exact and readily understood.

There are several ways in which the Newspaper Advertising Department can make use of this idea.

It can use the Kit itself to lay out special ads and design special typographic treatments for its customers.

It can purchase a number of Kits for distribution to its customers.

It can get up its own Layout Kit, showing just the material available in its own plant, and distribute that to its customers.

The Layout Kit is designed solely as a convenience for Linotype users and is sold at the nominal price of $1.00.

MERGENTHALER LINOTYPE COMPANY
Department of Linotype Typography
461 Eighth Avenue, New York
SETS NEW RECORD FOR ONE DAY'S ADVERTISING.

INDIANAPOLIS NEWS STAFF AT CHRISTMAS DINNER—114,625 LINE TOTAL GIVES NEW MANAGING EDITOR OF WAUSAU RECORD-HERALD.

Tip O'Neill, formerly editor-in-chief of the Lansing, Mich., Capital News, and later with the State Journal, has become managing editor of the Record-Herald. Mr. O'Neill came from that paper several years ago and joined the Booth Publishing Company syndicate. Two years ago he aided in starting the Lansing Capital News, had charge of its editorial page and later became editor of the entire paper. Some time after Charles N. Halsted of the Lansing State Journal purchased control of the News, Mr. O'Neill left, later joining the Journal business department.

Mr. O'Neill is moving his family, to the Badger state in February. When many other magazine writers failed in attempts to interview C. M. Hayes of Jackson, the world's largest wheel maker, and who started life as a telegraph operator at $35 a week, O'Neill won for the Success last June.

EMPLOYEES JOIN BUILDING AND LOAN.

More than four hundred and sixty employees of the Chicago Tribune have joined the Medill Building and Loan Association. They have purchased 11,623 shares of stock. Twenty-three members have secured approval of loans on homes, the total amounting to $112,376. Of this amount $2,800 has already been paid out. Only $25,000 of the $50,000 limit has been advanced by the Tribune through the purchase of Class D stock, which pays a semiannual dividend of 4 per cent and one-half per cent. Weeklies of members amount to $2,800 and this amount is to be considered considerably by interest payments.

MONETT TO HAVE NEW DAILY.

A new daily newspaper to be known as the Monett Building and Loan Association. They have purchased 11,623 shares of stock. Twenty-three members have secured approval of loans on homes, the total amounting to $112,376. Of this amount $2,800 has already been paid out. Only $25,000 of the $50,000 limit has been advanced by the Tribune through the purchase of Class D stock, which pays a semiannual dividend of 4 per cent and one-half per cent. Weeklies of members amount to $2,800 and this amount is to be considered considerably by interest payments.

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JOINS CLEVELAND DAILY.

Patrick F. Buckley, for ten years with the Leslie-Judge Company, during seven of which he was western manager, has joined the advertising department of the Cleveland Plain Dealer.
Copy that will pull a solid year is assured Advertisers in THE FOURTH ESTATE ANNUAL REVIEW

This new number will contain many refinements and improvements. It will list every occurrence and development of importance and interest to publishers, editors, advertising managers, circulation managers, advertising agencies and advertisers.

It will answer vexing questions like these—and tell when—

What were the best means of advertising promotion developed during the year?
What means were most effective in increasing circulation?
What was the tendency in labor relationships?
How much does merchandising co-operation amount to?
What is the present trend in measuring news values?
Is there an ad club in Wausau, Wis., and who is its president?
What did the important newspaper conventions discuss?
How many newspapers installed radio stations?
What new equipment was most in demand?
How many newspapers built new homes—and what kind did they build?
Did news print production capacity increase or decrease?
How many newspapers changed ownership, or consolidated?
How about agency relations?
What has the election of President Harding meant to the newspaper business?
What were some of the “good stunts” staged by newspapers?
Did advertising or subscription rates tend to go higher or lower?
Is there a new advertising agency in my territory I have overlooked?

Answers—with figures, names, dates, and places—for the man who needs to know, accessible at a glance under the proper classification.

The Year’s Newspaper Work at Your Finger Tips

Make Space Reservations NOW

THE FOURTH ESTATE, 232 West 59th St., N.Y.
CLEARING HOUSE OF EXECUTIVES’ IDEAS.

NEW YORK TIMES’ BUSINESS DEPARTMENT HEADS MEET IN CONFERENCE ONCE A WEEK — PLANS FOR COMING WEEK MADE — COMMITTEES REPORT.

Every Thursday morning at 11 o’clock, the various heads of the business departments of the New York Times meet in conference on the second floor to report on the previous week’s progress and to discuss ways and means for improvement of methods and for obtaining new business. Each person present represents the interests of the members of the department for which he is spokesman.

The conference was one of the means originated by Louis Wiley, business manager, to develop that esprit d’corps of the business departments in general which is now an asset of the New York Times. Hugh A. O’Donnell, assistant business manager, is chairman. The purpose of the conference is the coordination of the various departments toward the development of a closer, stronger and more effective organization and the bettering of the policy and methods of the business.

The conference serves as a clearing house in the adjustment of difficulties affecting more than one department and in the solution of problems which continually arise for settlement. The meetings are many-sided, open-minded, deliberate and fair.

When matters are presented requiring special investigation, committees are appointed with instructions to report at the next meeting. In addition, there are a number of standing committees, charged with such matters as advertising rates, censorship, employee training, reduction of errors, objectionable advertisements, time and attendance, agents’ promotion work and suggestions.

The average assignment sheet presents from thirty-five to forty matters requiring committee attention or investigation.

There is a standing invitation to all employees of the Times to suggest new plans which will increase efficiency or introduce better methods, either in the department with which they are connected or any other department. These suggestions are read at the business meetings and if they appear to have merit are referred to an individual or a committee for consideration and report. If the concensus of opinion is favorable they are passed on to the person to whom the suggestion is directed.

The result of these conferences is manifold. They bring departments into closer co-operation and permit general discussion of problems and subjects, the solution and understanding of which are of decided value to the Times.

FEWER DAILIES IN 1922, NEW AyER ANNUAL SHOWS.

American, Canadian and Newfoundland publishers are now bringing out a total of 22,358 publications, of which 17,627 are newspapers, daily, semi-weekly and weekly, according to the tables in the Ayer Newspaper Annual for 1923, now offered for distribution. Daily newspapers decreased in number during the year from 2,517 in 1922 to 2,492 in 1923, a drop of twenty-five, which is largely explained by the unfavorable reception publishers in “overnewspapered” cities have given the consolidation idea.

Scandinavian News Print
100,000 Tons per Annum
Inquiries Solicited
Newsprint Paper Corporation
33 West 42nd St., New York City
Telephone Longacre 1116.
STATISTICS OF NEWSPAPER PRODUCTION IN THE UNITED STATES AND CANADA.

<table>
<thead>
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<th>States and Territories</th>
<th>Issues</th>
<th>Newspapers</th>
<th>Paid Circulation</th>
<th>Free Circulation</th>
<th>Total Circulation</th>
<th>Advertising</th>
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<td>Total for United States and Territories</td>
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<td>104</td>
<td>74</td>
<td>178</td>
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NOTE: About 11,200 of the 14,000 newspapers are country and small town papers. The remainder are religious, agricultural, or class publications which do not appear to be weekly.

PUBLICITY MAN AN AUTHOR.

Robert O. Case, publicity manager of the state chamber of commerce, Portland, Or., and formerly on the staff of the Portland Oregonian, joined the ranks of fiction writers when he sold a story, "Little Songee's Big Trouble," to the Western Story Magazine recently.

"It was the surprise of my life when I received a check for $100 from the editor," said Mr. Case. The editor advised Mr. Case that the story would appear in the January 20 issue of the magazine.

The story, which is about 5,000 words long, has the scene laid in northern British Columbia, a district Mr. Case covered on hunting trips while visiting Vancouver, B. C.

COLLEGES SEND FORTY-SEVEN TO JOURNALISM.

Transferring from thirty-five other universities, colleges, and normal schools, forty-seven students went to the University of Wisconsin, Madison, this fall to enter as regular students in the course of journalism. There are religious, agricultural, or class publications which do not appear to be weekly.

ACTOR TO BE AD CLUB GUEST. Jack Hazzard, comedian in "The Greenwich Village Follies," will be the guest and speaker of the Advertising Club of New York at its luncheon next Thursday.

TO ADDRESS TYPOS. Frank E. Gannett, publisher of the Rochester, N. Y., Times-Union, and president of the New York State Publishers' Association, will address a meeting of the Typotheta of the Albany district, January 23.
NEW HOME OF ST. PAUL DAILY NEWS.

The St. Paul Daily News, one of the Clover Leaf Publications, founded 1900, is now thoroughly settled in its new half-million dollar building.

The editorial staff of the News danced into the attic, ate lemon pies and met vaudeville stars at the house-warming on January 4 in the new home of the News.

One of the features of the evening was the circulation on the street, and from the press of a "Little Pink" newspaper, written by members of the staff in celebration of their establishment in the new Daily News Building.

During the evening music for dancing was furnished by a Westinghouse RC, two-stager radio set and Magnavox, installed especially for the occasion.

The News moved all its office equipment in eight and one-half hours, beginning at 1 p.m. Saturday and completing the work at 9:30 p.m. The mechanical equipment, including eleven linotypes, two monotypes, two Ludlows, job printing plant, consisting of four presses and equipment, was all moved and installed in the new building between 7 a.m. Saturday and 8 a.m. Monday. No time was lost, and the News made every issue of the paper when it was due.

N. W. Reay is publisher of the News, W. H. Neal, business manager, and Howard Kahn, editor. The paper is represented by Hammond & Walcott in Chicago, Oscar G. Davies in Kansas City, and A. J. Norris Hill in San Francisco.

SCRIBES DEDICATE NEW HOME AT HOUSEWARMING.

The St. Paul Daily News, one of the Clover Leaf Publications, founded 1900, is now thoroughly settled in its new half-million dollar building.

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NEW YORK EDITORS WILL DISCUSS OFFICIAL NEWS.

HOW STATE PUBLICITY MAY BE PROPERLY RECORDED IN THE PRESS DEMANDS MUCH THOUGHT—SUMMARY OF LAWS SUGGESTED AS ONE REMEDY.

Members of the New York State Press Associations, the Associated Dailies, and the New York State Publishers Association have evoked deep interest in the preparation of the Watertown Daily Standard to facilitate the dissemination of official news. The topic will come for discussion at the meeting of the state a state editors' convention to be held at Albany January 23.

"It is accepted that publicity concerns itself especially with the official news, the Standard said in its editorial, "and that the lowest form of public service is to publish in full the laws of the state and the concurrent resolutions. For years now the state press has been making a crusade to publish in full the laws of the state and to the public was conducted in a bipartisan manner at a reasonable cost. But state by state these bills were let down until the costs became excessive. The result was that the pendulum swung from extremes to extremes and the whole system was wiped out."

"Accepting the merit of publicity it appears proper at this time for consideration of a substitute system which will require the province. Instead of columns of small type, often published months after the laws are presented to the press, it might provide for the publication of intelligent summaries of all laws in the form of news as it was printed."

OHIO LEGISLATIVE WRITERS ELECT NEW OFFICERS.

John T. Bourke of Cleveland was elected president of the Ohio Legislative Correspondents' Association at its recent 10th annual meeting to the convening of the eighty-fifth general assembly.

Other officers elected were: Vice-president, Howard Galbraith, Columbus; secretary, E. F. C. Darrow, Columbus; treasurer, William Steigler of the Cincinnati Times-Star, Columbus; and A. B. Kee, Columbus Ohio State Journal. The executive committee will be made up of these and William Steigler of the Cincinnati Times-Star, Columbus; Howard Lanham, Cincinnati Enquirer, and C. H. Davenport, Associated Press.

CHICAGO AGENCY MOVES.

Collins-Kirk Inc., formerly of the Wrigley building, Chicago, has moved to the Waller Building, Michigan avenue.
NOW ADVERTISING MANAGER.

Walter Daily, for four years connected with the Federal Advertising Agency, New York, has been ap-

BENEFIT FUND FOR AGED NEWSPAPER WORKERS.

(Continued from Fourth Page)

lic mendicant. The union printer, the International Typographical Union's Printers' Home at Colorado Springs, Colo.— a wonder of humanity, — is the final home of his life, where he will end his working career if his health and vigor permit. It is a quiet refuge, where he can pass his remaining days in comfort and security without worrying about the morrow.

But Richard Stearns evidently was not a union printer. He was "once publisher and owner of the greatest and most influential newspapers." This avails him nothing today, in his need. Even a place in the House of Commons could be furtive. It is not a bite to eat, unless a kindly fellow mortal—in nine cases out of ten—will give him something to eat, if he can find something to eat.

Reflect on the fate of Richard Stearns. The newspapermen of the day, including the make-up men, news editors, city editors, society editors and all the others of our clan, can only feel sorry for him, and realize that a case was made a popular hero, elected to parliament and eventually given a place in history as the champion and protector of the right of free speech.

How many of you are assured of comfort in your declining years by your present place of business? How many of you, by the terms of your contracts, will be able to spend your golden years in the quiet retreat of the Printers' Home? But the experience of this independent man, who wrote his own obituary, is instructive. He lived a full life, and Stearns appealed to the governor to prevent its signature on the ground that it would be an infringement of the rights of a British citizen. He demanded a jury trial.

Stearns was an influential newspaperman, although many of them have no sort of sympathy with the "old school" of journalism, rallied to his defense. They called his condemnation unfair, dangerous and a bad precedent. No newspaper had defended the government.

Meanwhile the imprisoned editor, from his desk in the sergeant's room where he was held pending decision on his appeal, was receiving a weekly vial of wrath against his alleged persecutors, since no effort was made to suppress his newspaper.

ALBANY PUBLISHER TO WED— WILL TAKE WORLD TOUR.

William Barnes, president of the Evening Journal Company, publisher of the Evening Journal and former chairman of the Republican state committee, and Mrs. Mary E. Batterhall of New York, New York, and three grandchildren, Mr. and Mrs. Barnes will on a trip around the world early in February.

WALTER DAILY.

pointed advertising manager for the Premier Vacuum cleaner of Cleveland, Ohio, makers of the

PUBLICATIONS WIN RIGHT TO NEWS AGENTS.

(Continued from Fourth Page)

losts other than those published by the publisher (the respondent named in the complaint)." The court, whose opinion was rendered by Justice McReynolds, declared that "the evidence clearly shows that respondent's agency contracts were made without unlawful motive and in the ordinary course of an expanding business."

"It does not necessarily follow," Justice McReynolds continued, "because many agents have been general distributors, that their appointment and limitation amounted to unfair trade practice." Effective competition requires that traders have large freedom of action and conduct, which may increase or render insuperable the difficulties which rivals must face. The mere selection of competent, successful and exclusive representatives in the orderly course of development can cause no complaint, and when, standing alone, certainly affords no ground for complaint under the statute."

On the question of the jurisdiction of the circuit courts in acting on commissions' findings of fact, the supreme court divided, Chief Justice Taft and Justice Brandeis dissenting.

The case settled by the decision of the Supreme Court has been the subject of a hearing before the Bureau of Trade Commission, which has been in session in 1917, following an application for an injunction by competitor companies in that year.

NEW AFTERNOON DAILY.

George F. Morell, manager of the Times Publishing Company, publisher of the Palo Alto, Cal., Times, is planning to start a new afternoon daily newspaper to be known as the Redwood City, Cal., Tribune.

and we have a total of $2,446,000 paid into the Home Fund from various sources for the maintenance of the Printers' Home from the date of its inception to the present day.

A remarkable achievement, as a result of which the old printer never need worry about where he will land if luck turns against him. He is the recipient of an object of charity, because the Printers' Home, through the infinite patience and far-sightedness of the Printers' Home Association, has paid during his working career, make that home as much his home as the home in which you and I live. Perhaps more so, because he is a part owner, and may be said to own for himself and his family.

I would suggest, in order to preserve this noble institution, a fund of our own, for a home for Superannuated Jour-

ALBANY PUBLISHER TO WED— WILL TAKE WORLD TOUR.
AN EARLY 1923 INCREASE IN MOTOR ADVERTISING.

Automotive advertising during the show week this year broke all records in New York City, according to the estimates made as The Fourth Estate went to press. A good lead advertisement appeared in a New York newspaper in New York City showed a remarkable increase over last year's line. Effective competitive advertising of car dealers has been of great importance to the history of the automobile industry. One notable feature of this automotive advertising program is the excellent copy and a sprinkling of de-lightful layout. There are some manufacturers, however, who apparently cling to the belief that solid black type bulked together is the best way to get their message across. Some of the automobile copy that appeared in copies of the paper was effective, and the publishers would have driven many a small-town merchant to blushing if it appeared over them.

One manufacturer of high-class motor cars, for instance, so greatly mistakes the modern reader for all appropriate layout that he uses a black background and white lettering. It serves, of course, to distinguish the advertisement from those that surround it. The reader gets a sense of security without attention; but it is the best opinion of typographic and layout authorities that, while such radical backgrounds do attract attention, it is not always the kind that is most favorable to the product being advertised.

The remarkable skill, ingenuity and hard work that is applied to the designing and production of automobiles bespeaks for their advertising messages the same care in their execution and arrangement. It is hardly in keeping with the fine impression made by these machines that some of the most important manufacturers remain dependent upon mere typographical grotesqueness to interest the public in their selling messages.

CIRCULATION INVESTMENTS NOW SAFEGUARDED.

The decision by the supreme court this week upholding the right of publishers to require their distributing agents to handle their papers exclusively is the last word on this vexatious question. The highest tribunal in the land quickly disapproved the compromise of the newspapers with the commission against the Curtis Publishing Company of Philadelphia, and reversed it with an earlier decision by the third court of appeals.

The gist of the situation is well expressed in the following excerpt from the supreme court ruling: "The effective competitive advertising of car dealers has been of great importance to the history of the automobile industry. One notable feature of this automotive advertising program is the excellent copy and a sprinkling of delightful layout. There are some manufacturers, however, who apparently cling to the belief that solid black type bulked together is the best way to get their message across. Some of the automobile copy that appeared in copies of the paper was effective, and the publishers would have driven many a small-town merchant to blushing if it appeared over them.

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January 13, 1923

THE FOURTH ESTATE

PURELY PERSONAL.

Russ Simonton, who is the official "Santa Claus" at the New York Athletic Club, has been selected as the representative of the year's best school papers, and will have charge of the news that is brought to the city by the school papers. He is also to give the journalistic outlook for the year to come. January 13, 1923

The Fourth Estate

ANNELISE FOR APPENDIX.

E. T. Meredith, editor of the Seabrook, Mass., Record, is being made editor of the Pacific City, Or., Record. Mr. Meredith is a former editor of the Associated Press of the Northwest.

Arch W. Jarrell has left the news staff of the Norfolk Virginian-Pilot, going to work for the Tidewater Press.

Raymond B. Howard, editor of the Horseshoe World, Wilmington, Ohio, and secretary of the National Horse-shoe Pitchers' Association, will leave soon for St. Petersburg, Fla., to arrange for the midwinter national tournament at which $5,000 will be awarded in prizes.

W. S. Brigham, correspondent for the Boston Evening Transcript, is recovering from an operation for appendicitis.

CHANGES ON PHILADELPHIA LEDGER STAFF.

Morris Lee, for several years managing editor of the Evening Public Ledger, has been appointed senior managing editor in charge of the evening paper.

G. Merritt Bond, formerly city editor of the Evening Public Ledger, has been named in charge of the evening paper.

Mr. Bond has been assistant city editor of the Ledger, has been in charge of the city desk, and has been city editor of the Sunday magazine staff, has been made editor in charge of the Sunday department.

EDITOR VISITS DETROIT.

Roy Rosehalt, editor and general manager of the Montesano, Wash., Vidette, formerly owned by Dan Goodwin, is now managing editor of the Morning Telegram, Seattle, published by Mrs. Putnam last fall in Seattle.

James Devlin, in charge of news of the foreign population of Detroit for the Detroit News, has returned from a trip to New Orleans and other southern points.

Miss Mary King, fiction buyer and formerly Sunday editor of the Chicago Tribune, is in Europe, where she is taking a vacation of several months.

CHANGES IN NEW YORK.

Morris E. Cohn, formerly manager of the Evening Public Ledger, has been appointed managing editor of the evening paper.

Mr. Cohn has been city editor of the Ledger, has been in charge of the city desk, and has been city editor of the Sunday magazine staff, has been made editor in charge of the Sunday department.

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MISS F. B. ROBBED.

Friend W. Richardson, publisher of the Berkeley Gazette and president of the California Press Association, was sworn in Tuesday as the new publisher of the Berkeley Gazette and president of the California Press Association.

Miss F. B. was not in the office at the time of the robbery, but she was able to report all the facts to the police and to the newspapers.

EDITOR BUYS IOWA PAPER.

The Boone, Iowa, Pioneer, has been purchased by J. W. Collin of Little Falls, for the price of $5,000. The change was effected the first of the year.

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STAFF CHANGES.

G. L. Seese has become editor of the Detroit News, and Miss Minnie Harlan was married recently.

Miss Blanche Palmer of the credit bureau of the Chicago Tribune recently became the bride of A. J. Mares. It was a lunch hour wedding. She told her friends in the auditing department that she was going out to buy a new dress. She brought back a husband instead.

NEW EDITOR IN WINNIPEG.

W. L. MacTavish, well known Canadian newspaper man, became the new editor of the Winnipeg Evening Tribune January 1. Mr. MacTavish, formerly city editor of the Saskatoon Star, was the son of Rev. W. S. MacTavish, and was born at St. George, Ont., in 1891.

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BRITISH EDITOR TO BE HONORED DURING VISIT.

DISTINGUISHED PUBLISHER EXPECTED TO ARRIVE IN THIS COUNTRY JANUARY 16—TO BE GUEST OF FOREIGN AND AMERICAN NEWSPAPER MEN AT SOCIAL FUNCTIONS.

Lord Burnham, chief owner of the London Daily Telegraph, who is due to arrive in this country on the Olympic next Tuesday, will be the guest of honor at a number of social functions during his visit in this country.

Viscount Burnham is a vice-president of the English-Speaking Union of the British Empire, a man of the Standing Parliamentary Committee on Education, and one of the best known publishers in Europe. Next Friday the Association of Foreign Correspondents will give a dinner at the Brevvoirt in Lord

CANADIAN PAPER INCREASES SIZE WITH FEATURES.

The Capital Weekly News, Ottawa, has increased its size by the addition of four pages consisting of a comic supplement "Down on the Farm," with Happy Hollister cartoon, four pages of illustrations and Lady Duff Gordon fashion plate, printed in color.

The price of the Capital News will be reduced to five cents a copy or $2.50 a year. Those subscribers who have paid $3.00 a year will have the term of their subscriptions extended by three months in order that they may be put on a $2.50 basis.

IOWA PAPER GETS GOOD FEATURE STORY TIPS.

The Des Moines Sunday Register has just closed a contest in which a prize of $25 was awarded for the best Iowa feature story, with pictures, and $15 was paid for the best suggestion from which an acceptable feature was produced. For those features which did not win, but which were published, space rates were paid.

For those suggestions which did not win, but which were of value, $2 each was paid. Features were judged not only on the subject matter, but on the thoroughness with which the subject was covered, the abundance and variety of suitable pictures, and on the style of writing.

NEWSPAPER CHARACTER TO BE PUT ON THE SCREEN.

The philosophy of Andy Gump, Chester, Min., Uncle Bim and others who figure in the "Gump" newspaper strip is going to be featured in the movies. Sidney Smith, of "The Gumps," having signed a contract to write the "Gumps" for the screen.

The feature will be produced in regular movie style, real people playing the parts of the nationally known "Gump" characters. Pictures of the real people will be released monthly, and the work of making the films will be started immediately under the supervision of one of the best comedy directors in the business today. The first release will be early this year.

T. P.'s WEEKLY TO START AGAIN— FRIENDS IN U. S. SUPPLY CAPITAL.

T. P. O'Connor, "father" of the House of Commons and one of the most popular members of that body, who has entered his seventy-fifth year, is utilizing his parliamentary vacation in making preparation for the republication of his well-known popular paper, T. P.'s Weekly, which was one of the many victims of the war. O'Connor already has obtained most of the capital required to start the venture. Some of it came from friends in the United States. Publication of the weekly will be begun in February or March.

CHANGE IN REPRESENTATION.

Pittsburg Dispatch from Wallace G. Brooke (Eastern), Ford-Parsons Company, (Western), George F. M. Morgan, Kansas City, to S. C. Beckwith Agency (National).

NEW REPRESENTATION.

Reading, Pa., Tribune to Stevens & Baumann, Inc.

BACK ON THE JOB.

Samuel R. McKeil, after having served two terms as governor of Nebraska, is again devoting all his time to editing and publishing the Nebraska Farmer.

AMERICA'S BEST MAGAZINE PAGES

DAILY AND SUNDAY NEWSPAPER FEATURE SERVICE

241 W. 58th St., NEW YORK CITY

"Fifty Famous Features" Adams Features are standard products. They shine like stars in their places in the columns of hundreds of newspapers. "Adamservice" offers the most unique and original collection of features in existence, singly or in expense-saving packages. Let us send you a full set of samples of the Adams "Fifty Famous Features," including some of the best comics sold.

The George Matthew Adams Service 8 West 40th St.—New York

MAIL NEWS AND FEATURES

WORLD-WIDE NEWS SERVICE

J. J. ROSDAN

15 SCHOOL STREET BOSTON, MASS

C-V Newspaper Service, Borden Bldg. N.Y.C.

Complete your business page with the latest developments in the textile and allied industries.

Daily News Service Features Weekly Reviews Special Articles.

Wire or Write for Particulars

Fairchild News Service 8 East 18th Street New York City
EDITOR PROVOKES FUN AT HOOTCH INQUIRY.

A city editor and one of his reporters on the stand in the Government's prosecution of a liquor case, brought about by the newspaper's expose of the wetness at a hotel building, nearly turned staid old Boston upside down this week.

It all started when Albert J. Gordon, news writer for the Boston Herald, dropped in at the New England Road Builders' Association banquet at the Hotel Somerset, Commonwealth avenue and saw the road builders and their guests imbibing something from nursing bottles. One of the bottles and its contents was taken to the Herald office by Gordon and he was directed to write the story.

It was "hootch," the Herald alleged in its front page story about the road building "infants." Of course every evening paper in town had its story.

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KNEW STUFF BY TASTE.

BOSS INTO COURT—EDITOR

ROAD BUILDERS' BANQUET

REGARDING "WET GOODS" AT

BRINGS REPORTER AND HIS INQUIRY.

Now being built for early delivery

Write for literature and prices.

FLAT BED PRESS

Prints 4, 6 and 8 Page Papers From Type an Roll Paper.

Now Being Built for Early Delivery
Write for literature and prices.

GASS "Comet"

CHICAGO

GOSS PRINTING CO.

215 S. 2nd Pauline Street

NEWS NOTES OF CIRCULATORS

The Worcester Telegram presents a novel scheme for giving its suburban towns a weekly newspaper all its own. Each Thursday the Telegram presents the news of Whinsettsville, giving a full page to display advertising and news from the town. This is handled in co-operation with the Chamber of Commerce. Four columns of the eight are devoted to advertising of the merchants of Whinsettsville.

The Manitoba Free Press has inaugurated the Boys' Own Free Press, a weekly newspaper published every Thursday and devoted to news of special interest to the boys of Manitoba. Working in cooperation with the Manitoba Boys' Work Board and its many secretaries throughout the province, the Free Press plans to make the Boys' Own Free Press a factor in advancing the Canadian educational efficiency training program. A special portion of the stories will be contributed by the boys of Manitoba written from the boys' point of view, and with a special appeal to his fellow workers.

E. E. Surnier, Seattle newspaper man, is now in charge of the circulation department of the Montesano, Washington, Times-Call. A new manager will be appointed.

An interesting program has been arranged for the mid-winter meeting of the Colorado Press Association to be held January 19 and 20 at the Hotel Albany, Denver. The meetings will be of interest to newspaper editors who are members of the association for having the best front page. The $25 will be divided into three awards—a first prize of $25, a second prize of $15 and a third prize of $10, each payable in gold coins.

CIRCULATION MANAGERS IN NEW POSITIONS.

W. T. Buckley, for two years circulation manager of the Greenville, S. C., News, is leaving that paper to assume charge of the circulation of the Augusta, Ga., Chronicle. He will be succeeded by A. F. Ballentine, for eight years circulation manager of the Greenville Piedmont.

Mr. Ballentine has been prominently identified with the Circulation Managers Association of the Carolinas, having been a director of that organization, vice-president the second and president the third. He will give his entire time to the development of the Greenville News circulation.

ILL, SETS TYPE FOR PAPER AT BEDSIDE.

Fred Gardner, editor of the Fall River, R. I., News, who is confined to his bed this winter suffering from rheumatism, sets type for his newspaper by having the cases arranged at his bedside.

FARMERS READ NEWSPAPER ADVERTISEMENTS.

Out of 310 Kansas farmers who answered a questionnaire telling what they read most in publicity for stores and mills, 270 voted for newspaper advertising.
SITUATIONS WANTED

G. W. Preston, Advertising Manager of Demonstrated Ability Seeks Connection.

My School of Experience—
The Detroit Journal (Evening), 9 years as Salesman, Asst. Advertising Manager and Manager of Advertising; The Duluth News Tribune (Morning and Sunday), 7 years, Manager of Advertising Department.
The Omaha Bee (Morning, Evening and Sunday), Manager of Advertising and Merchandising Departments.
The Cincinnati Enquirer (Morning and Sunday), 4½ years, Manager of Advertising, specifically handling local display and personalities in particular.

The strike of printers which began a week ago in The Hague has now spread to all parts of Holland. The newspapers which are still coming out are driven by a drive of national importance. These are vital issues which National Thrift Week covers; issues which should be interesting to all moulders of public opinion.

For Particular Printing, come to the ALLIANCE PRESS

INTERNATIONAL PAPER COMPANY
New York, December 87, 1922.
The Board of Directors have declared a regular quarterly dividend of one and one-half percent (1 1/2%) on the preferred capital stock of this Company, payable January 15th, 1923, to preferred stockholders of record at the close of business on January 8th, 1923.

OWEN SHEPHERD, Treasurer.

AD HUNCHES SEEN IN THRIFT WEEK PROMOTION.

NATIONAL COMMITTEE SAYS NEWSPAPERS SHOULD GET THEIR SHARE OF EXTRA ADVERTISING — SCHEME SUGGESTS LIVE NEWS STORIES.

To newspapermen, any movement of nation-wide significance is interesting since it provides news of a character almost universal in its appeal. National Thrift Week, which starts on January 15th and extends through to January 23rd, is worthy of notice for it offers a drive of national importance, but also may well lay claim to being one of the most necessary of all the so-called "Weeks" we have throughout the year.

National Thrift Week starts on Benjamin Franklin's birthday, January 17th...
SITUATIONSANTED

Advertising Manager and solicitor experienced in local field desires new connection on out-of-town daily. Finest references. Address Box 5288, care THE FOURTH ESTATE.

Metroplitan Newspaper Man Seeks Executive Connection

Newspaper Business Executive seeks connection in New York City, but would consider opening in other fields.

Wide experience of over twenty years in all departments, including one of the largest metropolitan dailies.

Best of references. Immediately available.

Address Box 5291, care THE FOURTH ESTATE.

SITUATIONSANTED

SCANDINAVIAN CORRESPONDENT

Thoroughly trained newspaper man, with eleven years' experience on American dailies and periodicals, finds it necessary to take up his residence in Stockholm, in his native Sweden, and is desirous of connecting up with some American news organization which stands in need of competent reportorial representation in Scandinavia.

He is well educated, well read and widely traveled throughout North America and northern and western Europe. Speaks perfect English and Swedish (which in effect means also Dano-Norwegian), fair French and German, and some Russian.

Is thoroughly conversant with contemporary events in Scandinavia and Finland, and has deep knowledge of the peoples, their histories, customs, ideals and aspirations. However, his Americanism precludes "colored" reporting.

Address Box 5284, care THE FOURTH ESTATE.

SITUATIONSANTED

I’ll Assume the Responsibility of giving you a better newspaper and directing the news and mechanical departments to your satisfaction.

Could talk it over with you personally. Our subscription.

Address Box 5286, care THE FOURTH ESTATE.

Advertising Solicitor for newspapers or farm papers, well acquainted in New York among agencies and advertisers, wants new connection February 1. Address Box 6289, care THE FOURTH ESTATE.

Editor Seeks Position

Editor, reporter, editor, married. Twelve years' experience city editor, telegraph editor, feature writer for best New York dailies. Out of work because of newspaper merger. Wants copy desk job, or position as managing editor of live afternoon daily in small city where producer wins advancement. Best employers' references. Address Box 5286, care THE FOURTH ESTATE.

Circulation Man

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Gordon admitted that he wrote the exposé story that appeared in the Herald the next morning, and in reply to a question admitted that he drew upon his imagination some what. "What did you do with the bottle when you returned to the Herald office?" he was asked. "I gave everyone a smell," came Mr. Drury emphatically. "And you would drink some more?" "This afternoon, if you invited me, sir." By this time the crowd in the courtroom was having a good time. "Of getting rid of it, I thought. "And it was good Scotch whiskey, you say?" asked Mr. Hayes. "It certainly was. "And it was good Scotch whiskey, you say?" asked Mr. Hayes. "It certainly was. "Where is it now?"

**FOR SALE.**

**2nd HAND PRESSES FOR SALE**

**HOE—Octuple Press**

22¼" COLUMN.

**HOE—Sextuple Press**

With Extra Color

21¼" COLUMN.

**HOE—Sextuple Press**

Black Only.

21¼" COLUMN.

**HOE—Sextuple Press**

Black Only.

21¼" COLUMN.

**HOE—4-Deck Press**

20" COLUMN.

**HOE—20 Page Press**

21" COLUMN.

**Potter—3-Deck 24 Page Press**

20 to 22" COLUMN.

WE ALSO HAVE A NUMBER OF Goss PRESSES OF VARIOUS SIZES AVAILABLE.

LET US KNOW YOUR WANTS.

**THE GOSS PRINTING PRESS CO.**

1535 So. Paulina St.,

CHICAGO, ILL.

**EDITOR PROVOKES FUN AT HOOTCH INQUISITY.**

(Continued from Twenty-first Page)

Gordon admitted that he wrote the exposé story that appeared in the Herald the next morning, and in reply to a question admitted that he drew upon his imagination some what. "What did you do with the bottle when you returned to the Herald office?" he was asked. "I gave everyone a smell," came the reply. Drury testified of seeing Gordon around the office that noon and of assigning him to cover the banquet that evening. "Did you find anything on your desk the next day?" "No sir, I had a bottle like that around noontime. I won't say it was on my desk. Gordon brought it to me. Drury added, "Did you open it?" "I did." He gave the same reply to questions whether he pulled the cork, smelled the contents and tasted them. "Did you ever taste liquor in your life?"

"All my life!"

"What was in the bottle?" "Good Scotch whiskey," answered Mr. Drury emphatically. [Continued from Twenty-first Page]
January 13, 1923

The only journal outside of the United States published in the interest of newspaper men was 

The 40 Pages Weekly 

NEwSPAPER WORLD 

(Founded 1898) 

The only journal outside of the United States published in the interest of newspaper men. 

THE 40 PAGES WEEKLY NEWSPAPER WORLD 

WORLD'S Circulation, Morning and Evening, is in the interest of newspaper men. New York Evening World goes into every second home in New Jersey, Hoboken, etc., 

National Circulation. The Sunday World goes into every third home in all Metropolitan New York. 

FIRST IN THE CITY FIELD 

NEwSPAPER STORIES LEAD TO DISCOVERY OF SPNET LOST SISTER. 

Newspaper publicity given to the discovery of a New York restaurateur of a long-lost sister in Chicago, led to the discovery of a second sister in Manchester, England, and the hope that a third sister would be found in South Africa. The family was scattered when the New York man left his home in Lithuania twenty-six years ago, and he believed that most of his sisters were dead. 

The other sister came to New York to visit her brother, an account of the reunion published in the New York World was later published in the Manchester Evening Chronicle. The mother sent a letter to Black of 1912 Pacific street, Brooklyn, who lives in Manchester, read the story, and realized that the New York man was the brother of Mrs. Anna Forman of Manchester, who believed her sister dead for many years. Mrs. Black called her son, Mr. Black's daughter, who read the story in the Chronicle. Black called on the restaurateur and announced the discovery of a second sister. 

OUTLOOK BRIGHT FOR 1923 SAYS BROOKLYN PUBLISHER. 

The outlook for the New York World is very bright for 1923, says Herbert F. Gunson, vice-president and treasurer of the New York World Company, in his address on engineering in South America. 

Mr. Gunson said that the outlook for newspaper advertising in South America was very bright, and that the New York World would be able to do a great deal of business in that country. 

PICTURE DAILY WILL AGAIN BE SUED FOR DAMAGES. 

The Picture Daily will again be sued for damages, this time for the $200,000 libel suit instituted by Arthur Perkoff and Ethel Graves Perkoff (Pat and Gray in the City) against the News Syndicate Company, publisher of the New York Daily News. The action resulted from a cartoon that appeared in the Picture Daily last season, in which the cartoonist, Ed Randall, penned an adverse comment underneath a caricature of the cartoonist, according to which he needed a favourable percentage rating on merit. 

Page and Gray have instructed their attorneys to bring a new suit for damages against the daily, claiming specific damages and demanding the claim of libel per se. 

The plaintiffs will claim specific damages in that they have lost the opportunity to receive damages against the daily, claiming specific damages and demanding the claim of libel per se. 

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First in OHIO!

In Volume of Advertising
10,979,355 lines first mos.
and all other Columbus papers combined
The Columbus Dispatch
Reps. O'MARA & ORMSHOE, Inc.
New York, Chicago, San Francisco

New York Globe M.E. Heads
New York Press Club.
John V. O'leary, managing editor of the New York Globe, is the new president of the New York Press Club, succeeding E. Percy Howard of the American Press Association, who held the office continuously since 1914. There was but one ticket in the field and was adopted as announced in The Fourth Estate last week. The new officers of the club besides Mr. Flynn are:
Robert E. Dunn, first vice-president;
S. Jay Kaufman, second vice-president;
C. B. High, third vice-president;
Channing A. Leidy, treasurer;
Cleve H. Redfern, corresponding secretary.

FIRE DOES NOT DETER GARY NEWSPAPER

The Gary, Ind., Post-Tribune plant, which recently suffered loss by fire, is running along as usual, having suffered no damage and has been repaired. The newspaper manual of northern Indiana, it is the new manager of the Calumet Argus-Herald, which is also held by the Post-Tribune, of which R. Snyder is publisher.

AD MEN HONORED.

S. A. Rich, president of the Rich Advertising and Sales Service, was elected president of the Independent Order of B'nai B'rith No. 598, Sioux City, Iowa, by acclamation. B. J. Abraham, president of the United Advertising Agency, was elected secretary of the organization.

BACK WITH BROOKLYN EAGLE.

Joseph H. Apelgate, associate editor of the Sunday department of the Newspaper Feature Service, New York, has left that organization and taken up an editorship on the Brooklyn Eagle where he was formerly a staff reporter. He was a member of the New York World for twelve years.

Low Milline Rate
St. Louis
Globe-Democrat
Largest Daily Circulation of any St. Louis Newspaper
F. S. J. RICHARDS, NEW YORK
GUY S. OSBORN, CHICAGO
J. R. SCOLARO, DETROIT
C. GEO. KROGNESS, SAN FRANCISCO

JOLIET The Pittsburgh of the West.

The Joliet Press Club has postponed the dinner of the Independent Order of Governor Henry J. Allen until the latter has again been restored to the status of a private citizen.

WICHITA AD CLUB MEMBERS GUESTS OF HUTCHINSON ORGANIZATION.

Members of the Hutchinson, Kan., Advertising Club and guests were entertained by the Wichita Advertising Club at the annual Ladies' Night last week. The principal addresses of the evening were "Advertising Household Wisdom," by Mary Louise Meeuer, of Friends University, and "Department Advertising," by Mrs. Guy W. Johnson.

The Topeka Press Club has postponed the club's final party in honor of Governor Henry J. Allen until the latter has again been restored to the status of a private citizen. The new date has not been set. Governor Allen is publisher of the Wichita Beacon.

Plainfield, N. J.

Profitable for Advertisers

Circulation among people who have high purchasing power. Not a street sale paper, but delivered to homes by salaried carriers.

THE FOURTH ESTATE

The Indianapolis News is a prosperous, buying market, completely covered by one dominant newspaper—The News.
The Fourth Estate

January 13, 1923

The Cincinnati Community Consists of an Area of 70 square miles with a population of 600,000

BOSTON POST

1922 Circulation Averages

Daily 396,902

Sunday 401,643

Successful Merchandising depends upon successful advertising — the ability to reach efficiently and effectively the respect readers of a particular territory.

The Pittsburg Dispatch

is recognized by advertisers as a medium of inestimable value to reach the buyers of the great Pittsburg district.

Representatives

Wallace G. Brooke, Ford-Parsens Co.

Brunswick Bldg., Marquette Bldg., New York

Chicago

First in San Francisco

The Bulletin

Estab. 1855. 6 days a week. Member A.B.C.

Eastern Representative

H. D. LaCoste, 41 West 54th St., N.Y.C.

Western Representative

Guy S. Osborn, 1302 Tribune Bldg., Chicago

Triangle Advertisement

Philadelphia's Jewish Population 250,000. Their Patronage is Worth Having.

The Jewish World

233 South Fifth Street

PHILADELPHIA

It is the Only Jewish Daily Printed in Philadelphia.
In the ad field.

ADVERTISING ACCOUNTS NOW BEING PLACED BY THE AGENCIES.

BOTS福德, CONSTANTINE, 45 4th, Portland, Ore.—Placing copy in Western newspapers for Hardeman Hat Co., Portland.


COPPELLOW, 1709 Washington, St. Louis—Placing copy in newspapers for Harris-Polk Hat Co. (Worth hats), St. Louis.

COOLIDGE, 1216 Grand, Des Moines—Making up list for Erick Bowman Remedy Co. (liver tablets and remedies), Owatonna, Minn.

Also list of newspapers for H. & H. Grant Co. & Auer Valley Milling Co., Des Moines.

CROSS, 1500 Locust, Phila.—Placing copy in U.S. Industrial Alcohol Co. (Alcorn & Pyro).-.

DAKE, 121 2d, San Francisco—Making up list of newspapers for Hills Bros. (Red Rose coffee), San Francisco.

ECHTERNACH, Los Angeles—Full-page newspaper advertisements being used by Scholtz-Mutual Drug Co. (Ko-Fan, a new beverage).

GARDNER-GLENN BUCK, N.Y.—Placing advertising for General Chemical Co. (Hard-n-type Engineering Service, of Romax & Sofos), N.Y.

GILHAM, Los Angeles, Cal.—Obtained account of Puritan Tea & Coffee advertising. Chicago, Los Angeles, & Meat Council of Southern California.

FULL PAGE READER ATTENTION for the price of 1,000 lines It's worth thinking over.

BOSTON DAILY ADVERTISER

Boston's Only Picture Newspaper.


THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

EACH ISSUE OVER 200,000 CIRCULATION

It Pays to Advertise in the ST. LOUIS TIMES

Now Generally Recognized as the HOME NEWSPAPER OF ST. LOUIS

Foreign Advertising Representatives

G. LOGAN PAYNE CO.
Chicago, St. Louis, Detroit, Los Angeles

W. W. CHEW, BURNS & SMITH
Boston

The RICHMOND, Va., TIMES-DISPATCH

is delivered to 12,000 of the city's best homes.

IN ALL VIRGINIA ITS THE SAME
STORY, BROOKS & FINLEY, Inc.
New York, Phila., Chicago, San Francisco

AD FOLKS PLAYING GOLF AT PINEHURST

The Winter Advertising Golf League special left New York for Pinehurst, N. C., yesterday with a number of advertising enthusiasts who will participate in the golf tournament which opens today with an 18-hole handicap event, the first round of the day to count.

On Monday there is a qualifying round in which members arrange their own pairing and play in two's, the first round of the day in round in all divisions, the first sixteen to play from scratch, and all others to play on handicap.

Wednesday, in the morning, the second match round will be played—the first round consolation. In the afternoon four-ball best ball handicap.

On Thursday, in the morning, the third match round, also the second round consolation will be played in the afternoon the second round divisions, and Saturday, medal play handicap.

Among members of the Advertising Club of New York who registered are: Mr. C. W. Judges, Mr. E. M. Brenchley, Mrs. J. T. O'Brien, John H. Egers, Thomas F. Smith, A. L. Schuls, Mrs. and Mrs. George Sheaff, Mon-tague Lee, Mrs. and Mrs. Frank Finney, Mrs. and Mrs. Charles Hoyt, Miss Blanche C. and Mrs. J. A. Sullivan and Walter Jenkins, Jr.

JAPANESE NEWSPAPERS NAME REPRESENTATIVE.

F. R. Jones has been appointed middle-western representative of the Japan Advertiser, the Trans-Pacific, and the JijiShimpo of Tokyo, Japan, with headquarters at Room 1102, 29 South LaSalle street, Chicago.

TO ENLARGE QUARTERS

The Wichita, Kan., Beacon has been authorized to enlarge its quarters and will begin the construction of a two-story annex in the spring. The ground floor of the annex will be used as a press room and the entire mechanical department will be located there.

THE FOURTH ESTATE January 13, 1923

The special features of the BUFFALO TIMES have made it the most popular newspaper in Western New York.

NORMAN E. MACK, Proprietor VERBEE & CONKLIN, Inc.
Special Advertising Representatives New York, Detroit, Chicago, San Francisco

NEWS LEAGUE OF OHIO DAYTON NEWS SPRINGFIELD NEWS

The papers with the big circulations.

I. A. KLEIN, Foreign Representative 50 East 45th St., New York

544 Fort Dearborn Bank Bldg., Chicago

IN THE AD FIELD.

GRANDIN- DORRANCE- SULLIVAN, 130 W. 42d, New Yorkplacing advertising for Kellogg Mfg. Co. of Rochester (engine driven tire pumps, air compressors & hand air pumps), N. Y.

GREEN, 15 W. 37th, N. Y.—Advertising for Wizard Co. (electrical appliances); M. Honer (harmonicas, accordions, saxophones, & Ucan Safety Hair Cutter Corp., N. Y.

GUENTHER-BRADFORD, Triboro, Chicago—Sending out copies for Dr. R. Newman (medical), N. Y.

HICKS, 52 Vanderbilt, N. Y.—Placing advertising for Le Zooport Co. (toilet requisites), N. Y.

HONIG-COOPER, San Francisco—Writing campaign in newspaper for Schalk Chem. Co. (Hydro-Pura washing powder & water softener), Los Angeles.

HOOPS, 9 E. Huron, Chicago—Sending orders to newspapers for Motor Car Co., Detroit.

JOHNSON-READ, 202 S. State, Chicago—Placing additional orders for Philipson’s Style Book (catalogue), Chicago.

KLING-GIBSON, 220 S. State, Chicago—Handling advertising for Royal Easy Chair Corp., Sturgis, Mich.

LOCKWOOD-SHAKEFORD, Los Angeles—Sending copy to newspapers in Western states for H. N. Heiman & Sons Co. (Magik ties), San Francisco.

LORD & THOMAS, Wrigley, Chicago—Placing copy for Oliver Typewriter Co., Chicago.


NICHOLS-MOORE, Frederick, Indianapolis—Handling account of Oakes Mfg. Co. (poultry), Tipton, Ind.

PECK, 6 E. 39th, N. Y.—Placing advertising for U. S. Industrial Alcohol Co. (Alcorub & Pyro), Chicago.

PATTERSON-ANDREWS, 1 Madison, N. Y.—Obtained account of Lehigh Portland Cement Co., Allentown.


SANDO, Consul, Indianapolis—Writing campaign for Oakley Mfg. Co. (poultry), Tipton, Ind.

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SWEET & PHELPS, Transp., Chicago—Placing ad campaign for Conlen Corp. (electric clothes washers), Cicero, I11.

THOMPSON, Lyttton, Chicago—Placing campaign for Richardson Roofing Co., Findlay, Ohio.

WINTERHOOP, Ontario & St. Clair, Chicago—Secured account of Naehmann Springfield Co. (auto & furniture springs), Chicago.

WELCH HANBERY, Long Beach, Calif.—Placing advertising for Kreyer Motors Co. (Wizard 4-Pull Tractor, new rigid tractor), Long Beach.

WESTERN, 506 Baker, Racine, Wis.—Sending out contracts for S. C. Johnson & Son (soap), Racine.

WOOD, PUTNAM & WOOD, Boston—Conducting newspaper campaign to advertise Island of Nassau by development board of Government of Islands.


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The Cleveland News and the News-Leader (SUNDAY)

National Advertising Representatives
THE GEORGE A. McDEVITT CO.
515 Fifth Avenue, NEW YORK
People’s Gas Building, CHICAGO

Januray 13, 1923

THE FOURTH ESTATE

175,000,000
ANNUAL PRODUCTION
35 MILLION
ANNUAL PAYROLL OF INDUSTRIAL TRENTOH
A prosperous NEW JERSEY territory completely covered by the
Evening TIMES
Member A.B.C.
Morristown Building, NEW YORK
Lotson Building, CHICAGO

In New Orleans it’s the
New Orleans Item

Dispatched First Press
Telegram for British Association.

Sir Edmund Robbins, for thirty-
seven years a member of the British
Association of England, who died re-
cently at Bognor, claimed the distinc-
tion of being the first to publish the
First Press telegram in behalf of the asso-
ciation, on the morning of February 17.
He was succeeded by a man who was
long associated with the British govern-
ment in obtaining possession of
the Theory of Evolution.

There is nothing, and the establish-
ment of such a fund as I propose,
would be the first logical and tangible
movement ever taken in the
world of journalism. It would be
the means, through the
interest created in the common well-
being of all newspaper men, for the
healthy discussion and interchange of
deep ideas and suggestions not only for
the splitting of the craft and the placing of
it on a firmer basis, but also for the
general improvement of the editorial sphere of every
newspaper in the country.

This is not in any sense a labor
union that I am proposing, such as the
News Writers Union that exists in Boston
and perhaps in one or two
other places, but a professional
association along the lines of similar
organizations among other professional
men. It should find universal favor
among newspaper men, and should have the
unanimous approval, cooperation and sup-
sort of newspapers and their
publishers from coast to coast. It is high
that the “fourth estate” came into its
own.

A fund of this character can be
started immediately, through a
systematic organization embracing the
entire United States and Canada. It
would be given a special impetus by
any one or any group of immensely
wealthy newspaper publishers and
owners. Heart is one. Scrip is
another. Pullter is a third.

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seven years manager of the Press
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THE SYRACUSE POST-STANDARD
IS THE BIG, POWERFUL
RESULT-PRODUCING MEDIUM OF CENTS
AND NORTHERN NEW YORK.
AVERAGE SIX-MONTH NET CIRCULATION
$53,278
FOR SIX MONTHS ENDING JAN. 1, 1928
Greatest daily circulation of any newspaper published in this part of the country.
Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

WILLIAM H. HUDSON, 80 years old, a student at the Columbia School of Journalism, and former reporter on various Bridgeport, Ct, newspapers, died last week in that city, following a brief illness with pneumonia. He had been a student at Columbia three years.

JULIAN J. SHNETMAN, 21 years old, a student at the University of Maryland, and former reporter on various Bridgeport, Ct, newspapers, died last week in that city, following a brief illness with pneumonia. He had been a student at Columbia three years.

CAPTAIN R. F. VAUGHAN, pioneer editor of Mankato, Kan., died at his home recently. From the early 70's until the Spanish-American War, he was the editor of the Mankato Leader. He was classed as a progressive and even radical tendencies and devoted much of his effort as a publicist to fighting what he termed the illegiti- mate activities of capitalistic combinations.
THE DAY-WARHEIT
America's FOREMOST Jewish Daily

Reaches the cream of purchasing power of the Jewish element in America.

Essentially a home paper—written for and read by every member of the family.

THE DAY-WARHEIT
"The National Jewish Daily."

Member A.B.C.
Main Publishing Office:
4 West Broadway NEW YORK

DALLASEVENING JOURNAL
Published by A. B. Belo & Co.
Covers the afternoon field as completely as the Dallas Morning News covers the morning.

LARGEST AFTERNOON Circulation
ORENTZ, Manager Eastern Dept.
726 Tribune Building NEW YORK

IL PROGRESSO ITALO-AMERICANO
CAV. UFF. CARLO BARTOSSTI
Guaranteed NET
Paid Daily Circulation 129,120
The LEADING ITALIAN ADVERTISING MEDIUM
45 Elm Street NEW YORK CITY

MONTREAL LA PRESSE
thoroughly and completely covers the city and the vast French speaking cities of the world. With sixty-five per cent of the local circulation, the city French speaking and reading, the newspaper with the greatest comprehension supplies a wonderful market to the foreign advertiser.

WM. J. MORTON CO., Representatives
NEW YORK: 57 Park Ave. Building CHICAGO: 622 Wabash Ave. TORONTO: 125 Bay Street

TOPEKA CAPITAL
The only Kansas Daily with a very general Kansas circulation.

 Dominates its field in circulation, all classes of advertising, news, prestige, reader confidence.

Furnishes market data—does survey work—gives real co-operation.

Arthur Carrer TOPEKA, KAN.

WASHINGTON
Morning Circulation which has been in control of the Citizen for many years. Her son, Frank Baughman, who succeeded his father as editor, passed away several years ago.

WARDSWORTH JOHNSON, 72 years of age, brother of Willis Fletcher Johnson, editorial writer of the New York Tribune, died Monday at his home at Sound Beach, Ct.

J. J. SCHINDLER, assistant to the editor of the Milwaukee Journal, died last week at his home in Madison.

RICHARD HINES, JR., formerly one of the best known newspaper men in Alabama, died at Mobile, last week. He was at one time city editor, marine editor and sports editor of the Mobile Register and later manager of the Mobile Daily News.

SAMUEL E. GRIFFITH, 83 years old, one of the oldest printers in southern Wisconsin, who had worked in Milwaukee newspaper offices and printing shops since 1847, died in Madison recently. He was born in Shrewsbury, England, in 1839, coming to this country in 1846.

C. C. CRAWS, associate editor of the P-Water River County Examiner at Broadus, Mont., died recently at the age of eighty-three, following an illness of one week. Over a quarter of a century ago.

FREDERICK C. CRAWFORD, 61 years old, retired newspaper man, died last week at Hagerstown, Md., after a long illness. For over thirty years he was connected with metropolitan journals. He began his career in the Washington Post and for many years was Washington correspondent of the New York Press. At one time he was a partner of the New York Tribune and had retired and had since resided in Hagerstown.

H. M. STEVENSON, former editor of the Wallace, Idaho, Times-Press, died recently after an operation.

EDWARD M. McGOWAN, a stereotyper on the New York American for twenty-five years, died last week at his home in Brooklyn at the age of sixty-nine.

MRS. CHARLES PARSONS, grand-daughter of the late Charles Parsons, for many years art editor of Harper's Magazine, died Friday of last week at her home in Montclair, N. J. She was one of the founders of the Montclair Equal Suffrage League.

FREDERICK MARTIN, 56 years of age, for twenty years a member of the Advertising Staff of the New York Times, died last week at his home in South Vienna, West Va.

VLADIMIR MEDUM, Jewish writer and scholar, died Wednesday of last week after an illness of a few weeks. He was in charge of the editorial staff of the Jewish Forward. His father was a general in the Russian army and a member of the Russian Social Democratic League.

WARDSWORTH JOHNSON, 72 years of age, brother of Willis Fletcher Johnson, editorial writer of the New York Tribune, died Monday at his home at Sound Beach, Ct.


WARDSWORTH JOHNSON, 72 years of age, brother of Willis Fletcher Johnson, editorial writer of the New York Tribune, died Monday at his home at Sound Beach, Ct.

THE FOURTH ESTATE
January 13, 1923

Kansas is a rich, responsive field—it is best covered by The

THE JEWISH MORNING JOURNAL
An American newspaper read by the most intelligent and prosperous class of Jews in New York City.

City; Bernard J. Mullaney, manager, Industrial Relation and Publicity Department, Peoples Gas Light and Coke Company, Chicago; Edward S. LaBart, director of publicity, Thomas E. Wilson and Company, Chicago, and E. Allen Frost, general counsel, for the Associated Advertising Clubs of Chicago. Talks on problems of the Third District were given by a number of the delegates to the Third District convention.

One of the features of the simul- taneous convention was the advertising exhibit which was on display at a general convention of the Associated Advertising Clubs of the World at its national convention in New York last summer. The exhibit was brought to Washington. The department of commerce also made a showing of the work it is doing in advertising and merchandising.

A letter from Secretary of Commerce Hoover to Mr. Stevenson spoke of a meeting of the American Board of Trade and presented his attendance on the last day, was received by Mr. Wholley. It read:

"I had wished to express personally my endorsement of the department of commerce in the work of the advertising.

"The definite rise in standards of advertising and the development of advertising as a service to the consumer have been outstanding accomplishments.

"I am asking Dr. Klein to convey to you the desire of the department to co-operate in the many fields to which your organization can and does render real public service."

On Wednesday both organizations meet President Harding in greeting at the White House. The President received the delegates most cordially, calling many of them by their first names as new friends. As a publisher, President Harding had known them personally, and he told the visitors that the renewed contact had served to bring him back to his "old atmosphere." As a special courtesy, the President arranged to have the delegates shown through the private portions of the White House.

permanent organization of the Third District of the Associated Advertising Clubs was effected with the drafting and adoption of a constitution and by-laws, and the election of officers and appointment of committees, at the close of Wednesday's meeting. Officers elected were: F. X. Wholley, Washington, president; P. E. Hove, Jr., Richmond, treasurer, and Norman M. Parrott, Baltimore, secretary. Committees appointed, with their chairmen, were: Convention, Joseph Schick; program, Howard C. Cone; publicity, Kemper Cowing; women's committee, Mrs. J. K. Bowman.

The Third District will hold a convention at Atlantic City in June, at the time the national commission is in session there.

TO ORGANIZE JOURNALISM SCHOOL IN SHANGHAI.

Maurice E. Votav, formerly instructor in journalism at the University of Arkansas, is enroute to Shanghai, China, where he will organize, in St. John's Episcopal University, the first school of journalism in that country.

In connection with the course a weekly newspaper has already been established at the university, it is known as the Daily and is published by native students.
15 YEARS
of
DOMINANT SUPREMACY

The uninterrupted, proven preference of advertisers, both local and national, for the Cincinnati TIMES-STAR was evidenced again in the year 1922 by 10,459,407 lines of display advertising. This is 1,921,031 lines more than the lineage published by the second paper, including both daily and Sunday editors,—or six days against seven.

1921 was the Banner Year in the history of the TIMES-STAR, with 182,497 lines more than 1922. Yet this amount, by which the year just closed falls short of its 1921 record, is less than one tenth of the amount by which it still leads its nearest competitor.

The display advertising published by the TIMES-STAR in 1922 is 1,880,823 lines more than the largest amount ever published by any other paper in the city,—8,578,584 lines having been published by the second paper in 1920.

That the dominant leadership of the TIMES-STAR is not temporary, accidental, or fluctuating, but that it is continuous, progressive, and permanent, is proved by the display advertising space records for the past fifteen years:

<table>
<thead>
<tr>
<th></th>
<th>TIMES-STAR Total Display</th>
<th>EXCESS OVER Second Paper</th>
<th>EXCESS OVER Third Paper</th>
</tr>
</thead>
<tbody>
<tr>
<td>1922</td>
<td>10,459,407 lines</td>
<td>1,921,031 lines</td>
<td>3,949,463 lines</td>
</tr>
<tr>
<td>Average</td>
<td>7,439,714 &quot;</td>
<td>1,734,459 &quot;</td>
<td>2,425,881 &quot;</td>
</tr>
<tr>
<td>10 Years</td>
<td>6,273,153 &quot;</td>
<td>1,362,626 &quot;</td>
<td>1,941,186 &quot;</td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher
C. H. REMBOLD, Manager

Member Audit Bureau of Circulations.
1922

Repeats the Long-Time Advertising Leadership of The Chicago Daily News

1922 maintained The Daily News' traditional leadership among the daily newspapers of Chicago in both Display and Classified Advertising. Here are the figures:

Display Advertising

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>1922</th>
<th>1921</th>
<th>Gain/Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Daily News</td>
<td>13,779,579</td>
<td>13,779,579</td>
<td>0</td>
</tr>
<tr>
<td>The Daily Tribune</td>
<td>10,528,983</td>
<td>10,528,983</td>
<td>0</td>
</tr>
<tr>
<td>The American</td>
<td>8,065,866</td>
<td>8,065,866</td>
<td>0</td>
</tr>
<tr>
<td>The Post</td>
<td>4,444,476</td>
<td>4,272,900</td>
<td>171,576</td>
</tr>
<tr>
<td>The Journal</td>
<td>4,272,900</td>
<td>4,233,426</td>
<td>39,474</td>
</tr>
</tbody>
</table>

From which it appears that during this period The Daily News' excess of gain over that of its nearest competitor was 100,722.

To the experienced advertiser there is added interest and encouragement in the fact that during the last six months of the year The Daily News turned an earlier loss in lineage to gains, month by month, which by the end of the year placed the lineage of the whole year 470,424 lines in excess of the year 1921, thereby reflecting a corresponding improvement in business conditions generally up to the very end of the year. Here is a comparison of the display lineage of the daily newspapers of Chicago for the last six months of 1922 and 1921:

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>1922</th>
<th>1921</th>
<th>Gain/Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Daily News</td>
<td>6,839,904</td>
<td>6,258,093</td>
<td>581,811</td>
</tr>
<tr>
<td>The Daily Tribune</td>
<td>5,279,676</td>
<td>4,762,707</td>
<td>516,969</td>
</tr>
<tr>
<td>The American</td>
<td>4,132,011</td>
<td>4,009,149</td>
<td>122,862</td>
</tr>
<tr>
<td>The Post</td>
<td>2,260,053</td>
<td>2,313,531</td>
<td>(Loss)</td>
</tr>
<tr>
<td>The Daily Herald-Examiner</td>
<td>2,170,281</td>
<td>2,069,559</td>
<td>100,722</td>
</tr>
<tr>
<td>The Journal</td>
<td>2,145,408</td>
<td>2,214,735</td>
<td>(Loss)</td>
</tr>
</tbody>
</table>

From which it appears that during this period The Daily News' excess of gain over that of its nearest competitor was 64,842.

Classified Advertising

More people placed their "want-ads" in The Daily News in 1922 than in any other daily newspaper in Chicago, as is evidenced by the total number of individual advertisements printed by each of the recognized daily want-ad mediums. Here are the figures:

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Number of Ads</th>
<th>Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Daily News</td>
<td>909,920</td>
<td>909,920</td>
</tr>
<tr>
<td>The Daily Tribune</td>
<td>871,062</td>
<td>871,062</td>
</tr>
<tr>
<td>The Daily Herald-Examiner</td>
<td>148,344</td>
<td>148,344</td>
</tr>
<tr>
<td>The Journal</td>
<td>2,145,408</td>
<td>2,214,735</td>
</tr>
</tbody>
</table>

From which it appears that in 1922 The Daily News led its nearest competitor, The Daily Tribune, by a significant margin, with 38,858 ads.

The figures quoted are compiled by The Advertising Record Co., an independent audit service maintained by all the Chicago newspapers.

The Daily News' year-in and year-out advertising leadership among the daily newspapers of Chicago bears convincing testimony to its pre-eminent power of service in every line of business in which general publicity is essential to success, whether it be a matter of personal merchandising or investment.

The advertising record of 1922 confirms

THE DAILY NEWS—FIRST IN CHICAGO
PRESS RESPONSIBILITY AS LORD BURNHAM SEES IT.

BRITAIN'S MOST FAMOUS PUBLISHER DISCUSSES WORLD NEWS VALUES ON VISIT—HAS NO "MISSION," HE SAYS, AND INTENDS "JUST TO LOOK AROUND."

World understanding of international relations must in large part be achieved by further refinements in newsgathering, in the opinion of Viscount Burnham, proprietor of the London Daily Telegraph and president of the Newspaper Proprietors Association of London, who is now making his first visit to New York in thirty years. Although he carries the mantle of fame as Britain's foremost publisher and has taken upon his shoulders a literal world responsibility in his varied interests as a public figure, Lord Burnham radiates a vigor that is obviously far from being taxed.

As a man of cosmopolitan sympathies and understanding he is one not easily put to the point for a new international consciousness to be achieved through the press.

Lord Burnham has a sort of compact keenness—to coin a word —that should be good inducement for use on men of his type. He is by no means the hyper-august person he is usually depicted. His career indicates him to be, but he is immeasurably keen and vital.

Five feet seven, or a little more, he stands not high, but firmly. A cool complexion, dark hair and sparkling eye are marks of his sixty-six years. The cutting power of the coming generation of forty-five. The fact that he retains all the color he had as a boy or that he has become grey only after he has "arrived" speaks volumes of description. In short, he seems to have been born to draft by law, but never, however, that uses the reason always and the heart but seldom.

Coming to the United States almost immediately after playing an important part at the fourth session of the International Labor Organization at Geneva, Lord Burnham brings his "world insight" at its keenest. He is to observe and absorb, he said, pressing delight that his affairs are so arranged that he would have to do so.

"No, I haven't any mission," he smiled. "I expect just to visit and look around.

The huge press or ten days Lord Burnham is to spend in America has become a crowded, busy interval in a journey of many months, but he is bound to fulfill another of those engagements which so frequently call him to far corners of the earth. Some years ago, it seems, he promised the Imperial Association at Jamaica that he would address them, and now he is on a journey of more than a month to keep his word.

"Stupendous" was the word he applied to the growth of American journalism since his last visit to the United States thirty years ago. Although he was the leading figure and the inspiration of the Imperial Press Congress in Canada in 1920, at which he formed many lasting friendships with scores of publishers from the United States, he did not step across the border.

Intelligent and conscientious presentation of the news of nations, a subject which is swiftly rising to a plane of first importance in the minds of far-seeing journalists and statesmen, has long been a chief interest with Lord Burnham.

The telegraphic news as a whole are concerned, I admit the impecchment," he declared during a discussion of this subject with a group of American editors last Thursday.

It has been cold weather and storms along the Atlantic Coast the last few days, and men and animals have struggled against the weather, but Lord Burnham radiates a vigor that is obviously far from being taxed.

The Associated Press, it appears from all available information, was

BELIN TELLS HOW PICTURE RADIO WAS INSPIRED.

INVENTOR NOW IN NEW YORK INSTALLING EQUIPMENT IN THE WORLD'S PLANT—WORKED ON IDEA SINCE MOVIES SUGGESTED IT 27 YEARS AGO.

Moving pictures in their earliest development gave Edouard Belin, noted French scientist, the idea for radio sencing of photographs, which he is now installing here for the New York World. The rightsto the device will be exclusiveto that newspaper in the United States and Canada. Mr. Belin told The Fourth Estate that the rights to the device will be exclusiveto that newspaper in the United States and Canada.

EDOUARD BELIN.

York World. The rights to the device will be exclusive to that newspaper in the United States and Canada.

Mr. Belin told The Fourth Estate this week how he came to give up his law studies to solve the problem the movie entertainment projected into his mind. In his room at the Hotel Pennsylvania Mr. Belin an- (Continued on Twenty-sixth Page)

NEWS HOUNDS DIG UP RUM FLEET FOR SLEUTHS.

MARINE GLASSES AND OCEAN GOING TUGS CONVINCE FEDERAL AGENTS THAT STORIES AREN'T MYTHS—A.P. GETS CREDIT FOR "BREAKING" IT FIRST.

It has been cold weather and storms along the Atlantic Coast the last few days, and men and animals have struggled against the weather, but Lord Burnham radiates a vigor that is obviously far from being taxed.

The Associated Press, it appears from all available information, was

(Continued on Thirty-first Page)
Business will be good in 1923, say industrial leaders in Philadelphia.

Business conditions which will surpass any enjoyed in Philadelphia since the war are forecast for 1923 by leaders in many different branches of industry.

Conditions sounder fundamentally than at any time in recent years—prospects that the year just starting will break all building records—and other encouraging signs are in evidence in Philadelphia, the third largest city in the United States.

Producers of goods of every kind—foodstuffs, clothing, furniture, automobiles and other things—can reach the buyers in this great market by advertising in The Bulletin—for The Bulletin enters nearly every home in and around Philadelphia.

Dominate Philadelphia
Create maximum impression at one cost by concentrating in the newspaper “nearly everybody” reads—

The Bulletin

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in America.

Net paid daily average circulation for the year 1922—493,240 copies a day.
Ohio newspapermen, publishers of both dailies and weeklies, will spend the first day of their annual midwinter conferences, January 29-31, on the campus of Ohio State University at Columbus. They will view an exhibit of community papers to be judged for farm news, make-up and editorial content by Professor Bristow Adams of the New York State College of Agriculture as an innovation of Ohio Farmers Week.

Meetings of the editors are scheduled for afternoon and evening of January 29 at Ohio State University. Annual sessions of the Associated Ohio Dailies are scheduled all day Tuesday and Wednesday at the Hotel Deshler. As scheduled, the Monday programs are being arranged by the department of journalism and the agricultural extension department of Ohio State University with the cooperation of officers of the Buckeye Press Association, which will preside over Monday’s dinner meeting in Ohio Union.

Meetings of the editors are scheduled for afternoon and evening, including: Professor Bristow Adams; New York State College of Agriculture; Professor Russell Lord, editor and assistant, agricultural publications, Ohio State University; H. A. Pauley of the Miami Union, Troy, Ohio; Professor L. C. Gettel, Extension Professor of Journalism, Ohio State University; Lucas Beecher, the Toledo Blade; E. W. W. Walls, the Sandusky Register; A. C. Chenoweth, the Madison Press; Ralph W. Peters, the Defiance Crescent; R. K. Barnesville Enterprise; R. W. Gifford, the Westerville Public Opinion.

Publicity reports of both officers and committees, followed by election of new officers, will take up the opening session of the thirty-eighth annual meeting of the Associated Ohio Dailies at 10 a.m. January 30, with F. W. Bush, editor of the Athens Messenger, presiding.

Karl A. Bickel, president of the United Press Association, will address the afternoon meeting on “Combining the World for News.” Other speakers will be: R. C. Snyder of the New York Reflector-Herald; Leonard, editor of the Associated Ohio Dailies; Carlisle N. Greig of the Cleveland Plain Dealer; Professor Kline, professor of journalism at the University of Colorado; Guy E. Newark of Columbus.

Melville E. Stone, former general manager of the Associated Press and president of the Associated Ohio Dailies; Carlisle N. Greig of the Cleveland Plain Dealer; Professor Kline, professor of journalism at the University of Colorado; Guy E. Newark of Columbus.

PUBLICITY REPRESENTATIVES GIVE INITIAL LUNCHEON.
The New York Theatrical Press Representatives held their first luncheon on January 12, when Augustus Thomas, executive chairman of the Theatrical Producing Managers’ Association, was the guest of honor.

Wells Hawks, president of the press representatives’ organization, presided, introducing Mr. Thomas. During the luncheon a custom of the London Beefsteak Club was introduced and Mr. Thomas cut the beefsteak pudding. Mr. Wells remarked it was the first time it had been made a ceremony in this country.

Mr. Thomas’ address was reminiscent of the days when he was a press agent, principally for the mind reader, George Washington, Bishop, recalling some interesting stunts. He gave his views of the ethics which must govern the work of publicity men, condemned a tendency to cynicism as destructive of ideals and received a warm response when he announced the whole association of press representatives would shortly be called on to stand back of the movement for a national theater. He promised an important announcement on the subject soon.

TEN YEAR OLD PUBLISHES NEWSPAPER IN DAKOTA.
Grafton, N. D., has a third newspaper, known as the Herald, edited by Donald Thomas, ten years old. The first edition, printed with hand press, contained eight pages and shows talent both in art and composition. Donald does all the reporting and mechanical work himself and his holiday edition, with a picture of Santa Claus on the front page, contained advertisements from nearly every firm in town.

BILL WOULD CUT RATES FOR SESSION LAWS PRINTING.
Senator Caleb H. Baumes of Newburgh, N. Y., has introduced a bill, which reduces the present rate charged for publication of session laws, summons and legal orders and notices by bond. The bill, if passed, will reduce the rate of printing by bond. The bill, if passed, will reduce the rate of printing.
THE YEAR 1922 finds THE WORLD in practical domination of the greatest area of retail sales in America, so far as the growth of its advertising indicates its usefulness to the merchants of Greater New York.

Carrying a total lineage of 17,244,090 THE WORLD closed the year with a gain of 2,723,496 lines, an increase of approximately 19% over advertising carried during 1921. This increase is more than 233,000 lines in excess of the gain registered during the year by THE WORLD's nearest competitor.

In the matter of individual transactions alone, an infallible test of a newspaper's contact with its public, THE WORLD set an enviable record, as the following table giving the number of separate advertisements run during the year will attest:

Separate Advertisements in 1922

<table>
<thead>
<tr>
<th>Advertisements Carried</th>
<th>The World's Gain</th>
<th>The Times Gain</th>
<th>The American Gain</th>
<th>The Herald Gain</th>
<th>The Tribune Gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>The World</td>
<td>1,712,181</td>
<td>998,815</td>
<td>1,280,498</td>
<td>1,430,611</td>
<td>1,578,873</td>
</tr>
<tr>
<td>The Times</td>
<td>1,115,968</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The American</td>
<td>431,904</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Herald</td>
<td>281,570</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Tribune</td>
<td>133,308</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

And during the year, THE WORLD increased its own lead over 1921 by printing 249,140 more advertisements, a sizable advertising business in itself. It is an achievement of no little importance to have served as the trusted intermediary in 1,712,181 separate transactions, each based upon belief in the ability of THE WORLD's columns to produce results.

In the matter of gains in advertising lineage, the leadership of THE WORLD is even more apparent, as the following year-end comparison indicates:

<table>
<thead>
<tr>
<th>Columns Gained</th>
<th>Columns Lost</th>
<th>The World's Advantage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The World</td>
<td>9,720.75</td>
<td>1,216 columns</td>
</tr>
<tr>
<td>The Times</td>
<td>8,410.75</td>
<td>6,668 columns</td>
</tr>
<tr>
<td>The American</td>
<td>3,058.75</td>
<td>9,975 columns</td>
</tr>
<tr>
<td>The Herald</td>
<td>248.25</td>
<td>10,148 columns</td>
</tr>
<tr>
<td>The Tribune</td>
<td>421.25</td>
<td></td>
</tr>
</tbody>
</table>

This gain in lineage came as the climax of a period during which, for eight consecutive months, THE WORLD outdistanced the fourteen newspapers of New York in advertising increases.

That it is indicative of a concerted move on the part of far-sighted advertisers to take full advantage of the highly concentrated service offered by THE WORLD and THE EVENING WORLD is further borne out by a gain of 53,410 lines registered by the latter paper in the month of December alone.

By every standard of comparison common to advertising practice, these two newspapers offer the advertiser a value, per dollar expended, unapproachable for effectiveness in the most conspicuously active market in the country.
YOUNGSTOWN IS RICH IN THIS ONE MAN.

ROBINSON, VINDICATOR’S ADVERTISING MANAGER, TIPI FIES THE COURAGE AND FAITH THAT CHARACTERIZE HIS NEWSPAPER — LOST TONGUE, BUT STILL TALKS.

For many years the claim of the Youngstown, Ohio, Vindicator to be the “best little paper in the country” has received at least partial corroboration from the local and national advertisers who have from year to year added to its growth and progress. The Vindicator’s approach to the advertising prospect has long been distinguished by a sort of convincing directness that is still fairly common among newspapers, but until the recent visit to New York of the Vindicator’s advertising manager, R. E. Robinson, no full knowledge of the spirit that has brought this remarkable result was available.

As he winds up thirteen years with the Vindicator, Mr. Robinson is recovering from an ordeal of personal tribulation that has established him among the richest men in the world. It is not the sort of wealth that most people distinguish Mr. Robinson and reveals the spirit of the Vindicator forward; of that wealth he has just a bit more than a modicum, but he is not used to it. Human courage and simple faith the man is opulent beyond ordinary human appreciation.

Mr. Robinson was forced from his life of activity into a hospital by a serious operation for cancer of the tongue. His friends and physicians had told him that either his tongue or his life were at stake, and life was so sweet to him that he did not hesitate to gamble with the surgeon’s knife, even though it was a foregone conclusion that, as a man who earned his living talking, he would be deprived of his most essential physical instrument.

Robinson was in the hospital a long time. His friends and his doctors wisely hoped that there might be some way for him to hold onto his life and his tongue, nurses first feared, then marvelled. The husky patient stubbornly refused that fate. His health had been weakened by the operation and he had been unable to work. Robinson was determined not to allow the operation to weaken his ability to advertise, and he did not let his condition interfere with his work.

This policy is reflected in the exceptionally constructive campaign the Vindicator is running in The Fourth Estate. Mr. Robinson is the “idea man” for that, and he has a Youngstown advertising agency consisting of ideas. They show exactly why Robinson’s faith in Youngstown is justified.

“Add to that the fact that I’m working for the best little paper in the world and you’ll know how I feel about the Vindicator,” said Mr. Rob. “William F. Mayor, president of the Vindicator company, is the man to whom I attribute this.”

“I’m going to keep on, and expect to be here fifty years from now,” he whispered this erstwhile “hopeless case.”

“Practicing a little Coue, eh?” it was suggested to him. And the answer was characteristic of a man of this sort — and typical of the spirit that has made journalism a magnetic profession — “Coue? Hell, no! I’m practicing Robinson!”

LONDON MAIL TO ISSUE A DAILY ABOARD NINE CUNARD LINERS.

A daily edition of the London Mail will be published aboard nine Cunard liners in March. Each edition will contain 64 pages and will be distributed to the passengers aboard the liners. The publication will be known as the London Mail’s Atlantic Edition.

The present Cunard Bulletin, which was established in 1904, contains 32 pages, and is printed on shore with the exception of the last four pages, which are printed on board ship. The London Mail’s Atlantic Edition will be printed in the United Kingdom and will be distributed to the passengers aboard the liners.

ERVIN WARDMAN PASSES AWAY SUDDENLY.

SUN-HERALD EXECUTIVE, ONE OF NEW YORK’S BEST KNOWN NEWSPAPER MEN, DIES IN HIS FIFTY-EIGHTH YEAR FOLLOWING BRIEF ILLNESS — HAD NOTABLE CAREER.

Prominent members of the newspaper profession paid tribute to Ervin Wardman, vice-president of the Sun-Herald Corporation, the Sun Printing and Publishing Company and the New York Herald Company, who died Saturday after a brief illness.

Ervin Wardman killed a man in a duel.

WOMAN AT HEAD OF DAILY.

Miss Belle McCord Roberts, daughter of the late Frank C. Roberts, has become editor and publisher of the Long Islander since 1904, has sold his interest and was succeeded by S. Conklin, who will also be secretary-treasurer of the company.

ERVIN WARDMAN.

The headline story of the London Mail was an indication of the spirit that prevails in the city. How the business enterprises are coming back furnishes excellent news copy. The city was provided with a theater on Christmas Day hardly before the ruins stopped smouldering was told in an elaborate manner illustrated with a view of the temporary theater and the men responsible for the city’s Christmas present.

The $15,000,000 fire has given the Astoria newspapers the opportunity to prove their usefulness in rebuilding the community. They will see to it that courage will not be lacking in carrying out a reconstruction program.

NEWSPAPERS HELP FIRE-RAZED CITY TO COME BACK.

DAILIES IN ASTORIA, ORE., COME OUT IMMEDIATELY WITH CAMPAIGN TO REBUILD CITY WITH MANY IMPROVEMENTS HITHERTO IMPOSSIBLE.

Newspaper in Astoria, Oregon, began publication Thursday, after the devastation of that city by fire last month — an improvement that makes it possible to rebuild the city with many improvements that were hitherto impossible.

The newspapers are among the heaviest sufferers in the fire. Losing no time, the Astoria made arrangements to set up its linotype in an adjoining store, whereas the operators proceeded to get out the first edition. The newspapers were available to the passengers aboard the ships, and the newspapers were available to the passengers aboard the ships, and the newspapers were available to the passengers aboard the ships.

Suggestions for the new Astoria appear in the newspaper columns, furnishing an abundance of material for the newspapers to keep Astorians interested in remaining there. One of the Morning Astorians’ readers even went so far as to suggest erecting a memorial of the devastation, and it is possible that the city will be placed in one of the city parks as a memorial of the occasion.

The newspaper advertising is an indication of the spirit that prevails in the city. How the business enterprises are coming back furnishes excellent news copy.

How the city was provided with a theater on Christmas Day hardly before the ruins stopped smouldering was told in an elaborate manner illustrated with a view of the temporary theater and the men responsible for the city’s Christmas present.

The $15,000,000 fire has given the Astoria newspapers the opportunity to prove their usefulness in rebuilding the community. They will see to it that courage will not be lacking in carrying out a reconstruction program.
The Boston Post

Is the Star Performer in Display Advertising Among Boston Papers for the Year 1922

The year's figures, presented in statistical form, show the Boston Post's supremacy as the ONE outstanding leader in Display Advertising.

The totals on National Advertising include ALL "general" advertising invariably determined to be national in character. Financial is classified separately as it contains a large proportion of lineage that is distinctly local business.

Stars mark the leader in each group—count the POST stars.

Display Advertising in Agate Lines

Figures taken from compilation for year 1922 made by Boston Newspapers' Statistical Bureau

<table>
<thead>
<tr>
<th>Category</th>
<th>Boston Post</th>
<th>Boston Herald</th>
<th>Boston Globe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>★6,196,333</td>
<td>4,964,092</td>
<td>5,737,632</td>
</tr>
<tr>
<td>National (Week-day only)</td>
<td>★2,523,008</td>
<td>2,458,220</td>
<td>1,518,656</td>
</tr>
<tr>
<td>National (Sunday only)</td>
<td>★1,233,216</td>
<td>882,835</td>
<td>586,095</td>
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<tr>
<td>National (Week-day and Sunday combined)</td>
<td>★3,756,224</td>
<td>3,341,055</td>
<td>2,104,751</td>
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<td>Automobile</td>
<td>★705,667</td>
<td>693,075</td>
<td>493,412</td>
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<tr>
<td>Amusements</td>
<td>★406,260</td>
<td>304,857</td>
<td>300,876</td>
</tr>
<tr>
<td>Boots and Shoes</td>
<td>★244,932</td>
<td>190,083</td>
<td>159,408</td>
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<tr>
<td>Building Materials</td>
<td>★169,811</td>
<td>132,794</td>
<td>33,709</td>
</tr>
<tr>
<td>Departmental Store</td>
<td>★4,216,578</td>
<td>3,016,592</td>
<td>4,186,164</td>
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<tr>
<td>(Including Department Store and Men's and Women's Specialties Sold in Retail Stores)</td>
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<tr>
<td>Financial</td>
<td>305,024</td>
<td>772,473</td>
<td>235,027</td>
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<tr>
<td>Food Products</td>
<td>★782,550</td>
<td>660,902</td>
<td>492,127</td>
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<td>Home Furnishings</td>
<td>★932,147</td>
<td>725,051</td>
<td>737,778</td>
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<td>Jewelry</td>
<td>★226,808</td>
<td>149,960</td>
<td>110,050</td>
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<tr>
<td>Men's Clothing Stores</td>
<td>★688,945</td>
<td>491,921</td>
<td>362,186</td>
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<tr>
<td>Phonographs, Records and Musical Instruments</td>
<td>★200,325</td>
<td>196,608</td>
<td>183,404</td>
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<tr>
<td>Proprietary and Toilet Articles</td>
<td>★765,606</td>
<td>480,789</td>
<td>429,142</td>
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<tr>
<td>Publications</td>
<td>109,318</td>
<td>★278,002</td>
<td>102,025</td>
</tr>
<tr>
<td>Tobacco Products</td>
<td>★205,572</td>
<td>166,704</td>
<td>112,292</td>
</tr>
</tbody>
</table>

In Total Display Advertising for 1922 the BOSTON POST CARRIED

10,666,807 Lines

—a Lead of 1,283,684 Lines Over Second Boston Paper
—a Lead of 2,287,823 Lines Over Third Boston Paper
ANOTHER PICTURE RADIO TRIED IN WASHINGTON.

PHOTOGRAPHS OF PRESIDENT HARDING AND SECRETARY DENBY BROADCASTED—BY USE OF POWERFUL STATION PICTURES COULD BE SENT ACROSS THE ATLANTIC.

Plans for the utilization by the Government for an invention for the radio transmission of photographs, half tones and other pictures are being considered by high officials of the navy.

Secrecy regarding a demonstration on December 12 of the invention of C. Francis Jenkins, a Washington scientist, has just been removed by the Secretary of the Navy, H. H. Denby, who has made available to the press and to members of Congress an opportunity to utilize the invention for their own purposes. The demonstration, which was conducted by a member of the Anacostian Society, was witnessed by representatives of the government, including the Secretary of the Navy and the Postmaster General. The pictures broadcast were of President Harding and Secretary Denby.

The demonstration was conducted by a member of the Anacostian Society, who had previously demonstrated the invention to the Secretary of the Navy and the Postmaster General. The pictures broadcast were of President Harding and Secretary Denby. The demonstration was witnessed by representatives of the government, including the Secretary of the Navy and the Postmaster General.

Four pictures in all were broadcast. Two were photographs, one of President Harding and the other of Secretary of the Navy. The remaining two were halftones, which were broadcast from the Anacostian Society's laboratory and then printed in the developing room.

A most interesting feature was a demonstration by one of Mr. Jenkins' assistants of his ability to identify the picture being sent by sound. It had been developed earlier in experiments that the picture impulses gave off a series of "groans" that each picture had its characteristic sound, which could be recognized after a few repetitions.

The sending apparatus, consisting of a stereopticon-like machine, projects the picture across a photo-electric cell in steady, definite impulses. With each sweep the projected image is moved slightly to the side, only a thin slice of the image being across the cell at one time. The varying intensity of light caused by the successive "pulse" shadows caused correspondingly varying impulses to be broadcast.

At the receiving end an ordinary radio receiver, on the diaphragm of which a microphone had been mounted, was used. Projected on the mirror was a screen carrying a series of light sensations, and the mirror as it oscillated with the diaphragm caused the light beam to fluctuate across a filtering element and thence through rotating prismatic rings onto the sensitive photographic plate. In this manner, the light impulses are laid down side by side as they are received from the original picture.

NORTHERN EDITORS PLAN FINE MEETING.

Every angle of newspaper work will be discussed by editors qualified to lay down the rules of the press at the annual meeting of the Northern Minnesota Editorial Association, at Red Lake Falls on January 26 and 27, according to Secretary A. G. Rutledge.

"We expect the largest attendance we ever had, and will form plans for our program this year, including the summer outing," says Mr. Rutledge.

IOWA AD CLUB ELECTS.

Robert Armstrong has been elected president of the Greater Cedar Rapids Advertising Club, succeeding F. H. French, who has served for two years and vice-president elect.

John D. York and Harold J. Rowe were elected treasurer and secretary respectively, both men having held office for the last year. Six men who were elected to serve with the officers as directors were W. L. Frankel, E. C. Hoover, W. F. Main, John Siebke, Harry Corot and Herbert Slusman.

PARKING LAW TRAPS THREE.

Among motorists "tagged" in a round-up last week to enforce new and drastic parking regulations at Bridgeport, Ct., were two prominent former newspapermen of that city, "Ty" Hettinger, former sporting editor of the Bridgeport Telegram, and Charles J. Haynes, former managing editor of the same publication. Mr. Hettinger, who was driving a "Viget-ray" car, was caught in the police parking net.

DELMARVIAN AND MARYLAND PRESS TO MEET.

The Del-Mar-Via Press Association and the Maryland Press Association are planning to hold a joint session in January. There will be a business meeting in the morning, and after luncheon, and then a dinner in the evening.
24 Million Lines of Advertising

DURING the year 1922 The Kansas City Star—morning, evening and Sunday—carried a total of more than 24 million agate lines of paid advertising—a gain of nearly two million lines as compared with 1921.

Analysis of the figures indicates that increases occurred in each of three divisions—Local, Foreign and Classified.

The following table shows the volume of advertising carried in 1922 and 1921 expressed in agate lines:

<table>
<thead>
<tr>
<th></th>
<th>LOCAL</th>
<th>FOREIGN</th>
<th>CLASSIFIED</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1922</td>
<td>13,073,670</td>
<td>3,972,691</td>
<td>7,274,388</td>
<td>24,320,749</td>
</tr>
<tr>
<td>1921</td>
<td>12,710,289</td>
<td>3,293,001</td>
<td>6,411,574</td>
<td>22,414,864</td>
</tr>
<tr>
<td>Gain</td>
<td>363,381</td>
<td>679,690</td>
<td>862,814</td>
<td>1,905,885</td>
</tr>
</tbody>
</table>

Circulation has also shown healthy increases. A gain of 18,000 copies daily as compared with a year ago brings the total daily output (morning and evening combined) to more than 490,000 copies each day.

The Kansas City Star

Circulation Morning and Evening Combined

460,000 COPIES

New York Office
15 East 40th St.

Chicago Office
1418 Century Bldg.
ERVIN WARDMAN PASSES AWAY SUDDENLY.

(Continued from Sixth Page)

By Richard H. Hubbell

Newspaper historians had to give up. Mr. Wardman's position has since been sustained in a similar case by a decision of the United States Supreme Court.

SPANISH WAR VETERAN.

Mr. Wardman's only long absence from newspaper work was during the Spanish-American War when he was a member of Troop A of the New York National Guard. Our newspapers in France as the gift of the American people.

At a special memorial meeting of the Publishers Association of New York City held Wednesday in the Pulitzer Building, resolutions of regard and tribute were adopted.

DISTINGUISHED GATHERING AT FUNERAL SERVICES.

Funeral services for Ervin Wardman were held at St. Stephen's Protestant Episcopal Church, which was filled with newspaper associates of the late Mr. Wardman.

BURNHAM TALKS ON IMPROVING WORLD NEWS.

(Continued from Second Page)

news from this country is handled abroad. When it was suggested that the British press was not so neglectful of American affairs as the Continental journals, Lord Burnham denied it and took refuge in his belief that British newspapers should give American dispatches much greater consideration than they have in the past.

Lord Burnham's Daily Telegraph, however, has for some time been distinguished by its presentation of news from this side. Nearly twenty years ago he established the New York World, the American Telegraph Company, which was owned by Lord Burnham and his partners. It was a failure, but it established the American Telegraph Company as a significant force in international news.

"I have been greatly impressed by the amount of foreign news the big American dailies give," Lord Burnham commented. "The exhaustive telegraphic news is in many of the papers is quite remarkable."

On the way over on the Olympic, newsteam, the extensive advertisement held with William Marconi in England Sunday night by officials of the American Telegraph Company in New York reached the passengers. It had a deep significance for Lord Burnham.

"All these things are bringing the world closer together. Under the arrangement there was a singular thing to hear of this new wireless achievement on the way to England when I was returning to this country. The British press was represented, editorial, advertising, circulation, the counting rooms, the composing rooms, the stereotyping departments, pressrooms, mail and delivery."

The honorary pallbearers were: Thomas W. Lamont, former publisher of the New York Evening Post; E. J. Ridgway, New York Herald and Sun; Henry Stoddard, publisher of the Mail; Donald D. McFarland, New York World; Bradford Merrill, general manager of the New York Times (Continued on Twenty-sixth Page)

NEW YORK EVENING JOURNAL APPOINTS RUKEYSER FINANCIAL EDITOR.

Merryle S. Rukeyser, five years financial editor of the New York Tribune, has been appointed financial editor of the New York Evening Journal.

Building League Extends Use of Newspapers.

OHIO ASSOCIATION'S REPORT COPY USED IN 1922 WAS DIRECTLY RESPONSIBLE FOR LARGE DIVIDENDS—WILL CONFINE THEMSELVES TO NEWSPAPERS ENTIRELY.

The biggest dividends received by Ohio building and loan associations last year resulted from newspaper advertising, according to the advertising committee of the Ohio Building and Loan Association. The last month of the year, in which the greatest amount of newspaper space was used, one Columbus newspaper received 27,000 lines of building and loan copy.

A year ago only about eight percent of the building and loan associations in Ohio were using paid newspaper advertising, while today more than 70 percent are buying newspaper space, according to E. M. Baugher of New York, chairman of the advertising committee of the Ohio Building and Loan Association, and editor of the Ohio Building and Loan News.

Out with the yard-sticks, the lead pencils and other advertising novelties, so that the money herefore expended in these novelties may go into legitimate newspaper advertising, in the slogan of the advertising committee of the building and loan associations. Every building and loan association in the state is to be urged to get into their local papers with sufficient space to tell the story of thrift and savings. "We expect to have every building and loan association in Ohio using paid newspaper advertising within the next year," declared Mr. Baugher. It has proven its worth and we have found that it is the best and cheapest medium of advertising now available to financial institutions.

PNEUMATIC TUBE SYSTEM ON EAST SIDE IN OPERATION.

The east side line of the pneumatic tube system at the New York post office was put in operation Monday, completing the system throughout the entire city of New York, from the Battery to 125th street, including the tube line between New York and Brooklyn. The pneumatic tube system in operation at the New York post office from 1898 until service was suspended by former Postmaster General Burleson on June 30, 1918, resumed operation on the west side line, beginning October 2, 1922.

It is the fact that New York is already enjoying the benefit of the tube system that has made Philadelphians so bitter in their denunciation of the obstacle the post office places in the way of their restoration in that city.

"FREEDOM OF THE PRESS." The Federal Bureau of Investigation reports that 358 new radical publications have sprung up in the United States in the last year, and that now there are 611 in circulation in the country.

Schools for teaching of radicalism have been located in Seattle and Boston and are being organized in other parts of the country. The Reds are making special efforts to get young men of their persuasion into the army and navy.
COUE GUEST OF WASHINGTON SCRIBES.

TELLS THEM HOW TO IMPROVE "EVERY DAY IN EVERY WAY"—WHILE THEY WITHOLD VERDICT AS TO MERITS OF PLAN BUT AGREE COUE IS "REGULAR FELLOW."

Coueism underwent its acid test in this country when its dapper originator from France appeared before the Washington newspaper correspondents at the National Press Club in Washington immediately following his arrival at the national capital.

The "hard boiled" scribes immediately surrounded the little doctor from Nancy, whose name has become as world renowned as those of kings. Subsequent experiments and experiences were admitted by all concerned to have been mutually interesting and entertaining.

M. Coue's first patient was E. W. Creecy, a retired business man, who was introduced by Avery Marks, Jr., of the Washington Times, a former president of the club. Mr. Creecy presented his right hand with the explanation that his fingers had become rigid through an accident some years ago. Dr. Coue carefully and sympathetically bent the paralysed, and instructed Mr. Creecy as to the thoughts he should think and the words he should utter, while attempting to exercise his fingers every day.

There is no doubt you will be cured if you do that," he added encouragingly and confidently. Later discussions covered a wide range of ailments and general drawbacks to which the flesh is heir. Mr. Mark's, whose forehead is gradually extending backward, brought up the question of baldness, and was promptly assured by Dr. Coue that the "day by day" recipe had worked substantial benefits with many likewise afflicted. The ravages of old age generally, he declared, could also be stayed off in course through the thoughtful and persistent use of his method.

An account of his own cure of an acme of hubris developed a lively interchange of ideas. The cure was effected, Dr. Coue explained, as he was bending a man to pick up a bottle of wine. Theodore Tiller, noted for profound anti-Volsted sentiments, said that the act in itself so related to cure the most stubborn cases of irresponsibility that any magical sentence accompanying surprise was occasioned when the doctor calmly took the pistol in his pocket, produced the "makings" and proceeded to roll a cigarette.

"Smoking does not bother me," he said smilingly. "I've been smoking fifty years—but it might hurt you."

The little super-optimist disclaimed the honor of midfield man, also, of the idea of making an "obsession" of his duties for life and health. He said he was glad to have a little of certain mild mysticism in religious tests whose teachings in some respects closely paralleled his views. In answer to one of the questioners, he expressed the conviction that some of the speculations by some of his followers of Jewish and Christian were partly due to autosuggestion.

In general, the abstinence from excessive claims for his system, his modest demeanor, and his frank and rational manners, convinced many of the correspondents, who have commonly wrestled in the perpetuation of the professional charlatan. With characteristic caution, they withheld verdict as to the merits of the system, but unanimously conceded its founder was a "regular fellow."

AD MEN TOLD TO REACH OUT FOR TRADE IN SOUTH.

Washington business men, working through its advertising forces, were advised to reach out for the trade of the South, in an address by Dr. Clarence J. Owen, director of the Southern Commercial Congress, delivered at luncheon of the Washington Advertising Club Wednesday.

"Until now Washington has lost an opportunity to become a really great commercial and financial center," said Dr. Owen, "because she has not brought to her doors the trade of her great hinterland, which is the South.

"You can tear down your cities and they will be rebuilt; but tear down your back country and grass and weeds will spring up in the streets and birds will build their nests in the marts of trade."

FRANCIS X. WHOLEY, president of the Third District of the Associated Advertising Clubs, presided.

CHANGES IN REPRESENTATION.

Allentown, Pa., Chronicle and News (Eastern) from Ralph R. Mulligan (Western), C. J. Anderson Special Agency to Benjamin & Kentnor.

Sharon, Pa., Telegraph from E. Katz Special Advertising Agency to Ralph R. Mulligan (Eastern), C. J. Anderson Special Agency (Western).

Birmingham Age-Herald from S. C. Beckwith Agency to John M. Branham Company.

Hutchinson, Kan., Gazette from Ralph R. Mulligan (Eastern) to C. J. Anderson (Western) to John M. Branham Company.

Hutchinson, Kan., Gazette from C. J. Anderson (Western) to John M. Branham Company.

WASHINGTON BUSINESS.

WITH CAMPBELL & CAMPBELL.

S. A. Moss, formerly with the Rankin Company, has been elected vice-president of Campbell & Campbell.

JOINT COMMITTEE ON POST OFFICE WANTS $575,000.

MODEST $75,000 IS ASKED IN RIDER TO SENATE BILL, BUT A COVER-UP BID FOR HALF MILLION IS IN MEASURE, ALSO—STEEENERSON MAY STAY.

An amendment providing for the continuation of the joint postal commission and appropriation of $75,000 for its maintenance was attached to the senate post office bill last Saturday. The amendment was offered by Senator McKellar of Tennessee.

Publishers looking for adequate investment basis for their repeated pleas for a reduction in the present burdensome rates on newspapers and othersmatter sanguine as to any definite results to follow Saturday's action. The amendment specifically provides that the amount carried shall not be exceeded in expenses incurred during the last fiscal year.

Figures submitted by the joint postal commission itself last December were called for an appropriation of $963,000 as a minimum amount necessary to conduct the investigations into the costs of various classes of mail matter. As the only test weighing conducted by the commission was that of Baltimore several months ago, without definite results, all of the publishers believe that the $75,000 will be wasted.

There is, however, a provision in the post office bill that calls for an appropriation of approximately $500,000 for additional clerical hire and fifty extra inspectors, to be regarded in some quarters as having been put in by the forces of the joint postal commission, with the intention to use it in conducting the weighing inquiry, and, as such, constituting a basis for an open request for $575,000 in all for the joint commission. A provision was made to pay for services of the Post Office Department without traveling expenses of the Post Office Department.

Other phases of the situation are of the utmost interest to the publishers, a study of which reveals a lively interest of certain members of the commission. Congressman Steenerson of Minnesota, a vigorous and efficient chairman of the commission, and chairman of the house post office committee, will leave Congress at the end of the session, in all likelihood, as head of the commission for another term.

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In the case of the joint commission, the attitude of the Republican's obviously determines the future of the commission, with the idea that Steenerson's successor will be a sympathetic successor to the publisher's request for a lower postal rate.

There has been some talk of retaining Steenerson's services as a postal expert, following the end of his congressional term. This, and other possible readjustments are not to the comfort of the publishers, especially as the commission seems to have been well prepared for the joint postal commission as probably designed for the retention of the services of present members on the Commission. The rates for lower rates, which have shown a surprising ability to attach every conceivable expense to the publishers, regardless of the fact that what now seems and other elective government officials have enormously large deficits by the official report of the post office department.

OREGON PAPER SOLD.

Raymond C. Chase, former editor and manager of the Winner Herald, has purchased the Herald Publishing Company, now publishing the Hermiston, Ore. Herald.

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Forward Graphic Art Service

Beginning Sunday, February 4, 1923, the Jewish Daily Forward will publish a Graphic Art Section as a supplement to its regular Sunday Edition.

The Forward, as the leading Jewish daily in the country, is the first Jewish newspaper to show this aggressiveness in introducing a special Graphic Art feature. The graphic section will appear in all editions simultaneously, and from present indications, the Forward will command on those days a circulation of 225,000, which is the largest Sunday circulation in its history.

To advertisers of national scope, who are interested in the vast Jewish market of more than 3,600,000 population, The Forward Graphic Art Section presents an unusual opportunity by which to reach the greatest portion of the Yiddish reading public throughout the United States, at a low lineage cost, unparalleled in the domain of graphic space rates.

In addition, the Forward offers to the national advertiser, a merchandising service in any one or in all of eleven principal cities where the Forward dominates, even to the exclusion of the local media.

SOUTHERN PAPER TO HAVE MODEL NEW BUILDING.

STEEL STRUCTURE ALREADY ERECTED FOR HOME OF CLARKSBURG EXPOSITOR—NEW PRESS AND MODERN EQUIPMENT WILL BE IMPORTANT FEATURES.

Within a few months the Clarksburg, W. Va., Expositor will move into its new home which is now under construction at Hewes street, between Third and Fourth streets. There will be light on all sides of the new six-story building, which will be fireproof in every detail and the basement and main floor have been so planned that the building will be capable of housing a newspaper plant to function at high efficiency.

The building will be in the Adam style of architecture, and the front will be of Indiana limestone, with four large windows, a main entrance, and just beyond a protected vestibule with revolving doors.

The editorial, composing, stereotyping, and press rooms of the new plant will be closely co-ordinated units. The mechanical equipment of the three newspaper departments will be new, and that in case of emergency a duplicate set of machinery can be thrown into operation to produce the newspapers.

In the composing room there will be provision for eleven type composition machines. Three of these will be devoted exclusively to setting advertising copy, and setting departments new modern office furniture will be installed. The remainder will be doubly equipped. There will be a thirty-six-page composing room plus an extra composing room.

The basement will have a storage room with a capacity of three cars of news print. This news print will be so handled that it will come directly into the proper position eight feet above the presses and can be swung into place with minimum effort.

W. Guy Tetricker is publisher of the Expositor, representing A. E. Clayden in the East and John W. Hunter in the West.

BUFFALO EXPRESS

Everybody who knows anything about Buffalo knows The Express is its leading newspaper. Local and foreign advertising rates are identical.

ADVERTISING AGENCY

ASK ANY LEADING

FRALICK & BATES, Inc. Representatives in National Field

NEW YORK CHICAGO
SYRACUSE HOST TO NEW YORK EDITORS.

QUARTERLY CONVENTION OF WEEKLY PUBLISHERS IN CENTRAL PART OF STATE BRINGS TOGETHER GOOD GATHERING—M. V. ATWOOD, PRESIDES.

The Syracuse University department of journalism was host to the Central New York Press Association at its quarterly convention held at the College of Agriculture building of the university on Saturday. The association is an organization composed of country weekly editors and publishers. Thirty-five members were present at the meeting.

M. V. Atwood, editor of the Crotom Journal-Courier and president of the association, was in charge of the session. He spoke of the extraordinary significance of the meeting, being the 250th anniversary of the birth of Benjamin Franklin, printer and the father of American journalism.

The first scheduled talk of the meeting was given by Professor George C. Wilson, head of the department of journalism of Syracuse University, and told of the importance of the work of the journalism students. The department of journalism is under the College of Business Administration.

"There is now a paper for almost everybody," he said. He concluded that the problems of the schools newspapers are the problems for modern education to solve.

The response to the address of welcome was given by J. C. Peck, of the Cazenovia Republican, an alumnus of Syracuse University. Charles L. Raper, dean of the College of Business Administration of Syracuse University, welcomed the association and told of the importance of the work of the journalism students. The department of journalism is under the College of Business Administration.

J. O. Simmons, professor of journalism at Syracuse, gave an interesting talk on "The Press." He spoke of the importance of the present-day newspapers because people read more newspapers and less books. He spoke of the recent changes along newspaper lines—that of the greater variety of news, national and international, being used by the metropolitan dailies, and of the great perfection in news gathering with the organization of syndicates and news gathering service.

"Make news that will right the wrongs of society, and make a specific problem of improvements in your community because the newspaper is a public utility," concluded Professor Simmons.

The regular business session of the convention then followed, resolutions were read and accepted pledging the cooperation of the association for the good of journalism. The Journal-Courier building in Philadelphia in 1926. The association again voted to accept the invitation of the Syracuse University department of journalism and hold their April meeting at the university.

The remainder of the meeting was given to a series of short talks by members of the association, and discussions on the subjects.

AMERICAN NEWSPAPER MEN ATTACKED BY GERMANS.

Lincoln Eyre, Berlin correspondent of the New York World, formerly with the New York World,

"GRAND OLD MAN" IS HONORED BY BOSTON POST.

EDITORIAL ASSOCIATION, WITH HEADS OF DEPARTMENTS, ATTENDS DINNER TO F. E. GOODRICH, WHOSE FIRST CONNECTION WITH PAPER DATES BACK TO 1867.

Frederick E. Goodrich, dean of Boston newspaper men and the "grand old man" of the Boston Post, celebrated his eightieth birthday and his eighty-first year as a Post man with 150 members of the Boston Post Editorial Association and heads of other departments of the paper at a testimonial banquet given on Tuesday afternoon in the Oak room of the Parker House.

The banquet, scheduled as the annual one of the association, was turned into a testimonial for Mr. Goodrich.

Forensic alliances at the expense of this and that member of the association—and some outside of it—and some outside of it—flew thick and fast, coming right on the heels of the publication of a special edition of "The Junior Post," tabloid little brother of the Post, which spared not who it "socked" nor praised.

Fellow guests with Mr. Goodrich were Arthur A. Fowlie, veteran editor of the Boston Globe, Sylvester Baxter and John Ritchie, Jr., Herbert L. Baldwin, president of the association, had general charge of the banquet, while Wilder D. Quint, editorial writer with Mr. Goodrich, officiated as toastmaster.

BIRMINGHAM TO BE HOST TO NEXT FOURTH DISTRICT CONVENTION.

The Birmingham Advertising Club has voted to invite this year's convention of the Fourth District A.A.C.W. to meet in that city. The meeting place was left open at the recent meeting in Chattanooga because it appeared Birmingham would desire to entertain the clubs and the officers of the district association felt Birmingham was in every way satisfactory.

FIRE DAMAGES PUBLISHING PLANT IN RENO.

Fire damaged heavily the publishing plant of the Reno, Nevada, State Journal recently, the loss being estimated at $25,000. The flames started in the basement of the building.

The Journal, was published the morning following the blaze in the plant of the Reno Evening Gazette.

P. E. GOODRICH.

MICHIGAN UNIVERSITY DAILY STAFF RESIGNS BECAUSE OF CENSORSHIP.

Fifteen student editors of the Sunday magazine section of the University of Michigan Daily, incensed by what they termed the persistently pursued repressive policy of the board in control of student publications, resigned their positions last Sunday in protest against censorship on this or any other student publication.

The trouble arose following the publication recently of a physiological article on gland transference which the board in control of student publications termed "indecent."" Mar-...
ALL-ALASKAN FOOD FOR WASHINGTON PRESS BANQUET.

WILL INCLUDE EVERYTHING FROM REINDEER MEAT TO STRAWBERRY JAM — MENUS TO BE PRINTED ON PAPER PULP BOARD FROM ALASKA — GROUP MEETINGS.

Products that are to form the menu for the Alaska press banquet for members of the Washington State Press Association in annual newspaper institute at the University of Washington, Seattle, are waiting to be set out by the editors and publishers.

The president press associations in adjoining states have been invited to the banquet, and Alaska newspapers have been asked to send representatives. Scott C. Bone, Governor of Alaska, a former newspaper man, and Governor Louis F. Hart of Washington State, have been invited as guests of honor. The menus include only Alaska products, ranging from reindeer meat to strawberry jam.

Menus will be printed on paper pulp board from the Alaska Paper and Pulp Company at Sleet River.

The institute opened Thursday and will culminate with tonight’s banquet. Separate group meetings were held for the various groups representing daily and weekly newspapers and trade publications.

Thursday, editors of trade journals held their meetings, with a business and executive session in the afternoon. Advertising occupied the attention of representatives of daily newspapers, and Thursday evening the annual smoker was held.

Yesterday’s program included round table discussions by editors of daily newspapers; a review of publications throughout the state by Dr. M. L. Drinkwater, director of the Iowa State University of Journalism, University of Washington, and the executive session of the State Press Association in the evening.

Railroad rates of a fare and a half for the round trip have been granted newspaper men from Washington, Oregon, Idaho and British Columbia attending the newspaper institute.

DETOUR AD CRAFTERS HAVE STRONG WINTER PROGRAM.

Advertising and sales managers of note compose the list of speakers for the remaining winter sessions of the Adcraft Club of Detroit. The speakers include:

January 22, John Sullivan, secretary-treasurer, Association of National Advertising Agencies, on "Closing in Advertising"; January 29, A. MacLachlan, secretary of the Square D Company, on "Making Advertising Pay the Advertiser"; February 9, E. S. McCallum, director of sales, American Bond & Mortgage Co., on "Sales Tactics"; February 21, J. S. French, advertising manager of Macy’s and Gimbel’s department stores, on "The Advertising By-Product."

NEWS PRINT SERVICE BUREAU MEETS JANUARY 26.

American and Canadian newsprint manufacturers will attend the annual meeting of the News Service Bureau in Montreal on Friday, January 26.

The day previous to the meeting accounting engineers of the bureau, who have been making a special study of efficient logging cost accounting, will have their report submitted by L. W. Campbell, chief accountant of the Laurentide Pulp and Paper Company, on a joint meeting of the woodlands and cost accountants sections. Following the session the cost accountants and engineers will have a conference.

NEW MILL AT VANCOUVER TO COST $1,500,000.

The construction of a paper mill on the waterfront site of the old Pittuck-Leadbetter Lumber Company at Vancouver is planned by the Columbia River Paper Mills. The investment will be about $1,500,000.

The interest of the California Oregon paper company is to be transferred to a new corporation known as the Columbia River Paper Mills. Construction of a sawmill to be used as an auxiliary to the paper plant will begin immediately, according to R. H. Mills, representing the paper corporation.

BALTIMORE CLUB IS HOSTESS.

As the only women’s club in the third district, the Baltimore Advertising Women club at the third district convention held in Baltimore, on January 8 and 10. They gave a tea to the visiting advertising women at the Baltimore Hotel on Wednesday, the tenth.

JOINS SPECIAL AGENCY.

Joseph Felix, for many years connected with the New York Times, financial department, and now with Wall Street Magazine, has formed a connection with Verree & Conklin, Inc. newspaper, to represent the list of papers in the financial district.

BARHAM, M.D., HIT STRIDE QUICKLY AS PUBLISHER.

SUDDEN DEATH OF BROTHER PUT HIM IN CHARGE OF LOS ANGELES HERALD ON SHORT NOTICE — AND HE HAS PROCEEDED TO HANG UP RECORDS ALL AROUND.

Now that newspaper statistics for the year 1922 are available there comes the story of a notable journalistic success and of a practicing physician who became a newspaper publisher.

It may be said in the beginning that a far western daily lays claim to the world’s record for advertising gains in 1922 over the year 1921. And the president and publisher of this newspaper is a former physician who prescribed and cared for his patients morning paper was something like 4,000 and the employees numbered perhaps 100.

For it is an alert and vigorous news policy, a strongly constructive editorial policy, a slogan "first with the news," and the Monotype machine that the publisher the editor and the readers alike Dr. Barham soon found his journalistic efforts crowned with extraordinary success.

For a period of less than twelve years, the Evening Herald has grown to such an extent that by the end of the year 1922 it was estimated that the largest circulation of any afternoon newspaper west of Missouri.

All of which makes it understandable that the Monotype machine has因此 been given rise in the (printing) art to that is known as the "distribution" system.

The Monotype Company originated non-distribution of type, spaces and quads; and, in order to make complete non-distribution possible in the equipment, it spent thousands of dollars and worked for several years to perfect its continuous strip feed, rule and slug mold. The value of these patents to the Monotype Company may be estimated from the fact that in the past five years more than five million dollars’ worth of Monotype Type-0 and Type-1 casters and non-distribution equipment has been sold in the United States and Canada.

When the facts are understood, no one will question the wisdom or the justice of the action of the Monotype Company in protecting itself in the use of these most valuable patents.

The granting of this injunction naturally makes any user of the Elrod machine liable; but the Monotype Company does not intend that the Elrod owner shall suffer through this action.

Newsprint Paper Corporation
33 West 42nd St., New York City
Telephone Longacre 1116.
THE BIG SCHEME OF SIMPLE OPERATION

THE LINOTYPE MOLD
A Type Foundry That Equips the Printer for Every Job

The Linotype will produce everything that a printer needs just when he needs it; type-matter from 5 to 36 point, already composed and justified; border decorations in infinite variety; space and base material cast to his order. Linotype Typography matrices and matrix slides give the printer every typographical resource he will ever need. And the water-cooled mold disk permits him to cast up unlimited quantities of material without danger of overheating.

Other exclusive Linotype features are the quick changeability of liners, without removing the mold cap, and the three-point support for the mold which prevents warping.

Mergenthaler Linotype Company
29 Ryerson Street, Brooklyn, N. Y.

NOTABLE LIST OF SPEAKERS FOR DISTRICT AD CONFERENCE.

"Move More Merchandise" will be the slogan for the Seventh District Advertising Convention which meets in St. Louis, February 6, 7 and 8. Frank E. Lowenbach, president of the New England Advertising Club of Boston, will speak on "Making Merchandise sell by making it Beautiful" and Governor Samuel A. McKeelve, of Nebraska will discuss, "The Return of Normal Prosperity."

Other speakers on the program will be: J. C. McQuiston, manager Department of Publicity, Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pa.; Carl Hunt, manager Associated Press Service of the World, New York City; Fred P. Mann, Devil's Lake, N. D.; Mrs. George Geilhorn, St. Louis; T. F. Peverar, Keller, Heumann, Thompson Co., Inc., Rochester, N. Y.; Frank Leroy Blanchard, director public relations, Henry L. Doherty & Co., New York; Dr. J. M. Orme, Past President Sixth District, Indianapolis, Ind.


Thomas F. L. Henderson, LaSalle Extension University, Chicago; Alh W. Parsons, St. Louis; E. E. Holland, president A. A. C. W., Kansas City, Mo.; Harry Tipton, manager advertising and publicity, Wilson & Co., Seattle, Wash.; Mr. George Frank Lord, director of advertising, Western Motor Co., Detroit; W. F. Gephart, vice-president, First National Bank, St. Louis; David A. Collier, president, Collier Co., St. Louis and Los Angeles; E. J. Brennan, manager-counsel Better Business Bureau, St. Louis; John H. DeWild, manager merchants' service department, Ely Walker Co., St. Louis; David E. Martin, president Direct Mail Association, Detroit; Katherine D. Kalman, Advertising Section, Baltimore, Md., chairman Women's Conference, vice-president Associated Advertising Clubs of America; Congressman Harry B. Hawn, 11th district, Mo.

Demonstrations will be made for window trimming, centering better advertisements, cards, and writing and laying out ads. Conferences will be held for better business bureaux, junior advertising clubs, women's advertising clubs, publishers, and direct mail advertising.

EDITOR SOUNDS WARNING.

(From the Mercurius Observer).

Most any editor can read an obituary notice and tell at a glance if the decedent's subscription to his home paper was paid up.

YOU WANT THE BEST PHOTOGRAPHS YOU NEED THEM FIRST

YOU GET THE FIRST and BEST IN OUR DAILY PHOTO SERVICE

International Film Service
826-828 William Street, NEW YORK
Over 16 1/2 Million Lines

Another stand-up-and-out record! The San Francisco Examiner is FIRST again in 1922 with a remarkable advertising total of—

16,906,694

Agate Lines

San Francisco

"THERE IS NO SUBSTITUTE FOR CIRCULATION"
another record—first again!

Again, in the light of cold figures, the San Francisco Examiner towers head and shoulders above any other San Francisco newspaper. Witness the record total of over sixteen and a half million lines of advertising in 1922. And remember that this outstanding leadership applies to every form of advertising lineage—display, classified, local, foreign.

Leadership is always its own explanation. There can be but one reason for this tremendous expression of advertising preference. The San Francisco Examiner is FIRST in advertising because it is FIRST in circulation and FIRST in reader-influence.

Men of business who weigh their advertising dollars as they do merchandise, find that it pays to single out the San Francisco Examiner and double their returns. For the San Francisco Examiner, through its commanding circulation, has "first call" on the rich Northern and Central California market.

Coupled with this is a Merchandising Service Bureau that makes every advertising campaign yield full selling force. For details write direct, or get in touch with our representatives.

New York: W. W. Chew, 1819 Broadway
Chicago: W. H. Wilson, Hearst Bldg.

"THERE IS NO SUBTERFUGE FOR LINEAGE"
ERVIN WARDMAN'S SUCCESS

Contemporaries have paid the highest possible tribute to the late Ervin Wardman, vice-president of the New York Sun and Herald, who came to an untimely end February 20, 1923. The death of the great New York dailies failed to pay its respects to a man typical of the American journalist. Mr. Wardman had a way of carrying the day that distinguished him as a newspaperman. The New York state senate of 1902, which tried to kill him as the author of a new story, was afforded a convincing demonstration of this quality in action.

There is little need for going further than the New York dailies have gone in adjectival description of the man and his career. Newspaper men of the future will enshrine him as the journalist who was more than any other the occasion of a supreme court ruling that declared newspaper news sources privileged. These words are spoken from the lips of Mr. Wardman's career in the news column of the New York Sun. The editor now does not fail to appreciate the degree of success attained by a man so heartily admired in the field in which he served.

THE AUTOMOBILE INDUSTRY

Civic and traffic experts who have recently suggested limitation of the use of automobiles to relieve metropolitan congestion and reduce the danger of an automobile war are wrong, according to the automobile merchants. The Automobile Merchants Association of New York, in an open letter to the automobile industry, states that if the U.S. government, Mr. Eastman, president of the association, includes the "attitude of many of the newspapers" as one of the factors likely to bring about results detrimental to the public interest, it is his opinion that the"public attitude is reflected in the newspaper and has an influence on the legislatures." Mr. Eastman outlines a procedure calculated to arrive at a fair hearing for the automobile in the press and in the form of public opinion. While it may appear to the outsider observe that the automobile association is unduly alarmed over the handicaps likely to result from present talk of traffic restrictions, the organization is in complete harmony with the public opinion that it is gearing up to prevent an unfavorable opinion that it believes is slowly developing, mounting—a course far more likely to succeed than any other attempt to remold a public opinion of this kind.

Newspaper publishers and editors in this city are as generally interested in the automobile trade's side of this problem. A community does not have to be a metropolitan to experience the problems, its restrictive laws, and its accidents. The situation as the New York automobile men see it is possibly somewhat exaggerated, or at any rate, not as acute as the situation in all communities—not because the automobile trade is entangled with any special political power, but because the laws or ordinances governing automobiles were conceived or established when the motor car was regarded as a luxury and not as a necessity.

"No one contemplating buying a car likes the feeling that possession of one would have been the equivalent of being a potential criminal," Mr. Eastman says. "Pedestrians are being led to believe that the automobile is an enemy, that the motor car is a trespasser on the streets." He goes on to point out that the safety and artistic improvement of motor cars is being "killed" by the automobile trade.

"The automobile trade will have little cause to complain of the newspapers or of public opinion."
A. C. KESSINGER ASSOCIATED WITH ROME SENTINEL

The Rome—N. Y. Sentinel has been publishing a series of articles explaining how the Sentinel is made and how the Sentinel has operated in the many different departments. In the January 2 issue, the last of the series, described briefly the business offices of the Sentinel.

EDITORIAL STAFF CHANGES

A. C. KESSINGER

and also told of the many changes which several of the employees have been connected with the paper.

The Sentinel, which before that time was a weekly, became a daily in 1852. From then until 1861 it was changed back to a weekly. For a few months after the change a small daily was issued by Wood & Larwill. Mr. Kessinger was circulation director of the paper and frequently wrote local news items, set the type, printed and circulated the paper.

E. T. Smith, recently with the advertising department of the Plain Dealer, will join the Literary Digest on February 1.

C. H. Powell, for the last three years chief accountant and cost accountant for the El Paso Times, has joined the advertising staff of the movie magazine, the Hollywood Citizen as assistant business manager and advertising editor.

P. W. Ingham, managing editor of the Detroit News, says the paper is publishing a series of articles explaining how the Sentinel is made and giving the names of the various departments. In the January 2 issue, the last of the series, described briefly the business offices of the Sentinel.

STAFF CHANGES.

A. C. KESSINGER

and also told of the many changes which several of the employees have been connected with the paper.

Although A. C. Kessinger, president of the Sentinel Company is in his eighty-first year, he is very active in the making of the paper and there are very few work days during the year that he is not in his office.

Mr. Kessinger has served with the Sentinel for the greatest period of years. He and the late F. B. Beers were associated together over half a century. Mr. Kessinger started his apprenticeship on March 16, 1856, and has been connected with the paper nearly sixty-seven years. He has been one of the proprietors since May 1864.

Mr. Kessinger was a graduate of Harvard University and has held various positions in the Sentinel Company's paper business.
NEWS REPORTS ON SCIENCE MEETING PRAISED.

EDITOR OF SCIENTIFIC PAPER CONGRATULATES NEW YORK TIMES AND NEWSPAPERS GENERALLY FOR EXCELLENT HANDLING OF TECHNICAL NEWS STORIES.

News reports on scientific subjects are being handled in a creditable manner according to J. McKeen Cattell, editor of Science, who took occasion a few days ago to compliment the New York Times and newspapers generally on a story pertaining to a meeting which took place in Boston.

The editor wrote: "As editor of Science, the official journal of the American Association for the advancement of Science, I am co-operating with the permanent and the preparation of the number containing an account of the Boston meeting, which I have thus had occasion to examine with care the reports in the "New York Times." For some twenty-five years I have been a member of the executive council of the association.

This year, the annual meeting was held in Boston by Dr. Slosson and Dr. Watson Davis, and most of the reports of the sessions were reproduced in this paper. The reports of the meetings have been the best ever published, fully equalling those of the meetings of the British Association in the English daily papers.

In this great service and for civilization, the New York Times has led, and I trust that you will permit me to express my appreciation for the work of your representative in Boston and for the skillful editing in your office, culminating in your admirable editorial article.

PUBLISHER TELLS BEST WAY TO MAKE MONEY WITH A NEWSPAPER.

"Vengeance is mine; I will repay, saith the Lord" is a good quotation for a newspaper man to keep in mind, said William Allen White, publisher of the Emporia, Kan., Gazette, who was speaking before the department of journalism at the College of Emporia.

"Be scrupulously fair, considerate, kind and courteous to your enemies," continued Mr. White. "The more you hate a man the more courtesy should you show him. Avoid personalities. Discuss principles and not men."

Mr. White declared that the best way to make money with a newspaper is to practice the law of Jesus Christ.

AFFILIATED CONVENTION AT ROCHESTER SEPTEMBER 21.

The twentieth convention of the Advertising Affiliation, which includes the cities of Cleveland, Rochester, Toledo and Hamilton, Ohio, will be held in Rochester, N. Y., Friday and Saturday September 21 and 22 with the Rochester Advertising Club as host.

The date was determined upon at a recent meeting at Buffalo. There was an extended discussion of a theme for the convention. Sentiment seemed to favor building the convention around discussion of methods of "selling more at less cost." It was voted to admit clubs in small cities as associate members at a nominal fee.

NEW ADAMS FEATURE.

"Cracks At the Crowd," a daily human interest feature by Claude Callan, is being distributed by the George Mathew Adams Service. It is a satire on family life in the American home. Mr. Callan was formerly with the Kansas City Star and Fort Worth Star-Telegram.

NEW BOSTON ROTO.

The Boston Traveler has introduced a four-page Saturday rotogravure section devoted to news photos of the week. Three pages of the first issue were filled with photos, while the fourth page was advertising.

America's Best Magazine Pages

DAILY AND SUNDAY NEWSPAPER FEATURE SERVICE

241 W. 58th St., NEW YORK CITY

WORLD-WIDE NEWS SERVICE

T. J. Bosdian

Mail News and Features

J. J. Bosdian

Daily & Sunday Comics

C. V. Newspaper Service, N. Y. C.

Complete your business page with the latest developments in the textile and allied industries.

Fairchild News Service

8 East 18th Street
New York City
MINNESOTA WANT MORE MONEY FOR ADVERTISING.

LEGISLATURE REQUESTED TO ENLARGE APPROPRIATION TO $50,000 TO EXPLOIT LAKES TO TOURISTS — BIGGEST YEAR PREDICTED — BUSINESS SHOWS GAIN.

To extend the advertising of Minnesota's lakes and care for the rapidly increasing number of tourists the legislature has been asked to appropriate $50,000 a year.

During the last two years, the state has expended $20,000 annually to carry on this work in behalf of the tourist industry, which now brings into the state more than $25,000,000 yearly, proponents of the measure point out.

With the spreading of knowledge about the attraction of the Minnesota lakes, demands upon the Ten Thousand Lakes Association, through the Minnesota Land and Lake Association, have been doubled and even trebled, they assert.

"The coming year will be the biggest in the history of the tourist industry in Minnesota," said R. R. Montgomery, president of the association, and member of the state board, at a recent meeting. "We must be prepared for the big increase in the number of visitors which we may expect. More literature, more postage, more help will be needed, as the visitors increase."

"During 1921 we used 15,000 map folders of Minnesota. So great was the number of requests for the Minnesota recreation maps last year that we found it necessary to print 35,000 copies of the map. Activities of the association practically have trebled in many respects."

"We need money to extend the advertising in Minnesota lakes into other sections which we may expect to have reached in the past, particularly into certain parts of the South and the Southwest. The people down in these states are interested in Minnesota in large numbers when they learn of the attractions we have to offer."

"We are just beginning to reap the reward we may expect from the tourist industry. Money spent now in advertising our lakes will come back many fold. We received $25,000,000 from tourists last year, according to the most conservative figures."

That represents a lot of money, but it's only a fraction of what we may expect in time. At Cass Lake, for example, stores and other business places did a business during the summer of 1921 of $100,000, and last year a business of $164,000. These figures were gathered by forest service men and represent actual business transacted.

COUNTRY-WIDE OBSERVANCE OF THRIFT WEEK.

Thrifty Week was marked in many cities of the United States with celebrations honoring Benjamin Franklin. The event had unusual significance to the members of the newspaper profession, inasmuch as it marked the 200th anniversary of the famous statesman's entrance into the printing business.

The New York City Chapter, Daughters of the American Revolution, conducted exercises at the Franklin Statue in Park Row which were broadcast by radio. The newspaper, advertising and printing professions were well represented and forward wreaths were placed at the foot of the statue.

Among the representatives of the newspaper business that wreaths for the occasion were presented by the National Editorial Association, Quill in ink-well; Associated Advertising Clubs of the World, "Truth" Emblem; American Association of Advertising Agencies, initials featured; Sphinx Club, Name featured; New York Typographical Union No. 6, "Big Six." Dr. Robert S. Ogden, United States senator-elect and a daily contributor to the Hearst newspapers, represented the city of New York at the exercises.

EDITORS' WIFE CIVIL SERVICE COMMISSION PRESIDENT.

Mrs. Charles Bennett Smith of Buffalo, whose husband is a former editor of the Buffalo Courier, has been appointed president of the state civil service commission. Mrs. Smith was appointed a civil service commissioner by Governor Smith in 1919.

AD WRITER WILL PRODUCE COPY FOR DAYTON COCA COLA COMPANY.

Sam M. Sloman, connected with the advertising business in Dayton, Ohio, for the last twenty years, has become advertising manager and assistant manager of sales for the Dayton Coca Cola Bottling Company.

Mr. Sloman handled the accounts of many of the largest concerns in Dayton. He has served local firms as advertising and sales manager.

There is Only One CUTLER-HAMMER SYSTEM

Printing Press Control "Safest in the World"
The Fourth Estate

Help Wanted

Advertising Manager Wanted
by leading newspaper in city of 85,000 in Southwest. This is a real opportunity for man with executive ability who can plan campaign and implement it. Must have experience in advertising and be willing to work hard, don’t waste time, but wants to sell the product. Must be able to write copy and make layouts. New six-day a week evening paper. Must have a minimum of five years’ experience, age and references in first letter. Address Box 6577, care The Fourth Estate.

Wanted by leading newspaper in city of 35,000 in Southwest. This is a real opportunity for man with executive ability. Must be able to write copy and make layouts. State age, references and experience with application. Box 5878, care The Fourth Estate.

Wanted: Advertising Salesman, capable of handling the advertising on the Mansfield News with two assistants. Splendid opportunity for right party. Address Mansfield News, Mansfield, Ohio.


Circulator Wanted For Daily and Weekly
Young man familiar with city and country circulation work to assist in circulation development of daily and weekly printed in City of 20,000 population. Oldest and finest daily newspaper in city. Must be honest, energetic and enthusiastic. Minimum salary and full particulars in first letter, with samples of work, which will be returned. Address Box 5878, care The Fourth Estate.

Attention!

Market for large territory. Outlook exceedingly attractive. Price less than $50,000. Big opportunity. Address Box 1293, care The Fourth Estate.

Help Wanted

Special Edition Men
A BOSTON NEWSPAPER has installed a permanent Special Edition Department. Can use six high-grade men on 75% basis who will work evenings. Address Box 6577, care The Fourth Estate.

Display Solicitors Wanted
Three live display solicitors, must be hustlers, able to write copy and make layouts. New six-day a week evening paper. Must have a minimum of five years’ experience, age and references in first letter. Address Box 6577, care The Fourth Estate.

Circulator Wanted For Daily and Weekly
Young man familiar with city and country circulation work to assist in circulation development of daily and weekly published in City of 20,000 population. Oldest and finest daily newspaper in city. Must be honest, energetic and enthusiastic. Minimum salary and full particulars in first letter, with samples of work, which will be returned. Address Box 6270, care The Fourth Estate.

Attention!

Market for large territory. Outlook exceedingly attractive. Price less than $50,000. Big opportunity. Address Box 1293, care The Fourth Estate.

Advertising Manager Wanted
Young man with experience, to take charge of Advertising Department. Must be able to write copy and make layouts. New six-day a week evening paper. Must have a minimum of five years’ experience, age and references in first letter. Address Box 6577, care The Fourth Estate.

Attention!

Contest men, if at liberty furnish records on other campaigns and communicate at once with Profitable Circulation Engineers, 1148 Coutsie Ave, Lakewood, Ohio.

Ad Copy and Sales Manager Wanted
Wanted by afternoon newspaper in growing Southern City of 30,000. Must be active, resourceful young man of temperate habits, well educated, with executive ability. Minimum salary and full particulars in first letter, with samples of work, which will be returned. Address Box 5878, care The Fourth Estate.

PACIFIC COAST INVESTMENTS
We have a number of unusual newspaper investment opportunities on the Pacific Coast. Chances for enterprising newspaper men to become publishers in fast growing centers where living conditions and climate are ideal.

Palmer, DeWitt & Palmer
Sales & Appraisals of Newspapers
225 Fifth Avenue, New York
Business Founded 1899.

Unusual Opportunities

Daily and Weekly Newspapers, Trade Papers
HARWELL & CANNON
NEWSPAPERS AND MAGAZINE PROPERTIES
Times Building, New York
Established 1916

PACIFIC COAST NEWSPAPERS
Bought and sold by PACIFIC COST NEWSPAPER EXCHANGE
Monadnock Building, San Francisco
Write for list and special information. References given.

THE
H. F. HENRICH & CO.
Established 1899

Huntington-Bakersfield, Los Angeles

This adv. will appear but once

IN HAPPY MISSISSIPPI
City of 20,000 population. Oldest paper and exclusive morning field for large territory. Outlook exceedingly attractive. Price less than $50,000. Big opportunity. Prop. 1293x.

THE
H. F. HENRICH & CO.
Established 1899

Huntington-Bakersfield, Los Angeles

New York
Los Angeles
SITUATIONS WANTED

News Executive
At Liberty
Newspaper man, 34, married, 15 years continuous metropolitan and smaller city experience, seeks connections as Managing Editor. Resigned as editor in Ohio city of 45,000 on November 21st. Eleven years managing editor one of Ohio leading morning papers. Reputation as good executive, judge of news values and trustworthy. No bad habits. Come for personal interview to Mr. J. F. Hasbrouck, 309 Marion, P.O. Box No 114, Findlay, Ohio.

General Manager
Available with constructive Daily and Sunday—morning and evening newspaper building experience on both small city and metropolitan dailies. A successful executive, aggressive, good, honest and result producer in advertising and circulation and thoroughly familiar with business department detail and all functions of newspaper making and management. Credentials prove ability to handle any proposition—city or size city preferred. Address Box 1949, care THE FOURTH ESTATE.

Reporter
Experienced young newspaper man wants position on the metropolitan department of a daily as reporter or in any other capacity. Working and living in Kansas City. Address Box 6797, THE FOURTH ESTATE.

Barham, M.D., HIT
Research, 50 years experience with press and advertising business. Is well known. Address Box 8511, THE FOURTH ESTATE.

SITUATIONS WANTED

Metropolitan Newspaper Man Seeks Executive Connection

Newspaper Business Executive seeks connections in New York City, but would consider opening in other fields.

Wide experience of over twenty years in all departments, including one of the largest metropolitan dailies.

Best of references. Inquiries confidential. Immediately available.

Address Box 5291, care THE FOURTH ESTATE.

Advertising Manager and solicitor experienced in local field desires new connection on out-of-town daily. Finest reference. Address Box 6888, care THE FOURTH ESTATE.

Circulation Man
with 20 years experience in all branches of work is open for immediate engagement. Address Mr. Schuler, 614 Hall St., Charleston, W. Va.

G. W. Preston, Advertising Manager of Demonstrated Ability Seeks Connection.

My School of Experience—

The Detroit Journal (Evening), 9 years as Salesmen, Aet., Advertising Manager and Manager of Advertising.

The Dubuque News Tribune (Morning and Sunday), 7 years, Manager of Advertising Department.

The Omaha Bee (Morning, Evening and Sunday), Manager of Advertising and Merchandising Departmen.

The Cincinnati Enquirer (Morning and Sunday), 9½ years, Manager of Advertising specifically handling local display with the particular purpose of building up volume of advertising published daily.

A diplomatic executive with ability to successfully handle local and foreign accounts, to originate and execute ideas which result in increased earnings. Particularly capable in the direction of assistance and in keeping them keyed to maximum of efficiency.

References if desired.

Publisher or Business Manager in need of the services of a man such as I describe myself to be, please address G. W. Preston, 811 Elkber-on Ave., P. H., Cincinnati, Ohio.

Responsibility of giving you a better newspaper and directing the news and mechanical department to your satisfaction. I'd like to talk it over with you personally. Address Box 5290, care THE FOURTH ESTATE.

Advertising Solicitor for newspapers or farm papers, well acquainted in New York among agencies and advertisers, wants new connection February 1. Address Box 6289, care THE FOURTH ESTATE.

SITUATIONS WANTED

Editor Seeks Position
Newspaper editor, reporter, 31, married. Twelve years' experience city editor, telegraph editor, feature writer for best New York State dailies. Out of work because of newspaper merger. Wants copy desk job, or position as managing editor of live afternoon daily in small city where producer wins advances. Best of references. Box 6888, care THE FOURTH ESTATE.

The greatest auxiliary news service in the middle west.

The CAPITOL PRESS
Peoria, Ill.

(Established 1912.)

CHARLES HEMSTREET
PRESS CLIPPINGS

50 Park Place, NEW YORK

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion Agency
which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers of CANADA. We cover every foot of Canada and Newfoundland.

At your service, THE IMPROVEMENT BULLETIN, reaching architects, contractors, engineers and dealers throughout the nation, and growing constantly. Our subscription list is a Boy's Life clippings coat of many hand-picked. Sample of the Bulletin sent on request. DAILY CONSTRUCTION NEWS, publishing newspaper of building projects, live leads for salesmen, $60 a month. Write us at Minneapolis, Minn.

NAMED EASTERN MANAGER

Advertising Manager-Solicitor
for THE CAPITOL PRESS CLIPPING EXCHANGE, first-class clipping service for trade papers and individuals. Write us at Minneapolis, Minn.

At your service, THE IMPROVEMENT BULLETIN, reaching architects, contractors, engineers and dealers throughout the nation, and growing constantly. Our subscription list is a Boy's Life clippings coat of many hand-picked. Sample of the Bulletin sent on request. DAILY CONSTRUCTION NEWS, publishing newspaper of building projects, live leads for salesmen, $60 a month. Write us at Minneapolis, Minn.
GOVERNOR SEES MEMBERS OF THE PRESS INFORMALLY.

It is the former Governor, who is again occupying the executive suite of offices of the State Capitol at Albany, that newspaper men have discovered. During the last two years the interviews held twice daily with Governor Miller had been formal affairs. On the dot of eleven and four o'clock the door leading to his private office would open and the military secretary would announce:

"Gentlemen of the press, the Governor."

Realizing the punctuality of the former Governor, the newspaper men were in the "big room" on time the day after the Smith inauguration. An impatient wait of a half-hour occurred. Then a messenger was despatched to the governor. The door leading to the private office opened. The governor, with the derby hat tilted at an Al Smithesque angle stood in the doorway.

"Come in," he said, with a wave of his hand, and the messengers went into the private offices, where few had been during the last two years. The governor was in a good humor.

"See here," he scolded, "I want to tell you fellows when eleven o'clock comes just break in, and if anybody is here they've got to go."

"Governor," spoke up a reporter,

"during the last two years a stenographer has been present at these conferences and it has worked out most satisfactorily to us all and prevented the danger of being misquoted."

"Well," said the governor, "for two years that I was here, and in all my public experience, I never was misquoted by a newspaper man nor was my confidence betrayed. We'll work it as we did before."

"The Times wasn't much news that conference, but every reporter went away smoking big black cigars. These cigars were written on the wall, and the tissue paper was printed "Governor Alfred E. Smith."

The governor was very proud of these cigars.

MINNESOTA EDITORS PLAN 57TH ANNUAL MEETING IN FEBRUARY.

Senator Medill McCormick of Illinois will be the principal speaker at the annual banquet of the fifty-seventh annual convention of the Minnesota Editorial Association which is to be held at St. Paul February 16 and 17. The banquet is to take place the evening of February 16.

Mr. Nelson will welcome the visiting editors and response will be made by J. P. Coughlin of the Waseca Times, and Charles Waage, editor of the Wadena Pioneer Journal, who will give his message of welcome and the personal side of newsmen.


Three principal topics will be before the convention Saturday. "Newspaper Advertising from the Country Merchant's Standpoint" will be given by Bert Skinner of Skinner, Chamberlain co. "Circulation Building" by Miss E. Viola Schenk of Whapeton, S. D., and "Competition or Co-operation" by Herman Roe, editor of the Northfield News and President of Country Newspapers Incorporated.

CHANGE IN NAME.

The name of the Chicago Journal of Commerce and Daily Financial Times has changed to the Chicago Journal of Commerce and La Salle Street Journal.

2ND HAND PRESSES FOR SALE.

Hoe- Octuple Press 22½" COLUMN.

Hoe- Sextuple Press with Extra Color 21¾" COLUMN.

Hoe- Sextuple Press Black Only. 21¼" COLUMN.

Hoe- Sextuple Press Black Only. 21¼" COLUMN.

Hoe- 4-Deck Press 20" COLUMN.

Hoe- 20 Page Press 21½" COLUMN.

Potter- 3-Deck 24 Page Press 20 to 22" COLUMN.

WE ALSO HAVE A NUMBER OF GOSS PRESSES OF VARIOUS SIZES AVAILABLE.

LET US KNOW YOUR WANTS.

THE GOSS PRINTING PRESS CO.
1535 So. Paulina St., CHICAGO, ILL.

FOR SALE.

Hoe Press For Sale

One Hoe sextuple right angle press 19½x diameter inch rolls, printing type columns 3½ inches in length. Capacity up to 24 pages per hour. Complete type outfit except moulding machine with press.

POST-ENQUIRER, OAKLAND, CALIFORNIA.


Trade Journal For Sale

Trade Journal in Philadelphia, two years old, making money. Only trade journal in the city. Will sell for $1,000. Address Box 8888, care THE FOURTH ESTATE.

For Sale Weekly Newspaper

Well established; 700 paid subscriptions. Field right for at least 1,000 more subscriptions in the territory. Less than thirty miles from New York. Will sell for $1,000. Address Box 8888, care THE FOURTH ESTATE.

Hoe Newspaper Press For Sale

"Unique" Web Newspaper Press, print 1-column papers of 6, 8, 10 or 12 pages, with stereotype equipment. Fine press at a low price. Could be changed to take papers 8-columns wide, 18¾ ems. Baker Sales Company, 800 Fifth Avenue, New York City.

Mailing Machine

Rapid addressing machine, in good condition, discarded to make room for larger equipment. Low price for quick sale. Address Box 8888, care THE FOURTH ESTATE.

the NATIONAL TYPE FOUNDRY
Bridgeport, Conn.
Guaranteed foundry type; large variety of faces. Specimen sheets and catalog on request. Old type taken in exchange for new.


THE NATIONAL TYPE FOUNDRY
Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimen sheets and catalog on request. Old type taken in exchange for new.


TRAVELING PRESSMAN'S ASSISTANT.

Name of the Chicago Journal of Commerce and Daily Financial Times has changed to the Chicago Journal of Commerce and La Salle Street Journal.

R. HOE & CO.
504-520 Grand Street
New York, N. Y.

FOR SALE.


GOSS - Four-Deck Two-Plate Wide Press with Color Cylinder. Page length, 21½ inches. Now printing the Kansas City, Mo., Post.


For particulars apply to R. HOE & CO.
504-520 Grand Street
New York, N. Y.

ADVERTISEMENTS SHOULD BE SEEN AND READ TO BE WORTHWHILE.

"An advertisement that doesn't get itself seen and read might as well not have been written," said Robert W. Jones, assistant professor of journalism, University of Washington, speaking to the Seattle Advertising Club recently.

"The advertisement," Mr. Jones said, "should talk plain English for Tom Dick and Harry, and should avoid the unfamiliar words that would be intelligible only to Thomas, Richard and Henry."
January 20, 1923

THE FOURTH ESTATE

The only journal outside of the United States published in the interest of newspaper men.

The 40 Pages Weekly NEWSPAPER WORLD

(Established 1898)

Annual U.S. Postal Subscription $5
Specimen Copy Sent Free

HUMBER RIVER PAPER MILLS PROJECT IS WELCOMED BY HARMsworth GROUP.

THE 40 Pages Weekly NEWSPAPER WORLD

January 20, 1923

25

The Fourth Estate

Editor, The Fourth Estate.

In an article in your issue of December 9, dealing with the new paper mill project on the Humber River, Newfoundland, the statement was made that this project failed by reason of the organized opposition of the news paper manufacturers of Canada, in conjunction with the British mills and further the opposition of the Harmsworth interests.

And further the article states: "The Harmsworth opposition was induced to withdraw."

I would like to point out that the statement regarding the opposition of the "Harmsworth interests" is incorrect. Neither Lord Rothschild (the president) nor any of those associated with this company had any way whatsoever to this new enterprise on the Humber River, but on the contrary, the directors of the company have said that they welcomed the establishment of another paper making enterprise in Newfoundland.

As the statement in your issue of December 9 might create an entirely wrong impression as to the attitude of this company to the new project on the Humber River, I shall be glad if you will kindly publish this correction.

ANGLO-NEWFOUNDLAND DEVELOPMENT CO., LTD.

B. A. SHERHAM, Director.

BOXING BOUT JUDGE ALLEGES

Cyril Fenney, Fall River newspaper man, son of Chief of Police Martin Fenney, who was a judge in recent boxing bouts, is suing the two papers publishing articles following a boxing bout in Fall River at which Feeney was judge.

The Pittsburg Dispatch

Is pleased to announce the appointment of the S. C. BECKWITH SPECIAL AGENCY

Sole and exclusive National Advertising Representatives, effective January 1, 1923. All matters pertaining to advertising outside of Pittsburg, Pa., should in future be addressed to that agency.

PROJECT IS WELCOMED BY

S. C. BECKWITH SPECIAL AGENCY

TWENTY TELEGREMS IN BUILDING BEING TORN DOWN.

The papers are of great historic value and the proprietor is planning to give them to the Daughters of the American Revolution for safeguarding. While they are not in a condition for reproduction, they are in a remarkable state of preservation, considering their great age, and can be readily readable. They provide an excellent opportunity to compare journalistic ideas of those days with those of the present as well as showing the evolution of the newspapers.

The newspapers represented include the Boston Gazette and Country Journal, issued in 1770; the New York Journal, December 9, 1799, and the Lancaster, Pa., Intelligencer and Weekly Advertiser, December 7, 1802.

Newspapers were printed in heavy mourning and carrying on their third page a cut showing four coffins, the covers of which bore skulls and cross bones, together with the initials of the victims of the Boston Massacre.

BOSTON'S

LARGEST EVENING CIRCULATION IN METROPOLITAN BOSTON

Represented by

BENJAMIN & KENTNOR CO.
LOS ANGELES
CHICAGO
New York.

CIRCULATION, Morning and Evening, is in every home in all Five Boroughs and Hudson County City, Hoboken, New Jersey.

World's Leading Newspaper, goes into every third home in Metropolitan New York.

FIRST IN THE CITY FIELD CALIFORNIA CLUBS DEMAND CLEANER NEWSPAPERS.

PROMINENT ORGANIZATIONS JOIN LOS ANGELES WOMEN IN DRIVE FOR BETTER AND LESS SENSATIONAL PRESS—ONE EVENING PUBLICATION TAKES STEP.

Women of Los Angeles have started a movement the object of which is to lift the standard of daily newspapers in Southern California.

Newspapers will be urged particularly to eliminate "bannering" stories of crime and tragedy, and to provide stories of interest instead of glaring headlines.

WILL CONTINUE IN FOREIGN LANGUAGE FIELD.

Frank A. Waltz, four years Western master of the American Association of Foreign Language Newspapers, is organizing a business as a representative for foreign language papers in Chicago.

BOSTON'S newest paper and fastest growing

TELEGRAM
BOSTON, MASS.

LARGEST EVENING CIRCULATION IN METROPOLITAN BOSTON.

The newspapers reporting the Boston massacre and other portentous events leading up to the outbreak of the Revolutionary War, as well as army orders of General Washington and of British commanders, were found a few days ago in a pile of plaster and other debris being removed from the building here. It was in a pile of plaster and other debris being removed from a restaurant in West Fourth Street, New York, which is being remodeled.

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The Tribune

In Terre Haute, Ind.

Leads The Second Paper for 1922 As Follows:

Total Advertising-line in 1922, 631,540 Lines
Local Advertising-line in 1922, 565,376 "
Foreign Adv ... 25,900 "
Classified Advertising 1922, 11,864 "

This is the largest lead in Total Advertising the Tribune has ever held over the second paper.

Representatives:
G. LOGAN PAYNE CO.
Chicago, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, Inc.
New York, Boston.
The News merchandising department has accumulated data on every successful selling campaign in this territory in the past 5 years. Ask for it.

The Indianapolis
NEWS—
Frank Carroll, Advertising Manager
New York: Dan A. Carroll, 160 Nassau St.
Chicago: J. E. Lute, The Tower Building

BROOKLYN PUBLISHER AND BRIDE TO PASS HONEYMOON IN EUROPE.

Herbert Foster Gunnnison, publisher and vice-president of the Brooklyn Daily Eagle, has announced the engagement of his daughter, S. Baldwin of Highmont, N. Y., to Mr. John A. Lee, of the Brooklyn Daily Eagle. The wedding will be held on March 9 at the morning church, Brooklyn. Raymond M. Gunnnison, secretary of the publication, will serve as the father's best man.

Mr. Gunnnison and his bride will sail at 1 o'clock this morning on the Volendam for a sojourn in France and Italy. They will be gone until the middle of March.

Mr. Gunnnison has been associated with the Daily Eagle twenty-nine years, and is an officer and director of various large corporations. He was one of the founders and for several years treasurer and secretary of the American Newspaper Publisher's Association and vice-president of the New York City Publishers Association.

NEWSPAPER MAN'S DAUGHTER WINS SCHOLARSHIP.

Miss Susan Steell, only daughter of the Willis Steell, of the editorial staff of the New York Herald, has been selected by Mme. Jeritza, the mother of Baron Popper, who is Mme. Jeritza's husband. Miss Steell is a graduate of Miss Spence's school and studied the piano. She has also had singing instruction. It was reported that there was a part in "The World We Live In."—

J. B. Horner of the organization.

ALBANY PUBLISHER WEDS.

William Barnes, owner of the Albany Evening Journal, and Mrs. Maud Fiero Battershall of New York, were married Wednesday at Greenwich, Ct.

Mr. and Mrs. Barnese expect to start on a trip around the world in February. Mr. Barnes is president of the Albany Evening Journal Company, and former chairman of the Republican state committee.

OWNERSHIP CHANGE.

The McIntosh, Minn., Times has changed ownership and last week's issue was published by the junior member of the firm, who will leave shortly. & Sunstast. Mr. Sunstast, the retiring member of the firm, gives up the name of Times for Roseau, Minn., to become a member of the Roseau Printing Company.

OREGON WRITERS LEAGUE TO ESTABLISH ASSOCIATION.

The Oregon Writers' League, Anne Shannon Monroe, president, will establish chapters in a number of towns throughout the state. J. B. Horner of Oregon Agricultural College, is treasurer of the organization.

The QUEEN CITY NEW JERSEY?

Our Merchandising Department will only be too glad to assist you.

The Boston American
January 20, 1923

The QUEEN OF CITY NEW JERSEY?

Our Merchandising Department will only be too glad to assist you.

The News merchandising department has accumulated data on every successful selling campaign in this territory in the past 5 years. Ask for it.

The Indianapolis
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The QUEEN CITY NEW JERSEY?

Our Merchandising Department will only be too glad to assist you.
The Fourth Estate

January 20, 1923

26,000 last October—Now
150,000

DETROIT
Evening TIMES

YORK, POPULATION 60,000, PA.
A city of ideal homes and labor conditions.

"YOU'D LIKE TO LIVE IN YORK"

Getting Student Trade Is

THE CINCINNATI COMMUNITY

27

The Cincinnati Community

NIRK2CITY

is the MEDIUM YOU SHOULD USE

in this UNPARALLELED MARKET.

Foreign Representative

THE CINCINNATI ENQUIRER

in 60 East 49th St., New York

New Jersey's Famous Manufacturing City

with the advertising agency of Farquhar & Seid, as vice-president and a director.

The Eckardt Advertising Agen-

cy of Denver, has opened a San Francisco office in the New Call Building.

The Brock-Harrison Company, San Francisco, has moved to new offices at 924 Hearst Building.

H. C. Glidden has joined the Kling-Gibson Company, Chicago, as a partner and resident. He was recently president of Glidden & Evers, an advertising agency, also at Chicago.

Thaddeus S. Dayton, for five years public manager of the Guaranty Trust Company of New York, and for nearly a year, New York representative of the Philadelphia Public Ledger-Publisher, has joined the organization of Edwin Bird Wilson, Inc., New York.

Norman J. Taylor has joined Brooke, Smith & French, Detroit. Mr. Taylor was formerly sales manager of William N. Albee Company.

Goldman-Carrigan, New York, have appointed Roi B. Wooley, vice-president. Mr. Wooley was with Grandin-Dorrance-Sullivan, New York. Before that he had been with Thomas F. Logan.

Francis Brooke Farley, formerly copy chief of the Pattern-Address, and more recently with George Batten Company; John S. Barlow, seven years with the Remington Arms Co., and Arthur Witt Ramsdell, who has been with the Burroughs Adding Machine Company, have been added to the production staff of Frank Seaman, Inc., New York.

Sidney C. Haskell, formerly with Doremus and Company in Chicago, has joined the Chicago office of Albert Frank & Company.

NEW TRENTON AGENCY.

Jackson Evans Moore, recently associated with the advertising and sales management of the Nascenad Service Company, Trenton, N. J., has established an advertising business in that city.

BOSTON POST

1922 Circulation Averages

Daily 396,902
Sunday 401,643

KELLY-SMITH COMPANY
Special Representative
Marbridge Building, NEW YORK
Lyndon Building, CHICAGO

In ALLENTOWN they say:
"PUT IT IN THE CALL"
THEY KNOW THEIR OWN CITY FOLLOW THEIR ADVICE
National Representative:
STORY, BROOKS & FINLEY
New York, Philadelphia, San Francisco

NORTHERN NEW YORK EDITORS IN SESSION AT WATERTOWN
—DON SEITZ A SPEAKER.

The Northern New York Press Association opened its tenth annual meeting last night with a dinner at the Woodruff House, Watertown. Don C. Seitz, publisher of the New York World, is the principal speaker on the program, which will close this afternoon.

The visiting editors were entertained last evening with addresses and discussion. The Northern New York Press Association exhibited a four reel showing how the machines are made. The greater part of this feature is recognized by advertisers as a reference for their business correspondence. Mr. Bartlett said that his salesmen could not get along without these letter heads.

SUCCESSFUL MERCHANDISING
depends upon successful advertising
— the ability to reach efficiently and effectively the responsive readers of a particular market.

The Pittsburg Dispatch is recognized by advertisers as a medium of inestimable value to reach the buyers of the great Pittsburg district.

Sale National Representatives
S. C. BECKWITH, SICHEL AGENCY
New York, Chicago, Detroit, St. Louis Kansas City, Atlanta, Los Angeles

FIRST IN SAN FRANCISCO

The Bulletin

Estab. 1855. 6 days a week. Member A.B.C.
Eastern Representative
H. D. LACOMBE, 45 West 84th St., N.Y.C.
Western Representative
Guy S. Osborne, 1642 Tribune Bldg., Chicago

IMPORTANT.

Better Business Bureau Helping to Protect Investor.

In an address at the Brooklyn Chamber of Commerce Wednesday, Mr. Bartlett, chairman of the Irving National Bank and of the Committee of Better Business Bureau, warned against the unsuspicious stock promoter. The banker stated that every right thinking man is interested in protecting the small investor's savings from stock sharps, and pointed out how closely industrial progress depends upon the proper use of funds available for investment.

BLOCK SPECIAL AGENCY STAFF HOLDS CONFERENCES.

Twenty-six members of Paul Block, Inc., held a series of conferences last week, Mr. Block bringing his men together from the Chicago, Detroit, Boston, San Francisco, St. Louis offices. Among the staff from out-of-town were Arthur Thurnow, Owen F. Fleming, Charles E. Collier, Gilbert Palk, Paul Frank, Frank K. Curtis, Robert W. Richardson and R. Kent Hanson.

RENEW CONTRACTS.

W. H. Stewart, advertising manager of World's Dispensary Medical Association of Buffalo, was in New York last week renewing old contracts for his firm and making new ones.

"TALK TO THEM IN THEIR OWN LANGUAGE"

Philadelphia's Jewish Population 250,000.
Their Patronage is Worth Having.

THE JEWISH WORLD

233 South Fifth Street

PHILADELPHIA

It is the Only Jewish Daily
Printed in Philadelphia.
The special features of the
BUFFALO TIMES
have made it the most
popular newspaper in
Western New York.
NORMAN E. MACK, Proprietor
VERREE & CONKLIN, Inc.
Specialized Advertising Representatives
New York, Detroit, Chicago, San Francisco

NEWS LEAGUE OF OHIO
DAYTON NEWS
SPRINGFIELD NEWS
The papers with the big circulations and commanding prestige.
I. A. KLEIN, Foreign Representative
50 East 22nd St., New York
644 Fort Dearborn Bank Bldg., Chicago

IN THE AD FIELD.
ADVERTISING ACCOUNTS NOW
BEING PLACED BY THE AGENCIES.
BROOKE, SMITH & FRENCH, Detroit—Handling advertising for Columbia Motors Co.
CAMPBELL, TRUMP, Penobscot, Detroit—Placing advertising for Federal Motor Truck Co., Detroit.
D'ARCY, Incl. Life, St. Louis—Placing advertising for Western Cartridge Co. (shotgun shells & ammunition), Alton, Illinois.
D'EVELYN, San Francisco—Preparing copy for ad campaign in California newspapers for Planada Fruit Farms, San Francisco.
GARDNER-GLEN BUCK, Chicago—Handling account of Independent Oil Men of America, Chicago. Also contemplate newspaper campaign for B. Lillenfeld Bros. Co. (Corinacigars), Chicago.
GARDNER & WELLS, 150 Madison, N. Y.—Handling advertising for Birdseye Seafoods, N. Y.
GARDINER & WELLS, 150 Madison, N. Y.—Handling advertising for Birdseye Seafoods, N. Y.
GARDINER & WELLS, 150 Madison, N. Y.—Sending orders to newspapers for Stewart Automobile School, N. Y.
GUNDLACH, 175 5th, N. Y.—Planning advertising campaign in newspapers for Stewart Automobile School, N. Y.
Conducting campaign in newspapers for Gossert & Dunlap (publishers), N. Y.
HOYT'S, 116 W. 32d, N. Y.—Directing advertising of Leh & Fink (Lysol disinfectants, shaving cream and other Lysol products). Obtained account of Leh & Fink (Lysol disinfectant, shaving cream and other Lysol products) in Houston Chronicle.
JAMES, 120 W. 42d, N. Y.—Sending out advertising materials for A. Schilling Co. (coffee), Chicago, to Western newspapers.
KASTOR, Arcady, St. Louis—Sending out advertising for Ladies Art Co. (patterns), St. Louis.
LORD & THOMAS, Chicago—Placing copy in newspapers for Peppermint Co. (May Breathe), Chicago; Mary T. Goldberg (toilet preparations), St. Paul, and Bauer & Black (counter plasters, etc.), St. Louis.
LOYD-BACK, 210 E. Ohio, Chicago—Placing order for Remington Mailorder house (women's apparel), Chicago; Morton Co., Walter Young & Co. (jewelry), Chicago; School of Engineering, Milwaukee.
MCCANN, 451 Mignery, San Francisco—Sectional ad campaign running in central California newspapers by Westgate Products Co. (electric cooking cabinets).
MEALGAIN, Norfolk, Va.—Sending 1,600 line orders to Virginia and North Carolina papers for Farmers Guano Co. and Upshur Guano Co.
Also placing advertising for Coopers Marble Works, Norfolk.
MACE, Lehman, Peoria, Ill.—Placing orders for Gem City Supply Co. (quills), Ill.
MITCHELL, 331 Madison, N. Y.—Sending out 5,000 line & 100-inch contracts for B. T. Babbitt, Inc., to newspapers.
MORRIS, 1st Natl., Chicago—Sending out orders for American Novelty Co., Chicago.
MUTUAL, 149 Cedar, N. Y.—Placing copy for F盆地ted Fruit & Vegetable Growers, 90 West st., N. Y.
NICHOLS-MOORE, Cleveland—Directing advertising for North Electric Mfg. Co. (public automatic telephone exchanges & machine switching equipment for exchanges), Canton, Ohio. Also Oil Conservation Engineering

BOSTON'S TABLOID PICTORIAL
now has
OVER 90,000 circulation.
BOSTON DAILY ADVERTISER
Boston's Only Picture Newspaper.
W. W. CHEW, 1518 Broadway. New York
A. HUMAN Monad's By. San Francisco
W. H. WILSON, 900 Hearst Bldg., Chicago

THE FOURTH ESTATE
January 20, 1923

THE KANSAS CITY STAR
MORNING—EVENING—SUNDAY
EACH ISSUE
OVER 200,000 CIRCULATION

SEATTLE "P-I"
The only seven-day A.P. paper in the
Metroplis of the Northwest.
The paper in the entire West without competition in the field. It reaches to the homes of the most prosperous people on earth.

IT Pays to Advertise in the
THE ST. LOUIS TIMES
Now Generally Recognized as the
HOME NEWSPAPER OF ST. LOUIS

VANDERHOOF, Chicago—Placing
advertising of Kennedy Mfg. Co. (Kennedy kits), Van Wert, O.
HARFIELD, Federal, Omaha—Sending orders to newspapers for Skinner Mfg. Co. (macaroni, etc.), Omaha.
WALES, 141 W. 36th, N. Y.—Sending newspapers to South Eastern and Western cities for Anderson Motor Co., Rock Hill, S. C.
WELLS-OLLENDORF, Chicago—Sending orders for Charles Co., Chicago.

TUTTLE, Greensboro, N. C.—Placing orders for the El-Rees-SoCigarCo.'s1923campaign. Also preparing campaign for Clegg Cigar Company.

Against what women have done for advertising FOWLER TELLS AD CLUB.

George S. Fowler, advertising director of Colgate & Co., who spoke Tuesday at the dinner of the League of Advertising Women of New York, at the Advertising Club in East Twenty-fifth street, declared that American women spend between $75,000,000 and $125,000,000 a year to make their own goods.)

AMAZING STORIES OF ST. LOUIS
STORY, BROOKS & FINLEY, Inc.

TIMES-DISPATCH
is delivered to 11,200 of the city's best homes.

In All Virginia It's The Same Story, BROOKS & FINLEY, Inc.
New York, Phila., Chicago, San Francisco

THE Free PRESS has both
QUANTITY and QUALITY in its
CIRCULATION and is the only
morning newspaper serving Detroit and Surrounding territory.

Special Representation
VERREE & CONKLIN
New York, Detroit, Chicago, San Francisco

The Detroit...Press
"MICHIGAN'S GREATEST NEWSPAPER"

The FREE PRESS has both
QUANTITY and QUALITY in its
CIRCULATION and is the only
morning newspaper serving Detroit and Surrounding territory.
A. J. POWERS LEARNED THERE WAS MONEY IN IT FROM BUDDY DURING SPANISH-AMERICAN WAR — $5,000 CAPITAL FOUNDATION OF GREAT INSTITUTION.

The man who made twenty-four tour photo-engraving service for newspapers famous and built up the largest business of its kind in the world began his business career while attending high school. Lee M. Pasquin of the New York Globe revealed in his Making The Grade column a few days ago. In an intimate study of A. J. Powers, head of the famous photo-engraving house, Pasquin re-told the heroics of the business which has now grown to large proportions. Pasquin in telling of the partnership formation wrote:

A few weeks prior to their discharge from federal service Powers turned to his friend and asked: "What do you do in New York, Jimmy?"

"I'm a photo-engraver," replied his buddy. "If it is a good business?" pursued Powers. "Is there a chance to make good money in it?"

"Sure, if it's handled right," came the answer. "Well, suppose you and I go into it together when we get back," came Powers' suggestion. "Let's attend to the technical part of it for a while until I learn how to run the business. I'll attend to getting orders and the rest of it." In this way Powers made his entrance into the photo-engraving field, to become now, head of what is recognized universally as the most up-to-date and largest organization of its kind in existence.

When the second New Jersey returned home Powers sold his coal business to a friend. He then went to work, incidentally, as conditions had changed in his absence — and together with Chankalliner entered the photo-engraving business in New York City, with a combined capital in the neighborhood of $5,000. With Powers and his friend came Powers' two younger brothers, F. T. and J. N. Powers. It is interesting to note here a remarkable feature of Powers' life and that of his two brothers. Some years previous to the start of the photo-engraving business Powers' father had died.

A few days after the funeral a J. J. Powers, the oldest of the trio proposed to his two brothers that they refuse to accept any help at all from their mother and make their way absolutely "on their own."

"Let's split everything we make three ways," came Powers' suggestion. "If I make a dollar each of you get a third of it and if one of you make a dollar I share it equally with the other two," came the fair proposition as I am making money now and you two haven't started."

This arrangement was cemented among the three brothers and today, despite the lapse of years and the vastly increased earning power of the three interested men, the agreement still holds good — everything one of the three Powers' brothers earns is still split three ways.

The photo-engraving business prospered and a few years later a second company was formed to co-operate with the first. In the meantime Powers, having obtained a legal education was a great benefit in business life. He took a law course at New York University, attending to his photo-engraving business at the same time.

And now comes Powers' latest, and, according to him, his most promising. A few weeks prior to the close of the war he noticed a brief cable despatch to the effect that three German planespotters had been killed in action. He immediately wired his friend in New Jersey and asked him if there was anything interesting in the war. He got a reply that there was a great need for photo-engravings in exact color reproduction, of allied earthworks and the personnel on the battlefields.

This new system, called Xactone, allowed a great percent color reproduction photographically and permits of far greater speed in photographing and enlarging than has been possible heretofore.

MANCHESTER HERALD ADDING EQUIPMENT AFTER FIRE.

Concrete evidence that service has a way of attracting repeat orders is offered in the fact that the Manchester, Ct., Herald has replaced her hototype Powers with a new Powers equipment in the interest of speed, that is improving the service for the newspaper. Manchester, Ct., reported the agreement to be approximately $6,500.

About the middle of November the Powers company was called upon to handle a big job — a fire, and lighting work in the emergency was rendered by the makers of the equipment and the Powers company did a great job. The job was started north from the New York office and before the next day was turned over to the Powers company in Manchester at 10:30 the morning following. The linotypes were completely erected and turning out composition that evening.

So appreciative of the service rendered was Elwood S. Ela, publisher and manager of the Manchester, Ct., Herald that he immediately ordered another equipment.

Edward F. Wheaton was held in $20,000 bonds when arraigned in Tombs Court, New York, charged with theft from investors in the Commerce Advertising Company. The charges were false, the true value of the assets being of about $1,000,000. He was held to await the action of the grand jury. Wheaton was previously convicted of larceny.

According to the complaints Wheaton represented that his company had contended to place advertising in chamber of commerce bulletins in various sections of the country.

Leadership in the Automobile Field

The New York Times published 97,853 agate lines of automobile advertising during the seven days of the New York Automobile Show, a gain over the volume published during last year's show of 16,426 lines and much more than appeared in any other New York newspaper.

The growing number of "absurd laws," together with the continual efforts of the Federal Government through their passage, was declared to be one of the most serious problems facing America today. By Theodore Roosevelt, President of the New York Automobile Show, and of New York, in an address before the Washington City Club Tuesday. Not one of the laws vitally affecting human welfare is the same in all the states, Mr. Price declared. He cited the absurdities and injustices arising from these differences as relating to marriage and divorce, legal holidays, banking, crime, extradition and automobiles.

CANADIAN PUBLISHERS GIVE STAFF EXTRA WEEK'S PAY.

The Ottawa Evening Journal recently celebrated its thirty-eighth birthday, every member of the staff, down to the office boy, received an engraved Christmas greeting from the editor, a custom established by Mr. Price, secretary-treasurer, announcing an extra's week and to its first issue appeared on December 10, 1885.

Glancing over the front page of the first issue, one is impressed by the vast changes that have wrought in newspaper style and display. In those days advertisements made the front page. Although small, the Journal nevertheless carried a wide variety of foreign and local news. J. B. Defries, publisher, when young, was the Journal's first editor.

ADVERTISING FRAUD ALLEGED.

Edward F. Wheaton was held in $20,000 bonds when arraigned in Tombs Court, New York, charged with theft from investors in the Commerce Advertising Company. He is charged with the defrauding of the investor of about $1,000,000 during the past six months. He was held to await the action of the grand jury. Wheaton was previously convicted of larceny.

According to the complaints Wheaton represented that his company had contended to place advertising in chamber of commerce bulletins in various sections of the country.
Twelfth American City and second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand, offers a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A.B.C—net paid circulation, over 105,958, 80% of English-speaking homes.

THE BUFFALO EVENING NEWS
Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY, Repr.
Marbridge Bldg. Lytton Bldg.
New York Chicago

ERVIN WARDMAN PASSES AWAY SUDDENLY.

(Continued from Twenty-sixth Page)

Also Lester L. Jones, representative, and L. B. Palmer, secretary, New York Publishing Association; Stephen Farrell, American News Company; Professor Roscoe C. E. Brown of Columbia School of Journalism; Leon Rouse, president, and Theodore F. Douglas Typographical Union No. 6, and David Simon, president, Pressmen's Union No. 25.

NEWSPAPERS COMMENT ON DEATH OF EDITOR.

Following are a few excerpts from New York newspapers on the death of Ervin Wardman:

The New York Herald, in an editorial, said in part:

"Ervin Wardman was an all-round master of his profession, but it was as a student of and writer on economics that he was at his best. He loved figures, he reveled in mathematics, and delving into consular reports, into Government reports, into budget and statement of expenditure, he brought to touch with him found in him a man of singular strength of character.

"For many years an editor, he laterly had given much of his attention to the publishing end of the business. In the contacts which this brought him he displayed qualities at once demanded both respect and admiration.

"While broad-minded and always courteous in his treatment of others, he had strong convictions of his own and stood up for them. His editorials were marked by the personality in that of the papers which he served. But those brought into touch with him found in him a man of singular strength of character.

"On the New York Tribune said of Mr. Wardman:

"Like many another anonymous worker in journalism, his name was not often conspicuously before the public, but his work was his own, and the people understood. "But Ervin Wardman's range was not confined to the field of economics. It extended to all the furthermost parts of the world, touching all phases and conditions of life. He wrote on all the problems, and wrote on them with sure right. With him it was not an economist who had singularly sound judgment in dealing with the complex problems of practical journalism."

The The New York Tribune said of Mr. Wardman:

"The Sunday Star, 78% third Newspaper 48% second Newspaper 27% third Newspaper.

The body of Miss Frances Mathews, sixty-eight years old, was found frozen in a snowdrift, a short distance from her home at Interlaken.

William La Forest Rogers, father of William F. Rogers, advertising manager of the Boston Transcript and chairman of the advertising bureau of the American Newspaper Publishers Association, died at Brattleboro, Vt. M. Mr. Rogers spent most of his life in lumbering. He was born at Brownsville, February 25, 1846. For ten years he was division superintendent for the American Newspaper Paper Company in the Moosehead section. There are five surviving children, fifteen grandchildren and one great-grandchild.

DEATH TAKES FATHER OF WILLIS EVANS.

Miss Mathews, former editor and publisher of the Havana, N. Y., Journal, had been missing from her home since Monday. It is believed the woman was stricken with a fit of insanity.

According to the New York Evening World, "The body of Miss Frances Mathews, sixty-eight years old, was found frozen in a snowdrift, a short distance from her home at Interlaken."

Other Obituary Notes.

NESTOR MONTOYA, for fifteen years president of the New Mexico State Press Association, and representative in congress from that state, died Sunday in Washington, while preparing to go to the house office building. His death, caused by apoplexy, came as a shock to his friends, for he had supposedly been in the best of health. Mr. Montoya had published La Banderita, an American Spanish-language newspaper. He was serving his first term in congress, and was retired from the page forty-three of his wife, She was sixty-two.

WILLIS EVANS, for years associated in newspaper work with the Pendell publications in Peoria, Ill., and until recently secretary of the Peoria Association of Commerce died yesterday at his home in Peoria. Mr. Evans had been in ill health for about six months.

JOSPEH RALBE, 71 years old, well-known contributor to the American Hebrew, a weekly publication, died Tuesday in New York. He had been a correspondent for the American Hebrew, a weekly publication, for many years.

RICHARD HINES, JR., 66 years old, formerly city editor of the Richmond Dispatch, is now city editor of the Richmond Register, and later managing editor of the Mobile, Ala., Item, died at Mobile recently. He was a resident of Memphis, Tenn., and a generation ago was a well-known newspaper correspondent and sports writer.

The New York Evening Journal has the largest circulation of any newspaper in America.

The New York Evening Journal has the largest circulation of any newspaper in America.

The Syracuse Post-Standard is the big, powerful result-producing medium of Central and Northern New York.

The Syracuse Post-Standard

The Sunday Star, 78% third Newspaper 48% second Newspaper 27% third Newspaper.

For six months ending Jan. 1, 1923,

Four million-sixty-two thousand-four hundred thousand.

For six months ending Jan. 1, 1923,

Four million-sixty-two thousand-four hundred thousand.

For six months ending Jan. 1, 1923,

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For six months ending Jan. 1, 1923,

Four million-sixty-two thousand-four hundred thousand.

For six months ending Jan. 1, 1923,

Four million-sixty-two thousand-four hundred thousand.

For six months ending Jan. 1, 1923,
THE DAY-WARHEIT
America's FOREMOST Jewish Daily
Reaches the cream of purchasing power of the Jewish element in America.
Essentially a home paper—written for and read by every member of the family.

THE DAY-WARHEIT
“The National Jewish Daily.”

BOSTON LINEAGE
EVIDENCES N.E. PROSPERITY.

Every paper scored gain in advertising volume in 1922 — new accounts in great number ready for 1923, Boston Post executive declares.

“A short time ago it was said that "good times are just around the corner." They have arrived in Boston and the business outlook in the Hub and throughout New England is very encouraging," says A. H. Marchant, publicity director of the Boston Post. "Not because I say so, but because all the facts and figures point that way.

STORES HAVE BANNER YEAR.
"In all Boston all records for new building construction were broken in 1922 and the boom will continue to a greater degree in 1923. The big department and women’s specialty stores just closed their banner year and Boston shows a larger per cent of increase in this class of business than the other large population centers of the country. This is a very accurate indication of the upward swing in trade. Savings deposits in Massachusetts banks also show a marked increase, which is a sure barometer of returning prosperity.

NEWSPAPERS SHOW GAINS.
"Every newspaper in Boston showed gains in advertising for 1922. The

LARGEST MORNING CIRCULATION in the Nation's Capital
THE WASHINGTON POST
DAILY to SUNDAY 8c
Member A.B.C.
Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

Montreal La Presse
thoroughly and completely covers the interests of the French speaking cities of the world. Sixty-five per cent of the 700,000 persons in the city French speaking and reading, the newspaper which covers this class comprehensively supplies a wonderful market to the foreign advertiser.

W. M. MORTON CO., Representatives New York Chicago Tribune Building, Chicago, Tribune Building, New York, 128 Bay Street

TOPEKA CAPITAL
The only Kansas Daily with a general Kansas circulation
Dominates its field in circulation, all classes of advertising, news, pres-

THE JEWISH MORNING JOURNAL
A Newspaper Published for the Home. Member A.B.C.

Department Staff
Mr. Samuel Block, Editor.

TOPEKA, KANSAS

TOPEKA CAPITAL
The only Kansas Daily with a general Kansas circulation

Domination of its field in circulation as well as all classes of advertising, news, pres-
Largest in the World!

Made the Largest Advertising Gain in the World, 1922 over 1921

3,493,854 Lines

All other Los Angeles Evening Papers made large losses

Covers Los Angeles Completely
155 out of every 200 homes in Los Angeles and vicinity get THE EVENING HERALD

The highest point of Saturation reached by any daily newspaper in Western America

LARGEST DAILY CIRCULATION in the Entire West

Representatives:
H. W. MOLONEY, 604 Times Bldg., NEW YORK.
G. LOGAN PAYNE CO., 401 Tower Bldg., 6 N. Michigan Ave., CHICAGO
A. J. NORRIS HILL, 710 Hearst Bldg., SAN FRANCISCO
Katisha’s Shoulder Blade

One of the beautiful consolations of statistics—the bible of business—is that they may be “split” in so many ways that anybody and everybody may receive “a little something” therefrom.

It was upon the perfection of her shoulder blade, you remember, that Katisha based her claim to being the most beautiful woman in Japan.

Katisha’s shoulder blade—a newspaper’s leadership in prune advertising—a golden day of supremacy for him who is the “dub” of his class the remaining 364—these are some of the comforts of “split statistics.”

But they who survive the tests of brutal totality, proving year in and year out leadership by all the standards that apply to their line—they indeed are entitled to the rewards of premiership that they receive. Of such is the kingdom of the successful.

For many years—and to-day—all authoritative yearly statistics of daily newspaper advertising prove

THE CHICAGO DAILY NEWS

FIRST in Chicago
NEW YORK PUBLISHERS IN TWIN MEETINGS.

TOO MUCH TEXT IN DAILIES, PALMER WARNS EDITORS.

ADVERTISING HAS NOT GAINED IN PROPORTION, NEW YORK STATE PUBLISHERS LEARN—FRANK E. GANNETT IS CHOSEN NEW PRESIDENT AT ALBANY MEETING.

Editors and publishers who attended the annual meeting of the New York State Publishers Association at the Ten Eyck Hotel, Albany, this week received a warning from Lincoln B. Palmer, general manager of the American Newspaper Publishers Association, that increases in the amount of reading matter in newspapers, as shown by the 1922 totals and thus far continued into 1923, were not justified by the advertising carried.

The new president announced the appointment of the following committees: Legislative, C. D. Osborne, Auburn Citizen, chairman; Wallace Odell, Tarrytown News and Gardiner Kinporting and Recorder, Membership, E. D. Corson, Lockport Union-Sun and Journal, chairman; John W. Baker, Ithaca Journal-News and Thomas J. Blain, Port Chester Item, and a new committee to co-operate to deal with the problems of the publisher in relation to other matters. Mr. Palmer said Mr. John F. Rolfe, Corning Leader is chairman, and T. D. Woods, Dunkirk Observer and A. C. Deuel, Niagara Falls Gazette, associate members.

Dr. James A. Hamilton, secretary of the state, gave a talk on the ethics of the newspaper profession. He prefaced his remarks by saying that at one time he was employed on a newspaper and learned that it required hard work, loyalty and the inviolability of confidence.

"A newspaper should carefully and jealously guard its readers because they are his best friends," said Dr. Hamilton.

"If it is subjected through false and misleading advertisements cause you to desert you, your business reputation is gone; and, as surely as night follows day, your readership and deceitful advertisers will lose interest in your publication and withdraw their support.

"There is no more potent agency today for prosperity than the press. The press can do much in promoting domestic tranquility by supporting law and order and by inspiring the youth with a proper appreciation of American citizenship. With our literate population much larger, there has grown with it a greater degree or interest in public affairs.

"Reading, whether from newspapers, magazines or books has become an essential feature of American life. Knowledge is power more surely to-day than ever before in the history of our country. As the electorate increases in intelligence, better government results. With universal suffrage, a more progressive spirit is in the air, and human rights, as well as voter's rights, are given public consideration."

The press should be an open forum for the discussion of topics of economic and political import, and as the suppression of public opinion has led to the downfall of nations, the press must afford the means of legitimate expression."

STATE SECRETARY CHosen.

Wallace Odell announced that the executive committee of the New York Press Association at a meeting Tuesday afternoon had selected J. W. Shaw of Elmira as its field secretary and that he would undertake an intensive campaign to recruit the membership to 300. He said the association had selected Buffalo as the sum-

(Continued on Twenty-ninth Page)

NEW YORK HERALD AND SUN APPOINTS AD MANAGER.

Edwin A. Suphin, for the last three years national advertising manager of the New York Herald and the

PUBLISHERS PLAN CONVENTIONS IN APRIL.

OFFICERS AND DIRECTORS OF AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION AND ASSOCIATED PRESS ALREADY PREPARING FOR ANNUAL SESSIONS IN NEW YORK.

Plans for the annual conventions of the American Newspaper Publishers Association and the Associated Press were discussed this week at meetings in New York of the officers and directors.

The Associated Press board met at its headquarters at 51 Chambers street, and the A.N.P.A. meeting was held at the offices of the Boston Globe, the New York Times, and the New York World-Telegram.

Journey to New York.


STUART PERRY PRESIDES.

In the absence of Frank B. Noyes of the Washington Star, president of the Associated Press, Stuart H. Perry, publisher of the Adrian, Mich., Telegraph and president, presided at the A.P.'s quarterly session.

Other officers and directors at the meeting were: Clark Howell, Atlanta Constitution; George Hopkins Clark, Hartford Courant; Colonel Alexander Rook, Pittsburgh Dispatch; W. L. McLean, Philadelphia Bulletin; Herschel V. Jones, Minneapolis Journal; F. T. Lenon, Topka State Journal; W. H. Cowles, Spokane Spokesman-Review; Daniel D. Moorman, Orleans Times-Picayune; E. Lansig Ray, St. Louis Globe, and the following from the New York World; Melville E. Stone, counselor; Frederick Royaltt, treasurer; Jackson S. Elliott, general superintendent and Kent Cooper, assistant general manager.

The next director's meeting will be held in April, preceding the annual convention.

BALTIMORE TIMES IS PLACED IN RECEIVER'S HANDS.

Receivers were appointed for the new Baltimore Times, a tabloid paper, in the circuit court at Baltimore this week. The appointment followed the failure of the Baltimore News Times, which was purchased by an "interested" stockholder.

It is understood that with the announcement of the purchase of the Baltimore News Times, the bankruptcies were bought up by the United States court.

Judge Henry Duffy signed papers in this instance, following the Baltimore News Times, the principal stock holder of the Times.

TROUTMAN BUYS WEEKLY.

L. A. Troutman, formerly of Sioux Falls, S. D., has purchased the Howard S. D. Messenger. He plans to install modern equipment.

NEW BUSINESS MANAGER FOR PENSACOLA JOURNAL.

Joseph E. Browne, formerly advertising manager of the Worcester, Mass., Post, has been appointed business manager of the Pensacola, Fla., Journal, according to an announcement made by Mr. Browne.

Mr. Browne is a native and former newspaper man of Florida. He is the son of Judge Jefferson Browne of the Florida Supreme Court.

(Continued on Thirty-first Page)
Philadelphia,
third largest city in America,
is breaking building records

22,588 building operations with a total cost of $114,881,040 were begun during 1922 in Philadelphia, according to the annual report of the Bureau of Building Inspection.

Of this sum, $49,273,320 was for 9,651 dwellings, and $5,000,000 for apartments—almost fifty per cent of the total spent for real family homes in “the city of homes.”

In addition, the city of Philadelphia is spending millions of dollars for sewer construction, highway betterments, subway and elevated transit and other improvements.

With this great addition to its buildings, and with every indication pointing to continuation of the construction programme, Philadelphia offers greater opportunities than ever before to manufacturers of all kinds of goods.

Dominate Philadelphia
Create maximum impression at one cost by concentrating in the newspaper “nearly everybody” reads—
The Bulletin

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in America.

Net paid daily average circulation for 1922—493,240 copies a day.
Not a Miracle
But an Accomplishment
Fort Wayne Journal Gazette, Exclusive, Morning and Sunday

Year 1922 ............... 9,470,668 Agate Lines
Year 1921 ............... 8,822,520 Agate Lines
Gain over 1921 ........... 648,148 Agate Lines

These figures include local, national and classified advertising.

It is doubtful if any paper in America in a city of 100,000 has such a record.

The FORT WAYNE JOURNAL GAZETTE is an Exclusive Morning Paper in a field all its own and sells its space, placing at the forefront of its arguments the fact that it is a Morning Newspaper with a distinctively loyal following whose readers buy nationally-advertised goods displayed in its columns.

There is a reason for this unparalleled record!

Ask Our National Representatives Why?

The Journal Gazette Co., of Fort Wayne, Ind.

L. G. Ellingham, President
A. Schaefer, Advertising Director

National Advertising Representatives

Chas. H. Eddy Co.

Chicago  New York  Boston

PUBLISHERS BACK BILL TO PUT LEGAL ADVERTISING ON BUSINESS BASIS.

United support is being lent by the New York State Publishers Association, the New York Associated Dailies and the New York Press Association to the bill to the bill introduced in Albany by Senator Caleb H. Baumes of Newburgh relative to rates for publication of session laws, summonses, etc. The bill provides for a minimum rate of six cents per line for the first insertion and four cents a line for following insertions, or eighty-four and fifty-six cents per folio respectively.

From this minimum, the rate is graduated so that all newspapers of more than 5,000 circulation are paid a rate proportionate to their excess of circulation over that amount.

Frederick H. Keefe, general manager of the Newburgh News and secretary of the joint legal rate committee of the publishers' association of New York and newly elected president of the New York Associated Dailies, calls attention to the fact that Senator Baume's bill is no sense aimed at a reduction of the rate, as was erroneously stated in an earlier article.

WISCONSIN DAILY NOW TAKES FULL A.P. SERVICE.

The Wausau Daily Record-Herald, of which J. L. Sturtevant is editor and publisher, this week added the full leased wire service of the Associated Press. The merger gives the readers in the city, the adjoining counties and the entire central portion of Wisconsin.

ONTARIO DAILIES MERGED BY WILLIAM J. TAYLOR.

The Chatham, Ont., Daily News and the Chatham Planet have been consolidated by W. J. Taylor, who also owns the Woodstock, Ont., Daily Sentinel Review. The editor in the city one paper, known as the Daily News, incorporated with the Chatham Planet.

A. E. Woodward was previously owner of the News, and Sidney Stephenson of the Planet.

Mr. Taylor is well known in Canadian journalism and in addition to operating the newspapers mentioned also publishes the Rod and Gun, a national sporting man's magazine. He is a past president of the Canadian Press Association.

SOUTHERN PAPER SOLD.

The Moulton, Ala., Advertiser has been sold to Fred Field. The paper has been handed down from generation to generation in the White family, and is relinquished by Robert White, son of the late Jourd White.

RADIO CANNOT RIVAL THE NEWSPAPER.

PATRONS OF WIRELESS MUST ADJUST THEMSELVES TO ITS TIME, CHESTER LORD ASSERTS—COUNTRY NEEDS GOOD EDITORS AS NEVER BEFORE.

The radio will not supplant the national daily or tabloid newspapers, said Chester S. Lord, formerly for many years managing editor of the New York Journal, in an answer to a question at the close of an address at the Y.M.C.A. Brooklyn, Monday, on journalism as a profession. Mr. Lord said that the radio requires its patrons to adapt themselves to its time, instead of adapting itself to their time, as the newspaper does.

Mr. Lord, who was managing editor of the Sun under the late Charles A. Dana, eulogized Dana as one of the greatest editors that this country ever had. Speaking of journalism as a career today, however, he said that there was more opportunity for a young man in the small towns than in the greater cities, especially New York.

"There are between 7,000 and 7,500 newspaper men now actively engaged in the work in New York City," Mr. Lord said. "Unfortunately, not all of them are to be editor-in-chief, and they must to a large extent write under direction. But in a village the correspondent is the editor. The editor generally owns the sheet, and may write the articles and editorials himself. The editor in the village is one of its most influential citizens.

"Never have I seen such opportunities for newspaper editors as at present. Moreover, the honest editor is needed now as never before."

The country needs good editors, Mr. Lord said, because of the influence of the newspapers in the present problems, political, social, intellectual, artistic, and moral.

"To summarize briefly," he said, "the newspaper of today is a better product than the newspaper of a few years ago. The newspaper man is settling down to a strong and substantial basis."

ONTARIO DAILIES MERGED
The New York Times

From "A Study of The New York Times," by John F. Sweeney,
The Sweeney & James Co., Advertising Agents, Cleveland, Ohio.

The New York Times has for years led all New York newspapers in volume of advertising. In 1922 The Times published 24,142,222 agate lines of advertising, a gain over 1921 of 2,489,609 lines and an excess over the next New York newspaper of 6,898,132 lines.

Twenty-Six Years' Record of Advertising

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<td>1921</td>
<td>21,652,613</td>
</tr>
<tr>
<td>1904</td>
<td>5,228,480</td>
<td>1913</td>
<td>9,327,300</td>
<td>1922</td>
<td>24,142,222</td>
</tr>
</tbody>
</table>

The confidence which readers feel in the dependability of the news columns of The New York Times is reflected in the advertising columns and in the great purchasing power of its readers, producing results to advertisers which frequently are remarkable. Many profitable businesses have been built up, efficient selling organizations formed, merchandise of every description sold in large volumes through The Times.

Announcements of merchandise frequently appear in The Times to the exclusion of all other newspapers, at least in the eastern United States. Advertisements of companies specializing in the construction of large buildings, announcements of gas engines, machinery, hardware and other lines, heretofore advertised almost exclusively in trade periodicals, now appear in The New York Times with increasing frequency.

Total Advertising Distribution of New York Newspapers in 1922

<table>
<thead>
<tr>
<th>Individual Newspapers</th>
<th>Morning and Evening</th>
</tr>
</thead>
<tbody>
<tr>
<td>TIMES 15%</td>
<td>TEN EVENING PAPERS 50.3%</td>
</tr>
<tr>
<td>ALL OTHERS 55%</td>
<td>SEVEN MORNING PAPERS 49.7%</td>
</tr>
<tr>
<td>POST 27%</td>
<td></td>
</tr>
<tr>
<td>TELEGRAM 4.5%</td>
<td></td>
</tr>
<tr>
<td>SUN 60%</td>
<td></td>
</tr>
<tr>
<td>STANDARD UNION 48%</td>
<td></td>
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<tr>
<td>GLOBE 4.6%</td>
<td></td>
</tr>
<tr>
<td>WORLD M (MORNING) 10.7%</td>
<td></td>
</tr>
<tr>
<td>TRIBUNE 5.4%</td>
<td></td>
</tr>
<tr>
<td>AMERICAN 7.0%</td>
<td></td>
</tr>
<tr>
<td>JOURNAL 75%</td>
<td></td>
</tr>
</tbody>
</table>
FOREIGN WRITERS HOSTS TO LORD BURNHAM.
TELLS THEM THEY ARE THE LICENSED INTERPRETERS WHO TRANSLATE AMERICAN CONDUCT AND CHARACTER FOR COMMON UNDERSTANDING OF REST OF THE WORLD.

"Nothing could be more agreeable to me than to be entertained in America by my colleagues of the newspaper press engaged as correspondents in this mighty land of an omnipotent press engaged as correspondents in this mighty land of an omnipotent power that recognizes," Lord Burnham, proprietor of the London News, said.

"I recollect that when Lord Riddell, proprietor of the London News of the World, was asked whether he was a 'blood peer,' and he answered that if that meant the same as a 'blood peer,' then he was a blood peer. Then further on in the interview he was asked what he got for his paper, and his reply was that he had a dollar a month and he said he preferred not to say anything.

"We, as journalists, are the only ones who can bring the world into live in peace and harmony with what is new in the newspapers, the nationalism upon the world, and in my case as an Englishman the nearest to ourselves in the things that count most in the currency of moral values. You are here to make the best of things as they are and to make them better than they are if you can.

"Half the animosities of the world arise from our always showing the worse side of our characters to one another. Life is not only the battle but the practice of life are more potent than the brutalities in the long run, and the courtesy of the press is increasing, both at home and abroad.

"Able editors no longer pride them themselves on being horse-whipped again, and most correspondents are not out for trouble but for conciliation. It is curious that while we travel at such speed and in such comfort we should still be in so unheeded a state of international ignorance one of another, even in the central parts of civilization.

"In a book which will have a permanent place in English literature, in England and throughout the United States, The Life and Letters of Walter Hines Page, who loved my country no less than he loved his country, there is a striking lesson as a parable. In the first year of the Great War, writing of this very war, he said that love for England and the United States was in his heart just as "George Washington." It serves me many a good turn with my English friends. I use it as a measure of their ignorance of us. There is the other side to the charge sheet, but I admit the soft impeachment, and it is just that ignorance which you have the high and responsible duty of dissipating and blotting out, now and always, each for his own."
Leads the Entire World
in Advertising Gains 1922 over 1921

Gained 3,493,854 Lines

Los Angeles Evening Express LOST 937,020 Lines
Los Angeles Evening Record LOST 1,268,120 Lines

THE EVENING HERALD covers the field completely. It is read by 155 out of every 200 families in Los Angeles and vicinity.

Dominate this busy territory by concentrating your advertising in the EVENING HERALD

LARGEST DAILY CIRCULATION in the Entire West

Representatives:
H. W. MOLONEY, 604 Times Bldg., NEW YORK.
G. LOGAN PAYNE CO., 401 Tower Bldg., 6 N. Michigan Ave., CHICAGO
A.J.NORRISHILL, 710 Hearst Bldg., SAN FRANCISCO
PUBLISHERS CAN SOLVE SHORTAGE OF PRINTERS.

SCHOOLS SUPPORTED BY THE PRINTING AND PUBLISHING INDUSTRY ONLY SOLUTION OF LABOR SHORTAGE, ROSS KELLOGG DECLARES—TELLS OF STUDENTS' WORK.

Schools of printing supported by the printing and publishing industry on the state or section of the country which they serve, he said, are the only solution of the present labor shortage according to Ross W. Kellogg, director of the Empire State School of Printing at Ithaca, who addressed the Northern New York Press Association at its morning session last Saturday at the Hotel Woodruff. Mr. Kellogg's address seemed to touch a responsive chord and he was kept busy for nearly half an hour answering questions regarding the organization of the school, the training furnished and the availability of graduates.

The Empire State School of Printing was started in May by the New York State Publishers Association, the organization of upstate daily newspapers. The publishers of the state contributed $20,000 to the school fund last year. Of this $12,000 was spent on equipment and the remainder was used for operating expenses. Students at the school pay thirty dollars monthly and the balance of the cost of instruction is made up from the fund contributed by the publishers.

Mr. Kellogg explained that the school gives six months' intensive training in hand composition, stone work, plates press work, and the operation and mechanism. Asked how well qualified a boy is for a position after six months he replied: "All we claim is that he is as good as two years apprenticeship training in a newspaper composing room or commercial printing plant. It is my personal opinion that graduates are as good as many men who are drawing the wages of journeymen printers."

The demand for instruction is so great that the New York State Printers Association at a recent meeting in Syracuse authorized the committee on education to expand the school and immediately to double the school's capacity. When this will be done the Empire State School of Printing will place 100 young men a year in the industry.

As evidence of what is being accomplished at the school, Mr. Kellogg showed many samples of work done by students. Pictures of the school in operation also proved of great interest to the members of the Northern New York Press Association. The editing department assured Mr. Kellogg of their wholehearted co-operation in the effort which is being made at Ithaca to develop and maintain a more responsible and more responsible type of workman that is now obtained through the apprenticeship system.

EDITOR THREATENED BY KLAN.

Ed LeRoy, editor of the Marinette, Wis., Eagle-Star and former assemblyman, has received a letter, purporting to come from the Ku Klux Klan, in which it was threatened with a "coat of tar and feathers if he persists in publishing editorial in opposition to the klan."

Mr. LeRoy said that, although he treats the matter lightly, he does believe a local order of the klan has been organized in Marinette.

FRIENDLY TALKS TO JUNIOR ADVERTISING MEMBERS ON FRANKLIN.

Edwin S. Friendly, business manager of the New York Herald and the Sun, addressed the junior members of the Advertising Club at luncheon Tuesday, January 16 at the Advertising Club, 47 East 25th street.

Being an admirer of Benjamin Franklin, called by many the first advertising man of America, he pointed out that the high lights of Franklin's career for advertising men to study were the craft of his salesmanship and his effectiveness in persuasion. He spoke on how Franklin never wrote to achieve an artistic triumph, never practiced "fine" writing but wrote to achieve a definite object, to persuade others and in the simplest language. He further pointed out that in 1785 Benjamin Franklin invented the Franklin stove and by a widely distributed pamphlet described its fuel economies and other advantages. In 1753 he had already sold the American public the lightning rod through advertising methods.

Mr. Friendly quoted several of Benjamin Franklin's well-known slogans calling particular attention to the following three, which he thought applicable to advertising and advertising salesmen:

"Plough deep while sluggards sleep." "Little strokes fell great oaks." "Remember that Time is Money."

He said that many businesses have become successful because their founders applied the slogan, "Plough deep while sluggards sleep" and also that one of the most salient points of an advertising campaign was, "Little strokes fell great oaks." He suggested that the slogan "Remember that Time is Money" could well be kept in mind when an advertising salesman was discussing his problem with a space buyer or advertiser.

He told them that there was an opportunity for the top for everyone and cited a few cases where men like James Simpson, the new head of Marshall Field & Co., the late Frank S. Turnbull, president Rogers Peet Co., and F. Edson White, the new president of Armour & Co., started at the bottom and by learning all parts

Baker suggests schools teach news reading.

FORMER SECRETARY OF WAR OFFERS IDEA MORE THAN ONCE RECOMMENDED BY THE FOURTH ESTATE—ONE FEATURE OF HIS SPEECH CAUSES CRITICISM.

The assertion by Newton D. Baker, former secretary of war, in an address on the Northshore in Cleveland that news is bound to be colored, brought forth a sharp retort from the Cleveland Times and Commercial in its editorial columns. The newspaper reminded the statesman that the days of personal journalism have gone and that the daily of newspapers for unbiased news.

Mr. Baker, however, redeemed himself when he brought out the fact that the printed word depends on the newspapers and magazines for information on current affairs. The former war secretary applied the slogan that there is an establishment in the public schools courses on "How to Read Newspapers." This is a suggestion that has been offered by The Fourth Estate on several occasions.

The paper said that the children should be educated to read what they see in the public print with a keen ability to discriminate between fact and opinion.

Replying to the aspersions which crept into Mr. Baker's talk, the Times and Commercial said:

"As a rule, the old-time personal journalism is sucked down. The desire of mingling facts and opinion in news columns is properly out of date. Important events and news stories are to give news facts.

The editorial columns are for comment on the opinion of the writers. Though there are, unfortunately, some publications, including some of the papers, that still persist in coloring their news and publishing biased reports to agree with their policies, there are others that recognize their responsibility to their readers and are honest enough to publish news without any attempt whatsoever to color or distort the facts to gain circulation or to advance the policies for which they stand."

PUBLICITY MAN DWELLS ON VALUE OF ADVERTISING.

C. W. Towne, publicity director for the Montefiori Power Company, and P. L. Wills, secretary-mananger of the Butte Chamber of Commerce, were the principal speakers at the annual dinner and business meeting of the Idaho Advertising Club recently, at which advertising, industrial surveys and public exhibits were discussed by the speakers.

Mr. Towne cited many instances of the slogan "helping towns by town," and the nation-wide publicity which this has brought to these towns and cities.

Mr. Wills dwelled upon the valuable results obtained by California through advertising. He classed the importance of personal visits of that state as almost hypnotic.
By These Facts You Can Pick Your Indianapolis Newspaper

When you buy space you buy circulation

News is the largest daily circulation in Indiana, and among the largest three-cent evening circulations in America. The per cent coverage is very high, reaching as it does practically every worth while family in Indianapolis. More than 95% of The News' circulation is home delivered. It is universally acknowledged that The News commands a reader interest second to no other paper.

You want to know proved power of results

Year after year The Indianapolis News has carried practically the same volume of advertising—local, foreign, and classified—as both other Indianapolis papers combined (6 against 13 issues a week), after rejecting millions of lines of available copy. This could not be unless The News delivered results. Your proof of results is in the successful experience of the many advertisers who have used The News exclusively or as the preferred medium for so many years. The dominance of The News in volume of advertising carried proves the value of its columns in results.

You buy, too, the prestige of the medium

For fifty-three years The News has been a great newspaper. Always it has ranked editorially with the greatest American newspapers. It commands a reader loyalty and a reader confidence born of its half century of keeping faith with its readers. The editorial and advertising columns of The News are clean. The News rejects annually from 500,000 to more than a million lines of advertising which are available, and which usually run in other Indianapolis papers.

You want to know Local advertisers know all local advertisers' opinions about a newspaper. Their endorsement is a clear guide to the value of a medium. Indianapolis department stores use more space in The News (6 issues a week) than in both other Indianapolis papers (13 issues a week). In practically every other classification The News leads both other papers combined. It leads in Classified.

The merchandising department of The News has accurate data on every successful selling and advertising campaign in the Indianapolis Radius in the last five years. This information is available to interested advertisers and agencies. The specific data The News has collected on this great Indianapolis Market will help you plan your campaign for the greatest results at the lowest cost. Make use of the service of the merchandising department.

The Indianapolis News

Chicago Office
J. E. LUTZ
Tower Building

FRANK T. CARROLL
Advertising Manager

New York Office
C. A. CARROLL
150 Nassau Street

Write for your copy of the 1923 Indianapolis Radius Book.
NUTMEG EDITORS
AGAIN ELECT
FREEMAN.

ASSOCIATION GOES ON RECORD
TO PRESENT BILL TO THE
LEGISLATURE PROVIDING
FOR PUBLICATION OF ALL
PUBLIC NOTICES IN LOCAL
NEWSPAPERS.

O. S. Freeman of the Watertown News was re-elected president of the Connecticut Editorial Association at the annual meeting held in Bridgeport last Saturday. In his annual address President Freeman advocated an "open your mail" campaign. He said that editors are the greatest slackers in the world in this particular matter. The association went on record to protest against the leakage of all notices in the local papers. George C. Woodruff of the Litchfield Enquirer was chairman of the nominating committee with Everett G. Hill of Hartford and A. S. Barnes of the Bristol Press. They brought in the following slate which was unanimously accepted:

President, O. S. Freeman, breaking the record in length of term of office in the association.

Secretary and treasurer, Everett G. Hill of Hartford.


Windham, A. W. Eddy, Danielson Transmitter.

Carl Prescott of Tarrytown, president of the New York Press Association and vice-president of the N.E.A., told about the work in New York State.

"We are going to the legislature," he said, "and try to get the law changed on the legal and political advertisements. They should be display "ads" not only for the benefit of the newspapers, but this is an age of head-line readers and most of the notices in small type are overlooked.

He advised the country editors to go to Hartford and get some such bill through their legislature.

Another class of people who do not advertise as they should, according to Prescott, are the church papers. They should have large "ads" in every paper, he thinks, because that is the best way of finding out what they are doing, and they should not be given entirely free space although some of them expect it.

Prescott is in charge of the program for the national convention of the editors in Buffalo next July and is planning an extensive program with many interesting side trips.

"RUN"—Releases safety permitting operation of press.

"SAFE"—Stops press quickly and locks all other stations.

"INCREASE"—Press increases to desired printing speed.

"DECREASE"—Press slows down as required.

"INCH"—Press moves forward slowly, stopping as soon as button is released.

The New York Times thinks so as evidenced by their order for four 80 H.P. equipments for their new Super Speed Presses, and so does the New York Daily News, Chicago Tribune, Kansas City Star, Seattle Times, who have just placed repeat orders, and many other of the leading newspapers who are satisfied users of the Cline System.

SENATE TO PROBE
PULPWOOD TIMBER
DESTRUCTION.

HARRISON MEASURE CALLING
FOR INVESTIGATION BY
SENATE COMMITTEE IS
PASSED—MISSISSIPPI SENATOR
TELLS OF GREAT WASTE
IN FOREST LANDS.

Impressed with the necessity for a definite policy of timber conservation in the United States, the senate has passed a resolution introduced by Senator Pat Harrison, of Mississippi, directing the appointment of a committee of five senators to investigate the timber problem, with a view to developing a real conservation plan by the Government.

Discussing the situation, Senator Harrison placed in the gravest possible light the problem brought on by the annual cutting down of 5,000,000 acres of forest land in the United States, and 6,000,000 acres within the same period of time.

Of the estimated 500,000,000 acres of forest lands in the United States, 70 per cent of it has already been logged, Senator Harrison said. Moreover, 24 per cent of it today contains only 20 per cent of the growth, while 29 per cent has been stripped clean, and 17 1/2 per cent, or an aggregate of 81,000,000 acres "has been stripped of its merchantable timber; burned over, and is lying practically idle, being known as unproductive land."

Absence of a proper policy, Senator Harrison declared, has resulted in the loss of billions of dollars to users of timber, news print paper and all wood materials.

"There is no better time than today for congress to begin a thorough investigation and study of the many questions involved in this great problem," said Senator Harrison as advocating his resolution, "and to recommend a comprehensive and broad and national economic policy of reforestation and reforestation so that the national Government can co-operate with the states and those states which forests are located can enact uniform laws as far as the condition of timber will warrant, toward conserving the timber we have and making greater problem possible in the future."

The committee provided by the resolution will be appointed by the vice-president. It is expected that the committee will begin its investigations and studies immediately following the end of the present session of congress, with a view to presenting its plans for the formulation of a national policy when congress meets next December, in the event there occurs no special session in the interim, which is regarded as extremely improbable.

PACIFIC COAST AD BODY
MERGE WITH A. A. C. W.

Members of the Pacific Coast Advertising Association and the Associated Advertising Clubs of the World was announced at a recent meeting of the Seattle Ad Club by Don Francisco of Los Angeles, vice-president of the Associated Advertising Clubs of the World.

Preliminary steps providing for the merger were taken at a meeting of the board of directors of the Pacific Coast organization held in Portland. The merger will be ratified at the convention of the Pacific Coast Advertising Clubs Association to be held in Spokane next June.

Women engaged in advertising work will hereafter be entitled to membership in the Seattle Ad Club. A resolution to that effect was passed.
THE NORTH AMERICAN
Philadelphia

Announces the appointment of

JOHN B. WOODWARD
TIMES BUILDING, NEW YORK CITY

As Its Eastern Advertising Representative

Representing:

The CHICAGO DAILY NEWS
The BOSTON GLOBE
The BALTIMORE SUN
The CLEVELAND PLAIN DEALER
The MINNEAPOLIS TRIBUNE

Associated with Mr. Woodward
will be
MR. KURTZ WILSON
and
MR. P. J. SERAPHINE
for many years with the Eastern office of
THE NORTH AMERICAN

THE NORTH AMERICAN
Philadelphia

The Oldest Daily Newspaper in America
Founded by BENJAMIN FRANKLIN
The Fourth Estate January 27, 1923

EXTRA FOR FIGHT FANS AS THEY LEAVE ARENA.

ROCHESTER JOURNAL ON SALE AT DOORS WITH COMPLETE DETAILS FOUR MINUTES AFTER BOUT ENDED—RESULT WAS IMMEDIATE JUMP IN PAPER'S CIRCULATION.

By H. Armand de Masi
Special Correspondent of The Fourth Estate.

Sport fans of Rochester and vicinity had the surprise of their lives January 15, when witnessing the Herman-Brown fight, they found newspapers with thousands of copies of an extra edition of the Rochester Journal, containing a full account of the match, awaiting them. They are still talking about it in Rochester.

The fight was over at 11:20 p.m. Four minutes later the Rochester Journal's extra was on sale outside the doors of Convention Hall, and throughout the downtown section of Rochester.

Never before in the history of Rochester journalism did any newspaper in that city get out an extra of that kind and with such lightning-like rapidity. And none of the other newspapers of Rochester—two evening and two morning—even competed with the Journal's extra. It stood alone.

As a result, the circulation of Rochester's "baby" newspaper jumped from 20,008 on the Saturday preceding, to 24,012 on that Monday.

That many of those who bought the Journal's extra Monday night were likely to become permanent readers of that newspaper is indicated by the fact that on the day after the fight—Tuesday—23,537 copies were sold.

It is interesting, in passing, to review briefly the little history of those first forty-eight months of the Rochester Journal's existence. It is a veritable romance of modern journalism.

The Rochester Journal, established on Monday, September 11, last, is an outgrowth—or perhaps more properly speaking an extension—of the Rochester Sunday American, established by Mr. Hearst on June 25, 1922, a little more than six months ago.

The entire building, plant and quarters of the Rochester American were prepared in the record time of twenty-three days. The previous record was in the neighborhood of sixty days.

On Sunday, June 25, the Rochester American appeared—a typical first newspaper, although, naturally, lacking the finish that it now possesses. At first the paper was sold in connection with, and as part of the New York American, because of the fact that this newspaper did not have the facilities for printing the colored comic and American magazine sections, as well as the editorial, city life and certain other sections, which were supplied by the New York American.

Now everything but the colored comic and American magazine sections of the Rochester American is printed in Rochester, the color work being done by the Boston Sunday Advertiser, also a Hearst newspaper.

The first publisher of the Rochester American was Shirley Oplius, who was succeeded as a traveling representative of the Hearst syndicates to organize the paper. Later he was succeeded by E. C. Rogers, present manager, and formerly of the Washington Times.

Harry Gray, formerly night editor of the New York American, and previous to that for sixteen years connected with the Chicago and San Francisco Hearst newspapers, was sent to Rochester as managing editor, and he still on the job, producing a paper that "every day, in every way," rivals its New York and other bigger brothers—and in some instances excels them, in my opinion.

FOUR-YEAR JOURNALISM COURSE ADOPTED.

The college of commerce and journalism at Ohio State University, Columbus, will be reorganized into a four-year course, instead of two years as at present, the board of trustees decided at their meeting over the week-end. Approval was given to the new plan, as suggested by the administrative council, comprising the deans of the various colleges.

Action was taken, it is said, in order to centralize the courses under one head. At present, students who wish to take up commerce and journalism must complete two years of work in the arts college, and then be transferred. Under the proposed plan, they will take essentially the same work, but under the supervision of the commerce and journalism dean.

McKittrick's Directory of Advertisers, their Advertising Managers and Advertising Agent: for 1923 is Now Ready for Delivery.

108 Fulton Street NEW YORK

CANADIAN PAPER CELEBRATES ANNIVERSARY BY GIVING EMPLOYEES BONUS.

The Ottawa, Ont., Evening Citizen, recently marked its twenty-fifth anniversary as the property of the Southam Brothers, from a congratulatory letter signed by W. M. & H. S. Southam was delivered to every member of the staff. The letter announced the depositing to the credit of all members of the staff a bonus of one week's pay, and contained appreciation of the loyal and efficient service heretofore rendered to the paper by the staff in all departments.

A feature of the Citizen payroll is the depositing of the staff's salary in banks, a method in fostering thrift has been amply proven in the last six months by thousands of bank accounts some of the boys are sporting these days.

COLLIN ARMSTRONG HEADS WESTCHESTER CHAMBER OF COMMERCE.

Collin Armstrong, chairman of the newspaper committee of the American Association of Advertising Agencies, and until recently with William T. McMillan, Inc., New York, has been elected director for three years of the Westchester County Chamber of Commerce, of which organization he is president.

DRY VIOLATION EXPOSURE IS FOLLOWED BY FINE.

The Boston Herald's publication of a story about the serving of whiskey in baby bottles at the recent dinner of the New England Road Builders' Association, the Ireta Sum, at Boston, resulted this week in a fine of $500 for the treasurer of the association, Joseph A. Tomsello, who was charged with transporting thirty-five quarts of hoity "more or less," according to the complaint, to the banquet hall.

Charles Drury, day city editor of the Herald and a reporter testified at the hearing recently held by Commissioner O'Neil of the Road Builders' case, the "dry" answers of City Commissioner were received as admissions convulsing the court room with laughter.

ADVERTISING CLUB SELECTS MARCH 13-17 FOR SALES WEEK.

A community sales week, sponsored by the Advertising Club of Great Falls, Mont., the week of March 13 to 17, in conjunction with the annual automobile show, has been decided upon by members of the club. A. H. Jester, president, was chosen as head of the general committee which will plan the affair. Other members of the committee appointed were R. W. Mathias, C. A. McKinney and Fred Ferris.

Five other members were chosen as chairmen of sub-committees, each having the power to select their own assistants. F. U. Arthur was appointed chairman of the advertising committee; W. C. Beauregard, entertainment committee; L. W. Wendt of the advertising committee; W. W. Huntsburger of the finance committee, and C. T. Gregg as chairman of the general committee.

Chairmen of all the committees were instructed to devise plans for the show to be reported upon at the next meeting of the club, at which time a definite program will be arranged.

AUTO AD MANAGERS MEET.

The advertising managers of automobile companies, who are members of the National Automobile Chamber of Commerce, will meet January 29 and 30 at Chicago.
AN EXTRAORDINARY RECORD

During the eight months ending January 1, 1923, this syndicate accomplished one of the most remarkable achievements in the newspaper syndicate field. Although in business less than a year, today we can offer fifty features by some of the best writers and artists available, and are doing business with almost every newspaper using live, up-to-the-minute material.

WIRE OR WRITE

C-V NEWSPAPER SERVICE

BORDEN BUILDING

NEW YORK CITY
BURNHAM FAVORS ANGLO AMERICAN PRESS JUNTA.

IN ADDRESS BEFORE A. P. DIRECTORS HE SUMMONS EDITORIAL MINDS TO COUNCIL ON QUESTIONS OF COMMON INTEREST AND MUTUAL BENEFIT.

As a man of wide understanding and cosmopolitan faith, Lord Burnham put into his address a potency of logic and an urbanity of diction that were compelling. He obviously felt that he could have no more appropriate audience than the members of the executive committee of the Press Association when he paid tribute as the greatest news agency in the world.

Lord Burnham, who sailed Wednesday for Jamaica to address the Imperial Press Conference, will spend two or three days in the United States on his way home. His five days in New York on his outgoing journey were crowded with engagements, and upon four occasions he delivered addresses. All of these were widely different and admirably suited to his varying audiences, but each expressed a readiness for Anglo-American co-operation that is one of Lord Burnham's consuming interests.

The distinguished visitor was honored at a dinner Friday of last week by the Association of Foreign Press correspondents, an account of which appears elsewhere in this issue. On Saturday he was the guest of the English Speaking Union. The executive officers of the International Press Congress of the World entertained him Monday at the Hardware Club, at which the speakers, in addition to the British publisher, were Frank P. Glass of the St. Louis Star and Melville E. Stone, counsel for the Associated Press. Mr. Martin's dinner was held at the University Club.

Tuesday he was the guest of honor at a luncheon given by the Pilgrims Society at the Bankers Club, at which Charles A. DeWitt, president, presided.

At Mr. Martin's luncheon, the guests included the directors of the Associated Press from various cities who came on for the quarterly meeting of the organization this week and a number of New York editors.

"Since I arrived in New York I have received much hospitality," Lord Burnham said.

"The other night as I sat in my father's chair at the office of the Daily Telegraph in Fleet Street they brought me an editorial proof on which I read that 'above all we must be careful not to incur American hospitality.' I found that 'hostility' was the word intended. Not wicked devil but the printer's devil led him astray. American hospitality requires...

(Continued on Twenty-Sixth Page.)
Is your composing room a composing room or an "assembling" room? Are your compositors half compositors and half errand-boys? How much walking around, how much going to get something, how much fetching and carrying is there in your "assembling" room?

Think of the absurdity of a full grown man walking 25 feet to get a line of a certain 18-point type and walking 25 feet to bring it back, and of somebody else taking the same journey the next day to put that line of type back in its case.

Multiply this by several times and you have composition as it exists in many plants today. It is not composition at all—it is "assembling."

Straight-line production is as profitable in a newspaper or job plant as in any industrial plant, and the only way to get straight-line production of combination text and display matter is on a Text-and-Display Linotype.

An operator may sit in his chair and bring down several sizes of different kinds of type just as they are marked on the copy, from small text to full 36 point—in an uninterrupted, continuous, straight-line stream—all in one galley, ready for the make-up man—no walking at all. Every minute is productive time, and there is no distribution tomorrow.

Whether you have a country office or a big city plant there is a Text-and-Display Linotype to meet your needs—Models 21, 22 or 24.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N.Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO
YEAR IN LABOR AS PRESSMEN’S HEAD INTERPRETS IT.

NEGOTIATIONS MARKED BY DESIRE OF BOTH SIDES TO BE HELPFUL — FIVE-YEAR CONTRACT WITH A.N.P.A. IS INDICATION THAT RELATIONS WILL CONTINUE CORDIAL.

By George L. Berry.
President, the International Printing Pressmen and Assistants’ Union of North America.

The genuine achievement of the year 1922 as between the newspaper publishers of America and the International Printing Pressmen and Assistants’ Union of North America, was the genuine spirit of helpfulness displayed in meeting the problems that are constantly arising in the production of newspapers, and a statement is ventured that never before have we come so near making the spirit of helpfulness exclusive as was the case in 1922.

VALUE IN DIFFICULTY.

With but one incidentally the relationship between the publishers and the pressmen has been exemplary. The responsibility of the one incident can hardly be placed upon the shoulders of the publishers—but even this incident has had its value, I feel quite sure, to both sides.

In the main the experience of this office has been that the publishers, both in the United States and Canada, have manifested a desire to adjust existing differences upon the basis of fact, and I do not believe it is saying too much to hold that the pressmen’s attitude has been of the same nature. We are desirous that this condition continue uninterrupted.

NEW ARBITRATION CONTRACT.

The friendliness and purpose to contribute our efforts in overcoming the adversities of the business by a mutually endeavoring to solve them in a practical way, is best testified to in the fact that the publishers, printing Pressmen and Assistants’ Union of North America and the American Newspaper Publishers Association have agreed and have formally signed a new international arbitration contract to cover a period of five years.

The moral effect of this agreement cannot be under-estimated. It is a notice to all who may be interested that the publishers of newspapers and the men engaged in the printing department thereof, propose to in a civilized and practical manner meet the issues of the day and keep in operation the newspaper presses of America, upon which both sides depend, to a very large degree, for their compensation and prosperity.

CORDIAL IF NOT PERFECT.

It is too much to expect that our relationship shall be perfect. The truculence of the publishers acts as a check upon the pressmen—and vice versa. The accomplishment of this end all have agreed to pursue such a course.

HOME OF DEVILS LAKE JOURNAL.

PUBLISHER PURCHASES BLOCK NAMED FOR NEWSPAPER—PREPARES FOR GROWTH.

M. H. Graham, publisher of the Devils Lake, N. D., Journal, has purchased the Journal Building at Kelley avenue and Third street, in which the Journal has been housed since the building was erected in 1911.

The building is of brick and of modern structure, 25 by 80 feet, and is located on a corner lot 25 by 125 feet, thus permitting a 45-foot addition in the rear, which the Journal will use for expansion of business.

Already Mr. Graham has contemplated many changes in the interior of the building and carpenters have been at work the last few days on some of these changes, made necessary by the contemplated purchase of new, modern machinery for job and newspaper work. The price paid for the building is about $20,000.

In purchasing the building, Mr. Graham says that he foresees a great future for the city and is making preparations for that future that he desires to acquire a business property which is closely allied to the name of his newspaper.

PRESTON GOES TO BUFFALO EXPRESS—FERGER SUCCEEDS HIM ON CINCINNATI PAPER.

George W. Preston, for four and one-half years advertising director of the Cincinnati Enquirer, will Monday assume the duties of advertising director of the Buffalo Express. His place on the Enquirer has been taken by Roger H. Ferger, who has been in charge of rotagraph and classified advertising for the Enquirer. Mr. Ferger was at one time with Ferger & Silva Company, Cincinnati advertising agency.

VIGILANCE HEAD MISSING.

A general search of hospitals and hotels is being made for William P. Green, director of the work of the National Vigilance Committee of the Associated Advertising Clubs of the World, unaccounted for since Monday midnight.

Mr. Green was ill, complaining of pains in his head, but he went to business Monday, and appeared to be much better, his so-called friends said.

CANADIAN PAPERS ENLARGED.

The St. John, N. B., Daily Telegraph and Evening Times, which are under the same ownership, have been enlarged to eight columns a page. The Telegraph remaining at two cents and the Times at one cent. The Times is the only one-cent newspaper in the maritime provinces.

GRAND FORKS PAPER TO BE PUT ON BLOCK.

The building of the Grand Forks, N. D., American newspaper will be sold at a sheriff’s sale on February 20 to satisfy a judgment of $25,598. Interests of a number of creditors are in the hands of Ole Knutson and T. O. Haroklson, trustees.
The First Three Weeks of 1923

witnessed the keen attention of the entire newspaper world focused on INTERNATIONAL NEWS SERVICE because of its remarkable succession of vital news beats.

A RECORD NEVER EQUALED

In the history of news gathering institutions, there never was such a conspicuous achievement in any similar period of time. The excellence of a news report is judged not by its sporadic scoops, but by its consistent, day in and day out performance. ANY news agency can score a scoop some time. What amazes newspaper publishers everywhere is that EVERY DAY for the last three weeks I.N.S. has scored heavily on all the important news. It is by this consistent performance that I.N.S. today leads the field.

From the Ruhr to Mer Rouge

International News Service scooped all opposition services on ALL the important developments in the two stories that command first pages everywhere—the French invasion of the Ruhr and the investigation of Ku Klux in Louisiana.

From the moment France declared Germany in default until her occupation of the Ruhr was complete, Weyer in Essen and Mason in Paris beat all other correspondents with the first true news of the invasion:

Hutchinson, covering the Ku Klux trial at Bastrop received the congratulations of scores of I.N.S. clients for his astonishing exclusive stories. I.N.S. conspicuous news beats included these important stories.

FIRST with announcement of French Invasion of the Ruhr.
AHEAD with flash from Paris that Reparations Commission voted Germany in default.
SCOOPED all opposition on text of Roland Boyden’s statement before Reparations Commission.
EXCLUSIVE story that Bernhardt is bankrupt despite all the money she earned in her career.
TEN minutes ahead with announcement President Harding recalled troops from the Rhine.
ONLY news service to give General Allen, commander of American forces in Germany, news of recall.
AHEAD with discovery of Communist plot in Paris, and arrest of several ring leaders.
COMPLETE beat on death of former King Constantine of Greece.
FIRST with Premier Poincaré’s speech before Chamber defending French invasion of Ruhr.
BEAT opposition services with British Cabinet’s announcement to keep British troops on the Rhine.
COPYRIGHTED exclusive interview with Thyssen, German magnate, who declared French invasion meant ruin of both France and Germany.
SCOOPED other news agencies on appointment of Crissinger to head of Federal Reserve Board.
EXCLUSIVE interview with Evans, Imperial Wizard of Ku Klux Klan, on Mer Rouge expose.

“AHEAD with news of execution of Irish Irregulars.
EXCLUSIVE story of sensational attempt to rob the Honolulu treasury of seven millions.
AN HOUR ahead with flash that insurgent forces had driven allied forces out of Memel.
FIRST with refusal of German industrial magnates to obey French.
FIRST with news of their arrest, and general strike that followed.
EXCLUSIVE interview with William Jennings Bryan on “three years of prohibition.”
FIRST with news of death of Wally Reid.
SCOOP on identification of “hooded band” at Mer Rouge.
AHEAD with story of strike riot at Harrison, Ark.
AHEAD with acquittal of five miners for “Herrin massacre.”
BEAT by forty-five minutes on story of murder of girl dancer at San Diego.
IMPORTANT exclusive story from White House that “not a dollar owing to the United States by foreign nations would be cancelled.”
FIRST with announcement that Italy and Belgium had asked Great Britain to intervene in Ruhr situation.
TWO HOURS ahead with startling story that refugees from Asia Minor were dying at rate of thousand a day in Athens.

“Get it First—but FIRST Get it RIGHT”

This slogan, ringing incessantly in the ears of every I.N.S. reporter, expressed the spirit that brought the news first and right to American newspapers from every corner of the world. It is responsible for all the gigantic news beats and thrilling exclusive stories which within the last three weeks have established a record never equaled by a news gathering institution.

INTERNATIONAL NEWS SERVICE
M. KOENIGSBERG, President
241 West 58th Street, New York
Lord Burnham's Summons to Journalism.

If the world ever starts to look for a single physical entity to act as a sort of plenipotentiary in contriving to bring about a millennium of international good feeling, it can do no better than ring the bell of Lord Burnham, lately preceptor of the London Daily Telegraph, whose departure from New York left the Wilson administration a bit uneasy to hold foreign business. The circumscription of events may prove to be a contest or premiums, but the publisher will fall short of a full report on this promising development. Newsprint is still destined to carry its ordinary world-wide calls on British film producers to enter the field and contest this American commercial prestige.

An INDEX OF THE WORLD'S GREATEST BUSINESS.

For the twenty-ninth consecutive year, the Annual Review Number of The Fourth Estate has been prepared and is issued as a part of this number. It stands out more than ever this year as a work of intimate and intellectual value to students of both journalism and advertising developments and events for the twelve months. It is carefully listed and arranged under some eighty divisional headings to simplify the reader's use of the review.

Facts and ideas—the tools and the inspiration of journalism everywhere—overflow the columns of the Annual Review Section. Even the most effective editor may have the half its value if the publisher does not tell the story of the improvements that have gone into it and tell it in a place where the greatest interest in that improvement.

The Annual Review will be particularly prolific of ideas for him to use in his daily tasks. No better evidence of the increasing efficiency of our schools of journalism could be found even as a part of the other twelve months as the world is making itself heard.
PURPLE PERSONAL.

A. J. Schinner, sports editor of the Milwaukee Wisconsin News and Sun-
day Telegram, was recently elected chairman of the state boxing com-
misision.

J. L. Starrett, editor and pub-
lisher of the Tifton (Ga.) Record-Herald left this week for a
trip to the South.

Mrs. Z. J. Deming, editor and pro-
ponent of the Warren, Ohio, Trib-
eine, is spending ten days in New
York.

E. F. Henderson of the Indianapolis
staff, and John T. Milar, formerly of the Chicago Tribune, as-
signed to the Washington Post, are
reporting the 73rd session of the In-
dian General Assembly for the In-
diana members of the Associated
Press.

W. C. Geers, formerly editor of the
Tishomingo, Okla., Johnston County
Democrat, was appointed secretary
of the Oklahoma Associated Press.

E. M. Alexander, assistant publisher
of the New York Journal, has returned
from a vacation at Pinehurst, N.C.

Clifford Carberry, managing editor
of the New York Times, is spending a
few weeks in Florida.

T. F. McPherson, general manager
of the Perry Lloyd Jones Newspapers,
returns from a vacation in New York,
where he was present at the death of
Charles B. Hays, editor and proprie-
tor of the Brooklyn Daily Eagle, which
he is now managing editor.

The annual election of officers
recently resulted in a victory for
Harold P. Jarvis of Buffalo as presi-
dent, and Robert J. Horgan, known as the
"father of newspaper illustrating" and the
"father of newspaper half-tones," is now with the Powers' photo-engraving enter-
prises.

The New York State Legislative
Correspondents' Association will give a
dinner at the Ten Eyck hotel, Albany, February 8 in honor of
Senator F. H. Dodds, chairman of the
Joint Committee on Appropriations, and
capital correspondent of the Brooklyn Daily Eagle, which
he is now managing editor.

Mr. Peattie's second venture into
the life of leisure will give a
dinner at the Ten Eyck hotel, Albany, February 12 in honor of
Joseph J. Early, who is now with the
Times and has been with the Times
for twenty years.

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for twenty years.
The Fourth Estate

January 27, 1923

INTRODUCING

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NEWSPAPER FEATURE SERVICE

241 W. 58th st., NEW YORK CITY

GEORGE ROTHWELL BROWN
MAKES BIG HIT IN COLUMN WASHINGTON POST.

A Breakfast Dish Served Daily is the latest "peppy" innovation in the Washington Post, where it appears first column, first page, each morning.

The scope of the column is as wide as extended as the happenings of the day, and they are set forth in the popular language of the reading portions of the Post. Brown has always been known for his style and his humor, both of which are still evident in his new column.

The column has been a great success, and has rapidly grown in popularity.

NUTMEG EDITORS AGAIN ELECT FREEMAN.

(Continued from Tenth Page)

WASHINGTON POST.

"A Breakfast Dish Served Daily" is the latest "peppy" innovation in the Washington Post, where it appears first column, first page, each morning.

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The column has been a great success, and has rapidly grown in popularity.

The legislative committee, headed by Fred Lyon of Milford, was instructed to draw up and present a bill authorizing an appropriation for publication of public notices in local papers.

The editors and their wives attended a six o'clock dinner at the Stratford Hotel.

George Waldo, editor of the Post and Telegram, welcomed the visitors to Bridgeport and expressed his appreciation of the cooperation of the newspaper service with which an editor cannot publicize at least, claim allegiance, nor business Bridgeport and Sommer, nevertheless very glad to have you come to see us. But to newspaper Bridgeport, he added, you are bounded on the south by Long Island Sound, on the west by the Harbor, on the north by the New York and on the east by the Milford Citizen.

"No matter what you do, nor how you cut up," he told them, "the papers will all say that you are the best ever.

Mr. Hill of Hartford, the newly elected secretary of the association, responded to Waldo's welcome. He declared that the "Fifty Famous Features" were not as many city daily papers represented in the association as there should be.

"But all the papers are not daily newspapers and the papers of the state are represented," he declared. He said that above all the thing that the association stands for fraternity among newspaper men and help them on all matters of papers, dailies, weeklies, monthlies.

Lynn W. Wilson, editor of the Bridgeport Times, spoke upon the keen competition in the newspaper game of today, took an oral swing at the Bridgeport Waterbury Herald, and then went on to discuss the matters over with the Herald and weekly newspapers. He wished he had had his support just one time when he was running for congress.

Mr. Wilson was followed by Miss Shirley Putnam, of the Greenwich Press, who gave some illuminating explanations of how she is able to really operate an independent weekly, the Greenwich Press. Wallace Odell, president of the National Editorial Association, and editor of the Tariff-town News, spoke.

George Woodruff of the Litchfield Enquirer followed. He related in minute detail the enjoyments of the Montana trip taken by many newspaper people through the mountains.

He cited the vast resources of Montana that he has seen there. The state that has never had a flag other than the good old Stars and Stripes, he said, is worth a trip. He wished he had had his support just one time when he was running for congress.

The Bridgeport newspaper men and women present were invited to join the association and a recess was declared while their names were taken.

Besides those in attendance in the afternoon there were several others present who were interested in the proceedings. Mrs. Everett G. Hill of Hartford, Mrs. Fred Lyon of Milford, R. H. Mathewson of the Conn. Alumni and Bill Steinkel of Newark, N. J.

FAIRCHILD FEATURES WILL BE DISTRIBUTED THROUGH METROPOLITAN SERVICE.

The Metropolitan Newspaper Service and the Fairchild News Service have reached an agreement by which all the Fairchild features will in the future be distributed by Metropolitan Service.

This arrangement means the retirement from the feature field of the Fairchilds as far as distribution is concerned, and marks another milestone in the progress of the Elser syndicate. All the daily news services, daily, weekly and special reviews and articles on business and fashion, and other Fairchild writers, will be prepared as usual for the Fairchild publications, and the syndication of the features to newspapers will be carried out through the Metropolitan Service.

This is the second syndicate to be taken over by the Metropolitan within the last six months. Last year the New Era Features Service was absorbed. All contacts of the Fairchild service, and artists and writers with the New Era became the property of the Metropolitan service.

While the new agreement is by no means complete as the former one, the one now in force having only the distribution rights, it is nevertheless a tribute to the enterprise of the Metropolitan Service, and Maximilian Elser, its manager, that they have been chosen by Fairchilds. E. F. Tate, sales manager of the Fairchild Service, has been assigned other duties in the organization.

WIRE NEWS

FOR EVENING AND SUNDAY NEWSPAPERS

INTERNATIONAL NEWS SERVICE 21 Spruce Street, NEW YORK

INTERNATIONAL NEWSPAPER COMPANY

A club has been formed by Owen Shepherd, publisher of the International Paper Company, known as the Quarter-Century Society. As its name suggests, it is to be composed of such officers and employees as have been in the continuous service of the Paper Company since its formation twenty-five years ago.

The twelve five year members have incorporated under the New York Law, giving as their purpose the promotion of good fellowship and co-operation among the members and loyalty to the company with which they have seen such long association.


The officers of the society are: President, G. F. Underwood; vice-presidents, C. W. Lyman and Owen Shepherd; secretary, E. J. A. Hussey; treasurer, G. E. Smith.
**THE FOURTH ESTATE**

**SIR CHARLES RETURNING WITH WILSON-LAWRENSON.**


At a dinner given on January 18 by the Thirty Club of London in honor of Mr. Wilson-Lawrenson, Sir Charles proposed the health of the guest of honor saying that the United States had much to teach the advertising men of Great Britain.

Mr. Wilson-Lawrenson in reply said that America accepted the invitation to hold the 1924 annual convention in London it must be convinced that they could find the publicity interests of Britain were the government and the whole of the manufacturing and trading interests.

**CHANGE IN REPRESENTATION.**

Philadelphia North American from George A. McDevitt Company to John B. Woodward, Eastern. Woodward & Kelly have represented the North American in the West since June, 1921.

The New York offices of John B. Woodward will shortly be removed to the new Bowery Savings Bank Building, 110 East Forty-second street.

**THORNLEY BECOMES MEMBER OF N. W. AYER AGENCY.**

N. W. Ayer & Son have admitted George H. Thornley to partnership in the agency. Mr. Thornley joined the organization in 1907. He served in every department of the business and for the last four years has been in charge of new business. He will continue his present duties, making his headquarters at the home office of the firm in Philadelphia.

The other members of the Ayer & Son firm are: F. Wayland Ayer, Jarvis W. Wood, W. W. Fry, William M. Armistead, James M. Mathes, and Adam Kessler, Jr. There are at present about 500 employees.

**REORGANIZATION OF FORT WAYNE NEWS-SENTINEL.**

Arthur K. Remmel, city editor and Miss Martha Branning, auditor, have been elected directors of the News Publishing Company, publisher of the Fort Wayne, Ind., News-Sentinel, succeeding Colonel E. P. Bicknell and Miss Ruth Bicknell, who withdrew.

J. A. Greene was re-elected president of the company as were Oscar G. Feeney and general manager. Frank G. Hamilton was made vice-president to succeed Miss Bicknell, and Miss Branning was elected secretary. President Jesse A. Greene was named as chairman of the board of directors.

**INTER-STATE CIRCULATORS PLANNING FOR BALTIMORE MEETING.**

The spring meeting or semi-annual convention of the Inter-State Circulation Managers Association will be held in Baltimore, March 5. Papers on subjects of vital interest in every circulation agency are being prepared and it is planned to bring a number of prominent speakers to the convention, including President John Lynch of the International Association.

The delegates will be the guests of the Sunpapers at luncheon at the Southern Hotel in Baltimore on Tuesday, March 6.

**FEATURES**

- **Proofs, prices and sample mats with pleasure on request**
- **CAMERA NEWS PAGE** Made up of 1, 2 and 3 col. news pictures.
- **FASHION PAGE** Feder photos, attractively grouped. Copy by Barbara Winthrop.
- **CHILDREN'S PAGE** Short stories, verses, puzzles, toy-making, etc.
- **FEATURE PAGE** Two miscellaneous half-page articles, illustrations in lay-out.
- **WEEKLY HOUSE PLANS** Two and 3 col. sizes. By W. W. Purdy.
- **HANDBICRAFT IN THE HOME** Filet, embroidery, fancy work, etc. By Alice Urquhart Fewell.
- **EASY TRICKS** A daily one column feature.
- **PERTINENT PORTRAITS** Ten single column portraits, and pen sketch by Evans.
- **NOOZIE, THE SUNSHINE KID** Half and one column sizes. By Hop.
- **DAILY PUZZLES** One and two column sizes. By Walter Wellman.
- **DAILY FASHION HINTS** One or two columns. By Mabel Whitney.
- **DISTRIBUTION OF FIRST IN MARYLAND EDITIONS**
- **FORTY WINNING PLAYS IN FOOTBALL** By John J. McEwan and Major Graves.
- **TWENTY-FOUR LESSONS IN BOXING** By Spike Webb.
- **SEVENTY-TWO LESSONS IN BASEBALL** By J. B. Sheridan.
- **FORTY-EIGHT CLASSIFIED BUILDING ADS** Two and three column sizes. By T. R. Longcope.
- **THE AD-ROUTE** A daily coupon house organ. By W. S. Ball.
- **PROVIDE THE MAXIMUM SAFETY TO YOUR PRESSMEN**
- **AMERICAN TYPE FOUNDERS COMPANY**
- **THE CUTLER-HAMMER SYSTEM**
- **SAFEST IN THE WORLD**

**HUBER'S ROTogravure INKS** Are long on covering capacity

**HUBER'S Colors in use since 1780**

**J-M Huber**
Main Office
65 W. Houston Street, New York
It Pays to Huberge

**FOR PROMPT SERVICE TYPE Printers' Supplies Machinery**
In Stock for Immediate Shipping by Selling Houses Conveniently Located

**“American Type the Best in Any Case”**

**AMERICAN TYPE FOUNDERS COMPANY**

**MONTANA CORRESPONDENTS**

**AT STATE CAPITAL.**

Among the newspaper correspondents covering the Montana legislative sessions are: Leon Rocland, Associated Press; Glenn W. Moon, Associated Press Standard; Will Aiken, Billings Gazette and Missoulian; E. C. Tochill, Butte Miner; W. W. Moses, Great Falls Tribune; Guy Lafollette and J. L. Angtaman, Montana Record-Herald.

**THE INTERNATIONAL SYNDICATE**

**Baltimore**
**Maryland**
HELP WANTED

Advertising Manager Wanted
by leading newspaper in city of 35,000 in Southwest. This is really a real opportunity for man with executive ability. Must be an alert, aggressive man; plan campaigns, write attractive copy and sell it. This is a Man's job and if you are not a producer and willing to work hard, don't waste our time. A position with a newspaper with ability. State age, references and experience with application. Box 6380, care The Fourth Estate.

Classified Advertising Manager Wanted
Young man with experience, to take charge of Classified Department on leading newspaper in town of 85,000. Good opportunity for one who is assistant to manager on large city paper. State age and salary expected in first letter. Southwest American, Fort Smith, Arkansas.

EDITORS TO AID DAIRYMEN PLAN PUBLICITY DRIVE.
More than 250 editors have responded to an invitation from Milwaukee headquarters of the Wisconsin dairymen's publicity campaign that they will cooperate with the farmers in selling Badger dairy products to the world. The editors will co-operate with the farmer through their respective newspapers and by giving the committee the benefit of their views as to the best method of getting publicity, not only in the state, but over the country.

EGYPT DECREES FAIR DEAL TO JOURNALISTS AT TOMBS.
The Egyptian government, according to official reports from Cairo, while desiring to interfere with the private enterprise of the Eng. and the Earl of Carnarvon with individuals regarding visits to the district where excavations are being made in the Valley of the Kings, has insisted on strict impartiality in the facilities accorded all newspaper correspondents there. The laws.

Instructions are being given the director general of the antiquities department that all correspondents are to be allowed in the tomb now or at any future date. Also, the director general must give all reasonable information concerning the tomb or its contents to any correspondent applying to him.

PACIFIC COAST INVESTMENTS
We have a number of unusual newspaper investment opportunities on the Pacific Coast. Chances for enterprising men to become publishers in fast growing centers where living conditions and climate are ideal.

Palmer, DeWitt & Palmer
Sales & Appraisals of Newspapers
225 Fifth Avenue, New York
Business Founded 1899.

Unusual Opportunities
Daily and Weekly Newspapers, Trade Papers
HARWELL & CANNON
NEWSPAPERS AND MAGAZINE PROPERTIES
Times Building, New York
Established 1910

PACIFIC COAST NEWSPAPERS
Bought and sold by PACIFIC COST NEWSPAPER EXCHANGE
Monadnock Building, San Francisco

This adv. will appear but once

CENTRAL WEST DAILY
Productive evening and Sunday field; 6,000 A.B.C. circulation, covering trade territory population of 35,000. Gross annual return approximately $160,000. Amply equipped, 4 machines and job printing department. Available at $17,000; liberal terms. Prop. 1277X.

THE H. F. HENRICHS AGENCY
Selling Newspaper Properties
Litchfield, Ill.

For Further Information, see THE ALLIANCE PRESS
110-114 West 33rd Street, NEW YORK
### SITUATIONS WANTED

#### Some Trade Paper Needs This Man

Who is fully experienced as an editor of an industrial and stock page of one of New England’s most influential newspapers, wants a trade publication connection, preferably in New England.

He knows the New England States and their bountiful resources and is an able writer. Has corresponded for several trade papers and knows the valuable information that trade papers seek.

Will be glad to arrange interview and furnish references. Address Box 5846, care THE FOURTH ESTATE.

#### News Executive

Newspaperman, 86, married, 15 years continuous metropolitan and smaller city experience, seeks connections as managing or assistant managing editor. Eleven years managing editor one of Ohio leading morning papers. Reputation as good executive, judge of news values and trustworthy. No bad habits. Come for personal interview. A. F. Hardman, P.O. Box No 150, Findlay, Ohio.

#### Available General Manager

January 27, 1923

The Fourth Estate

Needs This Man

Some Trade Paper

Circulation Combination

Editorial man, who can qualify as publisher, managing editor or editor, wants to get in touch with the owner of a newspaper in a city of 30,000 to 100,000 inhabitants. Can furnish unusual references from several newspapers. Has worked on metropolitan as well as smaller dailies. Knows publisher’s angle. Is mature and capable. Address Box 5925, care THE FOURTH ESTATE.

#### Metropolitan Newspaper Man Seeks Executive Connection

Newspaper Business Executive seeks connection in New York City, but would consider opening in other fields.

Wide experience of over twenty years in all departments, including one of the largest metropolitan dailies.

Best of references. Inquiries confidential. Immediately available.

Address Box 5291, care THE FOURTH ESTATE.

### SITUATIONS WANTED

#### Advertising Manager-Sol

A young man nearly thirty years, who has outgrown his present position wishes to make connection with a progressive daily paper in city of 15,000. Is college graduate, practical printer, and heath worker, and will put the same energy into work as if he owned the paper. Wants $46 and will prove he is worth it in a week or ten days. Address Box 5886, care THE FOURTH ESTATE.

#### I’ll Assume the Responsibility

of getting you better newspaper and directing the news and mechanical departments to your satisfaction.

I’d like to talk it over with you personally. Address Box 5886, care THE FOURTH ESTATE.

#### Advertising Solicitor

for newspapers or farm papers, well acquainted in New York among agencies and advertisers, wants new connection February 1. Address Box 5299, care THE FOURTH ESTATE.

#### Editor Seeks Position

Newspaper editor, reporter, 31, married. Twelve years experience city, editorial, features, writer for best New York State dailies. Out of work because of newspaper merger. Wants copy desk job, or position as managing editor of live afternoon daily in small city where producer wins advertisement. Best employers’ references. Box 5885, care THE FOURTH ESTATE.

The greatest auxiliary news service in the middle west.

THE CAPITAL PRESS

Peoria, Ill.

(Established 1912.)

### CHARLES HEMSTREET

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The problem of covering the Canadian field is answered by obtaining the service of THE DOMINION PRESS CLIPPING AGENCY, which gives the clippings on all matters of interest, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.

74-78 Church Street. TORONTO, CAN.

At your service, THE IMPROVEMENT BULLETIN, THE CAPITOL PRESS CLIPPING EXCHANGE, first-class clipping service for trade papers and individuals. Write us at Minneapolis, Minn.
24 January 27, 1923

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PRESS

FOR SALE

HOE- Octuple Press
22½" COLUMN.

HOE- Sextuple Press
WITH EXTRA COLOR
21¼" COLUMN.

HOE- Sextuple Press
BLACK ONLY.

HOE- Sextuple Press
21¼" COLUMN.

HOE- 4-Deck Press
20" COLUMN.

HOE- 20 Page Press
21" COLUMN.

Potter- 3-Deck 24
Page Press
20 to 22" COLUMN.

WE ALSO HAVE A NUMBER OF GOSS
PRESSSES OF VARIOUS SIZES AVAILABLE.

LET US KNOW YOUR WANTS

WALTER SCOTT & CO.
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447 Broadway
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THE GOSS PRINTING PRESS (A)
1535 South Paulina Street
CHICAGO.

FOR SALE.

USED NEWSPAPER PRESSES

Scott Quadruple Four Deck Press
Prints four to thirty-two pages. Can be
shipped at once.

Hoe Condensed Sextuple Press
with color cylinder, two tapeless folders
and in excellent condition. Prints from
4 to 24 pages.

Hoe Double Sextuple Press
available in the near future. Can be
operated as two single Sextuple Presses
if desired. Can show press in operation
immediately.

5135 South Paulina Street
Chicago, Ill.

THE FOURTH ESTATE.

FOR SALE.

Hoe Press
For Sale

One Hoe sextuple right angle press, 15¼-inch diameter, printing
type columns 21 inches in length. Capacity up to 48 pages,
$4,000 per hour. Complete stereotype outfit and molder
machingine with press.

POST-REQUIREMENTS

THE FOURTH ESTATE.

FOR SALE: No. 85 Babcock
Optimus cylinder press, splendid
Company, Rochester, N. Y.

Trade Journal
For Sale

Trade Journal in Philadelphia,
two years old, making money.
Only trade journal in the field.
$1,000 will finance. Great
possibilities. Am too busy to
attend to things. Address Box 6065, care
THE FOURTH ESTATE.

FOR SALE: Hoe 16 page
Press with complete stereotyping
equipment

4 linotypes, Model 18
2 linotypes, Model 8
1 linotype, Model 20
1 linotype, Model 5

This and other newspaper equip-
ment was purchased in the取得
of the Norristown Times. Each piece is
in excellent condition and was used to
gout out the Times until January 1, 1923.

Will be sold for cash only.
Norristown, Pa.

SPECIAL AGENCY APPOINTED
ST. LOUIS MANAGER.

Carl A. Schulenberg, formerly head of
the St. Louis office of Alcorn &
Seymour, and before that associated
with the Gardner Agency, St. Louis,
is in charge of the new St. Louis
office in the Security Building, of
Frost, Landis & Kohn, publishers' rep-
resentatives, New York.

FOR SALE.

Hoe Newspaper Press
FOR SALE: 12-page Hoe
"Unique" Web Newspaper Press,
print 7-column papers of 16, 10 to 20 pages,
$1,000 per hour. Press at a low
price. Could be changed to take
papers 8-column wide.

Baker Sales Company, 200
Fifth Avenue, New York City.

FOR SALE: No. 85 Babcock
Optimus cylinder press, splendid
Company, Rochester, N. Y.

THE NATIONAL TYPE FOUNDRY
Bridgeport, Conn. Guaranteed
foundry type; large variety of faces.
Specimen sheets and catalog on request.
Old types taken in exchange for new.

FOR SALE.

Dexter Folder
For Sale—

One Dexter jobbing Folder, Model 100,
with Cross feeder, size of sheet 6 x 98,
with parallel 16 and 24-page attachments.
Replaced with larger machine, and can be
bought for $1,000.

National Capital Press, Wash-
ington, D. C.

FOR SALE.

R. H. HOE & CO.
504-520 Grand Street
New York, N. Y.

ROSSITER SELLS MACHINERY
TRUCKING BUSINESS.

Harry S. Rossiter, special news-
paper representative of the Lanston
Monotype Machine Company, Phila-
delphia, has disposed of his interest
in the trucking and rigging business
operated in New York City as the
John H. Muller Company, and operat-
ed by H. S. Rossiter and R. H.
Rosen.

The business was established in
1896 as a special business catering
to the handling of printers' machinery
and equipment, and was purchased
and reorganized by Mr. Rossiter and
Mr. Rosen in 1920.

Also several excellent presses of our
own make.

FOR SALE.

Goss Straight-line Sextuple with
double folder. Page length
20½ to 16 inches.

Goss High-Speed Sextuple Press
with color cylinder and
double former. Page length
$3½ inches.

Goss Straight-line Sextuple with
double folder. Page length
$3½ inches.

Goss Four-Deck Single width
Straight-line Quadruple, with
single folder. Page length $3½ inches.

Goss Four-Deck Two-Plate Wide
Press with Color Cylinder.

Goss Weekly Newspaper
Well established; 700 paid
subscribers. Field right for 100
more subscriptions in 1923.
Will sell for $1,000.

Address Box 6065, care
THE FOURTH ESTATE.

Goss Comet 8-page Flat Bed Press.

FOR SALE.

Gooss Extruded Straight-line
Sextuple Press.

Now printing the Dayton,
Ohio, News.

Goss High-Speed Sextuple Press
with color cylinder and
double former.

Goss Four-Deck Single width
Straight-line Quadruple, with
single folder.

Goss Four-Deck Two-Plate Wide
Press with Color Cylinder.

Goss Mailer.

R. H. HOE & CO.
504-520 Grand Street
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Mr. Rosen in 1920.
January 27, 1923

THE FOURTH ESTATE

BOSTON'S newest paper and fastest growing TELEGRAM
BOSTON, MASS.

Largest Evening Circulation in Metropolitan Boston

Eighth Per Cent of The WORLD'S Circulation, Morning and Evening, is in Metropolitan N. Y. A morning or an Evening paper goes into every home in all Five Boroughs and Hudson County (Jersey City, Hoboken, etc.), New Jersey.
The Sunday World goes into every third home in all Metropolitan New York, FIRST IN THE CITY FIELD

PUBLISHER'S CATTLE WIN PRIZES AT WESTERN STOCK SHOW.

John C. Shaffer, editor and owner of the Shaffer group of newspapers, was one of the principal winners at the National Western Stock show in Denver in January as well as at the American Royal, Kansas City, and many of the fairs held in the Midwest and West during the past year.
Mr. Shaffer besides being the owner of the Rocky Mountain News, Denver Evening Post, Indianapolis Star, Kansas City Daily Star and Muscine Star, is the owner of the Ken-Caryl Ranch, one of the largest and finest country estates in the West, located about twenty miles north of Denver near Littleton, Colorado.

The record made by Mr. Shaffer's herd of Hereford cattle at the Ken-Caryl ranch is even more remarkable when it is considered that cattle from this ranch have been competing in the show ring only two seasons.
The five animals shown by Mr. Shaffer's herd were of the best, and the Colorado ranch is even more remarkable when it is considered that cattle from this ranch have been competing in the show ring only two seasons.

Liberal subscription for MINNESOTA ADVERTISING CAMPAIGN.
The public will be taken into partnership in the plan to advertise Minneapolis and Minnesota. It is planned to raise $125,000 and the money will be expended by committees that have been created by the advertising program of the city and state.
The work of raising the necessary amount will be inaugurated immediately.
The committees that have been appointed to carry out the advertising program are:
Gophers Committee local co-ordination—F. S. Gold, chairman; W. A. Frable and J. C. Van Doorn.


NEWSPAPER HAS NEW HOME. The Ukiah, Cal., Republican-Press has secured a location and will install new equipment.

The Circulation of the NEW YORK EVENING MAIL

Represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

AD MEN'S LEGION POST NAMES OFFICERS; T. E. DAMM NEW COMMANDER.

At the regular annual meeting of Advertising Men's Post No. 209 of the American Legion, at Brown's Chop House, Broadway, the following officers were elected to serve during 1923:


The following members were elected to serve on the executive committee along with the new officers:


The next meeting of the post will be held on Saturday at Brown's Chop House. W. D. M. Simmona, president of the Underwood Typewriter Company will be the speaker. A. H. Deute, general sales manager of the Underwood Typewriter Company will be the speaker at the luncheon meeting on January 23.

LIBRARY ASSOCIATION BACKS FIGHT FOR COPYRIGHT RECOGNITION ABROAD.

"Make American books safe beyond the three-mile limit," was the slogan adopted by the American Library Association at their mid-winter conference held in Chicago.
In his report of the copyright meeting, now before Congress, Mr. Raney declared that "copyright is protected against piracy by a public policy of the United States, and therefore the law's protection in the United States is just as strong as the protection given in all other countries. The American copyright law is invalid beyond the three-mile limit. The purpose of the present bill is to get for our authors and to extend our own to outsiders." The bill for the association, to be completed by the time of its fifteenth anniversary in 1928, is proposed because the association has outgrown its headquarters in the Chicago public library.

THE 40 Pages Weekly NEWSPAPER WORLD

(Established 1898)
Annual U.S. Postal Subscription $5
Specimen Copy Sent Free
Address: 14 Cross Street FINSBURY, LONDON, ENGLAND

GIRL RED KILLS NEWSPAPER MAN IN PARIS AND SHOOTS SELF.

Marius Plateau, one of the officers of the royalist newspaper, L'Action Francaise, in Paris, was killed by a woman in her apartment on Wednesday, January 23, 1923. The woman, whose name is not given, a plain-looking Catholic, who entered the offices of the publication Monday and fired five reports, then turned the weapon on herself, and was taken to the hospital with a wound in her breast.

M. Plateau, besides being one of the reporters on the paper, also was a member of the King's Camelots, a band of young royalists prepared to ride to the rescue of any member of the royalist fraternity.

Mr. Plateau was thirty-six years old.

In Paris, it is said, for some time been planning a deadly raid upon the newspaper offices, but the action was not especially directed at Plateau more than at any other member of the staff. She called Saturday night at the home of Leon Daudet, editor of L'Action Francaise, pretending she had important revelations to make regarding the Anarchist party. She was asked to address the Anarchists, but refused.

NEWSPAPERS TO HAVE PLACE IN FARM WEEK.

Wisconsin newspapers will have an important part in the farmers' and homemakers' gathering at Madison during the week of January 29. The gathering will be a continuation of the annual get-together of rural Wisconsin. Prominent newspaper men from Wisconsin and other states will address the conference. Special emphasis will be placed on practical methods of covering the news in rural activities.

Frank Lovejoy of New York, an authority on farm advertising, has been secured as a speaker for the conference. He has made a reputation on farm advertising, and has been a speaker at many of the conferences.

IMPRESSIVE GIVING BOOK PUT OUT BY WISCONSIN PAPER.

A man declaring he is taking subscriptions to a magazine and giving a book put out by the Madison, Wisconsin State Journal as a premium, is working in the west, a Dr. Madir, 40 cents from a Madison woman for a subscription to a magazine which she later found obligated her for $5.20. She called the State Journal.

The State Journal does not give out premiums and has published a statement making it plain that it has no connection with any book scheme.
Space in The News is the key to a selling empire. No selling campaign in this territory is complete without it.

The Indianapolis NEWS

First in OHIO!

Frank Carroll, Advertising Manager
New York: Dan A. Carroll, 150 Nassau St.
Chicago: J. E. Lutz, The Tower Building

BURNHAM FAVORS ANGLO-AMERICAN CONSORTIUM.

(Continued from Fourteenth Page)

How many the papers of the world may be I don't know, but I do know that in Great Britain thenumber of newspapers and periodicals sold in one year is about seven thousand millions. We are responsible among us for many of the influences which form the opinion and determine the conduct of the rest of the world.

Two friends of mine went not long ago into a revivalist meeting and a well-meaning member of the congregation came up to them and asked 'Are you saved?' 'No,' they answered. 'We are journalists.'

Whether we like it or not we are responsible for a large part of the life of the world. If by any coincidence you could assemble in one room the directors and editors of the world's newspapers, and they were to agree—which I grant you is almost inconceivable—to proclaim peace, the politicians would declare war to declare for war, war there assuredly would be.

Some five years ago in London I had the great pleasure of taking the chair at a dinner to Mr. Melville Bruce, the grand old one among the men of the world. He has stood always for veracity and accuracy in the collection of news, and what counts in journalism is the handling of the news. Mr. Bruce about Donald, one of our able editors who may be known to you, said 'Give me the news columns to manipulate, and I will give you all the editorials that you want.' Therefore, to my mind, the thing of most importance is not always to follow is to keep the hand of the politician and the financier off our news columns. Let news speak for itself. Great is Truth, and in the long run it will get home.

PUBLIC JUDGES NEWS.

We all believe in publishing the news and letting the public judge. It has its dangers and its opinion. I believe everything in this life is a balance of evils, and I believe emerald is a diamond, and truth the suggestion of falsehood. You may recollect a story of Delane, the famous editor, for forty years, of the London Times.

'He heard, at one of the fashionable houses at which he was always a welcome guest, some piece of news which was believed to be a profound secret.' said a fellow-guest. 'What are you going to do with it?' said Delane, 'Tell it.' 'Tell it?' said the other, 'Of course,' replied Delane. 'What else should I do with it?' One contrasts that with the memorable rebuke of Washington at the Philadelphia convention to a delegate who had лечения paper. 'Please get it out there,' he said, 'I must entreat gentlemen to be more careful lest our movements get into the newspapers and disturb the public repose by premature speculations.'

'It is a curious thing that in America the greatest example that the world has ever known of making a constitution should have been completed and consummated in a silence that was not violated by any careless months, whilst in Europe when newspaper correspondents have been kicked out of universities or palaces, wherever conferences have been held, no secret has been kept of what was any body's interest to reveal.'

The indiscretions of the newspaper press are nothing to the indiscretions of diplomacy, and the latter are always calculated indiscretions, generally intended to do as much harm as possible. It is to be feared also that the newspaper people understand more or less the value of publicity, whereas the statesmen is often enough dealing with a half-known medium.

We are proud to think that the President of the United States was a professional journalist and editor. That was a political factor that could be deployed in a newspaper office better, perhaps, than in any other center of human interest.

GREATER FACTOR FOR PROGRESS.

'My late friend and teacher, Lord Bryce, whose name, I believe, receives an equal meed of reverence and affection from our British and United Press representatives in New York, Chicago, San Francisco and mutual benefit.' We have had, greatly to our advantage, two Imperial Press Conferences, the first presided over by my father in 1909 in London, and the second under my chairmanship at Ottawa in 1920, but such conferences are but partial and incomplete if they do not include American and American publications. Every year, with what a Canadian financier termed 'a voracity that will not be satisfied,' the United States is devouring more news and more newspapers than any other country.

FOR GOOD OF WORLD.

'As in other things, your issues from the offices of our newspapers are far greater in the aggregate than ours, and your publishers are infinitely greater in number. In coming together, either on the side of the lycanthropic or the other, we might be of considerable usefulness and value on the sharing out principle, not only to ourselves but I believe, by our harmonious cooperation, for the good of the world at large.'

CONFERENCE FAVORED.

'More than a year ago I ventured to suggest a British-American Press Conference, and I am glad to know that the proposal was well received. Last summer an invitation reached me in London from the American publishers to organize a representation to New York next April. Unfortunately this was found to be impossible, but in the season of the year and the exigencies of the time, but time and season may, under proper arrangement, make it possible. The spirit is right and is ripe for a friendly and fraternal conference of the newspaper men of the whole of the English speaking world, and I hope that it may not be far removed from us.'

The Boston American

It's the Buying Power Represented in Circulation That Counts.

PITTSBURG LEADER

Readers of this Paper are the Big Wage Earners

National Representatives:
STORY, BROOKS & FINLEY
New York, Phila., Chicago, San Francisco & Los Angeles

It's showing two gratifying results of its three-cent price:
It has the Largest Circulation in New England at that price.
It is taking on a Higher Grade of Advertising every month.
QUALITY AND QUANTITY Go Hand in Hand.

The Boston American

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It is taking on a Higher Grade of Advertising every month.
QUALITY AND QUANTITY Go Hand in Hand.
The Cincinnati Community

**CINCINNATI ENQUIRER**

Is the MEDIUM YOU SHOULD USE in this UNPARALLELED MARKET.

**F. A. KLEIN**

The Enquirer Building, 644 Fort DeRussy Bank Bldg., Chicago

New Jersey's Famous Manufacturing City

**PATERSON PRESS**

In Its Big GUARDIAN Newspaper

G. LOGAN PAYNE COMPANY

Chicago, St. Louis, Detroit, Los Angeles

PAYNE, BURNS & SMITH

New York and Boston

Company, at Chicago for the last eight years.

H. L. Harris, recently with Frank Seaman agency, New York, has joined the Edwin Bird Wilson agency, Chicago, as vice-president in charge of production.

Wesley A. Gilman has been appointed to the office of N. W. Ayer & Son at Boston, to succeed Louis Seaber, now with the New York office of the agency.

Thomas A. Bagen, vice-president of the Arthur M. Crumrine Company, Columbus, Ohio, is now in charge of the New York office of that agency.

The Ferry-Hanly Advertising Company has appointed Don Watts account executive in the New Orleans office of the agency. He was associated with the Gardiner & Wells Company, New York.


Addison F. Vars has become general manager of the E. P. Remington Advertising Agency, Buffalo, in charge of production. E. K. Emerson, formerly advertising and promotion manager of the Consumers' Service Station, Rochester, has been added to the staff of the Remington agency.

Irvin F. Paschall, until recently vice-president of the J. Roland Kay Company, Chicago, has established his own business at Chicago, as advertising manager. Mr. Paschall was associated with Verree & Conklin, special representatives, New York.

Hugh L. Wood, recently advertising manager of the Hess & Culbertson Jewelry Co., St. Louis, has been appointed to a similar position by John T. Milliken & Co. of that city. He was at one time connected with the Ross-Gould Company, St. Louis.

Walter Hanlon, vice-president of the Junior Advertising Club of New York, has left the New York Herald and returned to his old position with the True Story Magazine and Metropolitan Magazine as solicitor.

William G. Stanton has been made advertising manager of the Central Cigar Advertising Company, New York. He was formerly with the International Cigar Company in a similar capacity.

William Campbell has invited the members of the Rochester, N. Y., Advertising Club to attend an actual demonstration of the "Telephone Exchange in Operation," before the Rotary Club on February 13.

**Boston Globe**

First

During 1922 the total number of lines of Department Store advertising printed in Boston papers having Daily and Sunday editions was

**GLOBE . . 3,457,099**

Second paper **2,916,732**

Write Advertising Manager, Boston Globe, for information about the Boston territory.

**The Globe Should Be First on Your Boston List**
The special features of the
BUFFALO TIMES
have made it the most popular newspaper in Western New York.

NORMAN E. MACK, Proprietor
VERREE & CONKLIN, Inc.
Special Foreign Representatives
New York, Detroit, Chicago, San Francisco

NEWS LEAGUE OF OHIO
DAYTON NEWS
SPRINGFIELD NEWS
The papers with the big circulations and commanding prestige.

I. A. KLEIN, Foreign Representative
444 West Grand Blvd., Chicago

IN THE AD FIELD.
ADVERTISING ACCOUNTS NOW BEING PLACED BY THE AGENCIES.

AYER, 308 Chestnut, Phila.—Placing
advertising for Congress Gin Co. (La Falina gin), Phila.

BIOW, 116 W. 33d, N. Y.—Secured
account of J. Buleva Co. (wrist watches and man and strap watches for men), N. Y.

BRANDT, Tribune, Chicago.—Secured
account of Pushman Bros., (Oriental rugs), Chicago.


CALKINS & HOLDEN, N. Y.—Handling
advertising in East for Washburn-Crosby Co. (Gold Medal flour). MacMARTIN, Minneapolis, will place some of the company's advertising.

FRANK, 116 W. 32d, N. Y.—Secured
account of J. Buleva Co. (wrist watches for women and strap watches for men), N. Y.

HILL-WINSTEN, 25 W. 44th, N. Y.—Placing advertisement for Bernhard Ulmann Co. (Bear Brand yarn, Bucilla cottons & Glossillarope), N. Y.

INGOLDSBY, Los Angeles—Handling
advertising for American Cyanamid Co. (Aero Brand Calcium Cyanide, products used to combat ground squirrels in orchards and farms), N. Y.

KASTOR, Lytton, Chicago—Placing
advertising for Max Schwarz (La Primadora cigars & La Priminette little cigars), N. Y.

KAY, 161 E. Erie, Chicago.—Placing
advertising for Max Schwartz (La Primadora cigars & La Priminette little cigars), N. Y.

KING, Newman, Cleveland.—Placing
advertising for Maxwell House Preparations (coffee), N. Y.

KOTTER, 97 Oliver, Boston.—Placing
advertising for Allen Spake's Sons Co. (New England distributors Oak Motor Oil), Cambridge, Mass. Metropolitan newspapers are being used.

FRANK, 332 S. LaSalle, Chicago.—Placing
advertising for Brand Brewing & Co. (food specialties), Newspapers will be used starting in Middle West in few weeks with page copy in metropolitan newspapers.

FRANK, 14 Stone, N. Y.—Handling
advertising for Swiss Federal Railway.

FRANK, 332 S. LaSalle, Chicago.—Placing
1923 advertising for Gillman Motors, N. Y.

GRANDIN-DORRANCE-SULLIVAN, Chicago.—Placing advertising for Brand New in Metropolis for the entire Northwest.


KAYSER, 1123 Broadway, N. Y.—Preparing

KAY, 161 E. Erie, Chicago.—Placing
advertising for Maxwell House Preparations (coffee), N. Y.

KING, Newman, Cleveland.—Preparing
advertising for Maxwell House Preparations (coffee), N. Y.

LAWRENCE, 25 W. 44th, N. Y.—Placing
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January 27, 1923

THE FOURTH ESTATE

DOMINATE
BRIDGEPORT

98 per cent of the circulation of The Telegram and Post is concentrated within 13 miles of City Hall. You can completely cover this great industrial market with one newspaper cost through the

TELEGRAM and POST

The only A.B.C. Newspapers in
Branford, Conn.

Cover NEW HAMPSHIRE with the
MANCHESTER
UNION & LEADER

Guaranteed Over 25,000
JULIUS MATHEWS, Special Rep.
BOSTON NEW YORK CHICAGO

KEEFE PRESIDENT OF ASSOCIATED DAILIES.

(Continued from Second Page)

mer meeting place July 6 and 7, in advance of the meeting of the National Editorial Association, which meets July 9. He advised the Associated Dailies to have its summer meeting at Buffalo during this time so that its members could attend the meetings of the other associations and join the two of the N.E.B. near the St. Lawrence River. President Keefe and Secretary Hall will later arrange a date for the meeting at about this time.

There was considerable discussion of the question of the employment of an executive secretary and the proposition of combining the various state associations into one organization but no action was taken.

In the question box discussions the publication of radio programs was a new subject, which showed a difference of opinion. The publishers in the vicinity of broadcasting stations said they were compelled to publish the programs because of the insistent demand for them, although it did not result in any increase of advertising. Others have not adopted the practice and said they do not intend to unless there is a larger demand for it. The questionnaires of the members on subjects relating to advertising, circulation, costs, accounting and features was read by the secretary and followed by discussion.

Edmund H. Walker, New York newspaper accountant, spoke on legislative subjects of interest to the publishers. He referred to the recent court decision to the effect that stock dividends are not taxable and advised the publishers doing business as corporations to follow the example of the big corporations and distribute any surplus they may have to the stockholders as stock dividends. He said it is probable that there will be a new legislation by Congress imposing a tax of the surplus of corporations and that it will be better to anticipate any such legislation by changing it to capital.

Mr. Walker stated that he was also a publisher, being the owner of The Fort Worth, Texas, Record, and prospectus of the Smith Publishing Co., Fort Worth, N. J. In Fort Worth he said, he had lowered his local advertising rates with excellent results in increased advertising but had changed the usual 13 and 13½ em columns to 12 ems, which gives a fourteen per cent increase. He advised against the lowering of subscription rates and said the man who would be influenced by a one or two cent decrease in a newspaper would be no use to advertisers.

E. A. Morey of the Automobile Association of New York outlined the plan of the new association of automobile dealers of aiding in the enactment of laws to remove the prejudice against autotaxis by the acts of careless drivers and of co-operating with the publishers in fighting advertising of interest to the automobile industry.

President Keefe, chairman of the legislative committee of the past year, made his report of the bills introduced by Senator Baum and Assem-

blyman C. C. Smith, changing the existing rates as to state publications by making them adjustable to the circulation of the publisher. He said his committee is now drafting a supplemental bill to include display advertising of twenty-five words to the column inch for primary election notices, tax notices and audits of financial reports to be published in daily and weekly newspapers at rates determined by the circulation.

This, he said, would give the people of the rural districts information that the present laws do not give and will increase the income of the publisher. The bills will soon be intro-
duced and will have the backing of the newspaper associations.

OHIO AGENCY CHANGES NAME.

The firm name of J. G. Trites & Co. Columbus, Ohio, has been changed to W. V. Brown & Co. The management and personnel of the agency remains the same. W. V. Brown, formerly manager of the Trites company, took over the agen-
cy in July when Mr. Trites joined the Toledo News-Bee, where he is now advertising manager.

IT IS A MACHINE

Hand Casting Boxes and Plate Finishing Apparatus may now be discarded.

The machine, the Pony Autoplate Machine, does the work of both. It makes plates faster, better, with less labor and waste, and in less space.

The Pony Autoplate Machine is low-priced; it is shipped fully equipped with motor and may be installed by your own office force; it is sold upon easy terms; it is made for a one- or two-press office.

WOOD NEWSPAPER MACHINERY CORPORATION

501 Fifth Avenue, New York City
January 27, 1923

THE FOURTH ESTATE

MONTREAL LA PRESSE

Kansas is a rich, responsive field—it is best covered by The

TOPEKA CAPITAL

The only Kansas Daily with a general Kansas circulation
Dominates its field in circulation, advertising, and reader confidence.

Furnishes market data—does survey of advertising problems.

Arthur Capper, Topeka, Kan.

THE JEWISH WRITING JOURNAL

A Newspaper Published Primarily for

Member A.B.C.

THE LEADING ITALIAN ADVERTISING MEDIUM

NEW YORK CITY

THE PROGRESSO

THE LEADING ITALIAN ADVERTISING MEDIUM

NEW YORK CITY

TOO MUCH TEXT IN PAGE

WINSTON-SALEM SENTINEL

Representatives

WINSTON-SALEM, North Carolina'sLARGEST Afternoon Newspaper, published by the Sentinel Company, including The Sentinel, Winston-Salem Journal, and Winston-Salem News. The Sentinel and Journal are published in Winston-Salem, North Carolina. The Sentinel is a morning newspaper, while the Journal is an afternoon newspaper. The Sentinel circulates in Winston-Salem, Salem, and surrounding areas, with a circulation of over 75,000. The Journal has a circulation of over 50,000. The Sentinel covers local news, sports, and events, as well as state and national news. The Journal provides a more in-depth analysis of local and national news stories. The Sentinel is known for its investigative reporting and coverage of local politics. The Journal is known for its coverage of local events and sports. The Sentinel is the oldest newspaper in Winston-Salem, having been founded in 1886. The Journal was founded in 1906. The Sentinel and Journal are owned by the same company, which is headquartered in Winston-Salem. The Sentinel and Journal are popular with readers in Winston-Salem and are considered to be essential for staying informed about local news.
The Seattle Times
—Seattle's Only Seattle Newspaper
—Carried nearly as much advertising in the year 1922 as all of its competitors put together.

:-:  :-:

Ask Beckwith, World Building. He Knows!
Price, Quality and Service

are the three outstanding factors a publisher takes into consideration when buying Newsprint.

If thirty-five years of continued service to our customers is an indication of our ability to satisfy, we invite you esteemed inquiries covering your requirements over the balance of the year.

Visit us when you are in New York and let us talk it over.

Hudson Trading Company
Suppliers of Newsprint and Rotogravure Paper.
300 Madison Avenue
New York City

We carry standard sizes at several convenient shipping points.
If you require any prompt tonnage, communicate with us.
"EVERY DAY IN EVERY WAY"

Applied to business through the Advertising Columns of Newspapers, is working wonders

Gloomy discussion of "business conditions" some time back almost supplanted weather talk in conversational circles. Great as was the harm done, it is quickly being repaired.

A new era is dawning. Confidence and assuredness are developing to an amazing degree.

Strange as it may seem, the public's ability and willingness to absorb has exceeded the producers' sale and supply energy.

It takes tremendous buyer demand to overcome the inertia of seller timidity, but a bold, confident seller activity quickly sweeps away buyer hesitancy.

The manufacturer and the seller found it a bit difficult to get up speed again, but it is gaining every day, and we are further along Prosperity Road than many people realize. The advertising columns of newspapers not only reflect this condition, but have contributed greatly to it.

We firmly believe that those who have bravely and intelligently kept before the prospective buying public with telling advertising in the newspapers covering their markets are OUTDISTANCING COMPETITION.

We are the National Advertising Representatives of twenty progressive newspapers in that many fine cities of the United States.

We are equipped to lay before any interested advertiser or advertising agency a vast amount of up-to-the-minute information regarding the market opportunities and publicity advantages of those cities, whenever and wherever you say.

The John Budd Company
National Advertising Representatives of Newspapers

9 East 37th Street
NEW YORK

Tribune Building
CHICAGO

Chemical Building
ST. LOUIS

Healey Building
ATLANTA

Examiner Building
SAN FRANCISCO

Title Insurance Building
LOS ANGELES

Securities Building
SEATTLE
NEWSPAPERS INCREASED IN IMPORTANCE IN 1922.

REACHED NEW HEIGHTS OF CIVIC AND COMMERCIAL RECOGNITION BY MEETING SEVEREST OF TESTS—NEW APPRECIATION OF THEIR RESPONSIBILITY.

The part played by newspapers in social and economic life never underwent keener scrutiny than during 1922. With a commercial situation that was entirely without parallel, the business men of the country turned to newspaper advertising as a marketing tool indispensable under the circumstances. As a sign, however, that the public is still closely watchful of its newspapers in both their news and editorial trends, the many criticisms and suggestions that were frequently made by persons both in and out of the newspaper business will provide newspaper editors and publishers with food for deep thought.

While the cold figures alone are enough to prove the achievements of the newspaper in a commercial way during 1922, so exact a summary of the newspaper's progress as a social factor is not available. The summary of opinions expressed on the newspaper both pro and con is given below, however, shows unmistakably that the American public holds its newspapers close to its heart and foremost in its mind. There will seem to be in the many ideas which are contained in the following references to articles which appeared in The Fourth Estate during 1922 ample assurance that public opinion will suffer no interference with the free, independent and clear thinking press.

The more detailed developments of the newspaper field during the year will be dealt with under divisional headings in this issue. Among those, however, that deserve particular mention are the development of radio and the newspaper's affinity for it, and the progress which was made in developing advertising service. Summed up the accomplishments of newspapers in 1922 were:

(1) The increased realization of their responsibility as molders of public opinion and definite progress toward the difficult discharge of that responsibility.

(2) Concrete demonstration of their commercial importance in developing markets for advertisers of all sizes and descriptions.

1922 BIGGEST YEAR IN NEWS PRINT PRODUCTION.

TOTAL OF 2,540,000 TONS FOR NORTH AMERICAN MILLS,
INCREASE OF 140,000 OVER 1920—SHIPPMENTS KEPT UP WITH PRODUCTION GAINS—RECORD CONSUMPTION.

By R. S. Kellogg,
Secretary News Print Service Bureau.

The production of news print paper in North America hung up a new record in 1922, the total for the United States and Canada surpassing by some $40,000 the previous high mark of nearly 2,400,000 tons in 1920.

In this total the United States produced 1,448,000 tons or 223,000 tons more than in 1921, when the output had been depressed by prolonged strikes and also more than any previous year excepting 1918 when the total was 1,515,000 tons. In 1920 the product of the regular news print mills in the United States was supplemented by perhaps 80,000 tons from the so-called marginal mills, which the industry is too heavily dependent on news print supply in 1922.

The rapid development of new processes in Canada is strikingly shown by the fact that the output of the year was 1,082,000 tons more than 200,000 tons more than the 1920

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THE FOURTH ESTATE

IMPORTANT TASKS ACCOMPLISHED BY S.N.P.A.

RE-ORGANIZATION WAS YEAR'S BIG ACHIEVEMENT—AGENCY RELATIONS INVESTIGATION AND START TOWARD FUND FOR JOURNALISM SCHOOL OTHER FEATURES.

By Charles I. Stewart.

President, the S.N.P.A.

The Southern Newspaper Publishers Association activities for the year 1922 were more in the formation of plans and in controversy rather than in definite achievements. A new plan of organization was put into effect at the July convention. This convention also amended the constitution and by-laws, making it possible for the association to make rules and regulations respecting the practices of its members and to establish matters in all newspapers, and to fix penalties for their enforcement.

This action grew out of a discussion of the relations between newspapers and publishers, and the practices of newspapers to the handling of national advertising coming from advertisers. The convention also recognized the situation pertaining to the relations between the newspaper and the agency, and the state that those regulations should prevail as to the recognition of agencies and the handling of national advertising.

A special committee has carried on the work, and has submitted a report, which has been published in the trade papers and which will be considered at the next annual convention.

The association has undertaken to raise an endowment for a school of journalism at the University of Georgia, according to the plans formulated by General Robert E. Lee when he was a student at West Point.

Substantial progress has been made toward raising this fund. The association has also acted as the initiating body in representing the publishing interests while the tariff bill was under consideration, and is entitled to a large share of the credit for the final defeat in the newsprint and wood pulp schedule of the new tariff law.

Representatives of the S.N.P.A. joined with other publishers' organizations in opposition to the effort to have the government department reverse its ruling respecting the cost of circuit as an invested capital.

The association has been endeavoring to serve its membership in the various phases of the practical problems that confront the newspaper publisher. A new plan of organization is endeavoring to give special consideration to newspaper accounting and traffic matters. It is seeking to build up in every capacity, organization, at least an understanding on the part of its members in each state as to the newspaper business.

It is endeavoring to have in each state an organization for touching both state and federal legislative matters. It is endeavoring to make the newspaper organization take a definite part in clearing information on mechanical problems and circulation methods and practices.

It is endeavoring to bring the association into closer touch with Southern manufacturers as users of newspaper space. It is also giving careful consideration to the standards of the editorial departments and is making investigation as to the compensations of the editors and other departments and as compared with compensation in other departments. Just what the definite sentiment along the different lines is to be depends upon the work now in an incomplete state.

NEWSPAPER ASSOCIATIONS

AMERICAN SOCIETY OF NEWSPAPER EDITORS THE MOST PROMINENT NEWCOMER.

Associations of editors, publishers and executives got down to brass tacks during 1922 and accomplished much tangible good for the newspapers. The American Society of Newspaper Editors is the most prominent newcomer. It is endeavoring to bring the association into closer touch with Southern manufacturers as users of newspaper space. It is also giving careful consideration to the standards of the editorial departments and is making investigation as to the compensations of the editors and other departments and as compared with compensation in other departments. Just what the definite sentiment along the different lines is to be depends upon the work now in an incomplete state.

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Association of editors, publishers and executives got down to brass tacks during 1922 and accomplished much tangible good for the newspapers. The American Society of Newspaper Editors is the most prominent newcomer. It is endeavoring to bring the association into closer touch with Southern manufacturers as users of newspaper space. It is also giving careful consideration to the standards of the editorial departments and is making investigation as to the compensations of the editors and other departments and as compared with compensation in other departments. Just what the definite sentiment along the different lines is to be depends upon the work now in an incomplete state.

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FIRM FOUNDATION FOR I.E.A. BUILT IN THREE YEARS.

LAST TWELVE MONTHS SAW PRELIMINARY PLANNING NEARLY CARRIED OUT — MORE THAN 1,000 ADDED TO MEMBERSHIP ROLL BY CAMPAIGN.

By Hassal T. Sullivan,
President International Editorial Association.

The International Editorial Association, Inc., with offices at 140 South Dearborn street, Chicago, entered its fourth year with the promise of an increased membership and a program of work which the I.E.A. was organized to do. The year 1922 marked the close of this period of preparation and establishment.

One tangible indication of progress during the last twelve months was the membership campaign that has placed more than 1,000 new names on the roster of the association. Better, however, than the additional members is the spirit around the by-laws and the convention and the subsequent campaign among the active membership. Previously, as is the case with many other associations, especially of writers, the work had been left almost entirely to the executive officers and the board of managers.

If the membership drive had not obtained an additional cent of revenue it was worth the effort because it made active work of going up the list of members who previously had done nothing. The result was that the association ceased to be a mechanical doll whose head only moves, and became an aggressive living entity presiding over all the executive officers and the board of managers.

If the board of directors had not obtained an additional cent of revenue it was worth the effort because it made the work of the board of directors possible.

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The board of directors also is working on the program for a longer and more substantial campaign than those previous.

The International Editorial Association regards 1922 as a satisfactory year, as it made possible development in 1923 that promises to be more rapid and substantial than growth in 1920 and 1921.

1922 BIGGEST YEAR IN NEWS PRINT PRODUCTION.

(Continued from Page II)

(Continued from Page II)

(Continued on Page XXX)
News print year broke records in Canada.

Tremendous demand by U.S. resulted in production exceeding consumption by only one per cent—gain in export value. Despite lower prices.

By George M. McKee. President Canadian Pulp and Paper Association.

At the opening of the year 1922 the situation in the pulp and paper industry was not very cheerful although there were several factors of promise and encouragement for the coming year. The industry, like many other industries, had been passing through the reaction from the industrial boom of 1919-1920. Development and improvement had been made and mills had been modernized and recovered. There have been readjustment and economies in operation; high-priced materials have been worked off and inventories written down.

There have been the desire and the necessity to get down to a solid basis which should serve as a foundation for the gradual improvement which is so freely predicted by careful observers. This year will show the pulp and paper industry in good shape to take full advantage of the return to better conditions. This year marks a turning point in the pulp and paper industry, and normal conditions will make for a steady and balanced development in the future.

Canada produces a great deal more pulp and paper than her population can use, hence the prosperity of this industry depends greatly upon conditions in other countries. At present we are in United States, which is our best customer for these products. In that country conditions are similar to those in Canada and the return to normal conditions and the improvement in this country will react upon the situation in this country.

Our exports to the United States have been considerably increased over the exports of the previous year, although the big reduction in prices has cut down exports. There have been double those of the previous year and our news print exports were greater by about 40 per cent. Financial and general conditions in the Scandinavian countries have also had their effect upon the pulp and paper industry in Canada, as these countries are our competitors in the United States markets, chiefly for sulphite pulp.

The Canadian mills have had to face severe competition from the mills of Scandinavia, which, like ours, were badly hit by the slump of 1920-1921, but have modernized their mills in size and capacity. The large improved chlorine pulp which they are now producing is being sold to European countries which are importing from the United States and Canada. This is a serious situation for the Canadian pulp and paper industry. The Canadian mills must improve their products and modernize their plants if they are to compete with the Scandinavian mills.

The news print industry has done best from a production point of view. For various reasons there was in the early part of 1922 a tremendous increase in the consumption of news print aper in the United States and the demand exceeded supply. As Canada supplies about one-third of this news print, our mills have been operating nearly to capacity during the greater part of the year.

Improvement has been shown in all lines of the pulp and paper industry in 1922. Production has been greater than in the previous year from 30 to 35 per cent. Our output last year and our production of news print increased by over 50 per cent. Our exports of bleached and writing paper gradually increased during the year and we are not showing a steady increase.

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Canadian pulp and paper men in 1923 will be in better shape to meet the competition of the world. The demand for pulp and paper products is increasing in many countries and the Canadian mills are better equipped to meet this demand.
NEWS PRINT YEAR BROKE RECORDS IN CANADA.

(Continued from Page VII)

1922 and prices tended to stiffen slightly at that time. Pulp prices increased, and newsprint prices were raised $5 a ton for the first quarter of 1923. This trend, with the increasing demand for all grades of paper and the improved outlook for business generally, gives an optimistic outlook for 1923, and shows justification for the continued increase in prices. The capacity of Canadian manufacturers had in the fundamental soundness of their industry.

Table A, herewith, details of our exports of pulp and paper will serve to prove that prices have been held in that direction during the year, and to compare with the year 1921. Quan-

tities given in that year, and the increasing demand for pulp and paper in general, the year for the year was 350,000 tons.

There are also various additions to our capacity to manufacture fine papers under construction or in progress, which we hope will make the year 1923 one of continued progress for Canada and show this industry has expanded in a firm hold in the country, and in a high place among the factors tending to its prosperity.

GREAT STRIDES IN FORESTRY SAVING DURING YEAR.

By DR. HUGH P. BAKER, Secretary, American Paper and Pulp Association.

The development in the paper industry of a right appreciation of the need for a definite solution of the raw material problem, which in turn has been part of the development of a better understood governmental bureaus in Washington and the paper industry in the country at large, is the biggest achievement of the American Paper and Pulp Association during the year.

This raw material has a particular relation to the newspaper profession, for among the industries, governmental bureaus and the office of the Press, the paper Publishers Association has been an active participant, together with the National Board of Commerce, and other organizations interested in the nation's forests, in the campaign to achieve that which will protect existing forests, and cause new ones to be planted. The Association will take the place of those which are cut to provide the paper on which newspapers, books and magazines are printed.

Only a few days ago it was announced that a great paper company in Canada had been so far convinced of the practical value of technical forestry that it had turned over to its technical foresters for absolute control, some 900 square miles of pulp wood timber land.

The American Paper and Pulp Association is interested in technical forestry, and in the reclamation of forested land industries, and the makers of writing and wrapping, as well as the plantations, have gained much practical experience through their close-ups into actual newspaper operation.

SCHOOLS OF JOURNALISM

SURVEY SHOWS REMARKABLE RANGE OF ACTIVITY BY STUDENTS DURING YEAR.

Nothing has taken so firm a root in American college life as the school of journalism. A survey of university activities during 1922 discloses the activities of more than a score of colleges represented in the matter tabulated below, and while this does not indicate the extent of the work in the subject, it affords an illuminating insight into the importance which schools of journalism have achieved in our national life.

The highest glance at schools of journalism and their activities demonstrates that they are constantly minimizing theory and maximizing practice. No editor, no publisher, no advertiser is too big for a place on the lecture program of a leading school of journalism.

Further development of the school of journalism at the University of Missouri under the direction of Professor William C. Smiley, president of the Press Congress of Missouri, was another of the great accomplishments of the year.

Practically every school of journalism is now working on its own newspapers for its students, either regularly or periodically.

It is said it would not be possible to turn over their newspapers to students, who have gained much practical experience through the close-ups into actual newspaper operations.

Canada sends bear skin on power of the press. (Continued on Page XXVIII)
Radio

BECAUSE IMPORTANT FACTOR IN EDITING, CIRCULATION AND ADVERTISING.

Radio entered the newspaper business in 1922 on a firm basis. Its usefulness as a means of transmitting news was demonstrated during a storm in Wisconsin. Its advertising value was also emphasized and handsome returns for the newspapers which carried the service prompted others to specialize. Broadcasting stations were erected by more than half a hundred newspapers.

The interest that was created in the new form of amusement by the newspapers recorded returns in circulation building for many publishers. The value of the radio as a permanent circulation builder, however, remains in doubt, although radio pages have commanded attention equal to the interest that is manifested in the sports, automobile and theatrical pages. The peaks of newspapers' interest in radio is readily discernible after a pr夏天al of the accompanying chronological table.

NY Globe est radio dept. 1-27-27
Senate Naval Com favors giving press unrestricted use of radio. 2-3-28

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LABOR

MANTON AWARD DISPUTE WAS YEAR'S BIG DIFFICULTY—GAINS FOR OPEN SHOP.

Although negotiations on the new contract between the American Newspaper Publishers Association and the International Typographical Union remained uncompleted and ended in comparative quiet in labor developments, with some notable exceptions, the situation seems to be in line to be renewed without great difficulty. Establishment of an open shop division of the contract seems to have been ended. The Manton meeting was probably the outstanding development from a national point of view. Relations between the New York City publishers and Web Pressmen's Union No. 25 were not so difficult that they were old even in the New York papers. The New York Daily News print journalists are nearing an agreement outside the scope of the Manton award, while in the evening newspapers issuing election extras.

Radio played an increasingly important part in smoothing the difficulties from strikes, and many local disagreements were amicable adjusted by that means. The output of newspapers in the New York area was at its usual rate throughout the year, and the principles of the decision of the principle of arbitration.

Pressmen's Union No 25 to arbitrate difference on new contract; Judge Marcy F. Manton mediator. 2-11-28
Cleveland Commercial shops cut wages 10%. 2-8-28
Meyer-Martin act proposed at Albany. 2-25-28
Baltimore newspaper plants cut wages 10%. 2-8-28
Open shop thriving at Tampa Tribune. 2-8-28
Printing by engraving in Paris printers strike. 2-8-28
Wage agitation in 15 cities U.S. and Canada. 2-8-28
Test of Web Pressmen's Manton award in NY Pressmen's case; Jones reviews steps of decision. 2-8-28, page 1 of second section.
Real normaly at last. (ed. 2-11-28) of the New York pressmen crisis. 2-4-28

Chicago Tribune pays employees $37,000 in sick benefits. 2-4-28
Canadian printers get wage increase. 2-4-28
Are printers in North more productive? 2-4-28

Pressmen ask changes in press crew arrangements. 2-18-28
Wages for employees in London press reduced. 2-18-28

Troy, NY publishers ask printers wage reduction. 2-11-28

Amer. Typ. Union act. (ed.) 2-11-28
Ten women agree to take up typewriter business. 2-11-28

NY publishers to enforce Manton award. 2-8-28

Contempt of the courts. (ed.) 2-8-28

Negotiation advised by speaker at I.L.U. conference. 2-8-28

Arbitration with I.L.U. encounters old problems. 2-12-28

Printing course at North Dakota Univ. 2-12-28

Chief Justice McCoy fixes number of men on press in Washington; comparison of decisions. 2-12-28

New agreements with pressmen announced. 2-12-28
January 27, 1923

X

The Fourth Estate

CIRCULATION

RADIO WIDELY WELCOMED, BUT READER INSURANCE FAILS OF ENDORSEMENT.

One of the healthiest signs developed during 1922 was the increased importance accorded the circulation manager and his work. The several organizations of circulation managers practically without exception increased their membership during the year, and at least 50 per cent of them expanded so as to take in more territory.

The leading features in circulation stimulation during the year were the revived use of the slogan "What Do You See Today?" and the "Millionaire For a Day" stunt.

A prompt 50 per cent increase in permanent circulation, not merely the kind that comes but to go.

Wichita Eagle automobile contest. 1-14-21
ICMA questionnaire on newswriters' work. 1-18-21
Papers of New York pass circulation guarantee. 2-1-21
Mid West Circ Mgrs Assn semi-annual meeting. 2-13-21
Indianapolis Star uses star towns. 3-1-21
Correspondents, Tex., Daily Sun starts air delivery to areas in territory. 3-15-21
International Press Assn membership report. 3-25-21
Newspapers prefer starts small 9-5-21
Air Mail很少 going strong. 9-9-21
Journal of Commerce suit against Chicago Tribune heard before Landis. 2-2-21
London Daily Mail claims largest sale of any newspaper in world. 2-4-21
Bollweevil campaign. 2-4-21
Newspapers make advances in salary reductions. 2-4-21
Mid West papers maintain their prices. 2-4-21
Mid West Circ Mgrs Assn meeting Kansas City. 2-11-21
Inter-State Circ Mgrs Conv Allen. program, 3-18-21
Royal W. Wendell's "A New Englander's Life". 2-17-21
Pershing's "Call". 3-2-21
A.B.C. declines to audit for free papers. 5-11-21
Insurance offers London Mail to A.B.C. 5-21-21
The Norfolk Republican keeps circuits boiling. 6-7-21
B.L. Walker delivers carriage. 7-2-21
London Mail offers prizes in glider contest. 8-6-21
International circulation managers meeting program. 8-6-21
Eldredge youngsters out. 8-8-21
Edi dept must deliver goods to local subscribers. 9-5-21
Mid West Circ Mgrs Conv. 9-5-21
Real adventure in delivering up in Alaska. 10-2-21
Bissmark, N.D., Tribune auto contest. 9-20-21
Motor delivery of increasing importance. 10-2-21
National Banner carrier boys club pays big dividends. 9-20-21
Red Clay Sunday Star starts movie contest. 10-7-21
Central States Circulative contest. 10-7-21
Newspaper Ledger carries. 11-1-21
Designers of circulation managers. 11-1-21
London Mail offers policies. 11-1-21
Insurance offers London Mail to A.B.C. 11-1-21
The Norfolk Republican keeps circuits boiling. 11-1-21
CIRCULATORS PUT COMPETITION ON HIGHER PLANE.

BETTER METHODS AND HIGHER STANDARDS ACHIEVED BY INTERNATIONAL ASSOCIATION — PLANS TO ADD 400 NEW MEMBERS TO ORGANIZATION IN 1923.

By J. J. Lynch.


During 1922 the International Circulation Managers Association reached the peak of its development with a membership of about 600 circulators from every state in the Union and from Canada and Mexico. These members cooperate in their efforts in America, from the metropolitan newspapers of New York and Chicago to the smallest.

This great continent-wide membership makes the I.C.M.A. the largest, most representative organization in newspaperdom.

With such a large, active group of members we have been able to achieve the object of our organization and to enlighten its members and further the best interests of the departments of newspapers.

With our bi-monthly bulletin and especially the annual convention, we have for many years kept our members informed of the latest developments in the business of circulating newspapers.

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Among the many successful projects of the I.C.M.A. is the plan of recognizing the efforts of the newspaper men who have brought their newspaper circulation up to a 1,000 by the end of 1923.


Barker, John L.—resigns as cir mgr Greensboro NC, Commercial, 6-24-21.

Beck, Harry—apptd cir mgr Pittsburgh PA, 6-24-21.

Benedict, George—apptd cir mgr St. Louis MO, 6-24-21.

Booth, Samuel E.—resigns as cir mgr NY Sun, 11-21-21.

Booth, Ted.—apptd cir mgr Grand Rapids MI, 6-24-21.


Hodges, John—apptd cir mgr Morgantown WV, W Va., Commercial, 8-2-21.


Hodges, John—apptd cir mgr Morgantown WV, W Va., Commercial, 8-2-21.


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Clark Howell addresses American Legion.
8-26-24
Clark Howell on coal commission. 1014-17
Hughes receives Gordian shears from
scribes, 3-18-12
Edwin W Hullinger, U.P. corresp at
Moscow expelled by Soviet Govern
ment. 5-20-22
Sir Alex Jeans, 50th anniv. 6-24-25
Howard Jeffreys on auto tour of world.
9-2-8
Richard Lloyd Jones, Tulsa Tribune, de
fies threats. 4-8-6
Kaufman tilts with Brisbane at meeting
7- 1-6
John Kelly thirty yrs on police news in
Chicago. 9-2-13
George D Kinder, Ottawa, Ont., Putnam
County Sentinel, seventy yrs in newsp
work. 5-20-23
Rollin Kirby wins Pulitzer prize. 5-27-10
Congressman Charles L Knight resigns.
8-19-8
Koenigsberg returns from Europe. 715- 13
Dietrich Lamade honored. 7-29-12
Louts Larivee heads liberal party press
bureau. 8-26-4
George Horace Lorimer criticizes modern
writers. 12-16-17
A Maurice Low knighted by King George
6-10-12
Frank S Marinaro honored. 7-8-31
Don Marquis' play opens. 8-12-20
Frederick Roy Martin honored by British
journalists. 8-26-2
Frederick Roy Martin home for A.P. dir
meeting. 10-7-4
V S McClatchy in beard race. 4-29-1 3A
McClatchy starts another paper in Cal.
10-21-14
O O Mclntyre back after six weeks in
Europe. 10-7-18
McLean host to Hardings over week-end.
7-1-15
Charles Melton honored. 6-24-25
Bradford Merrill buys L.I. estate. 7-29-10
Kelton B Miller, ed Pittsfield, Mass.,
Berkshire Eagle, gives $10,000 for
game preserve. 4-1-19
Frank A Munsey sails for Europe. 017-17
Munsey not perturbed by Gooding's ha
rangue. 8-12-14
Mr Munsey's edl; Mr Glynn's story.
(edl). 8-19-18
Mr Munsey's proposal of political reform.
(edl). 10-7-16
Frank A Munsey buys Louis Sherry's
estate in Manhasset, L.I. 11-26-8
Victor Murdock again heads Federal
Trade Commission. 12-9-19
Frank B Nichols, Bath, Me., Times 26
years a publisher. 8-12-80
Northcliffe buys Walter's common stock.
7-15-10
Northcliffe left plans for ad convention
in London. 8-26-2
Frank B Noyes sails for tour of world.
10-7-12
Newton Noyes, Youngstown, O., reporter
assaulted by Mayor Geo Reese. 11-26-9
Frank M O'Brien wins Pulitzer prize.
6-27-10
Adolph S Ochs on yacht afire. 8-19-6
Adolph Ochs defends press. 9-2-2
Edw T O'Loughlin honored by NY
Journal staff. 12-2-19
Col Norris G Osborn recovering from
operation. 9-80-17
Charles M Palmer expands business. 92-17
W J Pape paints out dark clouds. 4-22 (Id
John H Perry honored by Buneau Varilla pub Le Matin, Paris. 9-2-16
John H Perry received by Pope Pius. 923-27
John H Perry has $100,000 to aid Flori
da to advertise. 11-11-18
H A Phillips 88th anniv. 7-29-16
Henry M Pindcll goes into Inter-Parlia
mentary Union. 8-19-19
Henry M Pindell back from Europe. 107-19
John B Powell returns from Ireland. 826-12
George W Preston retires as pres Cin
cinnati Adv Club. 6-27-4
James D Preston in House press gallery
25 yrs. 4-1-16
T H Preston honored by Brantford Ex
positor. 11-18-26
Rathom recovered from operation. 8-12-6
Benj H Reese says reporters should
measure up to assignments. 12-2-18
Ogden Mills Reid elected pres Ohio So
ciety of NY. 4-1-7
Ogden Mills Reid sees improvement of
Europe politically. 8-12-6
Harry Renaud ngt city ed NY Tribune
writes "Eden and Return", moving
picture. 1-7-12
Lord Riddell honored for work at Arms
Conf. 3 26-19

The Fourth Estate
Samuel Rocker honored at anniversary
fete. 7-1-20
Lord Rothermere may manage North
cliffe Press. 8-26-2
Homer H Rowell 86th birthday. 8-5-9
W W Sanders, Garretson. S.D., News, in
harness fifty yrs. 4-8-18
W W Sanders fiftieth anniv in newsp
work. 8-19-9
A E Sansoucy named for Ogdensburg
mayor. 8-26-19
W E Schei appeals for aid. 6-24-12
E W Scripps gives $250,000 to Miami
Univ. 6-10-8
E W Scripps yacht fined in Porto Rico.
12-16-0
Colin M Selph honored by St Louis
friends. 3-25- 7
C Shaffer gets Legion of Honor. 8-4-21
Kirke L Simpson wins Pulitzer prize. 527-10
Sproul chooses Harry S McDevitt foi
Gov Sproul of Pa to return to jlnsm as
contributor. 12-16-11
E J Stackpole gives monument to Harrisburg. 11-18-20
Henry Suydam honored. 3-4-26
Otis Swift finds news bars up in Rus
sia. 7-15-12
H B Swope returns from Europe. 7-29-31
Edward J Thomas head of Norwalk
Hour. 4-22-10
F I Thompson backs reporter under fire.
7-8-4
F I Thompson to leave shipping board.
10-28-18
Edward W Townsend reminiscences. 92-6
Wi! V Tufford hustling secretary In
land. 11 11-10
O G Villard home from Europe. 7-8-19
C R Walker assaulted with hickory
club. 7-1-28
Wanamaker also was journalist of char
acter. 12-16-12
Wm Allen White and Gov Allen clash.
7-22-31
Wm Allen White wins case. 12-9-19
R M Whitney says Latin-American
papers play partisan. 8-26-28
Frederick W Wile to tour world for
Phila Public Ledger. 6-6-15
Louis Wiley honored by Italy. 10-14-17
Junius Boyd Wood, Chicago Daily News,
visits India. 4-1-2
Siegfried D Weyer risks airplane to in
terview ex-Kaiser's bride-to-be. 9-10-8
"Lafe" Young at 74. 8-6-M
GENERAL.
Court reporters send tribute to Landis.
8-18-16
Ed suggests way of saving NY State
$6,000,000. 8-18-17
An appreciation by Sen Penrose. 1-7-17
Ed Troy, N.Y., Record defies city coun
cil. t-18-19
Reporter declines earldom. 8-18-19
Students enjoined to value themselves
highly. 3-18-21
London dramatic critics must buy seats.
3-18-21
Injured reporter asks others be helped
first. 8-18-22
"Pennsy" edl writer wins prize offered
by Arms conferees. 8-18-25
Stars and Stripes Assn reunion planned.
3-25-10
Fighting Dakota ed has had stormy ca
reer. 3-25-22
Photographers penetrate Swiss guard. 4I-7
Publishers and executives at A.N.P.A.
conv. 4-22-2
Editors of large city dailies to organize.
4-22-6
Suggest honor to Watterson be national.
4-22-15a
Univ of Wis dedicates yr book to Prof
Bleyer. 4-22-2d
British reporter interviews Ochs on
world peace. 4-29-6b
Reception aboard the Majestic. 5-20-2
NY Daily News reporter begs to get ma
terial for story. 9-16-23
Argonaut mine story hot going for re
porters. 9-28-2
Pittsburg coroner wants newsp men as
investigators. 9-80-8
Real newsps Europe's need, Marlin E
Pew asserts. 10-7-4
I.T.U. to hope on retaining news writers.
II-4-6
Editors should be licensed says Victor
Harlow. 11-4-7
Newsp men win at polls in election. 1111-2
Journalism well rep in Congress. 11-18-4
A basic problem for news writers, (edl).
11-18-18
Journalist comes first in Chinese cities.
12-80-11
News writers' union no longer under
I.T.U. jurisdiction. 12-30-22

January 27, 1923

Newsp men honored by Bulgaria. 6-24-11
Annuities delay Bennett memorial home.
6-24-11
City pays final tribute to Guy Barham.
7-1-6
New Budget head is newspaper man. 7I-10
New York Times man brings $10,000
Rielaski ransom back to Mexico City.
7-1-9
Many Oklahoma editors seek state office.
7-1-8
Marines hosts to scribes at Gettysburg.
7-8-4
Irish war corresp surmounts big obsta
cles. 7-8-20
Philadelphia judgeship. 7-15-10
Journalistic drama of Chas R Miller,
(edl). 7-22-18
NY American March dedicated to Hearst.
8- 19-12
Only hard work won him fame says
Munsey. 9-2-4
Will the 80,000 news writers organize?
II-4-6
French writer opposes free speech. 7-1-13
Supreme Court Justice John H Clarke
resigns. 9-9-15

Chicago Tribune reduces price European
ed to 25 centimes. 1-28-29
Chicago Tribune (European edition). 128-29
Cleveland Commercial from 3 to 2 cents.
7-22-2
Cleveland Commercial. 7-22-2
Fairbanks, Wash., News-Miner. Raises
ad rates. 2-25-15
Leading topic before I.CM.A. 6-3-2
London Times reduces sales price. 8-11-8
London Times. 3-11-8
Montgomery, Ala., Advertiser. 1-14-15
NY Call reduces from 5 to 2 cents. 48-10
One-cent selling price a costly experi
ment, (edl). 12-30-18
All Springfield, Mass., newsp cut to 1
cent. 4-8 2
St. Louis dailies. 2-4-2
St Louis Post-Dispatch. Globe-Democrat,
Star and Times reduce to 2 cents;
Dispatch and Globe-Democrat and Sun
day cd of the Post 5 cents. 2-4-2
Worcester Telegram-Gazette increases
Sunday to 8 cents. 2-11-25
Worcester Telegram Gazette. Raises Sun
day prices. 2-11-80

NEWSPAPER MEN

NEW PAPERS

IN PUBLIC

Although the recently published
survey of the Ayer Newspaper An
nual shows that the number of daily
newspapers in the United States in
1922 were eleven less than in 1921,
the following list of new papers
whose births were chronicled in The
Fourth Estate during the year in
dicates that there are still plenty of
journalists eager to get into publish
ing "on their own." It is noticeable
that the accompanying list contains
the names of many cities of import
ance and that the new enterprises
were fairly well distributed through
out the country.

OFFICE
Gov Sproul of Pennsylvania urged as
successor to Sen Penrose. 1-7-15
Mayor Hylan suggests W R Hearst as
senator. 1-21-19
Ambassador Herrick not candidate for
senate. 1-21-19
Journalists in public office, (edl). 1-28-18
Fred B King nominated postmaster.
Gloversville, NY. 1-28-30
Senator Capper boomed as leader Farm
B'oc. 2-4-19
Philip Troup, New Haven Union,
boomed for U.S. Senate. 2-25-10
Choice of Capper upsets senate precedent.
8-4-26
Geo £ Lockwood aptd secy Rep Natl
Com. 4-4-2
B F Irvine, cd Portland, Ore., Journal
declines to be candidate for governor.
4-1-5
Alfred Holman, San Francisco Argonaut
mentioned as minister to Greece. 4-8-2
Frank J aqua aptd postmaster at Humblodt, la. 8-11-14
Capper explains farm bloc aims. 4-8-12
J W Feathcrstone postmaster Staples,
Mo. 4-8-19
Edgar Stivers postmaster Dodge Center,
Minn. 4-8-19
S J Backus postmaster Algona, la. 4-8-19
F H Densmore postmaster Worthington,
Minn. 4-8-19
Omar K Benedict poost master Tulsa,
Okla. 4-29-12a
Tames M Cox declines to run again for
governorship of Ohio. 6-20-17
Charles Sessions postmaster at Topeka.
9-16 12
J B Sherrill, ed Concord Tribune aptd
member of legislature. 11-26-19
Millard £ Meloy, postmaster Winlock,
Wash. 6-27-29
Paul W Thiele, postmaster Grandview,
Wash. 5-27-29
Willis Swank, postmaster Cheney, Wash.
5- 27-30
NEWSPAPER
PRICES
There was no general trend upward
or downward in the selling price of
daily newspapers during the year, al
though the majority of price changes
which took place were reductions.
The most interesting feature under
this topic during the year was the
experiment of all newspapers in
Springfield, Mass., cutting their price
to one cent.
Birmingham Age-Hera:d. 6-10-84
Birmingham Age-Herald cut increases
circ. 7-8-22
Birmingham, Ala., Age-Herald reduces
to 3 cents daily and 6 cents Sunday.
6-10-34
Buffalo Commercial cuts price 1 cent to
dealers. 6-24-4
Canandaigua, N.Y., Messenger from 2
cents to 3 cents. 2-11-80

Albany Evening News. 10-7-2 Sc 10-14-1S
Antlers, Okla., Pushmataha County
News. 7-16-6
Baltimore Post. 10-7-24 "
Beverly Hills, Cal., Gazette. 1 1-18-3
Canadian Bar Review. 8-26-81
Carthage, N.Y., Press. 6-20-24
Champaign, 111., Herald. 11-18-14
Chicago Deutsche Press. 8-12-80
C'arendon, Va., Citizen. 6-18-17
Columbus, O., Community News, (church
wkly). 6-27-26
Cnrriere d' America, NY City. 12-30 4
Culver City, Cal., Call. 11-18-8
Dclmar, la., Journal. 12-80-7
Deutsche China Nachrichten. 12-16-16
Dougherty, la., Four Counties Gazette.
5-18-10
Eastland, Tex., Chronicle. 12-16-8
El Centro, Cal., Times. 8-26-26
Ellensburg, Wash., Capital. 8-5-19
I'resno Bee. 10-21-14
Gacney, S C., Cherokee Times. 7-2911
Goldsboro, N.C., News. 8-11-4
Houston Dispatch. 5-6-9
International Falls, Minn., Eve Tribune.
11-4-2
Iowa City Republican. 3-18-17
Iowa Swedish-American Post. 12-30-4
Jcanette News-Dispatch. 2-25-21
Kansas City Evening News. 6-13-2
Key West, Fla., Key Wester. 8-5-12
l.ubbock, Tex., Morning Avalanche. 199-20
Mankato, Minn., Telegram, (wkly). 114-21
Mattituck, N.Y., Reporter, (wkly). 826 25
Montevideo, Minn., New Citizen, (wkly).
12- 16-4
Narodne Novine. (Croatian paper in Mil
waukee). 9-16-16
NY Woman's National News. (wkly).
12-28-8
Noblesvi;le, Ind., Times. 7-29-11
Noosack, Wash., Sentinel. 4-22-4
Norman. Okla., Record. 8-6-13
Ocean Park, Cal., Chronicle. 11-18 2
Ohio Jewish Chronicle, (wkly). 8-11-28
Olympia, Wash., Journal. 8-19-26
Orlando, Fla., Winter Park Post. (wkly).
2-1S 8
Owns Cross Roads, Ala., Pine Knot.
(wkly). 4-29-19
Paterson, N.J., Times, (morng). 11-4-7
Pawhuska, Okla., Osage Journal. 6-10-27
Peekskill Star. 6-27-6 & 6-84-81
Pittston, Pa., Press. 8-12-4
Port Richey, Fla., Press. 6-17-14
Pottsville, Pa., Morning Paper. 10-28 2 &
114-4


The trend toward consolidation which has been particularly noticeable within the last five years continued in 1922, and the growth of chain owned or co-operated papers, particularly in the large cities, was an important factor.

**MERGERS**

A merger of the American Publishing Company, now owned by the Field-Hollinger Syndicate, and the Times Publishing Company was completed in February 1922.

**SUSPENSIONS**

Of the twenty-two newspapers suspended, four were suspended for the first time in 1922.

**LITIGATION**

Important libel suits were not numerous in 1922, one feature of the year in the courts being the victories scored by newspapers in legal skirmishes with Ku Klux Klan. Court actions of various natures are included in the tabulation below.

**LEGISLATION**

Little adverse legislation, either national or local, was encountered by newspapers during the year. The proposal for a "three-year" bill, which was generally regarded as menacing the freedom of the press and which was before Congress, was not passed.

**EDITORS IN COURT**

Jake Cohen ed. of Memphis Review held as violator of Ku Klux Klan injunction in shopmen's strike. 1-14-23

G Bargle, Canadian syndicate editor, held in contempt of court for refusal to testify. 6-17-22

C T Jeffers, Okla News, held in contempt of court, fined $100. 6-16-22

T J Goodrich, Okla News, held in contempt of court after arrest for printing contents of telegram found in street. 6-15-22

B M Frenette, St John's Island Advance, summoned for political election. 6-14-22

J H Roberts, ed. of Montreal Axe beam guilty by Quebec legislature. 11-13-22

E V Evans, ed. of Huntsville, Ala., News, wins $75 verdict. 11-13-22

W C Moore, N.Y., arrested on complaint E L Dohery. 12-3-21

James E Stiles, Nassau County, N.Y., South Side Observer, acquitted of conflict in bank theft. 1-5-22

Rod A Day, Durango, Colo., Democrat, fined in murder case. 12-16-21

George Perez, former, La Nacion, Manila, acquitted in Supreme Court of libel suit. 11-24-21

T Maggie ed. Sandusky Journal-Jan fined $100 for contempt of court. 6-23-21

Race suit over stoppage of printing. 1-23-22

David R Evans arrested in East Bay. 1-11-21

John Andrews and P L A Taylor, Fort, N.D., Courier-News charged with libel. 4-23-22

James F Sullivan freed on bribery charges. 5-23-22

Rod S ed. of Durango Herald shot while on assignment. 8-23-22

Paavo Myallant, ed. Industrialisti, Finnish language daily, newly arrested in Duluth. 5-18-21

Horatio Bottomley sentenced to prison. 6-19-21

Wm P Beardon freed remitted. 4-9-21

Haitian newspaper distributors arrested. 5-8-21

**NEWSPAPER INSURANCE**

Waterloo, Ia., Courier insures employers. 1-7-24

Detroit News sells travel accident insurance policies. 1-7-25

Harlow C, Joseph insures employers. 1-21-30

A C Vail for Yankton, Wash, Valley News, insures employees. 1-18-20

Belfontaine, O., Index-Republican, insures M Johnson for $18,000. 12-30-21

**RECEIVERSHIPS**

German-American Pub Co, in receivership in Chicago under present laws. 4-18-22

Wilmington, N.C., Dispatch, 4-12-22

A C Vail for Yankton, Wash, Valley News, insures employees. 1-18-20

Belfontaine, O., Index-Republican, insures M Johnson for $18,000. 12-30-21
XIV
WIRE SERVICES
Expansion is the word that de
scribes the year 1922 among the press
associations. There was not one
which did not increase its facilities
and equipment during the year. The
Cosmopolitan News Service was a
newcomer. The established services
made their first use of radio in April.
One notable accomplishment of the
Associated Press during the year was
the completion of its double trunk
wires from coast to coast and further
progress toward double trunking from
Lakes to Gulf. Under the administra
tion of President Frank B. Noyes and
associates, who so long have served
it, the Associated Press expanded its
newsgathering facilities in all corners
of the earth and also increased its
membership.
A. P. names corrcsp at, new bureaus in
Va, No and So Carolina. 9-80-27
Frederick Roy Martin sails home from
Europe. 9-33-17
A. P. directors meet. 10-7-12
A. P. new members:
Benton, 111., Eve News. 2-18-19
Bloomsburg, Pa., Press. 12-9-8
Bradentown, Fla., Herald. 12-9-8
Buenos Aires Tageblatt. 2-18-19
Dcadwood, S.D., Tribune. 12-9-8
Eustis, Fla., Lake Region. 2-18-19
International Falls, Minn., Tribune. 129-8
Iron River, Mich., Reporter. 2 18-19
Lodi, Cal., Sentinel. 12-9-8
Longview, Tex., Leader. 12-9-8
Mexia, Tex., Eve News. 2-18-19
Mexia Telegram. 2-18-19
Mount Vernon, Wash., Herald. 12-9-8
Newport, Ark., Independent. 12-9-8
Rapid City, S.D., Journal. 12-9-8
San Juan, Porto Rico, La Correspondencia. 12-9-8
Washington, la., Journal. 12-9-8
Winona, Minn., Morn Leader. 2-18-19
A. P. members pleased with new summary
serv. A.P.
12-9-12
Texas
Ed meeting and banquet Gal
veston. 12-9-18
A.P. to add more double track serv. 218-4
A.P. directors meeting. 2-18-5
A.P. nominates directors, 2-4-4
A.P. directors meting February 15. 2-11-4
Associtaed Press ed of Ohio guests of
Cleveland pub. 2-25-10
Geo W Marble elected pres Kansas &
Western Mo Assn of A.P. papers. 311-24
A.P. members only to attend luncheon.
3-18-4
Ohio Associated Press Editors annual
meeting; Joseph Garretson re-elected
pres. 4-1-7
A.P. and I.N.S. use radio when storm
hits wires. 4-8-2
Beneficiaries of A.P. pension fund re
ceive $13,722.88. 4-22-9
A.P. coast to coast trunk wires doubled.
4-22-14
The Associated Press, (edl). 4-22-18
Two busy days for A.P. conv; A.P. and
executives. 4-22-4a
Ports of officers and dirs A.P. 4-22-6a
& 7a
Candidates for office in A.P. ;Ports. 422-10a
Lieutenants of Martin in A.P. manage
ment. 4-22-1 2a
47 papers added to A.P. roster in yr. 42213a
Double leased A.P. wire service large
cities. 4-22-13a
Past and present of A.P. Part 1. 4-228d.
A.P. E. Lansing Ray, chosen director;
other officers re-elected. 4-29-2
More expansion a head of A.P. this yr.
4-29-4
Associated Press; an inspiring compli
ment, (edl). 4-29-18
A.P. past and present; part 3. 5-20-25
Michigan Associated Press Edl Assn dis
cusses election serv. 6-3-4
A.P. ex com meets. 6-24-6
Ohio A.P. Editors plan for election. 624-28
A.P. moves So Div offices to Atlanta. 624-14
Bismarck Tribune adds A.P. 6-24-19
New A.P. Assn in So Dakota. 6-24-22
New A.P. body formed in North Dakota.
7-1-10
Connecticut A.P. chief honored by state
editor-members. 7-1-10
Youngstown Telegram surrenders A.P.
franchise. 8-5-8

The Four th Estate
Canadian Press, Ltd, adds French news
report. 9-30-29
Canadian Press, Ltd, annual meeting;
program. 4-29-7c
Canadian Press, Ltd, expands scope of
serv. 5-0-2
Canadian Press, Ltd, Maritime Div an
nual meeting. 9-2-8
Consolidated Press apts J P Yoder NY
ed. 8-19-20
John Edwin Nevins . aptd ed Consolidated
Press. 3-18-8
C-V Newsp Serv organized by Cornelius
Vandcrbilt, Jr. 5-20 21
Federated Press chief goes abroad for
material. 7-1-11
Marlin E Pew mgr I.N.S. returns from
Europe. 9-30-17
I.N.S. bureau changes. 9-80-27
I.N.S. Conn bureau in chg R T Bulkley;
H M Allender resigns. 12-30-26
I.N.S. apts David M Church London
mgr; Frank E. Mason Paris mgr; Sieg
fried Weyer Berlin mgr. 1-21-81.
I.N.S. moves in new building. 1-7-2
I.N.S. moves to 21 Spruce St. 3-25-2
NY State News Assn banquet. 8-18-20
New Jersey News Serv, Asbury Park, organized. 3-18-25
P & A photos est European branch. 114-29
Karl A Bickel genl mgr U.P. 10-21-2
U.P. broadens scope of foreign serv. 129 26
U.P. makes Basil Capparell gen mgr cen
tral div; A F Harrison sales mgr NY
office. 2-4-19
Hugh Baillie news mgr U.P. entertained.
4-1-13
Charleston, W.Va., Daily Mail installs
U.P. 4-8-2
United Press establishes State Bureau at
Charleston, W.Va. 4-15-20
W W Hawkins pres U.P. returns from
Europe. 5-13-24
United Press Peking bureau in charge of
Minneapolis man. 7-1-19
Universal News Serv moves to Pulitzer
BIdg. 3-25-8
Universal News Serv to expand on Pa
cific Coast. 8-25-29
Wash Intelligence Bureau organized. 122-20
GENERAL.
Queries must be strictly along news
lines. 10-28-11
Speaking of overhead, think of this.
(edl). 12-23-18
Press services ready to send by radio. 318-11
Seizure of cables curtails service. 8-12 2

REMARKABLE YEAR
IS REPORTED BY
I.N.S. CHIEF.
MORE GENERAL PUBLIC DE
MAND "ALL THE NEWS" LED
TO NEW ACCOMPLISHMENTS
—DOUBLED RESOURCES GAVE
IT INCREASED FACILITIES
FOR SERVICE TO CLIENTS.

By M. KoENIGSBERG.
President of International News
Service.
The year 1922 is epochal in the his
tory of International News Service.
It marked the establishment of this
newspaper institution as the greatest
leased wire service for evening news
papers.
At the close of the day's work on
the last day of 1922, International
was sending out the world's news to
American newspapers selling ten and
a half million copies every day. That
epitomizes the achievements of this
organization better than any state
ment of its conspicuous news beats or
than the expansion of its field.
Men and women everywhere want
every shred of the news today. Thirty
million Americans read newspapers
carrying International News Service
despatches because day in and day
out International has furnished the
news quicker, better, more accurately,
and more completely than any other
news agency.
Maintaining throughout the year its
record for speed and accuracy, Inter
national never let down its standards
of dependability and reliability.
International beat the field of world
correspondents at Genoa, scored con
spicuously with news of the Turkish
advance and burning of Smyrna,
scooped everybody on the war in
China, was first with the news of Ire
land, and the dramatic overthrow of
the old Italian government.
NEWSPAPER
With resources more than doubled,
International News Service looks to a
GROUPS
new year which will surpass anything
it has ever accomplished in the pre
Further organization of newspapers vious years of its existence. Now as
into groups, largely to achieve more ever, its slogan "Get it first—but first
efficient selling of advertising by terri get it right!" shall be its solemn
tories or to advertisers desiring to pledge of progress and faith.
cover large cities was a feature
development during 1922. Notable in
this field was the further expansion
of the Hearst string and the organi
NEWSPAPERS
zation of the North American News
paper Alliance, a co-operative feature
SOLD
producing and distributing association
of large newspapers all over the Alamosa, Colo., Journal. 3-25-9
country.
Albia, la., Union. 4-22-26
Anderson, S.C., Tribune. 9-23-4
American Newsp League chosen tempo Ardmore, Okla., Press half int sold to
rary name for what later became Na
J A Floyd. 3-4-24
tional Newsp. Inc. 1-28-15
Athens, Ont., Reporter. 8-26-13
Natl Newsp. Inc permanently organized Augusta, Me., Kennebec Journal. 12-2-2
to sell color adv. 2-4-2
Austin, Tex., Statesman. 7-8-12
Cleveland Plain Deaer and Buffalo Ex Austin, Minn., Mower County News. 9press join art gravure group. 3-18-17
30-17
100 large dailies join feature alliance. Baker, Ore., Herald. 9-2-6
7-1-12
Barnesville, O., Enterprise. 4-8-12
North American Newsp Alliance organ Baldwin, L.I., Record. 5-27-18
ized. 6-17-15
Beaver, Pa., Argus & Radical. 3-11-9
Seventy Iowa papers join in weekly mag Bentonville, Ark., Weekly Democrat. 4feature. 7-8-8
Birmingham Age-Herald. 10-21-4
Wisconsin dailies form league. 7-29-8
22-12a
N.A. Newsp Alliance apts Lorcn Picker Blackwcll, Okla., News & Sun. 5-6-8
ing genl mgr. 8-5-2
Boonton, N.J., Weekly Bulletin. 9-2-13
Govt can break up chains of papers if Boston Telegram. 7-22-2
occasion arises. 8-5-15
Bradentown, Fla., Herald half int sold.
Don Seitz warns agst chain papers, fl8-12-27
10-4
Bradentown, Fla., Journal. 9-2-8
Allied Newsp, NY, opens San Francisco Brandon, Tex., News. 12-9-26
office. 9-16-19
Bristol, Pa., Gazette. 9-23-24
Scripps-IIoward acquire Scripps-McRae Bridgeport, Cal., Chronicle-Union. 12-2-6
League; Col Milton A McRae retires. Brockton, Mass., Times. 8-12-29
Roy W Howard buying his int. 11-4-2 Butte, Mont., Gazette. 12-80-4
Hearst nears two-score market in publi Canton, Kan., Monitor. 2-11-12
cations. 11-4-8
Casper, Wyo., Tribune. 9-2-6
Texas Daily Press League forms ad bu Cedar
Rapids, la., Republican. 9-23-8
reau. 12-2-20
Chariton, la.. Leader. 9-9-28
Texas Daily Press League to merchan Charleston, S.C., American. 11-4-2
dise Lone Star State. 12-23-11
Chatham. Ont, News. 12-30-16

January 27, 1923
Chatham, Ont., Weekly Banner-New*.
12-30-15
Clarkston, Wash., Republican. 12-30-13
Cleveland Mail Bag. 10-28-24
Clinton, la., Mirror. 9-23-29
Colorado Springs Gazette. 11-14-28
Coronado, Cal., Strand. 11-18-10
Coronado, Cal., Saturday Night. 11-18-10
Coronado, Cal., La Jella Journal. 11-18-10
Crystal Springs, Miss., Meteor. 10-14-25
Dog World Pubg Co., Chicago. 12-23-11
Dover, Del., State News. 2-18-16
Drumright, Okla., Daily Post. 7-29-11
Edwardsville, 111., Republican. 5-6-7
Elgin, Ore., Reporter. 11-11-19
Elgin, Neb., Review. 12-9-8
El Paso, Tex., Herald. 8-11-2
Eufaula, Ala., Citizen. 11-4-2
Fenton, la., Reporter. 4-1-22
Fort Worth, Tex., World. 12-80-2
Franklin County, Ala., Times. 4-29-21
Fresno, Cal., Herald. 2-4-2
Frost, Tex., Star. 12-9-25
Fullerton, Cal., News. 12-16-6
Garrison, Tex., Weekly News. 11-18-8
Goodwell, ok a., Independent. 2-11-26
Glenwood, Wis., Tribune, (wkly). 9-16-25
Grand Ledge, Mich., Times. 12-16-8
Harvard, Neb., Courier. 12-23-4
Harvard, Neb., Courier. 8-5-13
Harveyville, Kan., Monitor. 2-11-12
Havana, Cuba, Telegram. 4-29-7b
Herman, Minn., Review. 9-9-25
Hinton, W.Va., News & Leader. 4-8-3
Hudson, Mass., Sun. 8-26-12
Huntington, La., Journal & Globe. 930-27
Imboden, Ark., Journal. 5-20-17
Imperial, Cal., Enterprise. 11-18?
Indianapolis, Ind., Times. 6-10-28
Jacksonville, Fla., Metropolis. 6-8-2
Jordan, Mont., Gazette. 12-2-8
Kansas City, Mo., Post. 5-20-2 & 5-27-8
Kansas Homestead, (wkly). 11-4-31
Kennebec, S.D., Prairie Sun. 9-S0-26
Keokuk, la.. Gate City. 5-6-4
Kingston, O., Tribune. 3-18-16
Klamath Falls, Ore., Herald. 2-18-4
Lacon, 111., Home Journal. 2-18-9
LaFayette, Ala., Sun. 12-9-6
La Salle, III., Post. 6-3-81
Leaskesville, Miss., Green County Herald.
12-16-2
I.ecsburg, O., Citizen, (wkly). 11-18-2
Lennox, S.D., Independent 10-28-19
Lincoln, Neb., State Journal. 6-24-22
Lisbon, la., Herald. 12-23-6
Loudon Daily Mail. 9-23-4
London, Ont, Advertiser. 9-28-4
London, Ont, Advertiser. 11-11-9
London Times. 6-24-31
London Times. 10-28-2
Lorain, O., Journal. 8-26-20
Los Angeles, Cal., Express. 6-10-80
Louisville New Farmers Home Journal.
11-18-23
Loveland, Colo., Herald. 7-29-18
Manchester, N.H., Mirror. 6-20-4
Mansfield, O., News. 2-18-5
Mantorviile, Minn., Express. 9-16-81
Marine, 111., Telegram. 2-18-29
Marion, la., Sentinel. 12-2-20
Marion, O., Tribune. 5-27-5
Marquette, Kan., Tribune. 4-22-14
Marysville, Pa., Journal. 8-12-2S
Mechanicsville, N.Y., Hudson Valley
Times. 7-8-20
Meridian, Miss., Star. 11-18-2
Mertens, Tex., Progress. 12-9-26
Miami, Okla., News. 8-4-24
Middletown, Del., New Era. 11-16-16
Middletown, N.Y., Herald half int sold
to R S Carver. 3-18-2
Milton, Ore., Eagle. 2-26-15
Minden, Neb., News. 5-27-27
Missouri Homestead, (wkly). 11-4-81
Montclair, N.J., Herald. 2-25-8
Montesano, Wash., Vidette. 11-14-29
Montezuma, Kan., Press. 3-11-21 .
Morton, Wash., Mirror. 3-11-21
New Bedford, Mass., Standard & Mer
cury. 2-11-31
New London, Wis., Press. 2-4-13
Norristown, Pa., Times. 12-30-2
North End, Quebec, Messenger. 9-80-10
Oskaloosa, la., Times, (wkly). 8-11-13
Oakland Post Enquirer. 9-2-2
Oelwein, la., Iowan. (tri-wkly). 12-23-10
Okmulgee Democrat. 11-4-7
Quebec Chronicle. 11-18-4
Orange, Tex., Leader. 5-13-28
Oshawa, Ont, Reformer. 8-12-88
Oswego, N.Y., Times. 6-24-15
Paris Telegram. 3-11-11
Passaic, N.J., News. 2-4-10
Passaic News. 10-28-6
Pensacola Journal. 9-23-2
Peru, Ind., Chronicle. 3-25-11
Phoenix Girard, Ala.t Journal. 11-25-8
Placerville, Cal., Mountain Democrat. 71-20
Portland, Ind., Commercial-Review. 56-26
Pottstown Ledger. 9-16-27
Princess Anne Marylander & Herald. 325-25-


INDUSTRIES ALIGN TO CONSERVE FORESTS.

NEWSPAPER PUBLISHERS AND PAPER MILLS WORKED IN HARMONY DURING 1922 TO OBTAIN LEGISLATION, AND MANY INDEPENDENT STEPS FURTHERED THE AIM.

By Warren B. Bullock, Secretary, National Forestry Program Committee.

The year 1922 was a great year for forever-devoted to forestry in not in fact, the greatest yet known by this country. In eventual striking blow of the year was the message of President Harding to congress on December 8, when he said:

"We must encourage the greatest possible cooperation between the federal government, the various owners of forest lands, to the end that protection from fire shall be made more effective and replanting encouraged."

This sentiment is growing nationally, as evidenced by the fact that 1922 opened with the devoting of more than a thousand dollars to the problems by the agricultural committee of the house of representatives, on the Snell bill, sponsored by the national forestry committee, which included the American Newspaper Publishers Association, the American Paper Manufacturers Association, the Associated Newspapers of the Wood Industry, and several other local organizations of wide influence.

The hearings by congress on the forestry question were the most extensive event of the national forestry program. The hearings of the special representatives and newspapers having special representatives were issued by The Fourth Estate April 22 and December 23, 1922.

Chippewa Falls, Wis., Gazette first anniv. 11-15-22.


Englewood Daily Elent celebrates 80th anniv. 10-7-25.

Garland, Tex., News 35 yrs old. 6-24-44.

George Ridley Hall Henrietta, Okla., Gazette first anniv. 1898-99.


Gonzales, Tex., Inquirer celebrates 90th anniv. 11-15-21.

Jasville, Wis., Gazette seventy-seventh anniv. 9-16-25.


London Sunday Times 100 yrs old. 11-3-45.


NY Times 83 yrs three years old. 7-8-21.

NY Tribune 81st anniversary. 4-6-13.

Passaic Daily News has forty-fifth birthday. 9-6-23.

Passio, N.J., Herald fifty-first anniv. 6-2-14.

Phil. Evening Bulletin 75 yrs old. 6-9-95.

Union Record Fourth anniv. 6-31.

Seattle Times silver jubilee. 7-20-17.

Daily Mail golden jubilee. 7-20-17.

The Washington Star at seventy. (ed.) 6-30-16.

Wichita, Kan., Eagle 50 yrs old. 6-24-44.

Eagle celebrates golden anniv. 10-7-25.

Yankton, S.D., Daily Press and Dakotan forty-seventh anniv. 6-20-19.

ENGRAVING

NY Photo-Engravers return after strike; no wage change. 1-14-25.

Meyer-Martin act proposed at Albany. 9-18-25.

Print by engravings in Paris printers' strike. 9-18-25.

American Photo Engraving conv dateset. 4-15-28.

Engravers' Union injunction is reaffirmed. 4-29-25.

Scale in NY under fire. 6-29-25.

Electrotypers to receive same pay until Oct 1. 5-27-4.

Power goes abroad for new color process. 7-29-10.

Amer P.E. Assn elects; Adolph Schuetz pres. 8-5-11.

CONTINUED ON PAGE XXXX
QUALITY WHEN YOU HEED

Buying a Newspaper Press other than a Hoe, you can be sure rather than quality, or because of failure to personally investigate that the great volume of orders going through our works, could making delivery within the time desired.

While we have been the pioneers and leaders in the man have by far the largest and best equipped plant of its kind in the quickest and most economical manner, yet the cost of cons greater in the case of machinery built to our high standards of and inferior construction.

Hoe Presses are designed and built to give the greatest net manner—not merely to sell at a price. That they are the best in dependability, greater economy of upkeep, greater freedom from the continually increasing demand for them and by the fact th throughout the world are printed on Hoe Presses. The propri who look beyond immediate costs for efficiency and permanent unless convinced that it is a better investment from every viewpo

At the present time the extraordinary demand

SUPERSPEED AND HEAVY-DESIGN UN
OUR PATENTED AUTOMATIC PU

is taxing our manufacturing facilities to their utmost and, pending the to ask our friends to consider their probable needs in the way of new time to take care of them properly.

R. HOE
504-520 Grand Str
109-112 B
CHICAGO, ILLINOIS
ERSUS PRICE

de a Publisher

it was either because the impelling consideration was price fully the respective merits of the different machines offered, or d with our high standard of manufacture, prevented us from

icture of printing machinery for over one hundred years, and world, especially adapted to turning out superior machinery in ction and the time required for manufacture are necessarily ign and workmanship, than for machinery of cheaper design

put and do the best work in the most efficient and economical stment in the long run, because of their greater speed, greater paper wastage, and longer life, is demonstrated conclusively by the majority of the prominent newspapers and magazines of these publications are conservative, far-seeing business men

They would not pay a higher price for Hoe Machinery

newspaper presses and particularly for our

T-TYPE MACHINES EQUIPPED WITH SYSTEM OF INK DISTRIBUTION

ecessary for the enlargement of our plant capacity, we are obliged ss equipment as far in advance as possible, so as to give us sufficient

& CO.

New York City

7 Water Street

BOSTON, MASS.

One of a Publisher

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XVIII
THE FOURTH ESTATE
January 27, 1923

PRESIDENT HARDING

Active participation in the move- ment which succeeded in procuring for the press the privilege of using naval radio stations and his favorable attitude toward publishers' efforts to procure relief from war-time postal rates were outstanding features in Harding's relationships with the newspapers. In many other ways he gave evidence that the newspapers and newspapermen are still a chief interest with him.

Apts Lillian Russell special emigration investigation. 1-14-19

Congratulates James A. Easton new owner, Canandaigua, N.Y., Messenger. 1-13-19

Letter to Seattle Press Club on model paper. 1-25-19

Re-elected Hon. Marion O., Star, 2-4-19

For new city hall sharp, 2-11-19

Asst Melville E. Stone Naval Academy Bd. of Visitors. 2-11-19

Urges telegraph and telephone bill. 2-18-19

Stay up until 4 a.m. to write speech. 2-23-19

New Postal Naps. 2-11-19

That Newsw, Sense. (edl.) 2-11-19

Correspondents trail Harding to Florida. 2-11-19

Plan may pave way to use of Naval Press. 2-11-19

Lillian Russell reports on emigration trip. 2-11-19

Reports the speaker, the 4-XXVIII Newsmen made marshall by Harding. 4-9-19

Ed in White House needs no bosses. 4-11-19

Sensation over engraving by shake-up process. 4-12-19

Drops in as Lakker dines capital stories. 4-18-19

Another ed places stamp of approval on local cooperative plan. 4-18-19

Invited to attend AACC conv. 4-20-19

Harding's traits as editor. 4-20-19

Who gets place on New York Golf Club team. 5-2-19

President Harding and the newspapers. (edl.) 5-2-19

And his talks to reporters. 5-6-19

Favors postal rate reductions. 5-6-19

Gives place on New Golf Club team. 5-6-19

Member New York Newspapers Club. 5-19-19

Terror of surveillance of scribres. 5-9-19

Why not fewer hours for our Presid. 5-19-19

Take hand in tax muddle. (edl.) 5-16-19

The bulletin of the local press. (edl.) 5-16-19

Washington Society of Editors. 5-18-19

Casts ballot in Natl Press Club elections. 5-18-19

WASHINGTON COR.

Clanton W. Gilbert author of Mirrors of Washington. 9-16-19

Various in ranks of capital scribres. 2-2-19

Hearsequel searing re-arranged 18-19-19

Cabinet members Gridiron dinner. 12-16-19

White House Correspond Annual dinner. 12-23-19

Senators humble chesty scribe golfers. 7-1-10

Presidential replies to Rascov. 7-2-17

Press gallery assaulted by Hefflin. 6-6-3

Rasch and Sproil win Senate report. 6-8-3

Judge of Franklin Roosevelt sitting in Washington. 11-4-19

Chauvry C. Brainerd, Louis William "Hooch" and Olga G. H. W. in Kneickrocker theatre disaster. 2-4-19

Election is due a daddie. 2-18-19

White House Correspond meet; elect Russell Young pres. 3-11-19; annual dinner. 5-24-19

Sen Freighbussey offers his yachts. 8-4-19

Trail Harding to Florida. 8-16-19

Washington Newspaper Golf Club annual dinner. 8-16-19

MAPS OF THE WORLD

WORLD PRESS CONGRESS

Dean Walter Williams home from Hono- lulu. 8-4-19

Meeting. 8-16-19

Proceedings in book form. 8-2-19

Spain wants next meeting. 10-14-18

POSTAL

A.N.P.A. protests second class rate in- crease. 8-4-19

Natl Pub Assn protests proposed rate in- crease. 8-4-19

Sec. Mellom's attitude toward new. 6-14-18

Six trade bodies act to have rate re- duced. 5-23-19

Will Hays dinner set for March 8. 3-12-19

American Publishers Conf meets on postal. 3-11-19

Second class postage volume falls off. 1-4-19

Foreign mail ruling for new modified. 8-12-19

Congress favors removal NY post office. 5-24-19

Hays given farewell by juntas. 3-8-19

Campaign for lower mail rates on in- crease. 3-19-19

Form permanent body to effect postal relief. 1-26-19

Longworth will present postal relief bill. 1-26-19

American Pub conference presents aims to $3,000 Pub. 6-18-19

Help yourself to (edl.) 6-18-19

Publishers heartly support American Pub. 6-18-19

Hope of postal relief bright says Thoma- s. 7-7-19

Australia cuts postal rates on to U.S. 8-18-14

MAIL TUBES

Restoration discussed by Postmaster Gen. Hays and Joint Com. 1-7-19

Postal mortgage connection needed in all big cities. (edl.) 1-7-19

Conference of Postal Hays to make con- tract for NY restoration. 11-14-19

Philadelphia asks return of. 11-13-19

Still serious. 5-6-19

Senate acts to restore tubes in NY. 8-2-19

Senate votes in favor of tubes in NY. 11-13-19

Will prevent robberies says Congressman. 10-1-19

Mulvihill backs fight for tubes in Phila. 11-5-19

Natl Union of Postal Workers in Phila. 11-5-19

Congress agrees to. 11-5-19

Will be restored in NY and Phila. 7-29-19

Philadelphia results delay. 9-9-19

Will be restored in NY. 10-16-19

Postal Service act to be delayed in Nov. 10-16-19

Pneumatic tube serv. resumed. 10-17-19

Delay in Phila operation. 12-19-19


FOREIGN COR.

Overseas Writers first anniv. 6-10-14

All serene now after Hague skirmish. 6-12-14

Corresp carry light. (edl.) 6-15-14

Relation to Arms Conf. comm. 8-14-14

World peace of Hugh. 9-16-14

Asst de la Presse Anglo-Americaine in Paris. (edl.) 12-10-14

Asst of Foreign Press Corresponds annual dinner. 4-6-19

Washington Post. 3-15-19

Overseas writers appoint board managers. 9-10-14

Overseas writers open banquet season. 9-10-14

Foreign writers numerous at Tacna-Arica parley. 5-30-13

Cali River Albertson from Cal E Miller (Eastern) to Gilman, Nicoll & Ruthman. 6-18-11

Cedar Rapids. 6-9-14

Rep. from Iowa to London. 6-24-14

FORGERY

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Delay in Phila operation. 12-19-19
Events have but fleeting news value.

Newspapers are duty bound to publish all news.

For the convenience of editors and students of journalism the following summary of ideas expressed as to news values.

Repeated criticism of interesting.
Repeated criticism of news treatments indicated a trend away from sensationalism may result.

14-25 New edl. 1-21-18 Boston Herald discusses what is news; value varies according to community.

1-7-25 News from Washington attracts everyone.

Details and specialization make them interesting.

News put thru on radio priority list.

Too much horror halts digestion.

"Playing up" of trifles hit by British critic.

Editors urged to cultivate public taste.

3-18-17 Editors urged to cultivate public taste.

3-25-10 Strong defense of race news by ed.

3-25-9 News libraries add character to newspaper.

8-3-16 Criminals fear news publicity, reformed.

8-5-11 Foreign news on broader scale.

8-5-6 S.N.P.A. pres would raise news writing standards.

8-3-14 Ontario prem calls for cleaner news.

8-1-14 Unjust accusations.

7-8-14 Ontario prem calls for cleaner news.

7-5-24 Reader sees desire for "good" news.

5-27-2 Newspapers as oft as anything else is (edl).

4-29-19 S.N.P.A. pres would raise news writing standards.

4-22-18 Major issues to come before ANPA.

3-30-19 A.N.P.A. state committee to push conservation.

3-23-2 Kellogg reappointed chair special standing committee.

3-29-2 Newsprint committee attacked in Senate.

3-29-2 Newsprint conv of A.N.P.A. possible.

3-23-2 Knott appointed chair special standing committee.


3-19-23 Members who passed away during yr.

3-8-23 S.N.P.A. pres would raise news writing standards.

3-29-2 Newsprint conv of A.N.P.A. possible.

3-14-23 Members who passed away during yr.

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3-14-23 Members who passed away during yr.

3-29-2 Newsprint conv of A.N.P.A. possible.
 Flynn, George—resigns as ad mgr Minneap. Dispatch. 7-21.
 Flynn, John T.—apptd mg NY Globe. 1-17.
 Flynn, Michael—apptd mg Washington Herald, 11-26-21.
 Flynn, W. C.—apptd cm sp mgr Long Island City Daily Star. 9-4-21.
 Flynn, X.—apptd cm sp mgr Lake City Daily and Advertiser. 10-17-21.
 Fullmer, Nathan O.—apptd bus mgr Salt Lake Tribune. 5-14-21.
 Gable, John —apptd cnt to city ed Wash. Times. 6-24-21.
 Gable, John —apptd ed Wash. Times. 6-24-21.
 Gall, Franklin —apptd sp cm sp mgr Chicago Daily News. 8-22-21.
 Galpin, J. —apptd cm sp mgr Charleston Daily News. 7-16-21.
 Gandhi, Mohan —resigns as gm India. 6-21-21.
 Gannon, Matthew —apptd cm sp mgr Cleveland News. 6-21-21.
 Garvey, C. F.—apptd sp cm sp mgr Chicago Daily News. 8-22-21.
 Garvey, C. —apptd cm sp mgr Chicago Daily News. 8-22-21.
 Gardner, R.—apptd cm sp mgr Detroit Free Press. 5-9-21.
**NEWSPAPER PLANTS, NEW**

**NEWSPAPER FIRES**

Extensive erection of fireproof buildings in 1922 and the three preceding years resulted in cutting materially losses by fire. Newspapers in Astoria, Oregon, however, had their plants wiped out by the fire that devastated that city in December.

**EQUIPMENT**

- Lanston Monotype Machine Co.; Wm. C. Magness joins Barton, Durstine & Osborn.
- Mergenthaler Linotype Co. organization for NY Dist.
- Plans for Graphic Arts Exposition at New York.
- Cutler-Hammer brings out new electric fences.
- British tissue makers are ready for American bus.
- Machine composition at Graphic Arts Exposition.
- New Bedford Standard opens new home.
- Edney Daily Watch Bureau.
- Telegraph Co. estab NY branch.
- 12-19-18 Three of use of 12 cm masts.
- Philadelphia Pub黎dger and NY Tribune give record presses press.
- Standard Time Advance installs new presses.
- New Bedford Standard opens new home.
- Press London.
- Webb & Sholes Linotype Co.
- British tissue makers are ready for American bus.
- National Women’s Press Club.
- Pennsylvania Gazette prints with Lincoln.
- New Bedford Standard opens new home.
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**ACCOUNTING**

Accounts systems for use of pub a standard method. 1-7-16 Fair valuation and proper depreciation important items in tax returns. 1-30-18

Equal sales information in invoices. 2-28-18

Concerning upset price, subscriber. 3-18-18

Hoke Smith advises on circulation structure. 3-23-18

Entry of items, income tax, 4-8-18 Inform yourself at once concerning income taxes. 4-18-18

Taxes and insurance, fields for economies. 5-8-18

**ATTACKS ON EDITORS**

R L Moore, Drumright, Okla, Post flogged by masked men. 2-4-22

A Philip Randolph, NY, Jt. Labor pegged by radical. 3-11-22

Des Moines Register, Iowa, Sept. 7-10-22

Maximilian Harden wounded. 7-8-4

Wendler fres, tar and feathers. 7-30-22

**BILLBOARDS**

Must go. 3-11-14

Minnesota ed rebels at billboards. 3-25-9

No advertising signs in California forests. 8-25-15

Regulation of poster ads: tax proposed. 4-12-15

Great Barring, Mass, to regulate. 4-18-16

Springfield, Mass, plans to restrict. 4-12-21

San Francisco, Calif, Ad Endorses restriction. 4-9-75

Recent Minnesota highways unlighted. 3-3-15

Offensive signs discouraged in England. 6-21-13

A lesson France can teach. 7-8-25

Geo C Peck, Calif,M, denuces billboards. 11-30-15

Will not be erected in Deer Lodge malt forest. 12-27-21
ADVERTISING

No man of perception could have paid much attention to the advertising pages of any newspaper during 1922, without realizing that behind the advertiser's message lay a business mechanism never equaled before. A marketing situation which required that every newspaper advertising was automatic; business men realized more than ever the economy and elasticity of selective and developing favorable markets through the newspapers. It was made that the close of the year indicate that this was reflected by an increase advertising volume over radio received of fifty million dollars; that is from the hundred and fifty million dollars in 1921 to ten seven hundred million dollars in 1922.

Adolph Ochs on adv. 3/15

Advertising and what makes them good. 2-11-15

Advertisers and what makes them good.

Advertising in Canada oppose commission. 3-18-12

Advertisers pay to tell why they use

Boston Telegraph: Adv. to Uncle Sam's revenue. 12-23-11

Adv ban leads dentists to extortion.

Adv by physicians disputed before Poor

Richard C. Hinton. 6-2-16

Adv costs America more per yr than its chewing gum. 11-16-16

Adv grab by your ad man. 7-2-16

Adv is lever that moves world. 6-22-23

Adv key in retail strike. 11-3-22

Adv makes bus business.
ADVERTISING ASSOCIATIONS

Increased efficiency in advertising through increased service for their members was the keynote of the policy of the American Association of Advertising Agencies during 1922.

The American Association of Advertising Agencies presented increased service to the daily newspaper and advertising fraternity by reason of its increased staff through its campaign to advertise advertising.

The Associated Advertising Clubs of the World closed the year in a much stronger position than ever before. A reorganization plan had been in mind for sometime, but the convention at Milwaukee decided for this basis that made itself felt in every corner of the United States where there is an advertising club.

Amer Assn of Adv Agencies exec com meets. AAAA executive board changes places with NY Council AAAA. James C. P. ($6,000,000).

American Advertising Association conv. expected big 1923 volume; elects John Benson pres. 10-14-14.

Atlantic Council invites AACW for 1923. 8-30-14.

Canadian Ad Club leaves AACW. 6-27-14.


Program for AACW cvn. 5-8-14.

Change in AACW title suggested. 1923-35.2.

Goodsell-Parton agency est San Francisco; Fireproof Agency, Inc. 1-14-15.

Harvey Adv Agency starts in Atlanta. 1-11-15.


Jenkens, Back & Killian, Inc., Chicago, changes name to Jenkens, Brown, Fisk & Wetmore. 5-30-14.


Lambert & Feustel, NY, start at 17 E 42nd St. 1-14-15.

Walker Lee opens agency at Atlanta. 7-8-15.

W.P. McDonald starts agency at Columbus, O. 8-5-15.

NATIONAL ADVERTISING


CHURCH ADVERTISING


CLASSIFIED ADVERTISING


COMMUNITY ADVERTISING


PUBLISHERS RATES SOUND VERDICT OF FOUR A'S.

(Continued from Page III)

It is a big thing to remove or even to reduce waste in advertising operations even though the waste affects publishers. Publishers have not been in favor of advertising operations even though the waste affects them. Publishers have not been in favor of advertising operations even though the waste affects them.

Any business operating with such proportion of standardization is all things with which it deals are capable of being standardized.

In our dealings with publishers we have made great progress in reducing the number of false motions. This means getting more of the advertiser's dollars and it is something the publisher's till and consequently more returns on each dollar the advertiser puts out. We are making it possible for advertisers to improve their advertising appropriations grow larger.

We have reached the point with publishers where we are able to discuss early in the new year the findings of a comprehensive study of classification in rates. It may then appear that further simplification in that direction is not possible.

This applies to the handling or classification of rates and not to the question of whether the publication shall be continued.

Over the whole field we observe that publishers' rates are extremely complicated.

It is unquestionably a fact that in no other field of business operations are the technical quantities greater in number or sounder in principle than they are in advertising rates in this country today.

The publishers of the entire country have been so complicated and we are frank to say that we attribute much indeed of the magnificent development of advertising appropriations for 1923 to the solid values the publisher gets from his advertisers.

In other words, the present great volume of advertising of advertisements, if possible if publishers' rates did not provide such a safe and profitable investment to the advertiser.

PUBLIC UTILITY ADVERTISING


RAILROAD ADVERTISING


FINANCIAL ADVERTISING


GOVERNMENT ADVERTISING


RATES


TRUTH IN ADVERTISING


ADVERTISING INSTRUCTION


PUBLICITY ADVERTISING


COMMUNITY ADVERTISING

Close Contact with the Advertising Agency

That is what keeps foreign lineage ahead of last year's, last month's and last week's.

It is what enables the publisher or advertising manager to know that he isn't missing anything.

It is as essential to efficient newspaper planning as the line gauge is to the printer.

The ADVERTISING AGENCY

NUMBERS of THE FOURTH ESTATE

provide subscribers with unparalleled facilities for tracing and identifying advertising agencies all over the world.

These lists and the information concerning advertising agencies that accompanies them have become established by the usage of many years as invaluable, standard works, constantly in use by newspapers and national advertisers.

The FIRST 1923 Issue Now Being Prepared

Offers a timely opportunity for newspapers and agencies to reach the national advertiser before his 1923 advertising plans have fallen into a settled groove from which he may not be able to deviate for another nine or ten months.

Space Reservations Should Be Made NOW

THE FOURTH ESTATE

232 WEST 59TH STREET, NEW YORK
CRIME BARRED FROM NEWS PAPERS IN JAPAN. 12-9-29

GERMAN CHINA NEWS RIVALS IN SEEKING LONDON TIMES. 9-2-6

CHILEAN PAPERS DEPENDENT UPON FOREIGN COUNTRIES FOR NEWSPRINT. 9-2-15

NORTHCLIFFE PRESS

The death of Lord Northcliffe in August caused the newspaper world a profound sense of loss and resulted in the splitting up of his newspapers. Lord Rothermere, his brother, now has the Daily Mail, Associated Newspapers, and Amalgamated Press. The London Times was bought by John Walter and Lord Astor.

Lord Northcliffe entertained by Gov. Gen. of Java. 2-11-19

Wickham Steed and Lord Lee of Fareham are the two directors of company. 6-7-19

Linotype out of News Proprietors’ Asso. 5-28

Northcliffe, the printer, and Genoa. (ed.) 5-28

Lord Northcliffe reported gravely ill. 8-14-18

London Times reduces sales price. 11-18

Northcliffe tour adds new correspondents. 3-20-18

FOREIGN LANGUAGE PAPERS

La Nazione, Wilmington, Del., resumes publication. 1-21-28

Ohio Jewish Chronicle starts in Columbus. 3-11-26

Greek newspaper for Washington. 6-24-17

El Tiempo, Panama, adds Eng lang section. 7-29-14

More than fifty foreign language newspapers in Chicago. 6-24-14

Foreign Lang Pub Assn in new home 110 E 2nd St. 7-1-31

Shing Wah, Chinese d. y., starts in Tor. 14-30-11

GREAT STRIDES IN FORESTRY SAVING DURING YEAR.

(Continued from Page VII)

message was specific in its declaration for a permanent forest policy for the nation. The step needed by the paper industry and the newspaper publishers, and legislation is pending in Congress to make such a policy.

The accomplishment of the year in forestry is not to be credited entirely to the paper industry. It has been the work of the newspaper editors and publishers of the country to sell the forestry idea to the nation and to force the forestry situation into the public eye. The newspaper, however, has because of its having in its associations and in all organizations practical, though technical, foresters, been able to lead in the formulation of a workable forest policy. It has helped to put organized industry back of the campaign of which this newspaper have been the public, to the ultimate advantage of the paper or the publishing industry, of the whole country who will benefit by the improving of the forests of the whole country, for industrial and recreational uses, and also serving as reservoirs for water, power and portable uses.

If in 1923 can see the successful conclusion of this campaign, the paper and publishing industries, really subdivisions of a great super-industry, will have done a great constructive work for the whole nation.

DO YOU NEED A

General Manager Business Manager
Advertising Manager Advertising Solicitor
Circulation Manager City Editor
Desk Man

Linotype Operator Monotype Operator
Ink children’s editor Linographer

Web-Pressman

Photo-Graver

or any kind of help?

OR ARE YOU SEEKING A CHANGE

The quickest way we know of to bring about your desires is to

USE THE SMALL-AD DEPARTMENT OF THE FOURTH ESTATE.

Send along your ad and the promise of a letter by return mail. Ads should be received by Thursday, although few can be squeezed in Friday morning.

The Fourt Estate

232 West 59th Street

NEW YORK
The Milwaukee \textit{Journal} FIRST—by Merit

1922 Total Advertising

<table>
<thead>
<tr>
<th>Category</th>
<th>Journal</th>
<th>Other two Milwaukee papers combined</th>
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<td>12,751,416</td>
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<td></td>
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The Journal leads the other two papers by 3,515,554 lines.

1922 National Advertising

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<tr>
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The Journal leads the other two papers by 1,258,342 lines.

1922 Local Display Advertising

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<tr>
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<tr>
<td>Other two Milwaukee papers</td>
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The Journal leads the other two papers by 1,589,716 lines.

1922 Classified Advertising

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</thead>
<tbody>
<tr>
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<tr>
<td>Other two Milwaukee papers</td>
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</tbody>
</table>

The Journal leads the other two papers by 1,667,496 lines.

Proved Again!
INDUSTRIES ALIGN TO CONSERVE FORESTS.

(Continued from Page XV)

Control of its forestry department, 900 miles of the Adirondack region, north of Lake Superior, has been shown by extensive investigation, to have become more productive of a forest crop under the handling of its timber through scientific management than it would have been the case under ordinary logging methods. The Spanish River Company, Canadian property, has placed eight to ten townships, or over 300 square miles of its lands under control of its forestry department.

The Mead Pulp and Paper Company, Dayton, Ohio, controlled largely by the same interests which are back of the Spanish River Company, has conducted extensive experiments in the artificial reforestation of the Ohio valley region and other hard woods, readily adaptable for pulp making.

Many Enlisted in Work.
The Chateaugay Pulp and Paper Company of Chateaugay, N. Y., ordering 150,000 Norway spruce trees, gave the state of New York's conservation department the largest single order for trees for artificial reforestation placed during 1922. There are in the paper industry eighty men whose forestry work and training is such as to enable them to membership in the woodlands section of the American Paper and Pulp Association. Many, undoubtedly, are in this work, but not organization members.

Forest clubs have been organized in New York City and in Maine, for the getting together monthly of technical foresters, actively practicing their profession. Those in Maine are largely engaged in work for paper companies.

At least three Maine paper companies, are practising actual reforestation using chiefly spruce for pulp wood, but some pine. They are the Orono Pulp and Paper Company of Orono, Me., the Eastern Manufacturing Company of Bucksport, Me., and the Pejepscot Paper Company of Brunswick, Me.

In New York three important paper companies at least are practising technical forestry in the cutting and thinning of cutover lands. These include the Chateaugay Pulp and Paper Company, Chateaugay, N. Y., Finch, Pruyn & Co., Glen Falls, N. Y., and the William T. Cary & Company, Troy, N. Y. In addition, the forest lands of the Racquette River Paper Company of Potsdam, N. Y., looked ahead so many years ago that George W. Sisson, Jr., president of the company, formerly president of the American Paper and Pulp Association, sent his son to Cornell University to take a technical forestry course. This son is now head of the forestry department of the father's company.

A Problem for the East.

Reforestation is most notably a development of the eastern states, where before the lake state forests were touched, and the need has consequently been greatest. A number of states much earlier than in the west.

More and more attention is being paid to the problem by the states. Iowa announces the planting of several thousand small trees. In Northern Wisconsin a technical forester, Dr. Hugh P. Baker, executive secretary of the Oconto Pulp and Paper Association, with two associates, one a technical forester, has in the last year persued a work which has characterized 1,500 acres of land of which 1,100 acres will be artificially reforested, and the balance, 500 acres of land along four miles of frontage on three lakes, will be devoted to the establishment of the first forest camp for boys in the United States. Camp Mislike, as it will be known, will not be a new forest school, but a boys' private camp with a forestry training for its background. The purchase for next spring's planting of 12,000 pine and spruce trees marks the beginning of the first reforestation to be done on an extensive scale in the middle west. Over one million trees will be planted in the northern forested lands.

The lumber industry, which has not yet felt the pressure of the depletion of the forests so seriously as has the paper industry, is, nevertheless, paying more and more attention to forestry.

Several regional associations of the lumber industry now have technical foresters in their executive offices. O. T. Swan, formerly of the United States forest service, is with the Wisconsin-Michigan Hardwood Workers, as secretary, and J. C. Nella, also of the federal forest service, has been with a lumbermen's association in North Carolina. Several other similar organizations have retained technical foresters.

The most important recent development, however, is the decision of the California redwood lumbermen to place their great western forests under forestry management, under a highly trained forester, to insure a continuous production of redwood lumber without the depletion of the forests. This development, involving as it does the national sentiment for the preservation of western tree giants, is a most significant forward step.

Cellulose operators have adopted a policy of handling their timberland operations in accordance with the advice of foresters on federal service, particularly in the delicate problem of forest disposition.

A development of the year was the addition of a technical forester to the executive force of the American Forestry Association, to give technical assistance to the members, and others calling upon the association for service.

The American Tree Association is a new national organization, with a somewhat broader scope, though with general similarity, which will take over by agreement with the American Forestry Association the public educational work formerly done by the latter organization.

Most of the important developments of the year have undoubtedly been omitted in this review, but the achievements of 1922 will justify the belief that 1922 set a new record of forestry accomplishment.

The year just closing was marked by extensive reforestation legislation in many of the states, particularly steps toward lifting the tax burden on growing trees which discouraged many who would otherwise develop cut over lands. The year to come is full of promise, with definite legislation both in states and in congress to establish national forestry policy co-ordinating the work of the nation, the states, and private timberland owners.

1922 BIGGEST YEAR IN NEWS PRINT PRODUCTION.

(Continued from Page VI)

the 1920 record. In 1922, the newspapers fared much better than the magazines in the advertising field, since the volume of advertising in the two periods was approximately equal. In 1920, the newspapers carried $600,000,000 of advertising, while in 1921, they carried $620,000,000, of which the newspapers took $500,000,000.

The large volume of advertising, both periodical and newspaper, planned for and to be expected during 1923 is a matter of common knowledge. It looks as though the time were not far distant when the total yearly expenditure for advertising by means of the printed page in North America would be one billion dollars.

Paper manufacturing in North America is also a billion-dollar industry, with the production of news and print making up a very respectable proportion of the total investment and capital improvements.

The new machines to be put into production during the first six or eight months of 1923 will have a capacity of 600,000 tons per year, carrying the total capacity of the industry beyond 9,000 tons daily, of which some 5,000 tons are being produced daily. In States with a much larger capacity, more than 4,000 tons in Canada. Still further extensions are under consideration, so that the newspapers publisher wherever he may be in North America can look forward to 1923 should be able to get all the paper he needs without going overseas for any portion of his supply.

Abstract of report made at the annual meeting of the News Print Service Bureau in Montreal, January 26, 1923.
Do you see very often a publication as well printed as THE FOURTH ESTATE?

WE ARE PRINTERS TO PUBLISHERS

WE DO ALL THE WORK—Printing, Binding, Mailing, etc.—on the premises.

Within a minute's walk of the Post Office, the Hudson Tube, the Pennsylvania and the Long Island Railroad Stations, and right in the heart of the metropolis. In fact, all lines lead to the

Alliance Printing Corporation
110-114 West 32nd Street
NEW YORK
THE
ERICSON COMPANY
Advertising
381 FOURTH AVENUE, NEW YORK

If you want to know about our work, watch the advertising of the following products:

BON AMI
CONOLEUM RUGS
VALSPAR VARNISH
INTERWOVEN SOCKS
GRINNELL SPRINKLERS
WELLSWORTH GLASSES
McCUTCHEON LINENS
BARRETT EVERLASTING ROOFINGS
PETER SCHUYLER CIGARS
TERRA COTTA
TARVIA
IMPORTERS & TRADERS NATIONAL BANK
WALLACE SILVER
CARBOSOTA
NEW-SKIN
BERNHARD ULMANN CO.
(ART NEEDLEWORK PRODUCTS)
"QUEEN-MAKE" WASH DRESSES
BARRETT SPECIFICATION ROOFS

What we've done for Others we can do for You.
"Git Thar Fustest with the Mostest"

In those words General Nat Forrest, the Confederate cavalry genius of the American Civil War, is said by military authorities to have stated the whole science of war.

The same words forcibly cover the science of newspaper making. The newspaper that succeeds—wins the reader's interest and confidence—is that which "Gits thar fustest with the mostest" news.

For a specific instance consider the market and financial pages of The Chicago Daily News.

The Daily News has taken advantage of its opportunity to give its readers the COMPLETE story of the Financial Day, in its "Final Edition," TWELVE HOURS EARLIER than this same news is supplied by any morning newspaper.

Inevitably readers know and appreciate this service and inevitably they prefer to read the news while it is new—as well as complete and reliable.

An increasing army of readers is making The Daily News financial and market section its directory and guide in matters of investment.

Your advertisement in this section will reach the potential investor when his investment interest is at its peak.

You will "git thar fustest with the mostest."

THE DAILY NEWS
FIRST in Chicago
PRESS ASSOCIATIONS FIGHT POISONED FOREIGN NEWS.

OFFICIAL REVEALS "INSIDE" STORY OF WORLD NEWSGATHERING — EVEN GOVERNMENTS OBSCURE AND SUPPRESS — NEW YORK THE NEW WORLD CENTER.

Press services have discovered that their problem is not "combing the world for news" but "combing the news for truth," Karl A. Bickel, president of the United Press Associations, informed the gathering of Ohio editors and publishers which took place this week at Ohio State University. Today there is more news in the world than "all the press associations in America can carry," Mr. Bickel said, summarizing for whom the task of world news selection.

World news relationships have undergone a tremendous upheaval within the last nine years, Mr. Bickel pointed out. New York, he said, is rapidly becoming the central clearing house for the news of the world, for "where the credit of the world rests rests its news interests." Evidence of the primacy of New York as a news center was furnished by Mr. Bickel's description of the reliance placed upon New York cables in Canada, Australia, Europe, South America, Japan, and China, to which country the United Press has just opened a daily cable service.

What the uproar in Europe has done to complicated distribution of truthful news is vividly brought out in Mr. Bickel's words. Even... of truth and news and those of distant countries, and many other factors which interfere with one country's appraisal of another.

"I was told that my subject was to be 'Combing The World for News,' but the world is full of news," said Mr. Bickel. "France throws strewn its face Ruhr into a military receivership and a match is scored that may throw the still smoldering wreckage of Europe into the flame of another war. A common boar's head... is grafted into the socket of a Jersey City boy and the lad sees his first glimmer of the sunlight in years.

"The world was never more interesting. Trotsky is marching a million men, possibly the best armed and... for his Moslem thousands, is awaiting word to launch a new drive to regain southeastern Europe for the Crescent.

"The announcement of the presence of the Holy Soul rests in the unconscious mind while hundreds of determined citizens battle with the police to force their way into his lecture room. Three hundred thousand starving women parade in Versailles asking... that may be won and retained by arms. There is news abroad.

"It is four years since Versailles and yet there is no peace. European budgets are mounting higher; European armies are growing larger; taxes are piling up; national bankruptcies... and more inevitable. Great Britain alone of the European powers is making real headway against the rising tide of national disaster that seems to be confronting her sister nations. The reason is plain:"

"I am paying fifteen shillings out of every pound of profit that I make on the Daily Telegraph," Lord Burnham said to me recently in London. Roughly, that represents... of every dollar in profit made by Burnham's great paper.

"The population of the world is something over two billions of people. The preservation of democracy today rests in the hands of less than ten per cent of that number. There is plenty of work for us to do, and I think about in that.

There is no dearth of news these days. There is more news, in fact, than all the press associations in America can carry. (Continued on Tenth Page)

NEW PRESIDENT OF NEW YORK ASSOCIATED DAILIES.

The New York Associated Dailies at their recent convention selected F. H. Keefe, publisher of the Newburgh News, to direct the destinies of the organization during 1923. Mr. Keefe is well-known in the Empire State newspaper circles, and has long been a leader in association affairs.

DETOIT TIMES INJUNCTION PERMITS CONTINUANCE OF RACING NEWS.

Attorneys for the William Randolph Hearst interests in Detroit have obtained an injunction against the Detroit News, which is waging a bitter fight on racetrack gambling, in the case of In re Detroit Times.

P. H. KEENE.

F. H. KEFFE.

NEW MAY SUCCEED WORK.

As The Fourth Estate went to press, it was reported from Washington that Senator Harry S. New of Indiana, for many years a newspaper man, will be appointed to the post of secretary of the Interior, as announced by President Harding, provided the appointment is confirmed by the Senate. Senator New is well-known in the newspaper circles, and has long been a leader in association affairs.

FITZGIBBON JOINS HERALD.

Dermot Fitzgibbon, who has been for a year abroad, has been appointed manager of the adverstising department of the Herald and Sun. Mr. Fitzgibbon was formerly advertising manager of the New York American and prior to that advertising manager of the Sun.

CHICAGO TRIBUNE BUYS TRACT.

A timber tract 2,000 square miles was contracted for this week by the Ontario Paper Company of Thedford, Ont., said to have been looking for a tract for the Chicago Tribune. The timber is in the River Manicouagan district and was bought for $3.35 per square mile, plus the cutting tax, which is now $2.70 per 1,000 feet of timber.

DO FILM PUNDITS RUN THE PRESS? (LAUGHTER). MINISTER'S CHARGES AGAINST WASHINGTON DAILIES AS RESULT OF INATTENTION TO MOVE FOR FEDERAL CONTROL OF MOVIES ARE QUICKLY REPUDIATED.

Does the moving picture industry use its influence for the suppression of news in the American press? This question, raised by Dr. Charles Seidman, chief of the press section of the Federal Trade Commission, was answered by Mayor Marcus A. Smith of Chicago, who said that the film industry is not responsible for the suppression of news in the American press.

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Get Philadelphians to ride on your ships and trains.

Philadelphians planning pleasure or business trips could be interested in routing their travels over your lines if you gave them in their favorite newspaper—The Bulletin—first-hand information about your facilities and points touched by your routes and connecting lines.

With the turning of people's thoughts toward the varied interests of foreign lands or the lure of other climates, there is increased desire on the part of Philadelphians to travel.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in America.

Net paid daily average circulation for 1922—493,240 copies a day.
EXPERT EXPLAINS TO RHODE ISLAND BANKERS WHY BIG ADVERTISERS ARE BETTER CREDIT RISKS THAN CONCERNS WHICH "DON'T BELIEVE IN IT."

Speaking at the annual dinner of the Rhode Island Bankers Association at Providence Thursday, William A. Thomson, director of the American Newspaper Publishers Association, made plea for more definite recognition by bankers of the asset of good will based on advertising.

He said bankers had recently awakened to the importance of advertising and were urged them to consider the advertising done by their clients in determining their eligibility for banking accommodations, on the assumption that a successful advertiser was a better banking risk.

"How many of you believe sufficiently in advertising as an exact and proven commercial instrument to give an advertiser who wants a loan preference over a non-advertiser, other conditions being identical?"

"In other words, is there today in the consciousness of the banker any tangible asset in the good will and the potentiality of advertising done by one of his clients?"

"We advertising men are not bankers, but we sincerely believe that the right kind of advertising does represent a very tangible asset for the firm employing it.

"Let me illustrate: Suppose any of your great New England industries that have built up sales and lasting reputation in the public mind, and are in a position to lose all their plants overnight. Suppose every dollar they owned was swept away by some catastrophic calamity. Yet there would rise Phoenix-like from the ruins of any one of these businesses, a thing called consumer good will behind which hundreds of men with money to invest would be glad to stand, knowing perfectly well that you might kill the physical assets, but that you could not kill the name built up on good will.

"Suppose you want to go into the cigarette business, or the candy business, or the cereal business. Materials to make these articles, and make them just as well as anyone today, can be built up.

"But suppose the makers of the great popular cigarette decided to put a new brand on the market tomorrow, in competition with an unknown firm which had decided to put out another brand just as good in quality and just the same in price to lose all their plants overnight. Suppose every dollar they owned was swept away by some catastrophic calamity. Yet there would rise Phoenix-like from the ruins of any one of these businesses, a thing called consumer good will behind which hundreds of men with money to invest would be glad to stand, knowing perfectly well that you might kill the physical assets, but that you could not kill the name built up on good will.

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"We advertising men are not bankers, but we sincerely believe that the right kind of advertising does represent a very tangible asset for the firm employing it.

"Let me illustrate: Suppose any of your great New England industries that have built up sales and lasting reputation in the public mind, and are in a position to lose all their plants overnight. Suppose every dollar they owned was swept away by some catastrophic calamity. Yet there would rise Phoenix-like from the ruins of any one of these businesses, a thing called consumer good will behind which hundreds of men with money to invest would be glad to stand, knowing perfectly well that you might kill the physical assets, but that you could not kill the name built up on good will.
The Only Authorized Service of News and Pictures of the Tomb of Tut-ankh-Amen

King of Egypt 3,000 Years Ago

From The London Times, January 10, 1828

THE TOMB OF THE KING

CONTRACT GIVEN TO "THE TIMES"

EXCLUSIVE SERVICE OF NEWS

LORD CARNARVON'S PLANS

We are able to announce that Lord Carnarvon, with the cordial consent of Mr. Howard Carter, has entered into an exclusive agreement with The Times for the distribution throughout the Press of the world of all news and photographs of his discoveries in the tomb of Tut-ankh-Amen. Both Lord Carnarvon, since his return to London, and Mr. Howard Carter, at Luxor, have agreed that it is an impossible task to supply the Press individually with news and illustrations of their discoveries. It has therefore been agreed for the future to employ a single agency for this purpose.

The Times has now accepted the offer of The Times to place their organization at his disposal for the purpose of supplying a service of news and illustrations of the discoveries to every newspaper, magazine, or other periodical publication in the world which wishes to have it. He has therefore placed in our hands the whole of the serial publication rights of his expedition, and these rights include all news of discoveries, special articles, interviews, and photographs relating to the several chambers of the tomb of King Tut-ankh-Amen, opened and yet to be opened. Neither Lord Carnarvon nor any member of his party will supply news, articles, or photographs to any other individual, newspaper, or agency. No other service will be authorized.

The Times will supply the Press of the world with the material obtained under this agreement by means similar to those used in the arrangements which it made last year with the Mount Everest Expedition. Arrangements have already been made in Egypt and in London by which the whole of the material secured by Lord Carnarvon and Howard Carter will be dispatched to The Times Office in London from Luxor. The Times will make its arrangements for this service direct with the newsmen in every country, but will absent throughout the world. All news matter and photographs published under this arrangement will bear following acknowledgment: "The Times's world's copyright by arrangement with the Earl of Carnarvon. Both The Times and Lord Carnarvon will take every precaution to prevent any infringement of this copyright.

Lord Carnarvon will leave London at the end of next week for Luxor. During his absence Mr. Howard Carter has been engaged in removing and preserving the objects found in the first chamber. Soon after Lord Carnarvon's arrival at Luxor the most important task of all will be undertaken. The mystery of the north wall of the outer chamber, guarded by gigantic statues of King Tut-ankh-Amen, will be solved. Nobody can yet say what will be discovered behind that wall, but Lord Carnarvon has made public his conjecture in the special article which he contributed to The Times on December 11. He then said: "The chamber behind this wall may be the burial place of the king or some other member of the family, with his coffins and sarcophagi, the body of King Tut-ankh-Amen. Should this be the case, the discovery will be of the greatest importance."

The discovery of the tomb a few weeks ago aroused world-wide interest. People from all parts of the Europe and America are already flocking to the scene. Only the antechamber has been opened, but it was found to contain treasures unrivalled in the annals of Archaeology. The inner chambers, containing presumably the mummies of Tut-ankh-Amen and his queen, and probably also many further examples of the art and handicraft of one of the oldest civilizations, are now about to be opened.

It is proposed by the Earl of Carnarvon, under whose concession for exploration the tomb was discovered, to permit henceforward only authorized news, articles, and pictures relating to the discovery.

These will appear at frequent intervals in the daily and Sunday editions of The New York Times.

The pictures will appear chiefly in the Sunday rotogravure sections, where full justice can be done them. The articles will be prepared by competent writers and Egyptologists. Many pictures are on the way to New York and hundreds more will be taken. The service will probably run through several months.

Notice to Editors and Publishers

THE NEW YORK TIMES, by arrangement with The London Times, has undertaken to distribute to the newspapers and periodicals of the United States and Canada the service of news, articles, and pictures relating to the tomb of Tut-ankh-Amen, prepared under the sanction of the Earl of Carnarvon.

Newspapers and periodicals desiring all or any branch of this service are requested to apply at once to THE NEW YORK TIMES, Egyptian Service Department.
PULITZER AWARDS TO BE MADE IN JUNE.

PRIZES TO BE GIVEN FOR BEST PUBLIC SERVICE RENDERED BY AMERICAN PAPER, BEST EDITORIAL AND BEST EXAMPLE OF A REPORTER'S WORK.

Award of the prizes and scholarships established by the late Joseph Pulitzer, publisher of the New York World and St. Louis Post-Dispatch, will be publicly made at the annual commencement in June, according to Secretary of the University, Frank D. Fackenthal.

The following awards will be made as prizes in journalism after nomination by a jury chosen from the members of the administrative boards of the school of journalism and from the teaching staff of the school:

For the best disinterested and meritorious public service rendered by any American newspaper during the year, a gold medal costing $500.

For the best history of the services rendered to the public by the American press during the preceding year, $1,000.

Award of the prizes and scholarships established in Columbia University by the will of the late Joseph Pulitzer, publisher of the New York World, will be made in writing addressed to the Secretary of Columbia University on forms that may be obtained by application to him.

PRIVILEGE OF PROTECTION OF NEWS SOURCES ARGUED IN WASHINGTON COURT.

The question of immunity of newspaper men against forced disclosure of sources of information was brought up in the District of Columbia supreme court this week.

Mr. Whitney is the author of a series of thirteen stories published in the Boston Transcript last summer on the “red” menace in America. Part of the material published was given to him in confidence at the time of the Bridgemen, Michigan, raid on August 21 last, when W. Z. Foster, one of the leading spirits of the extreme radical movement in the United States, and twenty or more others present at the radical court meeting were arrested.

Frank P. Walsh, defending those apprehended as a result of the raid, wanted to know where Whitney got the documents. Whitney, who was being tried at St. Joseph, Mich., Lawyers Walsh presented the names of persons from whom the depositions. Others besides Whitney were William J. Burns, chief of the Bureau of Investigation, the Department of Justice, and William E. Brigham, Washington correspondent of the Boston Transcript.

Walsh came on to Washington to take the depositions authorized by the Michigan court, and the supreme court of the District of Columbia issued subpoenas for the persons named to appear. Whitney appeared before Walsh at the latter’s office and explained that the information desired had been given him in his capacity as a newspaper man and in confidence, and released its source on that ground, until his informant voluntarily lifted the seal of confidence.

The district court, ruling in the presence of the defendants, indi- cated that Whitney had no right to refuse to answer because of the seal of confidence.

Thus the situation last stood, with Whitney facing possible jail sentence for the contempt of court if he persists in his position.

Information to me that the seal of confidence is lifted, then I am perfectly willing to answer questions from you, Mr. Whit- ney, and Mr. Thompson, the District Attorney's assistant. At any rate, Whitney is “resting easy” in the attitude he has taken.

DUPLEX PRINTING COMPANY TO OPEN OFFICES IN TORONTO.

Canadian newspaper publishers are soon to enjoy service similar to that given United States publishers by the Duplex Printing Company of Battle Creek, Mich., in a short time a Canadian office is to be opened in Toronto with Bruce M. Phelps and Horace C. Samson. Both of these men have passed their examinations with the highest honors and are otherwise most deserving of the special patronage of the company.

NEW AGENCY IN NEW YORK.

Harry C. Marschalk and Edward M. Pratt, formerly vice-presidents of Frank Seaman agency, New York, have formed an advertising agency at New York under the name of Marschalk & Pratt.

PHILADELPHIA CITY OFFICIALS APPROVE PNEUMATIC TUBE EXTENSION SYSTEM.

The city officials of Philadelphia have gone on record favoring the pneumatic tube system for use in the larger cities where congestion and overcrowded streets prevail. In a resolution forwarded to Vice-president Thomas Coolidge and the Speaker of the House of Representatives, the Philadelphia city officials set forth their stand in regard to the use of pneumatic tubes for increasing postoffice efficiency.

The resolution follows:

RESOLVED: That the Secretary of the Commonwealth be requested to forward a copy of this resolution to the Vice-president of the United States and the Speaker of the House of Representatives for presentation to Congress.

REGENCY TRIBUNE TO MAKE BOW FEBRUARY 11, WITH MURPHY AS MANAGER.

Plans for the establishment of the Reading, Pa., Tribune have been taken up and are to be carried to completion by C. A. Murphy, one of those associated with John J. Garvin, who is to be associated with the enterprise. The first appearance of the Reading Tribune is February 11. Mr. Murphy is general manager of the company which is to produce the paper.

Stevens & Baumann, Inc., New York and Chicago, will represent the Tribune in the national field.

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115,000 Daily
The Washington Herald—Washington Times
MORNING
EVENING

More Circulation in Washington Than There Are Homes in the District of Columbia

Two Papers—Complete Coverage
Combination Rate

130,000 Sunday
Washington Times-Herald

Blanketing the District of Columbia, West Virginia, Virginia and Southern Maryland

*DETAILED CIRCULATION ANALYSIS UPON REQUEST*

GENUINE MERCHANDISING CO-OPERATION

Advertisers in the Washington market, or working out distribution plans, are invited to use the facilities and information of The Promotion Department. Complete information on important market conditions, route books, experienced merchandising men plus a desire to be of real service has stamped the efficiency of this department as second to none in the whole country.

G. LOGAN PAYNE CO.
CHICAGO, ST. LOUIS.
LOS ANGELES, DETROIT.

PAYNE, BURNS & SMITH
BOSTON, NEW YORK
NATIONAL PRESS CLUB SEEKS NEW QUARTERS.

SEVERAL LOCATIONS BEING INVESTIGATED BY MEMBERS—STEPHEN F. EARLY OF A.P. IN BOARD OF GOVERNORS CHAIRMANSHIP—THEODORE TILLER IS GIVEN WATCH.

A special committee to investigate the matter of quarters for the National Press Club at Washington has been appointed by its new president, Carter Field, head of the Washington bureau of the New York Tribune. The lease of the club's present quarters expires in March, and it is to be decided whether it will be renewed or removal to another place effected.


One of the proposals made to the club is to top the floors of a new building in prospect, the lower floors of which would be occupied by newspaper bureaus in existing buildings will also be inspected.

At the first meeting of the new administration of the club held recently, Mr. Early was elected chairman of the board of governors, and Lewis Wood, of the New York Times, vice chairman. Alfred H. Kirchofer, of the Buffalo News, was appointed chairman of the house committee, and H. W. Bishop, of the National Republican, vice chairman. The chairman of other committees, suggested by President Field and approved by the board, were: Eligibility, Henry L. Swinehart of the Havas Agency; membership, Ulrie Bell, of the Louisville Courier-Journal; fellowship, Mark L. Goodwin, of the Dallas News; library, John H. Payne, of the Washington Post; publicity, Lewis Wood, general manager of the New York Herald.

A new committee, termed "The Glad Hand," was authorized, which will meet new members and make them feel at home through introductions to older members. Paul F. Haupert, of the Associated Press, will head the committee. The chairman of the important entertainment committee was left vacant, but a strong effort will be made to have Walker S. Buel, of the Cleveland Plain Dealer, who made the entertainments last year a success, resume the post.

Following the meeting, a large number of friends of Theodore Tiller, of the Atlanta Journal, presented him with a gold watch in recognition of his nine years of service as an officer and member of the board. Mr. Tiller declined to run for re-election this year. R. L. Marcey continues as assistant secretary and business manager.

CITY HALL REPORTERS TO HOLD DINNER MARCH 3.

Close to 1,000 invitations have been sent out for an annual dinner of the Association of City Hall Reporters on March 3 in the Hotel Astor, to be held in cooperation with other political writers of New York, who have organized for that purpose. One of the features of the evening will be a production called "The Supersmith, a tragedy in seven acts." Members of the dinner committee include James L. Durkin, chairman; Irving E. Piner, Theodore Stitt,

AGAIN FIRST in the World
In Advertising

For the second consecutive year the Los ANGELES TIMES printed more advertising than any other newspaper on earth—its volume in 1922 reached the colossal total, 26,795,244 agate lines.

1922 Honor Roll

—The newspapers carrying the most advertising in their respective cities for 1922, with volume in agate lines.*

Los Angeles Times

Harris Trust Building, Chicago—225 Fifth Avenue, New York.
Eastern Representative: Williams, Lawrence & Cresmer Co.

INDIANA EDITORS HOLD WINTER SESSION.

GOVERNOR OF STATE AND ITS TWO SENATORS ADDRESS INDIANA REPUBLICAN EDITORIAL ASSOCIATION MEETING IN INDIANAPOLIS—TWO HUNDRED IN ATTENDANCE.

Newspapermen from all parts of Indiana attended the annual midwinter meeting of the Indiana Republican Editorial Association in Indianapolis on January 24 and 25. Two hundred editors were registered.

A number of prominent men and women on the program for addresses. Among the speakers were: Governor J. B. McNeely, secretary of the Republican national committee and editor of the National Republican; Senator Harry S. New, James E. Watson, Albert L. Beveridge, Mrs. S. E. Boys of Plymouth, and Miss Eletka H. Van Enghen, vice-chairman of the Republican state committee.

Following the reading of reports by officers, a moving picture was exhibited, showing the process of news print manufacture. Discussions of technical problems were led by Julian E. Doyle, of the Times, James B. Smith, Seymour; S. E. Boys of Plymouth, and Frederick E. Schortemeier, secretary of the Republican state committee. A discussion led by R. E. Willia, Attorney General, B. G. Griggs, Attorney, R. D. McKee, Attorney, Miss Florence Riddick Boye, Princeton, closed the business meeting. A banquet, which was held at the Three Brothers restaurant, brought the meeting to a close.

WEEKLY EDITORS MEETING IN MADISON.

Editors of weekly newspapers in Wisconsin attending the annual convention of the Wisconsin Press Association at Madison which closes today.

A short course in newspaper work was held for the editors by the school of journalism of the University of Wisconsin. The faculty of the school held classes during periods during which the editors discussed their editorial and business problems.

The question of revising and standardizing rates for legal publications was considered, and it is probable that steps will be taken to have proposed changes in the statutes submitted to the Wisconsin legislature which will be session.

The three day's program is being devoted to advertising as it affects the farmer, how agriculture needs the press, and the latest ideas in typography, make-up and headline writing. Among the speakers are C. C. Parlin, director of research for the Curve Publishing Company; O. M. Pulley, assistant secretary, United States department of agriculture; Charles F. Fitch, of the National Publishing Company; Governor John J. Blaine.

A.A.U. EXCUSES REPORTER.

Jackson Scholz, a reporter for the United Press in New York and A.A.U. Athletic Club, at the annual dinner of the Associated Press, a concern which furnishes ready print service for weeklies newspapers, H. F. Rabin, who was a partner in the business, has retired to become associated with Chase M. Russell, an artist, and will contribute syndicate material.

CHANGE OF NAME.

The Colorado Springs Farm News is the new title of the Cripple Creek Colo. El Paso Democrat, John Green is editor and Judge L. W. Cunningham is assistant editor.
RANGE!

Here are a few of the many faces that will run in the Models 21, 22, and 24 Lino-types, and this pyramid illustrates the range of sizes that can be set on either of these two models—from small straight text matter to full 36 point display. The Linotype is the machine with the matrix service behind it. Hundreds of the finest of faces are available to the Linotype owner. More than 150 display faces of 18 point and over.

This 7 Point CENTURY Expanded with Italic and SMALL CAPS can be set on the Model 21, Model 22 or Model 24.

Both Text and Display on One Machine

Straight text matter and display up to and including full 36 point can be set on one machine—either on Linotype Models 21, 22 or 24.

Any newspaper can now enjoy the convenience and economy of having every line machine set—on Linotype slugs. It isn’t necessary to figure on keeping the machine busy on display. In most small or medium-sized papers a Display Linotype will clean up all the display composition in a very short time and will then be available for body matter, just like any other Linotype.

Ask the nearest agency to show you what you can save by eliminating all hand-composition waste.

Mergenthaler Linotype Co.
29 Ryerson Street, Brooklyn, N.Y.

CHICAGO
1100 South Wabash Avenue
NEW ORLEANS
649 Baronne Street
SAN FRANCISCO
640 Sacramento Street

CANADIAN LINOTYPE LIMITED,
119 Adelaide Street, West, Toronto
PUBLISHERS URGED TO LEARN PAPER MAKING.

S. E. THOMASON SEES BETTER UNDERSTANDING BETWEEN MANUFACTURERS AND THE CONSUMERS IF A LITTLE STUDY IS MADE—CANADIAN ASSOCIATION ELECTS.

The time is coming when news print manufacturers and newspaper publishers will work hand in hand to solve their mutual problems, S. E. Thomason told the American Newspaper Publishers Association and general manager of the Chicago Tribune, told members of the Canadian Pulp and Paper Association at a luncheon in conjunction with the annual meeting of the association in Montreal last week. As a newspaper publisher and paper manufacturer, Mr. Thomason carried the message to his brother members of the paper making industry that was heartily received.

Mr. Thomason said: "If all the newspaper publishers could have experience in the various difficulties experienced by the manufacturers of news print paper they would approach the mutual problems of manufacturers and consumers of news print paper.

(Continued on Fourteenth Page)

HEADS UNIVERSAL SERVICE LONDON BUREAU.

John T. Burke, formerly managing editor of the Richmond, Va., Evening Dispatch and editorial director of the Dispatch and London Times-Dispatch, has been appointed head of the London Bureau of the Universal Service. Mr. Burke, before his connection with the Times-Dispatch about three years ago, was for more than twenty years identified with the New York Herald in almost every capacity.

John T. Burke.

Mr. Burke was born in Ireland, coming to this country with his parents when three years old. He started his newspaper career on the Staten Island newspapers in 1896. For five years Mr. Burke was editor of the Paris edition and London correspondent of the Herald.

NEW ADVERTISING CLUBS FORMED ON NEOSSO PLAN.

CAMPAIGN FOR ORGANIZATION OF SMALL CITY CLUBS IN WEST MEETING WITH GREAT SUCCESS—GURNEY R. LOWE, ORIGINATOR OF PLAN, IS DIRECTING CAMPAIGN.

With the co-operation of the industrial departments of several railroads, as well as that of advertising clubs and district vice-presidents of the Advertising Clubs of the World, the association has launched an intensive campaign for the organization of small city clubs under the direction of Gurney R. Lowe of Neosho, "daddy" of the Neosho Golden Rule Sales Day.

Many new advertising clubs will be organized on the Neosho plan, and present advertising clubs seeking to broaden this plan will be afforded opportunity to take it up. A definite service, to be issued from the head office of the Associated Clubs in New York, will be regularly supplied to such clubs as they work to insure the greatest possible success.

For many months, Mr. Lowe has been organizing clubs with the sanction of the association but di rectly under its auspices. He worked under the direction of the community advertising department and with the co-operation of leading railroads, which gave him the opportunity to appeal directly to the assurance of their hearty support of the present campaign. The roads have found that advertising clubs, following the Neosho plan bring more business to a town, that helps the railroads.

The fee for the organization of a Neosho Plan club will continue to be what Mr. Lowe has charged heretofore, $5 a member, with a minimum of fifty members, and $1.50 of this fee will be applied to the first year's affiliation of the club with the A.A.C.W.

Under this plan, local merchants co-operate in staging a special sales day, once a month, each merchant offering a "special" to bring new business to town. These "specials" are carefully checked by a committee of the club, to insure that each price is just and fair, and that what is advertised is one which people of the surrounding radius will desire. These business men co-operate in the advertising of the special day. The plan also calls for the establishment of a special auction for the benefit of farmers of the surrounding country, the farmers bringing to this auction articles they no longer need, as well as live stock.

Neosho clubs have already been established in many small cities, and both the merchants of such cities and manufacturers and advertising agents who have investigated the operation, declare it the best method yet devised for the stimulation of trade and the establishment of better merchandising. For in addition to fostering the special sales days, these clubs maintain active educational and truth-in-advertising work designed permanently to improve advertising and merchandising standards in the community.

(Continued on Thirty-first Page)

U.P. TAKES STAND TO DEMAND TRUE FOREIGN NEWS.

(Continued from Second Page)

"There may have been a time—perhaps Mr. Stone can remember it—when the press associations of the world had to comb the world for news. But that day has passed.

"Since 1914 the world has been surfeited with news. It has become a tremendous problem to refine out of the mass that is piled up each twenty-four hours the imperatively important and the genuinely significant material. The real problem before the press associations of America today is not to comb the world for news, but to comb the news for truth.

"It is our function to give you the facts of all this; to give them truth and honestly in their proper places and proportions. It is not our duty to judge the issue, but it is our supreme duty to give you the news and if we give you the real news—the news with the truth—we must give you more than the mere statistical recital of the event that signalized this disaster."

"We must give you the facts, some of them hidden, that constituted the background and the conditions and the atmosphere which brought this sorry drama of confusion and ignorance to the surface of the stream of current events.

"It is easier to gauge the truth in domestic events than in those that occur in foreign countries. You can more easily visualize the conditions and sense the situations that dominate a domestic event. But in far away countries, where even governments do not hesitate to obscure the facts and poison the news sources, the difficulties of the modern American press associations to comb out the truth and the news are immeasurably increased.

"And, combined with this obstacle, often deliberately conceived, to prevent the true picture of an event from reaching your consciousness is the even more inescapable one of the lack of understanding between peoples.

"Every nation has its own standards of news and of truth in news. There is vastly more difference between what is the American ideal of news and the ideal of some European countries than 5,000 miles of water.

On the other hand, no two nations are more closely identified in habits of thought than the British and the Americans. Yet, this very surface similarity is exceedingly deceptive.

'The great difficulty with America,' said Stanley Baldwin, chancellor of the exchequer of Great Britain, upon his return to London with the British debt mission, 'is that the majority of Americans are from the country. They are rural minded and they do not understand an international situation.'"

"The rural mindedness and bucolic habits of Americans to Mr. Baldwin was a very serious obstacle to the settlement of the debt problem and thus to our national prosperity."

"A few weeks ago," I was speaking with Mr. Lloyd George about America, "the curse of England," he said, "is the fact that we have become a city people. The hope of America is that the great bulk of your people are still farmers who think in terms of the soil. It is only through the fact that America is still controlled by a farm people that prevents it from becoming threatened with the menace of socialism."

(Continued on Thirty-first Page)

THIS IS THE SCOTT MULTI-UNIT DOUBLE OCTUPLE PRESS CONSISTING OF SIXTEEN UNITS AND EIGHT FOLDERS USED DAILY BY THE BOSTON HERALD SCOTT MULTI-UNIT PRESSES cost more to build than any other newspaper press which the foresighted publisher gladly pays in order to secure the only type of press that lends itself to expansion.

ASK THE MAN WHO OWNS ONE.

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U.S.A.

CHICAGO NEW YORK

1441 Monadnock Block 1457 Broadway, at 42d Street
TRAINING IS TOPIC FOR N.Y. STATE GATHERING.

FOURTH ANNUAL CONFERENCE AT CORNELL UNIVERSITY PLANNED TO ATTRACTION THE EDITORS OF THREE STATES—SNAPPY VARIED PROGRAM AND PAPER CONTEST.

Plans were completed this week for the fourth annual newspaper conference which has become a regular feature of Farmers’ Week at the New York State College of Agriculture at Cornell University. The dates for this year’s conference are Monday and Tuesday, Feb. 12 and 13. Besides a program with addresses by publishers for New York, Pennsylvania and Ohio, a competitive exhibit of newspapers with separate classes for both dailies and weeklies is featured. The program follows:


What the city editor should tell the cub reporter. M. E. Corwin, Torrington, Conn. Corning Leader, Corning, N. Y. Reviving a newspaper. H. M. Suter, Jerauld Turner and Advertiser, Elimira, N. Y.

The newspaper campaign. V. W. Bradley and M. D. Dennis, Union Dispatch, Edenton, N. Y.

Announcement of awards, with basis of judging, in newspaper contests. Round table discussions. For weekdays. For dailies.

The following are the exhibit classes for weekly papers only: Class 1D. Best symmetrical front page.

BEST NEWSPAPERS NAMED IN OHIO COMPETITION.

(Continued from Fourth Page)

advertising while they themselves are the smallest users of this media in the country. Britsworth Adams showed some surprising results of a newspaper survey conducted in two of the largest newspapers of the country, and compared this result with that found in the smaller papers. News was classified in thirteen divisions: as follows: business and finance, sports, foreign, national, church, churches and schools, government and politics, labor and strikes, crime, disaster and death, courts, liquor, society, agricultural, and miscellaneous.

It was found that business and finance led the group, about twenty-five percent of the total news in the papers examined. Greetings from President Harding, and from Governor A. V. Donahue of Ohio were read at the evening session which followed the annual business meeting. Bickel, president of the United Press, spoke on ‘‘Combining the World for News’’ and ‘‘The spirit of competition in the real problem is to combine the news for truth. His remarkable address is printed elsewhere in this issue of FIFTH ESTATE.’’

S. B. Silver, director editor of the Scripps-Howard newspapers talked of ‘‘Newspapers as Folks.’’ He discussed the advertising of newspapers with Shakespeare’s ‘‘Seven Stages of Life.’’

Smith Bennett, Ohio attorney, talked on libel laws, showing the dangers of libel and coloring his remarks with illustrations. The concluding session of the conference was held Wednesday evening in the auditorium. ‘‘Soft advertising’’ as studied by Harry R. Young, of the Scripps-Howard newspapers, and ‘‘Reminiscences’’ by Malcolm Jennings. Election of officers for the ensuing year resulted in the following being chosen:

SNYDER ELECTED PRESIDENT.

President, R. C. Snyder, Norwalk Reflector-Herald; vice-president, E. E. Cook, Columbus Citizen; second vice-president, George Taylor, Times, Piqua; secretary, Fred Wallace, Coshocton Tribune; treasurer, Alfred Howsell, Bowling Green.

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President, R. C. Snyder, Norwalk Reflector-Herald; vice-president, E. E. Cook, Columbus Citizen; second vice-president, George Taylor, Times, Piqua; secretary, Fred Wallace, Coshocton Tribune; treasurer, Alfred Howsell, Bowling Green.

A feature of the conference was a display of daily and weekly newspapers of Ohio. These papers were judged by Professor Britsworth Adams and awarded for ‘‘best of the best’’ in the various classes. The following was chosen:

Class 1. Best local news, home and community news, weekly and semi-weekly, judged from quantity, quality and manner of presentation; first prize, Millersburg Republican; second, Mount Gilead Tri-County Opinion, (Westerville). Mention, People’s Defender, (West Union); People’s Advocate, (Marion); Shelby County News, (Sparta); Circleville Times, (Circleville); Richland County News, (Richland County); Coshocton Tribune, (Coshocton County); Lancaster Leader, (Lancaster County); Coshocton County Democrat, Hancock County Herald, Putnam County Vi- dent.

Class 2. Best front page make-up, to be judged by typographic balance, arrangement of material. First prize, People’s Defender, (West Union); second, Archbold Buckeye; third, Medina County Gazette; mention, Hillsborough Gazette, Exemp- ment, Madison Press, Ada Herald, Brookeville Eagle, Brookeville Enterprise, New Paris Mirror.


Class 4. Dailies in towns of less than 25,000 population, business and community news. First, Findlay Morning Republican; second, San- dusky Register; third, Coshocton Tribune.

Class 5. Dailies in cities larger than 25,000. To be judged on front page or department. First, Toledo Daily Blade; second, Columbus Dispatch; third, Sandusky Register (special).

MINNESOTANS TO MEET IN ST. PAUL FEBRUARY 16-18.

FREE PUBLICITY IN NEWSPAPERS AND PUBLICATION PROBLEMS WILL BE DISCUSSED BY EDITORS AT FIFTY - SEVENTH ANNUAL CONVENTION.

Organized resistance to campaigns for free publicity will be one of the main topics before the fifty-seventh annual meeting of the Minnesota Editorial Association, according to preliminary plans for the convention to be held at St. Paul February 16, 17, and 18. Many editors, it was said, complain that they are being swamped by demands for free space from many national and local organizations, often from enterprises fully able to pay for advertising.

The opening session February 16, at 10 a.m., Mayor Arthur E. Nel- son of St. Paul will extend an official welcome to the editors. J. P. Wright, publisher the Wadena Pioneer-Journal will give his annual address, and Secretary E. E. Cook, Columbus Citizen will make his report.

At the second session, February 17, there will be a round table discussion of trade topics, by leaders of various newspapers, as follows:

ROUND TABLE TOPICS.


Members of the association and their ladies will be guests of the St. Paul association at the annual dinner that night at the Saint Paul Hotel.

At the closing session February 18, officers will be elected and resolutions adopted. Herman Roe, of the Northfield News, will speak on “Organization or Competition,” and there will be presented a new “Advisory from the Country Merchants’ Standpoint,” and “Circulation Building.”
The Fourth Estate

February 3, 1923

FOREIGN NEWS AT PEAK OF PUBLIC INTEREST.

VOLUME OF CABLES PRINTED ON FRONT PAGES IN ALL CORNERS OF COUNTRY IS TESTIMONY TO QUALITY OF SERVICE RENDERED BY INTERNATIONAL NEWS SERVICE AND UNIVERSAL.

There never was a time in the history of journalism when the reading public of this nation manifested such keen interest in foreign news, says Joseph V. Connolly, manager of advertising and sales promotion for the International News Service.

The only telephoneservice which can fully serve the needs of the nation is one which brings all of the people withinsound of one another's voices.

“Bell System”

American Telephone and Telegraph Company

And Associated Companies

One Policy, One System, Universal Service, and all directed toward Better Service

ARThUR GРИFFITH’S PAPER TO BE CONTINUED UNDER NEW NAME.

Young Ireland, the Dublin publication which was edited by Arthur Griffith during the last years of the war and which was continued after his death by his old associate, Sean Milroy, as a strong supporter of the Irish government, published its last issue a few days ago.

The discontinuance was in accordance with the wishes of Mr. Griffith’s widow, who, when her husband’s small estate was closed, desired that the political weekly which was so vividly associated with the last days of the Irish leader’s life also cease. A group of men who were most closely associated with the late president of the dail during his life struggle, however, desired to keep alive his teachings and to help in the construction of the Irish nation, will continue to publish the journal under the name of the United Irishman, which was the name given by Mr. Griffith to his first paper, published in 1899.

GERMANY ADOPTS RADIO TO TAKE CABLES’ PLACE.

GREAT STATIONS AT NAUEN AND ELIVESE USED FOR TRANS - ATLANTIC PRESS MESSAGES - 5,195,000 WORDS SENT TO UNITED STATES ALONE IN SINGLE YEAR.

While the activities of England, France, and Holland in the field of radio have been concentrated since the war on the establishment of communications with their dominions and colonies, Germany, deprived of all overseas possessions, has been building up within the national borders a system of high-power radio stations that is second to none in the world, according to Assistant United States Trade Commissioner W. T. Daugherty at Berlin.

The only telegraphcable system built up at great cost during the fifteen years preceding the war, made Germany dependent on neighboring countries for all its international communication except the portion that could be handled by radio. The logical result has been the increased use of high-power radio stations for overseas communications, especially to the United States.

CONTROLS BIG STATIONS.

At the present time the central office of the Gesellschaft für Drahtlose Telegraphie, located in the Ora

 Dienststelle, controls the two great transmitting stations of Naunel and Elisev and the two receiving stations at Geltow and Hagen. Both the transmitting stations work on schedule, Naunel with New York, Moscow, Madrid, Rome, and Bucharest, and Elisev with Rome and Madrid.

Both of these stations have trans-Atlantic press schedules as well.

Extended facilities are now in progress at Naunel, designed to increase its power and the flexibility of its installation. Several new stations are being constructed for the American, the Asian and African, and the two European circuits, and a special arrangement is planned for the new Buenos Aires circuit which is to be opened for public and commercial correspondence in the next few months. The coordinating station, at Monte Grande, near Buenos Aires, is to be maintained and operated by a combination of French, English, German, and American radio companies.

The German post office station at Königswinterhausen, near Berlin, transmits to London, Budapest, Sofia, and Sarajevo, and its receiving station at Zehlendorf makes up the return circuit. Norddeich, a coastal station used for hydrographic reports, shipping news, and weather reports, completes this group which is known as the main stations (Hauptfunkstellen). Although communication is maintained with all foreign stations mentioned, the main stations group operates principally within Germany.

INTERIOR SYSTEM.

The feeder stations of this system, or “leading stations” (Leitfunkstellen), operate an interior service as subsidies for the main stations. The stations located at Dortmund, Bremerhaven, Frankfurt, and the Main, Hamburg, Hanover, Koenigsberg in Prussia, and Munich are each equipped with two sending and two receiving installations. Dortmund operates a special service to Rotterdam as well.

“Simple stations” (Funkstellen), supplementing the feeder stations and (Continued on Sixteenth Page)
GETTING CLOSE TO HOME WITH THE DAY'S NEWS.

MATTERS THAT ARE FOREMOST IN MINDS OF THE HOME READER ARE THE THINGS THAT SHOULD BE FEATURED, SAYS MARC A. ROSE, MANAGING EDITOR, BUFFALO NEWS.

By H. Armand De Masi, Special Correspondent, The Fourth Estate.

It is perhaps a difficult matter to find two newspaper editors who have exactly the same ideas and the same ideals as to what the proper methods and the proper ingredients to be used are in the preparation of a modern daily newspaper.

It was my pleasure this afternoon to chat with Marc A. Rose, constructive journalist and managing editor of Edward H. Butler's Buffalo Evening News, who gave me his views on newspaper making—views that I consider sufficiently good and important to pass on to fellow editors.

"We have, of course, tried to produce, and believe we have been fairly successful in producing," said Mr. Rose, "a constructive newspaper. And when I say 'we' it is the plural 'we,' not the editorial. The inspiration behind the Buffalo Evening News is Mr. Butler and the policies are his. My job simply is to put them into practical application."

"Of more than 110,000 readers that the Buffalo Evening News today is proud to count in its circulation—we believe that fully 90,000, yes 100,000, buy our paper, not for the sensational news that it may contain—news of crimes, scandals, accidents, and the like—but for the fundamental, constructive reports of things and events, things essential to the life of the community.

SOLID INFORMATION.

"By this we mean reports of deaths, marriages, real estate transfers, financial, market and commercial and business reports—particularly the latter. This is the news of news, including also weather reports, building permits, the fire record of the day, church and school news, ship news, news of conventions, meetings, society events, and so on, all of which are essential to the reader's livelihood and to the reader's livelihood, hie two real interests in life. Consequently we firmly believe it is for that kind of service that readers principally buy a newspaper.

"We do not mean to imply that stories of murders, robberies, divorces and the like are not likewise essential to a newspaper's complete success. They are the bait that catch transient buyers—several thousands a day. But we do maintain that in the final analysis the sober news that most 'live' and 'snappy' newspapers describe as 'routine' is the solid bread and meat of readers' diet. We all eat, we all breathe, but no one lives on it. To supply solid information (which need not be dull), and plenty of it, is our first duty.

"We believe that it is a newspaper's duty to cater rather to the intelligent than to the ignorant citizen. Yet, we aren't highbrow or a 'class' paper. We picture ourselves rather to the intelligent American, father of a boy in high school and a girl in the grades, owner of his own home and a small car, minor executive in one of our big factories, say the Pierce Arrow plant or Bethlehem Steel. He goes to the movies once a week and to church on Sunday. If we can get this man.

"The Buffalo Evening News today is devoting more space than any other Buffalo newspaper to cable news, and we believe that our financial pages, which we prefer to call 'business pages,' are unrivaled in our territory. The world war had two important results affecting American journalism: it created a new and intelligent interest in international politics and events, and it taught the American public what investments are, through Liberty Bonds. Consequently the American newspaper's work in these two departments has been greatly augmented, and wise is the editor who realizes this fact and acts accordingly.

"We can get along without sports, without theatres, without amusements, if we must—although no doubt it would be a hardship—but we cannot get along without sugar, coal, wool, cows, pigs, grain, buildings, businesses, homes and the like. These we must have—consequently it is concerning these essential things that a modern daily newspaper, if it would be successful and a powerful influence for good in its community, should tell.

"The story of a big fire—we have had two of them here within the last few days and beat the town on them—is interesting, but it is less important, less vital, in my opinion, than the story of a new building going up. The former concerns destruction; the latter, construction.

"Here is a curiosity. You would guess ship news—especially ocean news—was of little importance in a city so far away from the sea as Buffalo. You would be surprised at the number of inquiries we receive here constantly as to whether or not a certain ship has docked, and, if not, when it may be expected to dock. In the main, these inquiries come not from J. Hamilton Merriweather, but in the aristocratic section of Buffalo, but from Stanislas J. Jezbyckz, whose wife, or mother, or sister or daughter, is coming over from the 'old country' in the steerage. Ship news is vitally important news, even inland.

GERMAN PAPERS SUSPENDED.

Publication of articles deemed prejudicial to public order brought suspensions from one to ten days for seven of the influential German newspapers in the Rhineland. Several German newspapers printed in unoccupied territory have been forbidden to circulate in the occupied territory for periods ranging from one to three months.
NEWS PRINT PRODUCTION FOR 1922.

The following figures of news print paper produced in United States and Canadian mills for 1922 by months, together with shipments and stocks on hand, represent practically 93.4 per cent of the total produced by all mills and are taken from the news print service bureau monthly Bulletin No. 60.

<table>
<thead>
<tr>
<th>UNITED STATES AND CANADIAN MILLS</th>
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<td><strong>—PRODUCTION—</strong></td>
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<td><strong>Per Cent.</strong></td>
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<td><strong>Per Month</strong></td>
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<td><strong>1922—January</strong></td>
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| **—SHIPPMENTS—** | **MILL** |
| **Per Cent. of Maxi-** | **Mum** |
| **Per Month** | **Tons** |
| **1922—January** | 167,224 | 95.8 |
| **February** | 167,224 | 95.8 |
| **March** | 167,224 | 95.8 |
| **April** | 167,224 | 95.8 |
| **May** | 167,224 | 95.8 |
| **June** | 167,224 | 95.8 |
| **July** | 167,224 | 95.8 |
| **August** | 167,224 | 95.8 |
| **September** | 167,224 | 95.8 |
| **October** | 167,224 | 95.8 |
| **November** | 167,224 | 95.8 |
| **December** | 167,224 | 95.8 |

| **—STOCKS—** |
| **MILL** |
| **Per Cent. of Maxi-** |
| **End of** |
| **Month** |
| **November, 1921** | 91.6 |
| **December, 1921** | 91.6 |
| **November, 1922** | 91.6 |
| **December, 1922** | 91.6 |

**Note:** Maximums represent average production best three months of 1920 or 1921, with allowances for new strikers in the mills in 1921. The executive council of this section will comprise the following men: R. W. Hobey, C. V. S. Hawkings, and A. P. Costigane. The newly elected chairman of the news print section is J. A. Bothwell.

TARIFF DUTIES ON TIMBER FROM CANADA IMPORTED IN THIS COUNTRY.

The executive council of this section will comprise the following men: R. W. Hobey, C. V. S. Hawkings, and A. P. Costigane. The newly elected chairman of the news print section is J. A. Bothwell.

Collection of tariff duties on logs of fir, spruce, cedar or western hemlock suitable for manufacturing pulp or paper from the crown lands of New Brunswick, and imported into this country, will be made by agents in the border, under regulations just issued by the treasury department.

Every timber or permit conferring authority to cut spruce, cedar or western hemlock suitable for manufacturing pulp or paper on the ungranted lands of the Crown shall contain and be accompanied by the condition that all such timber cut under authority of such permit or permit shall be manufactured in Canada; that is, to say, into merchantable pulp and paper, or into sawn lumber, woodenware, utensils or other articles of commerce or merchandise.

In its new orders, Treasury Decision No. 39,413, the treasury department expressed the opinion that the Canadian provision constituted a restriction upon the exportation upon the classes of timber named, cut from the ungranted Crown lands in the Province of New Brunswick. The duties will be imposed on similar timber cut from the private lands of the Province.

PARIS JOURNALISTS CLEAR REPORTER—REBUKE TIGER.

The Paris Syndicate of Journalists last Saturday absolved Francois Crucy, special correspondent of the Petit Parisien on the train from Chicago to New York, from any suggestion of professional misconduct in reporting an interview with the Tiger. At the same time the syndicate administered a severe rebuke to M. Crusy for his interpretation of the interview. The Tiger modified this attitude in an interview with Walter Lippmann of the World staff when he said, "I fear the Ruhr." But on the voyage home, he denied Crusy's interpretation.

NEWSPAPER SOLD.

Mrs. Charles Pearce, editor of the Vinneton, Neb., Pioneer, has purchased the Verdigre Citizen from H. E. Hartson. Mrs. Pearce will publish both papers for the present. Mr. Hartson went to Verdigre shortly after the armistice was signed after he was discharged from the navy. He has not announced his plans for the future.

CORRESPONDENTS CHANGE DATE FOR DINNER.

The annual dinner of the Legislative Correspondents at Albany has been changed from March 29 to sometime in April by the dinner committee. The dinner in honor of Joseph J. Early, former member of the association, now managing editor of the Brooklyn Stand-ard Union, will take place at the Ten Eyck Hotel, February 8.

NEWS PRINT CONSUMPTION.

News print and standard news stocks on hand decreased during December and on the last day news print stocks equaled four days average production. During the month 3,196 hours were lost by idle machines which was a decrease of 2,696 hours as compared with the same month a year ago. Because of lack of orders machines were idle this year but 403 hours while in 1921 they were down for 1,597 hours.

The tonnage reports of 71 identical mills for November and December in 1920, 1921 and 1922 were:

- November 1922: 19,066, 125,689, 125,800, 18,955
- December 1922: 19,066, 125,689, 125,800, 18,955
- November 1921: 21,987, 102,209, 101,172, 22,885
- December 1921: 21,987, 102,209, 101,172, 22,885
- November 1920: 21,730, 119,290, 119,454, 19,152
- December 1920: 21,730, 119,290, 119,454, 19,152

(Net Tons, 2,000 lbs.)
CANADIAN PRESS EXPLAINED TO ROTARIANS.

EASTERN SUPERINTENDENT MacDONALD GIVES TALK ON DETAILS OF NEWS GATHERING — NON-PROFIT MAKING SYSTEM CARRIED OUT, ALL MEMBERS SHARING EQUALLY.

"The basic instruction to writers for the Canadian Press is: 'The whole truth and nothing but the truth,' to which the general manager has parenthetically added 'or God help you!'" George MacDonald, eastern superintendent of the Canadian Press, told members of the Rotary Club at a luncheon in the Windsor Hotel in Montreal a few days ago.

"So," he added, "whenever you see 'Canadian Press' at the head of a dispatch, you know that you are reading something as near the truth as conscientious human agency can make it."

Mr. MacDonald's subject was "News and the Gathering of News for the Canadian Press." He explained how the Canadian Press was non-profit making system carried out, all members sharing equally.

"Each newspaper in the organization is under obligation to provide the news of its district for the common benefit of other shareholders throughout the country. Special men are employed to collect the news and put it into dispatch form, as it comes into divided zones that handle the news output."

"News from other parts of the world is obtained through the organization's links with the Associated Press of the United States, Reuter's, and other famous newspapering agencies."

"It is by such free exchange of news, made possible by the Canadian Press, that much is done in the Dominion towards keeping a homogeneous and perfectly welded people."

"You will be interested to know, that under cover of a pledge of secrecy, our papers frequently have important statements to be made by our Governments, the President of the United States, and prominent orators, a week in advance of utterance."

YALE DAILY 45 YEARS OLD.

The Yale Daily News, first of college daily newspapers, celebrated its fortieth anniversary this week. Its founders were Herbert W. Bowen of Woodstock, Ct., and Frank MacDonald, now dead.

SUCCESSFUL DAILY IS WORK OF STUDENTS.

OKLAHOMA DAILY PUBLISHED BY OKLAHOMA JOURNALISM "CUBS" BUYS NEW $8,000 PRESS — PAPER HAS MUCH MATERIAL — TO BE ENLARGED FROM 5 TO 7 COLUMNS.

Students in the school of journalism at the University of Oklahoma at Norman are operating a daily newspaper that is a success not only editorially but financially, having saved sufficient funds to make the first payment on an $8,000 Duplex printing press.

It is generally conceded that students can handle the editorial end of a newspaper, but it is not always conceded that they can "make a go of it" in a financial way.

The Oklahoma Daily not only pays salaries of all staff members, but during the last few years has purchased a quantity of office and mechanical equipment, including desks, tables, chairs, typewriters, cuts, advertising services, type, casting box and recently the press.

When the press is installed sometime in February the daily will be enlarged from a five-column paper to a seven-column regular-sized newspaper. Since the paper's establishment in 1916 it has been a five-column paper and could not be made larger because the press is too small.

Members of practically all the classes in journalism take a hand in publishing the paper. The principal members of the staff are chosen by election or appointment, but the paper draws reports from a class of sixty "cubs" enrolled in the elementary class of newspaper writing.

More feature stories than the paper can print are furnished by the class in feature writing, and the editorial writing class write editorials. Some of the members of the newspaper writing class help with copyreading, proofreading and headwriting. Advertising students help in the advertising department, although there are too many enrolled to give all of them practical work of this kind.

The business staff is under supervision of the publication board, composed of effective representative students and two faculty members, who regulate disposal of the funds of the paper, and take a hand in other matters of control.

COUE AT CLEVELAND AD CLUB

Emile Coue related his theories on auto-suggestion to members of the Cleveland Advertising Club last Friday. His address was "Advertising." He said that the writing of advertising is very largely the making of suggestions, to induce people to buy goods or service."

NEWSPRINT

NEWSPRINT PAPER CORPORATION

SOLE AGENT IN UNITED STATES FOR

SWEDISH MILLS —
Billeruds Aktiebolag
Fiskeby Fabriks Aktiebolag
Hafstroms Aktiebolag
Holmens Bruks & Fabriks Aktiebolag
Skonviks Aktiebolag
Wargons Aktiebolag

Also Agent for the Swedish Mill — Stora Kopparbergs Bergslags Aktiebolag

NORWEGIAN MILLS —
Ankers Traesliperi & Papirfabrik A-S
Bohnslalen Mills, Ltd.
Folnum Traesliperi
Aktieselskabet Hofsfos Traesliperi og Papirfabrik
Aktieselskabet Holmen-Hellefos
Hunsfos Fabrikker
Union Paper Co., Ltd.

33 West Forty-Second Street New York
Telephone: Longacre 1116

G. F. STEELE, President L. CALDER, Vice-Pres. J. J. NOLAN, Secretary F. W. WESTLAKE, Treasurer
NEW YORK DAILIES CO-OPERATE ON ADVERTISING.

SURVEY OF NEW YORK AND ITS ENVIRONS AS MARKET FOR NATIONAL ADVERTISING PREPARED WITH ZONING MAPS—EXECUTIVES HEAR REPORT AT DINNER IN AD CLUB.

More than 200 advertising salesmen of New York and suburban newspapers and business executives met at dinner at the Advertising Club of New York last Saturday to hear a report on a survey of the vast consumption power of the New York market for everything salable, made during the last year by the New York University bureau of business research.

The meeting probably marked the beginning of a movement to revolutionize methods of selling advertising space in New York. Plans were laid to solicit the national advertisers, not on a strictly competitive basis, but on a strictly co-operative basis, and to present, co-operatively, detailed facts about New York.

Leo E. McGivens of the Daily News, representing the New York Association of Advertising Managers, under whose immediate direction the survey was undertaken, told of progress made and plans for future accomplishment. He told how every block of New York City had been completely divided and mapped and converted into sections in which purchasing power were clearly indicated by a key color scheme, this to enable a sales campaign for retailing by placing his commodity only in sections where its appeal to the particular public would be greatest.

He explained how advertising solicitors would use this information not only to secure advertisements for their newspapers, but to enable the advertisers to get maximum results from their expenditure as well.


Among those present at the dinner were C. D. Martin, business manager of the Brooklyn Daily Eagle; Edwin S. Friendly, business manager New York Herald and Sun; R. E. Maxfield, treasurer New York Tribune, and Benjamin T. Butterworth, advertising manager New York Times and president of the association.

OKLAHOMA EDITOR PREFERENCES NEWSPAPER WORK TO PRACTICING LAW.

Neither the more remunerative profession of law nor the satisfaction of the wanderlust in "railroading" could divert the Oklahoma editor from his chafed livelihood, the newspaper profession. Hence, after practicing law in one state, traveling through several states as a "broadway," publishing newspapers in seven states, and owning or working on ten papers in Oklahoma, Mr. Howard Owenses, editor and owner of the Isabel, Okla., McCurtain Democrat, decided that newspaper work was his salvation.

One of his first experiences was to be fired from his job as reporter for the Oklahoma City Daily Oklahoman, Oklahoma City, Okla. This was in 1919, where he remained for a year after he resigned from the Daily Oklahoman. He then joined the Daily Oklahoman again, and finally became editor and publisher of the McCurtain Democrat.

Wisconsin's half-million dollar campaign to standardize and advertise Badger dairy products was formally announced yesterday by a mass meeting of Wisconsin dairy writers, which included thousands of farmers, bankers and butchers. The Wisconsin Dairy Products Association, which was proposed as the name for the non-stock, non-profit corporation that will be formed, financed the campaign. A loan of $25,000 from the Wisconsin Bankers' Association. The organization, he said, will have an executive committee to manage affairs, but the officers will receive no salaries or expenses.

Tentative plans are for a board of fifteen elected directors, an executive committee of seven members, four representing the dairymen and three the bankers' association.

MICHIGAN EDITORS GATHER AT EAST LANSING.

Advertising, editorial and circulation problems received a thorough airing at the three day session of the Michigan Press Association, which opened yesterday. The meeting will be brought to a close after this morning's session when the report of committees and officers will be heard.

BUYS ALABAMA PAPER.

R. B. Vail, owner and editor of the Baldwin Times, published at Bay Minette, Ala., has purchased the Ecambia County Record, until recently the Atmore Record. Mr. Vail was Birmingham manager of the Western Newspaper Union for a number of years.

NEW ORLEANS DAILY.

The New Orleans Daily Crescent, of New Orleans, La., has announced plans to enter the daily field this month. The paper will be known as the New Orleans Morning Courier. A. E. Frost is owner and business manager and S. S. Harrison editor.

THE FOURTH ESTATE

February 3, 1923

FARM PROBLEMS BROUGHT TO READERS.

NEWSPAPERS OF IOWA ACT AS INTERMEDIARY BETWEEN TOWN AND COUNTRY, PUBLISH THOUSANDS OF INCHES OF FREE PUBLICITY ON AGRICULTURE.

"There is no better friend to the farmer today than the press," says H. J. Metcalf of the Iowa State College. "But a year ago it was different. Then there was but one daily newspaper in Iowa printing a full page of advertisements each week. Now there are several." The number of them have a daily farm news service, and all of this is printed with a desire to aid the Iowa farmers and agriculture in general in the state.

In increasing over the farm pages of the daily press of the state recently, it was found that twenty-three of them were printed approximately 75,000 inches of farm news each week, which is about a year's supply. The majority of it being originated by the office of the State College, and by the demonstration agents in the various counties of the state.

The value in dollars and cents represented by this service on the part of the daily newspapers is difficult to calculate. Taking into consideration the thousand or more farms in Iowa that are all devoted to the same one farm, this vast amount of farm news, which would have cost them about $70,000, figuring the inch rate at 8 cents, which is about an average rate for the entire number of daily newspapers represented.

"In other words, if the daily and weekly newspapers of Iowa had been selling the farmers of Iowa the same amount of advertising that they would have had charged more than $10,000 for it.

TYPOGRAPHY COURSE OPENS AT COLUMBIA FEB. 7.

The origin, history and development of printing, and its attendant psychology, will be the theme of a course in typography to be given at Columbia University, through university extension, during the spring term. James D. Gabler, of the New York Times, will teach the course.

The class will be divided in two sections, it is announced, one meeting at 9 a.m. Wednesdays, the other at 7:40 p.m. The course begins February 7.

ADVERTISING CLUB MEET FEBRUARY 13.

The Advertising Club of Minneapolis will meet February 13, to discuss the advertising of Minneapolis and Minnesota. This meeting will be open to all organizations. Perry Williams, manager of the Minneapolis Journal travel and resort bureau, will act as chairman.

MINNESOTA GOVERNOR WILL ADDRESS IOWA EDITORS.

Governor J. A. O. Preus of Minnesota will be the principal speaker on Thursday's program. The paper will be known as the New Oregon Morning Courier. A. E. Frost is owner and business manager and S. S. Harrison editor.

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Advertising, editorial and circulation problems received a thorough airing at the three day session of the Michigan Press Association, which opened yesterday. The meeting will be brought to a close after this morning's session when the report of committees and officers will be heard.

BUYS ALABAMA PAPER.

R. B. Vail, owner and editor of the Baldwin Times, published at Bay Minette, Ala., has purchased the Ecambia County Record, until recently the Atmore Record. Mr. Vail was Birmingham manager of the Western Newspaper Union for a number of years.

NEW ORLEANS DAILY.

The New Orleans Daily Crescent, of New Orleans, La., has announced plans to enter the daily field this month. The paper will be known as the New Orleans Morning Courier. A. E. Frost is owner and business manager and S. S. Harrison editor.

THE FOURTH ESTATE

February 3, 1923

FARM PROBLEMS BROUGHT TO READERS.

NEWSPAPERS OF IOWA ACT AS INTERMEDIARY BETWEEN TOWN AND COUNTRY, PUBLISH THOUSANDS OF INCHES OF FREE PUBLICITY ON AGRICULTURE.

"There is no better friend to the farmer today than the press," says H. J. Metcalf of the Iowa State College. "But a year ago it was different. Then there was but one daily newspaper in Iowa printing a full page of advertisements each week. Now there are several." The number of them have a daily farm news service, and all of this is printed with a desire to aid the Iowa farmers and agriculture in general in the state.

In increasing over the farm pages of the daily press of the state recently, it was found that twenty-three of them were printed approximately 75,000 inches of farm news each week, which is about a year's supply. The majority of it being originated by the office of the State College, and by the demonstration agents in the various counties of the state.

The value in dollars and cents represented by this service on the part of the daily newspapers is difficult to calculate. Taking into consideration the thousand or more farms in Iowa that are all devoted to the same one farm, this vast amount of farm news, which would have cost them about $70,000, figuring the inch rate at 8 cents, which is about an average rate for the entire number of daily newspapers represented.

"In other words, if the daily and weekly newspapers of Iowa had been selling the farmers of Iowa the same amount of advertising that they would have had charged more than $10,000 for it.

TYPOGRAPHY COURSE OPENS AT COLUMBIA FEB. 7.

The origin, history and development of printing, and its attendant psychology, will be the theme of a course in typography to be given at Columbia University, through university extension, during the spring term. James D. Gabler, of the New York Times, will teach the course.

The class will be divided in two sections, it is announced, one meeting at 9 a.m. Wednesdays, the other at 7:40 p.m. The course begins February 7.

ADVERTISING CLUB MEET FEBRUARY 13.

The Advertising Club of Minneapolis will meet February 13, to discuss the advertising of Minneapolis and Minnesota. This meeting will be open to all organizations. Perry Williams, manager of the Minneapolis Journal travel and resort bureau, will act as chairman.

MINNESOTA GOVERNOR WILL ADDRESS IOWA EDITORS.

Governor J. A. O. Preus of Minnesota will be the principal speaker on Thursday's program. The paper will be known as the New Oregon Morning Courier. A. E. Frost is owner and business manager and S. S. Harrison editor.
FREE INSURANCE PLAN IS LOSING FAVOR AGAIN.
LONDON DAILIES FIND SELVES TARGETS FOR GENERAL ILL WILL WHEN SOME CLAIMS OF POLICY HOLDERS ARE DISPUTED—THEY'RE RIGHT, BUT EFFECT IS BAD.

American newspapers' interest in the position of British newspapers which issue insurance policies continues, and has been stimulated by reports of cases which have come before the courts in which people have unsuccessfully preferred claims under these policies.

The feeling in the matter on the part of the unsuccessful claimants has been strengthened by the republication, by Messrs. Hulton, of the Evening Standard, of articles which have appeared in the Evening Standard in condemnation of the issuing of these policies, and some very hard cases are quoted.

The insurance companies were probably justified in point of law in refusing to pay, on the ground that the accidents were not within the scope of the policies, but the claimants naturally are very aggrieved, with good reason, at being put upon the newspapers which they had bought, believing themselves thereby to be more fully insured than now appears to be the case.

The question is also being pressed whether the newspapers can escape payment by passing on the claim to the insurance companies, and it is urged that the papers which issue these policies have made themselves directly liable.

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EXHIBIT OF NEWSPAPER ART POPULAR.

The exhibition of the work of Columbus, Ohio, newspaper cartoonists in the Gallery of Fine Arts, scheduled for one week, was a success, and people have unassumingly preferred claims under these policies.

The feeling in the matter on the part of the unsuccessful claimants has been strengthened by the republication, by Messrs. Hulton, of the Evening Standard, of articles which have appeared in the Evening Standard in condemnation of the issuing of these policies, and some very hard cases are quoted.

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RADIO TELEPHONY FOR THE PUBLIC.

Public wireless telephony was inaugurated in Germany on September 1, 1925, the post office department and the express service (Stadtnetz G. M. B. H.), uniting to establish the service. Subscriptions, open to the public, are based on the extent of the service rendered, and the only additional cost is the installation charge.

The apparatus used may be employed for either telegraphic or telephonic reception, and a list of the places to which the service is now extended includes:

2. Hamburg.
4. Darmstadt.
5. Elbing.
6. Friedricshafen.
7. Constance.
8. Stettin.
10. Mannheim.

Ship-to-shore stations are 16 in number and were excepted from the system taken over by the post office department in 1919.

The distribution of the wireless news broadcast from the interior and domestic stations to 75 receiving stations which have no transmission facilities, similarly equipped stations receive weather reports in nine of the principal cities.

GROWTH IN YEARS.

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GERMANY ADOPTS RADIO TO TAKE CABLES' PLACE.

(Continued from Twelfth Page)
CUTTING DOWN OVERHEAD OF "CO-OPTION." In the news that the New York daily newspapers are going to sell the New York market from one central office instead of each paper continuing to sell its own version of territory's sales possibilities there may be seen a definite attempt to cut down overhead. The move is involved in "merchandising co-operation." When the new arrangement gets to work, considerable overhead will be saved altogether differently than has been the practice.

The editors of New York newspapers have plainly realized that there is a tremendous duplication of expense and effort in the multifarious surveys of the metropolitan area that are being made for advertisers. It is a condition by no means peculiar to the metropolis, but it has evidently been less pronounced in New York than elsewhere. It is a condition by no means peculiar to the metropolis, but it has evidently been less pronounced in New York than elsewhere.

The name of these papers are foremost in the minds of those whose interest has been aroused and they are looked upon as the best in their classifying a certain type of "business expert" who bas their judgment on only one set of facts out of the many which are available.

"They obtained a common school education and sold newspapers," read a newspaper sketch of the career of one of the Van family. "Mr. Mantis J. Van was an expert on apples, and Mr. Oris P. Van was an expert on oranges. Their sons, Mr. L. Van and Mr. O. Van, are leading businessmen recently. They have turned the presidency of the Van name into a capital of five dollars."

"We have seen not only the yellow clipping that tells the story of a lifelong ago, lived, and we have seen not only the yellow clipping that tells the story of a lifelong ago, lived, and we have seen not only the yellow clipping that tells the story of a lifelong ago, lived, and we have seen not only the yellow clipping that tells the story of a lifelong ago, lived, and we have seen not only the yellow clipping that tells the story of a lifelong ago, lived, and we have seen not only the yellow clipping that tells the story of a lifelong ago, lived, and we have seen not only the yellow clipping that tells the story of a lifelong ago, lived, and we have seen not only the yellow clipping that tells the story of a lifelong ago, lived, and we have seen not only the yellow clipping that tells the story of a lifelong ago, lived, and we have seen not only the yellow clipping that tells the story of a lifelong ago, lived.

"It is a big story world if it is not a story world, we find our hearts melted and our sensibilities softened by the tragedy. Then is the true moment of the moment. It is a moment of their own, kind hearts are discovered, and gentle sympathies are excited. It is a moment of their own, kind hearts are discovered, and gentle sympathies are excited.

"And we hope that so long as we sit in an editorial chair we never will cease to feel a little heart in our heart, a swelling of the throat, and to find a tear in our eye for those who have lost their lives."

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Looking at New York.

When the new city parking law was approved, according to the Electric Railway Journal, the Birmingham Railway, Light & Power Company advertised in this wise: "Ride the streetcars. You don't have to park this car.

NOTE AND COMMENT.

Senator Capper's "uniform decree" bill, which was designed to alter the operation of the bicycle boughie element that at present characterizes the matrimonial contract, is coming on for a full shot. The boughie, according to public sentiment, is a very attractive institution that might be extended to include the bicycle and the car and the motor truck.

The Senate is the battlefield in the campaign for the marriage proposal. The House of Representatives is the place where the marriage proposal is to be made. The Senate is the place where the marriage proposal is to be made. The Senate is the place where the marriage proposal is to be made. The Senate is the place where the marriage proposal is to be made. The Senate is the place where the marriage proposal is to be made. The Senate is the place where the marriage proposal is to be made. The Senate is the place where the marriage proposal is to be made. The Senate is the place where the marriage proposal is to be made.

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February 3, 1923
PURFLY PERSONAL.

Frank Presbrey, head of the Frank Presbrey Company, has been elected one of the executive committee of the Union League Club of New York.

George U. Marvin, a well-known newspaperman of Ohio, is to retire with the change in the management of the newspapers from the state bureau of markets, where he has served as publicity man.

Charles S. Stanton of the San Francisco Examiner spent several days in New York last week.

New York dailies.

PIOXEER DAKOTA PUBLISHER

I. M. O'Banion, one of the publishers of the Tipton, Ind., Tribune, has been appointed chief of the division of markets and marketing.

Mr. and Mrs. J. F. Fairchild are celebrating the fiftieth anniversary of their wedding. Mr. Fairchild has spent the greater portion of his active life in the newspaper business in the fields of sales and advertising. Mrs. Fairchild was married at Ada, Mich., in 1872. Mr. Fairchild retired from active business and moved to California about four years ago.

WEDDING BELLS.

That the Pauls Valley Enterprise, which has just issued number one of volume thirty-seven, has been in existence longer under the same name than any other newspaper in Oklahoma, is the distinction claimed by W. M. Erwin, publisher. In a recent issue of The Oklahoman, Mr. Erwin printed an article by T. C. Fields of El Dorado, Ark., in which he gave a brief history of the Enterprise, begun September 24, 1889, and has worked for the auditor for the last four years.

BIRTHDAY GREETINGS.

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OFF FOR FLORIDA.

Nelson B. Updike, publisher of the Omaha Bee, spent several days in New York last week. He has returned to Florida to shoot quail. He will be joined in Florida by Mrs. Updike and they will go to Cuba for a month's hunting.

WALLACE'S FARMER NAMES AD REPRESENTATIVE.

E. O. Boe has been appointed as special representative of the advertising department of Wallace's Farmer with headquarters at Chicago. Mr. Boe will work in connection with the Chicago office of the Standard Farm Papers.
The Fourth Estate February 3, 1923

INTRODUCING

"Suppressed Desires" by McTIGUE

A DAILY COMIC PICTURE

Send for Sample Proofs and Terms

C. V. Newspaper Service, Borden Bldg. N.Y.C.

NEW YORK TIMES STAFF HONORS RALPH GRAVES.

SUNDAY EDITOR RESIGNS TO HEAD DOUBLEDAY - PAGE SYNDICATE DEPARTMENT - TRIBUTES FROM MR. OCHS, MR. OGDEN, MR. VAN ANDA, AND OTHER TIMES CHIEFS.

Members of the staffs of the various departments of the New York Times gave a luncheon as Godparents of Ralph H. Graves, Sunday editor, recently, at the Broadway Clardigne. Mr. Graves will take charge of the syndicate department of Doubleday, Page & Co., Garden City, L. I., and Dr. Ochs, president of the Times, presided. Advertisements were made by Rollo Ogden, editor, Louis Wiley, business manager, and Dr. John H. Finley, associate editor of the Times.

Mr. Van Anda, introducing Mr. Graves, quibbled over the occasion of any possible funeral thump by speaking facetiously of the country-like surroundings of Doubleday, Page & Company’s plant, and his remarks and Mr. Graves’s long connection with the Times were serious only in that they were earnest.

"Mr. Graves is one of the oldest and most valued members of our organization. To him is due for much the development of the rotogravure sections. He was assistant to the managing editor. As city editor he exercised a watchful and beneficial care over one of the critical departments of the paper. Bandaging like these are usually quite painful, almost funereal, but in this case we see a translation to a higher and better life without any interval of suspended animation. He is going to join the organization of Doubleday, Page & Co. The name of the commercial name may present to your eyes a picture of some such establishment, as you are familiar with in New York, but I assure you it is something quite different. The laborers toils on no bare walls, no crowded, noisy streets, but on the contrary, upon green fields, beautiful landscapes. Roses and geraniums peep in at the windows and if the morning violets are not properly set out on the desks, business is suspended until the matter is attended to."

"We all love and admire Mr. Ralph Graves, to whom we wish all health and prosperity."

Replying, Mr. Graves said: "I am grateful to all of you. I appreciate the nice things Mr. Van Anda has said, as he is the main catalyst here. I am sure my departure has been made so easy and comfortable. Whatever the Sunday editor or any newspaper can do largely because of the cooperation of Mr. Ogden, Mr. Wiley, and Dr. Finley, and because Mr. Ochs is always a staunch friend."

"But the best part of the twenty-three years I have been on the Times staff I have helped put into the paper innumerable articles at variance with the owners’ opinions. We are not tied up with any strings of policy or pull in the Times."

CREATOR OF JIGGS AND DINTY QUICK TO ANSWER PATHETIC APPEAL.

George McManus, creator of "Bringing Up Father," and Mrs. McManus answered the appeal of Helen V. Collins, a nineteen-year-old cripple of Amsterdam, N. Y., to be shown a good time in New York. The appeal was made in letter to the editor of the New York American and Mr. McManus was the first respondant, although numerous New York people offered to entertain the young woman.

Miss Collins has been an invalid for eighteen years. Her case is helpless. Her parents are unable to withstand the expense of a New York trip. It was the young woman’s appeal that will make possible her seeing New York from one end to the other. Theater and sightseeing parties already have been given the young woman, who arrived in New York on Wednesday. Many readers of the American offered to pay all of her expenses in New York for a week.

COMMERCE NEWS SYNDICATE ESTABLISHED BY CHICAGO JOURNAL OF COMMERCE.

The Chicago Journal of Commerce has established a business news and feature syndicate. It is known as the Chicago Journal of Commerce Syndicate, and will combine itself with the highly specialized news of commerce, with particular attention to exclusive stories breaking in Chicago territory.

Glen Griswold, editor of the Journal, said it is the sole purpose of the syndicate to serve its clientele with the truth in business news, drawing upon the expert writers of the Journal of Commerce for its material. Not only will the metropolitan daily financial sections requirements be given attention, but special services will be set up for the weekly and monthly trade publications. The organization will not enter the general news field.

MAIL NEWS FEATURES

WORLD-WIDE NEWS SERVICE

J. J. BOSDAN
15 School Street, Boston, Mass.

Complete your business page with the latest developments in the textile and allied industries.

Daily News Service Features
Weekly Reviews Special Articles.

Mail News Service

Wire or Write for Particulars

Fairchild News Service

2 East 18th Street New York City

Twenty-Four Lessons in Boxing

By Spike Webb

The International Syndicate
213 Guilford Ave. Baltimore, Md.

YOU WANT
THE BEST PHOTOGRAPHS
YOU NEED THEM FIRST

YOU GET
THE FIRST AND BEST IN OUR DAILY PHOTO SERVICE

International Film Service
220-228 William Street New York

International News Service
246 West 59th St., New York

A CIRCULATION BUILDER

"Civilization from a Doctor’s Viewpoint"

A WEEK DAY NEWSPAPER HEALTH FEATURE

by John B. Huber, A.M., M.D.
127 Fourth St., New Brighton, S. I., New York
GOVERNOR SILZER PRESENTS TRENTON TIMES CUP TO 1922 WINNER.

The Trenton, N. J., Evening Times has set up a trophy to be awarded yearly to that citizen of Trenton who shall have rendered to the city the most conspicuous service during the year past.

The plan was adopted last year when a board of award comprising active and prominent citizens of Trenton was selected to elect the winner of the Civic Cup, and a $500 trophy especially designed by the city was decided upon as the token to be awarded. The winner of the 1922 civic cup, Andrew J. Berrien, was chosen at the meeting of the board of award, held on the first of the new year, and the formal award was made Sunday, January 28, by Governor George S. Silzer, with appropriate ceremonies.

The $500 trophy is a handsome silver bowl bearing the city seal and the words: "Propter Amplissimum in Urbem Merita,"—Because of the Most Excellent City. The plan of the Times in offering the cup is to stimulate the ideal citizenship that tends to build cities and make for better communities, and from all indications it has already taken a long stride in the direction of this goal.

FORMER NEWSBOY PAYS $1,000,000 FOR STORE WHERE HE SOLD PAPERS.

Barney Taylor, who thirty years ago sold newspapers in front of a store in Newark, N. J., has purchased the entire business for $1,000,000. The newsboy-millionaire was just eleven when he kept his stand beside the store. He saved his money and bought a clothing store of his own. A few years later he purchased a four-story building. His latest purchase is a five-story structure and is the result of his establishment of its kind in New Jersey.

TEXAS NEWSBOYS ORGANIZE NEW CLUB.

A Newsboys' Club was formed last week at Galveston, Texas, when seventy-five youngsters attended the initial meeting. Short talks explaining the nature of the club were made by C. P. Kennedy, adult leader of the club, and E. M. Reeder, boys' secretary of the Young Men's Christian Association. The plan of the club as outlined at the meeting is to work on the points system, giving so many points for personal neatness, bank accounts, good turns and numerous other things. A total of 1,050 points can be secured, but it was stated that a free trip of two weeks in a summer camp would be given to all boys who made 850 points. Other plans of the club are to have talks of the city from time to time, and other educational features.

The plan of the Times in offering the cup is to stimulate the ideal citizenship that tends to build cities and make for better communities, and from all indications it has already taken a long stride in the direction of this goal.

It Is Not Too Late To Start 1923 Right!

Here's a resolution which, acted on, means dollars and cents to the publisher and better work and working conditions in the stereotype foundry.

"Resolved that I will without delay place a standing order for my dry mat requirements with The Flexideal Company, Inc."

Why depend upon hazy promises regarding lower price and perfected product to take effect in the indefinite future? Now is the time!

Flexideal and Maxitype Dry Mats are now available at a worth while saving price at the Bush Terminal, Brooklyn, N. Y., assures you a constant supply and regular shipments.

As for Quality, there's none so good to be had elsewhere at any price.

The Flexideal Co., Inc.
Sole U. S. and Canadian Distributors
New York City, 15 William Street

HUBER’S ROTOGRAVURE INKS
Are long on covering capacity
HUBER’S Colors in use since 1780

J. M. HUBER
Main Office
65 W. Houston Street, New York
It Pays to Huberize

For PROMPT SERVICE TYPE Printers’ Supplies Machinery
in Stock for Immediate Shipping by Selling Houses Conveniently Located

"American Type the Best in Any Case"
AMERICAN TYPE FOUNDERS COMPANY

Prevent Delay In Your Press Room

The CUTLER-HAMMER SYSTEM Printing Press Control "Safest in the World"

Detroit News was third. Through a composing room error in the advertisement of the Los Angeles Times in the Fourth Estate of January 20, the Detroit Times was given credit for the 1922 national advertising lineage of the Detroit News. The Los Angeles Times led all the newspapers in the world with 26,795,244 lines, the Detroit News standing third with 25,701,235 lines.

JOINS PHILADELPHIA AGENCY.

The St. Paul News will conduct a dog derby at Lake Como Saturday, February 10. The prize committee conferred this week on the trophies to be awarded for the winners of the races. It is probable this year that a fine prize will be offered for the best looking dog and sled and such a prize is expected to bring out keen rivalry among the youthful drivers.

In the past, prizes also will be offered for the team or individual making the fastest time in any of the three races and special awards will be given for the fastest bulldog, as well as other awards. The number of entries in last year's event was more than tripled, and the daily News races equals the number of experienced drivers.

J-HUBER
Main Office
65 W. Houston Street, New York

It Pays to Huberize

THE FOURTH ESTATE
BUSINESS CHANCES

For Quick Sale
Live Weekly Newspaper
Central Penna. town amidst rich agricultural communities. Commanding advertising from nearly large commercial city. Bargain for a live property. Address Box 3500, care THE FOURTH ESTATE.

Jingles Wanted
We are in the market for four-line rhymes suitable for Christmas, Easter, Mother-day, Birthday and other greeting cards of high quality. Jingles with happy sentiment wanted, but no low comedy. Good prices paid. Stanley Mfg. Co., Cannon St., Dayton, Ohio.

Column Editor
Man now in charge of a live column on a small town daily wants a position on a ... being edited mailed on request. Address Box 5805, care THE FOURTH ESTATE.

Unusual Opportunities
Located in fastest growing city in America; magazine in third year, with ... for $20,000; did $52,000 business or job printing departments. Address Box 1100, care THE FOURTH ESTATE.

The following chairman of committees will have charge of the advertising departments for the Advertising Council of the Chicago Association of Commerce for the current year:

Committees.

BUSINESS CHANCES.

PACIFIC COAST INVESTMENTS
We have a number of unusual newspaper properties located on the Pacific Coast. Chances for enterprising newspaper men to become publishers in fast growing centers where living conditions and climate are ideal.

Palmer, DeWitt & Palmer
Sales & Appraisals of Newspapers
225 Fifth Avenue, New York
Business Founded 1899.

This ad will appear once

MIDDLE WEST DAILY FOR SALE
Evening and Sunday paper, city of head of an address has been established a A.B.C. circulation of over 6,000. Newspaper is in a job publishing city, all equipment in working order. Address Box 5803, care THE FOURTH ESTATE.

WANTED
 Wanted experienced newspaper man for editor. Must be in a position of trust and have $2,000 capital to start. Address Box 5804, care THE FOURTH ESTATE.

Chances
We have a number of unusual newspaper opportunities on the Pacific Coast. Chances for enterprising newspaper men to become publishers in fast growing centers where living conditions and climate are ideal.

The estate of Richard K. Fox, publisher of the Police Gazette and other newspapers, is probably worth more than $3,000,000. Mr. Fox owned practically all of the two city blocks on Sixth street, Brooklyn, N. Y. The estate has been offered for one apartment building on this land. Mr. Fox died December 14 in Red Bank, N. J. He left $15,000 outright to his widow, Mrs. Emma Fox, and directed that the residuary estate be divided among her and their four children.

Lord Northcliffe's Will Settled in Probate.

The settlement effected in the Northcliffe will dispute was sanctioned by the courts Thursday.

The will made by Lord Northcliffe, the British publisher 1921, and made public by his widow soon after his death, it was done away with the other two wills, it was decided by the courts.

Thirty-five per cent of the income is assigned to the payment of annuities to the widow, relatives and the other twenty-nine per cent will take care of legacies and annuities to employees.

Statue to Mark Grave of Newspaper Man.

A monument called "David the Soldier" is to be placed on the grave of Sergeant Joyce Kilmer, poet and a member of the staff of the Daily. His parents, Dr. and Mrs. D. B. Kilmer of New Brunswick, N. J., go abroad next summer to visit the French cemetery where he is buried.

HELP WANTED

Advertising Salesman and Copy Writer
A good position with well-known newspaper in large city of 750,000 population. Write, stating experience and salary expected. Address Box 5803, care THE FOURTH ESTATE.

Solicitor and Copy Writer
A good position with well-known newspaper in large city of 275,000 population. Write, stating experience, age and salary expected. Address Box 6803, care THE FOURTH ESTATE.

Assistant in Advertising & Circulation
Wanted for very busy newspaper in New York, New York. Address Box 5801, care THE FOURTH ESTATE.

Harwell & Cannon
Newspapermen and magazine
Newspapers and Magazine
Times Building, New York
Established 1891

Pacific Coast Newspapers
Bought and sold by
PACIFIC COAST NEWSPAPER EXCHANGE
Monadnock Building, San Francisco
Write for list and special information. References upon request.

For Particular Printing, come to the
ALLIANCE PRESS
110-114 West 28th Street, New York

Detroit News Has Telephone Reply System for "Blind" Want Ads.
Immediate service on "blind" want ads which give a box number instead of an address has been established by the Detroit News for the convenience of advertisers. The service is supplied by means of telephonic communication with advertisers and readers. Under the new system the reader who finds an ad in which he is interested but which gives no address other than a Detroit News box may telephone the newspaper and the department, and the department in turn telephones his wants to the advertiser. In this way complete control over the advertiser and the prospect is established in a few minutes, while forty-eight hours is the time required in most cases under the old mail system.

The Detroit News, boasting the largest switch-board devoted exclusively to want service of any newspaper in the world, has found the system effective since it was put into use several weeks ago.

HELP WANTED

Advertising Manager Wanted
by leading newspaper in city of 1,000,000. This is a real opportunity for man with experience in newspaper work; write, descriptive copy and salary expected. This is a Man's job and if you are willing to work hard, don't waste time and write with ability. State age, references and apply on special application. Box 5806, care THE FOURTH ESTATE.

Classified Advertising Manager Wanted
and with experience, to take charge of Classified Department on leading newspaper in town of 85,000. Address Box 5807, care THE FOURTH ESTATE.

PUBLISHER SAID TO HAVE LEFT THEE MORE THAN $3,000,000.

The estate of Richard K. Fox, publisher of the Police Gazette and other newspapers, is probably worth more than $3,000,000. Mr. Fox owned practically all of the two city blocks on Sixth street, Brooklyn, N. Y. The estate has been offered for one apartment building on this land. Mr. Fox died December 14 in Red Bank, N. J. He left $15,000 outright to his widow, Mrs. Emma Fox, and directed that the residuary estate be divided among her and their four children.

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The settlement effected in the Northcliffe will dispute was sanctioned by the courts Thursday.

The will made by Lord Northcliffe, the British publisher 1921, and made public by his widow soon after his death, it was done away with the other two wills, it was decided by the courts.

Under the terms approved by the court, the publisher's $25,000,000 estate, after paying $500,000 in death duties, forms a trust fund. Seventy-one per cent of the income is assigned to the payment of annuities to the widow, relatives and the other twenty-nine per cent will take care of legacies and annuities to employees.

Statue To Mark Grave Of Newspaper Man.

A monument called "David the Soldier" is to be placed on the grave of Sergeant Joyce Kilmer, poet and a member of the staff of the Daily. His parents, Dr. and Mrs. D. B. Kilmer of New Brunswick, N. J., go abroad next summer to visit the French cemetery where he is buried.
SITUATIONS WANTED

Reporter
Six years experience in news work, covering general assignments, political campaigns, police, fire runs, 24 years old. Wants job in middle western state. Address Box 5834, care THE FOURTH ESTATE.

Cartoonist, Sports and City Editor
College education, age 30, at present employed. Likes city and town experience. Address Box 5808, care THE FOURTH ESTATE.

Business Manager
Five years experience as business manager of daily. Can fill this position with credit, or would make valuable officer to publisher. Age 30 and married. Available immediately. Address Box 5296, care THE FOURTH ESTATE.

Advertising Manager-Solicitor
A young man nearly thirty years, who has outgrown his present position wishes to make connection with a progressive daily paper in a city of 10,000. Is college graduate, practical printer, enterprising and will put the same energy into the work as if he owned the paper. Wants $45 and will prove he is worth it. Address Box 5293, care THE FOURTH ESTATE.

Mr. Owner; A Man For You
Editorial man, who can qualify as publisher, managing editor or editor, wants to get in touch with the owner of a newspaper in a city of 10,000 to 100,000 inhabitants. Can furnish unusual references from several newspapers. Has worked on metropolitan as well as smaller dailies. Knows publisher's angle. Is mature and capable. Address Box 5292, care THE FOURTH ESTATE.

Foreman of Daily Newspaper
Efficient and reliable; union; Great Lakes states preferred. Long experience in all departments, including composing room. Has had considerable experience with metropolitan and smaller city newspapers. Address Box 5291, care THE FOURTH ESTATE.

Advertising Manager-Solicitor
At Liberty
Newspaper Man, 86, married, 16 years continuous metropolitan and smaller city experience, seeks connections as managing or assistant editor. No bad habits. Come for personal interview. A. F. Hardman, P.O. Box No 156, Findlay, Ohio.

Circulation Manager
Circulation manager with 18 years experience. Letters from former employers will be sent free. Has ability to handle any proposition—medium size city preferred. Address Box 5294, care THE FOURTH ESTATE.

News Executive
At Liberty
Newspaperman, 28, married, 16 years continuous metropolitan and smaller city experience, seeks connection as managing or assistant editor. Resides in Ohio city of 60,000 following sale. Eleven years managing editor one of Ohio leading morning papers. Reputation as good executive, judge of news values and trustworthy. No bad habits. Address Box 5298, care THE FOURTH ESTATE.

SITUATIONS WANTED

Metropolitan Newspaper Man Seeks Executive Connection
Newspaper Business Executive seeks connection in New York City, but would consider opening in other fields.
Wide experience of over twenty years in all departments, including one of the largest metropolitan dailies.
Best of references. Inquiries confidential. Immediately available. Address Box 5291, care THE FOURTH ESTATE.

Circulation Combination
Publishers—here’s a chance to climb aboard the chariot of joy and take a ride on the waves of contentment. Two circulation managers—one with 8 and other with 12 years experience on both western and eastern papers—wants to connect with paper of 50,000 to 50,000 circulation where they can work together. Our collective experience—mostly eastern—will help keep the dollars in the till of the A.B.C. reports more attractive. Both of us have substantial records and letters of recommendation are real complimentary. Plenty of character reference. One 27 and the other 27—young enough to have long legs but past the experimental age. Both married. Both I.C.M.A. members. We don’t want a fortune in salary but we don’t need a contract but we do want a chief who is a square shooter and knows his stuff. Address Box 5297, care THE FOURTH ESTATE.

General Manager
Available with constructive Daily and Sunday morning newspaper experience on both small city and metropolitan dailies. Excellent knowledge of the mechanics of newspaper publishing. Good organizer, good reporter and proficient writer. Has worked on metropolitan and smaller city papers and knows the character of both. Address Box 5294, care THE FOURTH ESTATE.

The greatest auxiliary news service in the middle west.

THE CAPITOL PRESS
Peeoria, Ill.
(Established 1912.)

CHARLES HEMSTREET
PRESS CLIPPINGS
59 Park Place, NEW YORK

The problem of covering the Canadian Field is answered by obtaining the service of the Dominion Press Clipping Agency which gives the clipping on all matters of interest to you; printed in over 95 per cent of the newspapers and publications of Canada. We offer the best foot of Canada and Newfoundland.

At your service.,THE IMPROVEMENT BULLETIN
WESTERN PRESS CLIPPING EXCHANGE, first-class clipping service for trade papers and individuals. Write us at Minneapolis, Minn.
FOREIGN NEWS AT
PEAK OF PUBLIC INTEREST.

(Continued from Twelfth Page)

places in the human scheme for a
day or a series of days to write for
Universal Service's rolls 4,919,308 newspaper readers in the United
States every day, and 5,804,459 on
Sundays.

"The field of International News
Service is flung even wider. Men
and women to the number of 10-
409,581 gather their knowledge of
world events from I.N.S. dispatches
every day—6,102,463 every Sun-
day—a grand total of 10,723,767
Universal and 10,512,046 International
constant readers.

"The answer may well be delivered
another question. "Where but from
the columns of newspapers does the
public get its knowledge of how
the world moves?" The news affects
nearly everything everybody does in
some manner. If the public—as in
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Read in FIFTY per cent of ALL HOMES of Metropolitan New York
Eighty Fer Cent of THE WORLD'S
Circulation, Morning and Evening, is in Metropolitan N. Y. A morning or an Evening paper which will go into every home in all Five Boroughs and Hudson County (Long Island City, Hoboken, etc.), New Jersey, Sunday World in third home in all Metropolitan New York.
FIRST IN THE CITY FIELD

that the practice of law will so occupy his time after he leaves the governmental chair, that he

able to devote the time he had expected to the Georgia Democrat project paper was to have been called.
Governor Hardwick added that as such a project was not necessary in the state he could do he would return the subscriptions already received to those who sent them in. He also stated that he had heard rumors to the effect that others were shortly to attempt the publishing of a similar paper to the one he had in mind. On the other hand, he said that he had largely influenced him in abandoning his own plans.

JOURNALISM STUDENTS HEAR VALUE OF POETRY.
Harriet Monroe, editor of Poetry, spoke on "Modern Verse" before the Medill School of Journalism of Northwestern University at Evanston, Ill. In telling the young journalists the value of poetry, she said: "Tiffany Blake used to advise a class in editorial writing to read poetry every day. He thought that the poet, writing prose stories for today in the simplest, most direct English can control his discipline by training his ear with the music of poetry and his mind with its swift, imaginative images. If he can go further and make verse himself, that also will be good training for his prose style, whether the verses are poetry or not."

MORE TROUBLE FOR EDITOR.
John H. Roberts, who was editor of the Montreal Axe, and who is now serving sentence in a Canadian jail for libel, has appealed to the New York court to throw out his conviction.

ST. LOUIS AD WOMEN TO ACT AS HOSTESSES TO SEVENTH DISTRICT DELEGATES.
The Women's Advertising Club of St. Louis will act as the hostess organization for the seventh district conference of the Associated Advertising Clubs of the World and executive director in St. Louis, February 6, 7 and 8, in cooperation with the Advertising Club of St. Louis in the preparations for this convention.

Congressman dan was claimed.

EDITOR OF SLOVAK PAPER SUES.
Two suits asking damages totalling $50,000 and directed against Steve Prikopa, editor of the Rovnost Ludu, a Slovak newspaper, were filed in Chicago last week in behalf of Mrs. Julua Vrudny and her son, John Vrudny. The declarations charged Prikopa printed an article last February 15, which was characterized as "malevolent, scandalous, false and defamatory libel" and which threw a reflection on the character of Mrs. Vrudny.

The only journal outside of the United States published in the interest of newspaper men.
THE 40 Pages Weekly

NEWS PAPER WORLD
(Founded 1898)
Annual U. S. Postage $5
Specimen Copy Sent Free
Address: 14 Cross Street
Finsbury, London, England

than seven years ago at the age of seventeen.
For a short time, Mr. Riker was made assistant to the checking clerk; and sometime afterwards, he was placed in charge of the order department. After four years of service, he was made assistant secretary and executive director of the company. Mr. Riker was educated in Brooklyn, where he resided, later attending City College of New York.

UNIONS AND AUTHORS PLAN COPYRIGHT REVISION.
The international printing unions and the Authors' League of America and its various guilds held a two-day session in New York last Sunday, when plans were completed to revise the copyright law to permit the United States to join the International Copyright Union.

BUFFALO EXPRESS
Everybody who knows anything about Buffalo knows that The Express is ITS LEADING NEWSPAPER. Local and foreign advertising rates are identical.

ADVERTISEMENT AGENCY ASK ANY LEADING
FRAKICK & BATES, Inc.
25 West 42nd Street
New York
By every test of circulation The News leads—by volume, by character, by distribution, by reader interest, by proved results for advertisers.

The Indianapolis NEWS

First in OHIO!

In Volume of Advertising 10,979,353 lines first 7 mos. 1,655,431 lines MORE than all other Columbus papers combined

Low Milline Rate

St. Louis
Globe-Democrat

Largest Daily Circulation of any St. Louis Newspaper

F. St. J. RICHARDS, NEW YORK
GUY S. OSBORNE, CHICAGO
R. SCOLARO, BOSTON
C. GEO. KROGNESS, SAN FRANCISCO

DO FILM PUNDITS RUN THE PRESS? (LAUGHTER).

(Continued from Second Page)
The Cincinnati Community
Consists of an area of 70 square miles with a population of 800,000
THE CINCINNATI ENQUIRER
is the MEDIUM YOU SHOULD USE in this UNPARALLELED MARKET.
Former Representative
P. A. KLEIN
50 East 42nd St., New York
444 Fort Dearborn Bank Bldg., Chicago
New Jersey’s Famous Manufacturing City

BOSTON POST
1922 Circulation Averages
Daily 396,902
Sunday 401,643

KELLY-SMITH COMPANY
Special Representative
Marbridge Building, NEW YORK
Lyttle Building, CHICAGO

The Pittsburg Dispatch is recognized by advertisers as a medium of inestimable value to reach the buyers of the great Pittsburg district.

The Globe Should Be First on Your Boston List

Boston Globe First

During 1922 the Boston Globe printed 575,082 Want and Classified advertisements, more than double the number printed in the next three Boston papers (having Daily and Sunday editions).

Write to Advertising Manager, Boston Globe, for information about the Boston territory.

The Globe Should Be First on Your Boston List
The special features of the
BUFFALO TIMES
have made it the most popular newspaper in Western New York.

NORMAN MACE, Proprietor VERRES & CONKLIN Special Advertising Representatives New York, Detroit, Chicago, San Francisco

NEWS LEAGUE OF OHIO DAYTON NEWS SPRINGFIELD NEWS
The papers with the big circulations and commanding prestige.

J. A. KLEIN, President 80 East 44th St., New York
444 Fort Dearborn Bldg., Chicago

IN THE AD FIELD.
ADVERTISING ACCOUNTS NOW BEING PLACED BY THE AGENCIES.

BAER, 366 5th, N. Y.—Handling advertising for Sheburn Woolen Co. & Kay Knitting Mills, N. Y.; also Brand Bros., New Haven.


BARTER, P. & Co., O.-BORN, N. Y.—Handling advertising for Lightbather Co. (lamps & lighting fixtures), N. Y.


BRENNER, Walnut, Phila.—Sending out orders for Lancaster County Feed Co., Paradise, Pa.

BOOCH, SMITH & FRENCH, 206 Elliot, Detroit—Handling orders for Columbus Motors Co., Detroit.

CHAMBERS, New Orleans—Using Newspapers and Eastern newspapers for advertising campaign of Biloxi, Miss., Chamber of Commerce and the Biloxi Resort Hotels, for tourists to Gulf Coast.

CLOUGH, Bobb Merrill, Indianapolis—Placing orders for Eastern newspapers for advertising campaign of Biloxi, Miss., Chamber of Commerce and the Biloxi Resort Hotels, for tourists to Gulf Coast.

CROMMINE, Cramrine, Columbus, O.—Placing orders for Dunn Pen

Advertise in the FASTEST GROWING NEWSPAPER IN BOSTON Circulation over 90,000

BOSTON DAILY ADVERTISER
Boston's Only Picture Newspaper
W. W. CHEW, 1019 Broadway, New York
The Boston Recorder, Special Representative
W. H. Winton, 104 Haas Way, Chicago


THE KANSAS CITY STAR
MORNING—EVENING—SUNDAY

EACH ISSUE
OVER 200,000 CIRCULATION

SEATTLE "P-I"
The only seven-day A.P. paper in the Metropolitan area of the entire Northwest.
The one paper in the entire West without competition in its field. It reaches into the homes of the most prosperous people on earth. Represented in the Pacific Field by W. W. CHEW W. H. WILSON
American Circle Bldg. 905 W. Jackson Blvd., Chicago

King & Co. (ice cream freezer & pony appliances), Liberty, N. Y.
McLAIN-SIMPERS, Phila.—Placing advertising for Commercial Truck Co. (CT Electric trucks); Individual Drinking Cup Co., Easton, Pa. (Drinking cup cups & cup); and David Upp's Sons Co. (steel saus & related products), New Orleans.
MERRILL-PRICE, Chicago—Placing copy in newspapers for Colonial Hygienic Co. (toilet preparations), Chippewa Falls, Wis.
PARIS, 80 Boylston, Boston—Will make up list for W. F. Young, (absorbine), Springfield, Mass.
Peck, 6 E. 39th, N. Y.—Placing account for Lane Mfg. Co. (fountain pen), Rochester.
Perry-Hanly, 1100 Grand, Kansas City, Mo.—Placing advertising campaign in newspapers for F. H. Benner & Sons (brokers), New Orleans.

THE COLUMBUS DISPATCH
PAYNE, BURNS & SMITH NEWSPAPER

Now Generally Recognized as the HOME NEWSPAPER OF ST. LOUIS

Foreign Advertising Representatives G. LOGAN PAYNE CO. CHICAGO, St. Louis, Detroit, Los Angeles PAYNE, BURNS & SMITH New York Boston

The RICHMONDS, Va., TIMES-DISPATCH
In all Virginia IT'S THE SAME STORY, BROOKS & FINLEY, Inc. New York, Phila., Chicago, San Francisco

papers for Willys-Overland Co. (automobiles), Toledo.
VANDERHOOF, Chicago—Placing account of Kenneth Mfg. Co. (Kennedy hammers), Chicago.
WALLERSTEIN-SHARATON, N. Y.—Directing advertising campaign for St. Louis, Mo.
WEIL, Jenkins, Pittsburgh—To handle account for Ilexine (candy), Pittsburgh, and Mag Rh- (stomach remedy), Pittsburgh.
WORTMAN, COREY & POTTER, N. Y.—List of newspapers for Nat'l Paper Products Co. (No-waste toilet paper and public service towels), Carthage.
YOST, Gratiot, St. Louis—Making up list for Dazey Churn Co., St. Louis.

GEOGRAPHIC EDITORS SET DATE.
The mid-winter meeting of the Geographic Division will be held in Savannah February 23 and 24, and the program for the year has been made and many new features are being considered. The sessions will be held in President William G. Sulitve's home city and it is anticipated that every member will attend.

DISTRICT AD CLUB MEETING IN DENVER.
Advertising clubs in the States of Colorado, Utah, Idaho, and Wyoming, which form the eleventh district of the Associated Advertising Clubs of the World, held a district meeting at Denver on February 12 and 13.

F. D. Zimmerman, former vice-president of the district, is chairman of the convention committee.

The Detroit Free Press "MICHIGAN'S GREATEST NEWSPAPER"

The FREE PRESS has both QUANTITY and QUALITY in CIRCULATION and is the only morning newspaper in Detroit and Surrounding territory.

Special Representation
VERRES & CONKLIN New York, Phila., Chicago, San Francisco
The newspaper advertisement is printed in an atmosphere of interest and action among things that have happened within a period of hours or as much as days and weeks. It carries with it the impulse to 'do it now' and that is why newspaper advertising is invariably translated into quick and direct results in the way of sales.

"Manufacturers who use newspaper advertising find it a simple matter to interest retailers in selling their goods. They can easily use the newspaper advertising because it is the kind which he himself uses when he advertises or hopes to use when he can afford to advertise.

"When a manufacturer enters his city with a campaign of advertising in the newspapers which the dealer knows and runs, the dealer is invariably willing to stock up on the articles which the manufacturer wishes him to sell. He knows the advantages which the newspaper advertising will bring to him.

"Furthermore, the manufacturer who advertises in the newspapers is not only able to tell what his product is, but he can also tell how. If he has an outstanding feature or a quality, he can advertise it in the newspaper and let the consumer know it.

"Newspaper advertising enables manufacturers to cultivate profitable markets and, by the same token, it does not oblige them to pay for advertising in markets where no sales potentiality exists. The high cost of goods, which is a major problem, is promptly removed when manufacturers who are endeavoring to modernize their methods to a realization that they could not be in a smaller market, or very rarely so, for any product, but is rather a collection of markets which differ in their opportunities for successful sale in the same degree as the buying habits of the communities differ.

"These buying habits are governed by climatic, social and industrial conditions. The climatic differences alone indicate the point I am trying to make.

"Florida may be farming itself, while Nebraska is fighting a blizzard. It may be raining torrents in the northwest while the Southwest is dry enough to please even Mr. Volstead."

"Doesn't it follow that articles of merchandise which depend upon climatic conditions for their sale cannot possibly enjoy an equally good market in all these sections, but to be successful probably must be pushed into those markets where conditions are favorable to their sale?"

"The modern manufacturer who is a newspaper advertiser has considered this and the numerous other factors that enter into the determination of a profitable market—the distance of the population from the place of getting them and selling goods there, the density of the population, the location as to make the water, the character of the water supply, the number of homes wired for electricity, the distribution of automobiles—the list of things is almost endless."

"A government commission recently investigated the high cost of selling merchandise and recommends as a chief suggestion that manufacturers and distributors, to meet this vexatious problem, must ascertain more clearly the consumer capacity of markets. It is not enough that a newspaper advertiser is doing today. He is combing the map to find places where it is worth-while for him to push his product because of the conditions he has mentioned, and after he has found these places he has gone into the newspapers published in these places, knowing that everybody in any community which he may select sees a newspaper at least once a week.

"He is doing to a group of markets just what you gentlemen who advertise in newspapers are doing to your individual markets—telling all the people who can possibly reach them of the purpose of reaching the smaller number who can buy, who he is, what he is, and what his newspaper advertiser, knows exactly what it costs him to get business through advertising."

"As a result today among national advertisers and I believe that common sense in advertising and in national merchandising will soon make him a unanimous factor."

"We advertising people want to interest yourself, the banker, in the fact that advertising can and will be the advertising that your banks do or whether it be the advertising of the firm seeking banking service and accommodation."

"Gentlemen of the banking industry, we need your help and we need your best thought because advertising can only continue and grow as a definite policy toward advertising in determining the eligibility of a firm seeking banking service and accommodation.

ADVERTISER TELLS HOW HE BUILT BUSINESS BY NEWSPAPER ADVERTISING.

"The value of newspaper advertising was discussed by Victor Girard, community builder, before the Los Angeles Athletic Club. He subject was "How I Built Up My Business by Newspaper Advertising." He described the way he built the two communities, Walnut Park and West Adams Place, in his speech attributed the success of his organization to the fact that he has been an ardent believer in the influence of newspapers."

"There is no medium whereby a man can reach patronage on such a large scale as in newspapers," said Mr. Girard. "Newspapers reach practically every reader that is able to read, and the science of advertising has been so thoroughly studied and simplified as to enable one to carry every message to everyone."

"Any man can afford to overlook such an asset as to be found in the big daily newspapers we have today. A business with advertising columns forms the backbone of modern business."
The Sunday Star 78% 2nd Newspaper 48% 3rd Newspaper 27% 4th Newspaper 10%

The Evening Star 84% 2nd Newspaper 85% 3rd Newspaper 4% 4th Newspaper 2%

Newspapers are read in the homes.
THE FOURTH ESTATE

MONTREAL LA PRESSE

thoroughly and completely covers the popular life and literature of the French speaking cities of the world. With sixty-five per cent of its news items obtained in the city French speaking and reading, the newspaper which compiles this field is the one which supplies a wonderful market to the foreign advertiser.

W. M. MORTON CO., Representatives CHICAGO Tribune Building TROY, 128 Bay Street

THE JEWISH MORNING JOURNAL

A Newspaper Published Primarily for the Home. Member A.B.C.

New York

ITALO-AMERICANO

Member A.B.C.

KANSAS CITY DAILY WITH A GENERAL CIRCULATION

An American newspaper by the more intelligent and sensitive press of Jews in New York. Read by Home and Foreign Advertisers.

Arthur Capper TOPEKA, KAN.

THE POINT OF PERSPECTIVE

LARGEST CIRCULATION在外文

G. LOGAN PAYNE COMPANY SPECIAL REPRESENTATIVES

Member A.B.C.

The Sentinel goes into eight out of every ten homes in Winston-Salem.

WINSTON-SALEM SENTINEL

Representations

FROST, LANDIS & KOHN

New York Chicago

H. W. KASTOR & SONS

Advertising Co. ST. LOUIS

The Sentinel leads all North Carolina Dailies in Home Circulation (Member A.B.C.)

WINSTON-SALEM SENTINEL

Representations

FROST, LANDIS & KOHN

New York Chicago

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A Startling Comparison!

In Greater Kansas City there are:
- 90,900 Water Rent Payers
- 101,102 Natural Gas Users
- 102,000 Telephone Subscribers
- 116,520 Electric Light Users
- 140,131 STAR SUBSCRIBERS*

*By City Carriers, 126,027
Newsboys and Stands, 14,104

If you had a message for the people of Kansas City, it would be worth a whole lot to deliver it to all the families and business houses who use electric lights, wouldn't it? Or to all persons who have telephones in their homes, shops or offices? Or to all the gas users? Or to all those who have the convenience of city water?

And yet, if you were to reach all of any one of these classes, or all of them put together, you would have fallen short of getting your message before everybody in Kansas City.

There are districts in Kansas City to which electric lights have not yet penetrated. There are homes without telephones. There are thousands of housewives who for one reason or another do not use gas. Water mains have not yet reached all the newly pioneered residence sections of Kansas City.

But there is no district in all of Greater Kansas City which is not served by The Star's carriers. The home in which The Star is not read twice a day would be as hard to find as the proverbial needle in a haystack.

Look at this chart. A graphic presentation of the thoroughness of The Star's circulation. More Star readers by 23,000 than there are electric light users; more by 38,000 than there are telephone subscribers; more by 39,000 than there are natural gas users; and more by 49,000 than there are water rent payers.

Analysis of The Kansas City Star's Circulation
Evening Issue January 26, 1923
Carriers ................. 126,027
Newsboys ............... 14,104
Total City .............. 140,131
Suburban ............... 21,661
Country ................ 74,302

236,094
Circulation of The Star's Morning Edition, 229,822
Total Daily Circulation, 465,916
Gain over a year ago, 20,257
Sit in the Family Investment Council

The great majority of financially competent citizens of Chicago and its suburbs look to The Daily News not only for news features but for advertising information and guidance. The interest and confidence that they give to their favorite home newspaper they extend to advertisers in its columns.

The majority readers of The Daily News are potential investors, and they read the financial and market pages with keen appreciation because they know that not only do they receive therein the COMPLETE story of the financial day TWELVE HOURS EARLIER than they obtain the same story in any morning paper—but that they can depend upon what they read.

Your advertisement in these pages will reach the prospective investor in that home reading hour when family buying councils are held, and will share in the interest and confidence with which he reads The Daily News—news and advertisements.

The Chicago Daily News

FIRST in Chicago
INLAND ANNUAL MEETING WILL BE A HUMMER.

INCOME TAX, PUBLICITY, POSTAGE, AND ADVERTISING TOPICS HEAD PROGRAM—STANDARDIZATION OF DATES FOR DISCOUNTS TO AGENCIES TO COME UP.

Members of the Inland Daily Press Association have another brass tacks program mapped out for their annual convention at the Morrison Hotel, Chicago, February 20 and 21. One of the features will be the report of Arnold Guesser of the Inland income tax committee, which Secretary Wil V. Tufford promises will make the trip to Chicago well worth while for every member. Every daily in the Inland territory, member or not, has been invited to send a representative.

HOW HEARST PUT CHICAGO SUNDAY OVER A MILLION.

For the second time in the newspaper history of America a Sunday newspaper has crossed the million mark in circulation. The Chicago Herald and Examiner announced last Sunday, February 4, that with its issue of that date it had made that score.

The announcement was made in the following telegram to William Randolph Hearst, who was given a conspicuous place on the front page of Monday’s New York American.

NEW YORK PRESSMEN NOT SATISFIED EVEN NOW WITH JUDGE’S INTERPRETATION.

Definition of Judge Learned Hand’s decision regarding New York pressmen’s hours of work was given to the joint standing committee of the Newspaper Publishers Association and the New York Web Printing Pressmen’s Union No. 25, last Saturday, by Judge Hand, who acts as a fifth member of the standing committee. The publishers have accepted the ruling while the union is understood to look upon the decision as “meaning more trouble.”

Judge Hand’s statement, as arbitrator, follows:

“The fixing of the starting time of any regular shift shall be given in advance each Saturday for the ensuing week, and the finishing time of each shift, the fact that overtime will be demanded when ascertainable and when not ascertainable of such overtime as far as practicable.”

Lester O. Jones, representing the publishers announced the publishers’ acceptance of the decision while President Simons told the committee “This decision means only more trouble.”

FIRST OF CRESSON SERIES OF 700 SUITS LOST.

NEWSPAPERS NOT LIABLE AS CHARGED, SAYS APPELLATE COURT IN CASE OF FORT WORTH STAR-TELEGRAM—NO INJUSTICE DONE TO PLAINTIFF BY STORIES.

The fourth court of civil appeals sitting at San Antonio handed down for the first time in the case of Colonel C. C. Cresson vs. the Worth-Carter Publishing Company, publishers of the Fort Worth Star-Telegram, that is of interest to newspapers throughout the United States. Colonel Cresson was one of the three officers mentioned in the report of the house committee which investigated the escape of Grover Cleveland Bergdoll, the draft dodger. This report mentioned that three officers, General Ansell, Colonel Hunt and Colonel Cresson, with complicity in Bergdoll’s escape, were A.P. included in suits.

Colonel Cresson filed suit against the Associated Press, the New York World, the Chicago Star-Telegram, and numerous other papers in Texas and other parts of the country, seeking damages. He is not alleged in his suits that the majority of the editors did not accuse him of conspiracy in the plot to free Bergdoll, but merely the manner in which he had prosecuted Colonel Hunt, who was tried by court-martial for failure to do his duty and failure to prevent Bergdoll’s escape.

The suit of Colonel Cresson against the Star-Telegram is the first and only on these 700 odd suits that has been brought to trial. It was tried before Judge Robert W. B. Terrell at San Antonio, the home of Colonel Cresson. The case was submitted on special issues and the jury returned a verdict holding that Republic was not a fair, true and impartial report, but that Colonel Cresson was entitled neither to damages nor exemplary damages. Colonel Cresson’s attorney took the case on appeal and the appellate court in an opinion handed down by Chief Justice Ely affirms the decision of the trial court.

OPINION SWEEPING VICTORY.

The opinion is one of the most sweeping that has been handed down in a libel suit in Texas for many years.

FORMER HEARST MANAGER BUYS NORTH CAROLINA DAILY.

The Fayetteville, N. C. Observer, on February 1, became the property of Alfred B. de Mesquita, of New York, who purchased the paper from Colonel J. D. Carter, publisher and owner since May 13, 1921.

Mr. de Mesquita has been in newspaper work for 2 years, and recently was promotion manager of the New York American. Prior to that he was the managing editor of the Syracuse Herald; assistant business manager advertising manager of the Rochester American and advertising manager of the Gem Sun.

Mr. de Mesquita announced there will be changes in the staff of the Observer and that the policy of the paper will remain the same.
Philadelphia

with 400,000 separate dwellings, will buy your electric and gas devices for the home

165,000 of the houses and apartments in Philadelphia use electric current. Practically every one of the more than 400,000 individual dwellings in the city is equipped to use gas.

Nearly 10,000 new dwellings were erected in Philadelphia in 1922—and an extensive building program is now under way.

The market for electric and gas appliances in Philadelphia is growing. Philadelphia's workers—both men and women—are earning salaries and wages which enable them to buy articles to increase their home comfort and to reduce the household work.

You can reach practically every family in the third largest market in America—tell them why they should use your products—by advertising in The Bulletin.

The Bulletin every evening goes into nearly every household in Philadelphia, Camden and their suburbs.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper “nearly everybody” reads—

The Bulletin

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in America.

1922 net paid average circulation: 493,240 copies a day.
HE'LL GRIND OUT HIS COPY IF SENATE DRONES.

DR. COPELAND WILL CONTINUE HIS NEWSPAPER WORK EVEN AFTER HE DONS TOGA MARCH 4—FIRST "WORKING" SCRIBE TO SIT IN AUGUST BODY.

Senator-elect Royal S. Copeland of New York, widely known as a newspaper man through his daily health talks, distributed by the Newspaper Feature Service and appearing in more than 150 daily newspapers, will be the first newspaper man to enter the senate, with the avowed purpose of keeping up his newspaper work during his membership. On Monday evening, Dr. Copeland will be the guest of honor at a testimonial at the Astor, which will be attended by many prominent editors, publishers and writers, as well as many of the luminaries of the business world.

RACING NEWS LITTLE HELP TO GAMBLERS FORMER BOOK-MAKER TESTIFIES.

Newspaper publication of racing entries, results and odds is of little help to gamblers who place money on horse races, according to testimony introduced in a Detroit court by a former bookmaker, who has been charged with violating the anti-gambling ordinance prohibiting publication of betting odds on horse races.

"There are two classes of racing service which the handbook operators in Detroit can buy," the former bookmaker, Robert Bloch, said on the witness stand. "The one known as first class gives entries, results, track odds and the odds at the start of the race. Winning tickets are paid off on information to be found on the form sheet. "Handbook operators do not pay off on newspaper figures. These are not always accurate. Sometimes newspapers do not have direct information on the order in which the horses finish.

IOWA PAPERS GO TO COURT OVER RIGHT OF ONE TO CLIP OTHER'S NEWS.

Whether a newspaper editor may wield a pair of shears and a paste pot and clip prominently items from another newspaper, print them without giving credit and go merrily on his way without making compensation, will be the question on which action that has been instituted in Cherokee, Ia., by the Wright County Monitor against the Eagle Grove Times. The Monitor asks $1,000 damages.

The Monitor alleges that the Times is guilty of "plagiarism," in that it performs surgical operations on the columns of the Monitor, removing therefrom court notes and other health matters, and engraving this material on the columns of the Times without giving credit. The petition alleges that this has been perpetrated over the protests of the owner of the Monitor.

DR. ROYAL S. COPELAND.

Like most newspaper trained people, Dr. Copeland has some fairly definite preconceived notions as to how it will seem to be a member of the senate.

"I expect that during the dull moments—for I understand there are such once in a while in the senate—I shall be able to do considerable writing at my desk," Dr. Copeland said, in response to a question as to whether he would continue his newspaper work. "If things get too turbulent, however, I expect I shall have to make use of the cloak room."

Fortunately Dr. Copeland is of the type that can concentrate. He had had this faculty sharpened by his several years of service as health commissioner for the city of New York, his administration of which has made him almost a national figure. At any rate, what the commission left undone his newspaper work rounded out, so that Dr. Copeland will enter the senate as one of its best known members.

MISSOURIANS TO ADVERTISE.

A. E. Cooper, chairman of the publicity committee of the Excelsior Springs Chamber of Commerce, who has charge of the raising of a fund of $25,000 to advertise the city as an all-year resort, so far the doctor has been able to accumulate $15,000 has been raised.

HERRICK STARTS A NEW VENDetta ON PRESS.

OKLAHOMA CONGRESSMAN IS WRATHY BECAUSE STORY OF "BEAUTY CONTEST" BROKE OUT AGAIN—DIRE THINGS ARE THREATENED TWO HEARTED PAPERS.

Congressman Manuel Herrick, of Ottawa, the self-styled "serial daredevil" of Congress, introduced a remarkable resolution in the house last Wednesday, as the result of an article appearing in The Washington Times. He also announced that he intended to bring suit against the paper.

The article to which objection was taken by the Oklahoma solon dealt with his alleged unfortunatle romance with a Follies beauty, which came about through a contest conducted by the Hearst interests, and which he described as "beauty contest" on his own behalf with a view to "showing up" the evil in the world as conducted by newspapers and motion picture producers. In his second affair, it was a bookie of a particular description who contacted a hated rival, and had his bookie knock off a new love interest, a pretty young Washington girl, and had engaged a detective to watch the rival.

Rising to his defense of personal privilege, Mr. Herrick presented his resolution. Upon objection by Floor Leader Frank Coombs, who took the position that the resolution was not privileged, and was out of order, the resolution was read for the information of the House. The resolution, with text, follows:

"Wheres, on February 6th, 1923, Washington Times and the Washington Herald, published a libelous slanderous and infamous false article to the effect that I, Manuel Herrick, a member of Congress, had used his influence for breach of promise of a fiancée which became his second wife, and that to avoid the publicity which surrounded him, some "spark plug lover" that a hated rival had broken up his romance, and that the article was written to give an innocent girl and other false and slanderous matters and whereas NO RESOLUTION has therefore been passed, resolved, that any and all representatives of the Washington Times and Washington Herald be and are hereby expressly relieved from the remainder of the 67th Congress.

Mr. Herrick served notice that he would speak on his resolution later.

LASKER MAY BE P.M. GENERAL.

Changes in the complexion of things political at Washington during the week have brought forward Albert D. Lasker, chairman of the shipping-board and head of the Lord & Thomas Agency, as the most likely successor to Postmaster General McKee. The Hoosier State Senator Harry E. New of Indiana, former newspaper man, who was favored last week, is reported to have cooled off, according to his Republican associates from the Hoosier State.

No. 1511

THE FOURTH ESTATE, which is published every Saturday at 232 West 59th St., New York City, was established March 1, 1879. The Yearly Subscription Price is Four Dollars, and the price of Single Copies is Ten Cents. ERNEST F. BIRMINGHAM, Publisher
Wanted—To Buy Business of Special Representative

This is an unusual proposition, and it requires unusual action.

Plainly and frankly we wish to purchase the going business of a special representative—not of necessity the biggest and best in the field, but by no means a broken down, decaying business.

The buyer is a newspaper man, grounded from the bottom up, well seasoned, in the newspaper business, yet reasonably young in years.

This man has put in his time as reporter, editor, advertising man, and circulation man, from the reasonably small city to the largest in America.

This man is the promoter, who by editorial and circulation creation, turned the tide in the largest city of this country, and brought from near the bottom to the top of the ladder, one of the leading journals of the United States. And this was done when time was the main element to be contended with.

This man, as a hired executive, organized from nothing and brought to a successful culmination, in a period of less than three years, what is today one of the biggest, largest and most successful of all American institutions allied with the newspaper business.

And the operations of this gentleman have not been necessarily confined to America.

The main purpose of seeking to buy the business of a real special representative corporation is to get back into more active touch with the building of business for newspapers.

This man believes through such a move he will be able to accomplish the purpose in mind.

Naturally any and all communications will be strictly confidential. References beyond question will be furnished if desired in case of opening of negotiations.

For further details address

Box 5292, Care THE FOURTH ESTATE.
MERCHANTS PRINT “NEWSPAPERS” IN MANY CITIES.

ALL ADVERTISING, THEY ARE AIMED TO ACHIEVE 100 PER CENT COVERAGE, BUT HAVE NOT RESULTED IN NOTICEABLE DECREASE IN NEWSPAPER SPACE.

“Advertising newspapers” are what the shopping news editions printed in several cities by the merchants may rightly be termed. In order to secure 100 per cent coverage in a given territory the papers are reported successful. Newspaper space has not decreased any noticeable degree because of competition from stockholders in printing more newspapers, as it has not been the policy of the merchants to subscribe to the plan with the intent of effecting reduction in advertising rates or because newspaper advertising has been increased.

The shopping newspaper is credited with being born in Cleveland, where it has been a feature for over twenty years. The idea has been taken up by merchants in the East, Middle West and on the Pacific Coast. Few of the papers that have been started have been suspended, although one has quit because it was found that the daily and Sunday newspapers covered the territory where complete coverage was desired. The editorials in shopping newspapers are from twelve to sixteen pages. All save the front page, in most of them, are given over to advertising. Usually an editorial about the stores or a sales event are contained on the page that is not for sale. An advertising rate is fixed and preferred space is given to advertisers.

In beginning many of the shopping newspapers, stock was issued at so much per column inch, with no holder investing being allowed to have stock equal to more than eight columns.

The distribution is in the hands of the paper’s own carrier organization which is under the control of the circulation manager, district managers, interested in the发行人 and the city boys. The circulation manager is assisted by other members of the organization for one day’s service. Usually the paper is printed on the same day and the carriers are given until noon to cover the territory assigned them.

In Cleveland the shopping newspaper has a circulation over 160,000 and in Los Angeles, the merchant’s advertising newspaper started off with 150,000 circulation. The Los Angeles paper owns its own plant which is utilized for other work on days when the presses are not used for the newspaper.

BUSINESS BUREAU APPOINTS NEW MEMBER.

Julius H. Barnes, president of the United States Chamber of Commerce, has become a member of the advisory council of the Business Bureau, and H. D. Robbins is head of the bureau, and David F. Houston, ex-secretary of the treasury, is chairman of the council.

CAROLINA SPECIAL EDITION.

The Lumberton, N. C, Robesonian has issued a 64-page county development edition. The paper was printed in the Lumberton Press, which owns its own plant which is utilized for other work on days when the presses are not used for the newspaper.

POST OFFICE TELLS PUBLISHERS HOW TO INCREASE MAIL EFFICIENCY.

Elimination of poorly addressed second class matter from the mails is the object of plans announced by the postal office department in its better mailing campaign.

Publishers and the postal service will profit mutually from the plans taken to reduce undeliverable second class mail, which includes newspapers, magazines and other types of publications.

Postmasters all over the country are called upon to watch the mails closely to see that publishers whose names cannot be admitted to the list of addressees fill the recommendations of the department wherever possible. Publishers, themselves, are strongly advised to issue a review of their mailing practices, which will insure fewer errors of newspapers and magazines to subscribers.

Should the recommendations which the post office department makes in its campaign result in unusually small publications should be enclosed in envelopes. Publications mailed in single wrappers should be folded so that the mail can be carried at the proper rate.

Separation of copies to rural and to city subscribers will facilitate distribution.

Individual copies unfolded and unwrapped, should have something on the wrapper, such as a manner that the address appears in the center corner near the bottom of the page when a copy is grasped by the bound edge.

Notice of entry of publication as second class should appear on wrappers and envelopes.

Capital stock of about $250,000 should be increased, and the mail carrier is to be paid 25 cents a day for each copy remaining.

LIVELY MEETING FOR INLAND AT CHICAGO.

Second-Class Postage—A report on the Clyde Kelly Bill, by Past President John Sundine, joined in by S. E. Thompson of the Chicago Tribune, and vice-president of the Publishers’ Conference, and Secretary Tufford with “tearsheets” from the Congressional Record.

The activities of the future, on this movement. "Women in Politics," is a subject Mrs. Florence Riddick Boyce, of the Plymouth Pilot, will have a paper on. Mrs. Boys served with the National Republican Committee in Washington, D.C.

WIL V. TUFFORD.

as promoter of the Woman’s Department, and is considered one of the real national authorities on women in politics.

There will be luncheon each day at noon, in an adjoining parlor of the Morrison, and some snappy features will be presented. Frank Throop, of the Davenport Democrat, will be "Master of the mysterious."

THE ROUND TABLE.

The Round Table will be held Wednesday afternoon with the following topics:

A special bargain day or week in want ads—led by Wm. Southern, Jr., of the Independence Examiner, who recently had one.

Paying an Advertising Solicitor a commission—Who knows anything about it. Subject led by T. J. Ferguson, of the Alpena, Mich., News.

Church Advertising—A new plant to cultivate it by E. H. Harris, of the Richmond Palladium.

Co-operation within the Inland—Team Work—The real essential for the Inland Round Table to consider.

A Linotype School in Inland Territory—Has the Movement Died—Is One Worth While? General discussion.

Surveying your city and county, on promotionsubjects—led by Samuel E. Boys of the Plymouth Pilot, who made a survey of city and country a few months ago, and will report on it. Standardizing dates of cash discount.

LIVELY MEETING FOR INLAND AT CHICAGO.

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The activities of the future, on this movement. "Women in Politics," is a subject Mrs. Florence Riddick Boyce, of the Plymouth Pilot, will have a paper on.

MISSOURI EDITORS’ MEETING IN KANSAS CITY.

The Missouri Republican Editorial Association will meet at ten o’clock Monday morning, February 12, at the Muehlbach Hotel, Kansas City, for its annual convention.

The name of the Boonville Advertiser is president of the association, and A. C. Ferris of St. Louis is chairman of the committee on arrangements. Special one day meeting will be held in the Statler Hotel today to hear plans for the coming year.

MISSOURI EDITORS’ MEETING IN KANSAS CITY.

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The name of the Boonville Advertiser is president of the association, and A. C. Ferris of St. Louis is chairman of the committee on arrangements. Special one day meeting will be held in the Statler Hotel today to hear plans for the coming year.

NEW MAIL TUNNEL PROPOSED.

Senator Calder of New York Thursday presented in the senate a bill providing for the construction of a tunnel between the Grand Central and the Pennsylvania terminals and the main post office in New York.
Let SUCCESSFUL Publishers' Methods MAKE Your Paper Pay

I am completing an eight months' tour of the United States and Canada, studying newspaper conditions as I find them, and analyzing a great many representative American dailies.

My observations are to be included in a volume I am preparing, under the title of "A CRITICAL SURVEY OF AMERICAN NEWSPAPERS."

This survey will cover both the merits and demerits of more than 100 of the leading metropolitan and semi-metropolitan dailies of the country.

Many editors and publishers, realizing the importance of this work, have co-operated with me in my task of obtaining the necessary data at first hand.

Many other editors and publishers will be interested to know I am going to make available to them, AT ONCE, the results of my observations.

Papers in These Cities Will Back You to Win

I am prepared, NOW, to give you the benefit of my research covering EVERY NEWSPAPER in each of the following cities:

- New York
- Providence
- Syracuse
- Rochester
- St. Louis
- Denver
- Toledo
- Minneapolis
- Baltimore
- Chicago
- Worcester
- St. Paul
- Pittsburgh
- Boston
- Scranton
- Omaha
- Cincinnati
- Washington
- Philadelphia
- Dayton
- Buffalo
- Cleveland
- Brooklyn
- Newark
- Montreal
- Detroit
- Milwaukee
- Indianapolis
- Buffalo
- Toronto
- Kansas City

The knowledge I have acquired in my survey is INVALUABLE to EVERY editor and publisher who is not entirely satisfied with his paper.

I Will Harness Their Ideas to Your Presses and Your Office

Look over your newspaper.
Are YOU satisfied with it?
Are your READERS satisfied with it?
If not, WHY not?
Are you giving your readers what THEY want?
Is there something wrong with your paper's DRESS?
Is there something the matter with your organization?
Does your newspaper need pepping up?
Does it need SOMETHING—ANYTHING—that you cannot just exactly figure out?
I am here to figure it out for you—to tell you what IS the matter—WHAT your paper needs.
Bring your troubles to me.

Write, or, better, TELEGRAPH—immediately.

H. ARMAND de MASI
"The Idea Man"

In care of THE FOURTH ESTATE, 232 W. 59th St., New York.
Yes Sir—
You Can Sell Your Products and "Move-More-Merchandise"
in Louisville, Kentucky, and Southern Indiana at a most economic cost through the growing and concentrated circulation of
The LOUISVILLE HERALD
The only newspaper in Kentucky issuing a Merchandising Magazine, backed by a Merchandising and Co-operative Advertising department that provides helpful service to advertisers.
Glad to mail you copy and tell you more about the 96% Herald circulation that dominates trade in this territory.

The LOUISVILLE HERALD
Kentucky's Greatest Newspaper

Foreign Representatives:
Kelly-Smith Co.,
Marbridge Building, New York
Lytton Building, Chicago
Geo. M. Kohm,
Walton Building, Atlanta
R. J. Bidwell Co.,
Market Street, San Francisco
Times Building, Los Angeles

JERSEY PRINTERS PLANNING CELEBRATION.
The bi-centennial of the first book published in New Jersey, a copy of the New Jersey laws in 1723, will be celebrated next November by the Perth Amboy Typographical Union, city officials and members of the Perth Amboy Historical Society. A banquet has been arranged for February 10, when plans will be completed.

C.H. BROWN WITH DUPLEX.
The Duplex Printing Press Company has engaged Charles H. Brown to sell presses in the west and northwestern, traveling from the Duplex Printing Press Company's Chicago office.

SEATTLE BETTER BUSINESS BUREAU EXPANDING.
TO WAGE FIGHT FOR TRUTH IN ALL SELLING FIELDS—HAS HANDLED 876 CASES SINCE ITS INCEPTION TWO YEARS AGO—DIRECTORS NOMINATED.

Seveneteen Seattle men, representing practically all fields of business, have been nominated as directors of the better business bureau. The nominating committee consisted of R. Morgan of Frederick & Nelson; C. C. Carpenter of MacDougall-Southwick, and W. L. Rice of the Rhodes Company. The election is in line with the bureau's new policy of extending its scope to include all lines of business and wage a campaign for truth in all fields of selling as well as in advertising.

The 876 cases that the Seattle better business bureau has handled since its inception, there have been thirty-eight prosecutions, of which but two have been lost. The goal of the bureau is to attain 100 per cent of "truth in advertising.

Cases at the bureau's office are divided into two classes—financial and merchandising, in instances of fake stock promotion and employment schemes a fraudulent catch have been inveigled by the bureau, and in practically every case conviction has been obtained when the case was brought into court.

Every piece of advertising published in Seattle is checked by the bureau. Where textiles are under examination, as, for instance, to ascertain whether they are "all wool" the home economics department of the University of Washington is called in as a referee. One Seattle dealer advertised some infants' skirts as "all silk and wool" but upon investigation the bureau, aided by the university found that the goods were 60 per cent wool and 40 per cent silk. The dealer was after the fact found guilty of violating the city's anti-advertising law, and was fined.

Since its formation the bureau has handled 876 cases, amounting to a million and a half dollars, and been in receipt of the largest financial contribution to business in Seattle and is in receipt of the largest financial contribution to business in the city.

The credit of the successful administration of the Bureau is due to Miss Mary Britton, secretary who is also executive secretary of the Seattle Advertising Club. Miss Britton was educated at the University of Washington and has a knowledge of business administration of the University of Washington, and for that reason has been engaged in financial and mercantile advertising.

The prime mover behind the bureau, George S. Kahan, the organization was started in 1919 and is a leader in the field of newspaper advertising.

The Seattle bureau, which is located in Skidmore's building, was started January 1, 1921. The first directors included E. R. Morgan and G. S. Kahan.

In the fall of 1921 an alliance was formed with the vigilance committee of the Advertising Clubs of the World.

Either Mr. Colwell or Edward F. Korbel, vice-president of the company, will visit the Paris office for a month or more early in the summer.
All From the Same Linotype

Text-and-Display Models 21, 22, 24

A LINOTYPE that sets everything! From small text type up to full 36 point display. A machine that abolishes hand composition and hand distribution of display matter and is available for text composition of any size. Investigate the several models of LINOTYPE Text-and-Display machines. There is one to suit your needs.

MERGENTHALER LINOTYPE COMPANY
29 Ryerson Street, Brooklyn, N. Y.
SAN FRANCISCO CHICAGO NEW ORLEANS
Canadian Linotype Limited, Toronto

The illustration shows the Text-and-Display Model 21 Linotype—which is exactly like a Model 8 except for certain changes which fit it for display composition.

This 1 Point CENTURY Expanded with Italic and SMALL CAPS can be set on the Model
This 2 Point No. 2 with Bold Face No. 1 can be set on the Model 21, Model 22 or
This 3 Point Cheltenham with Italic and SMALL CAPS can be set on the Model 21, Model 22 or
This 9 Point De Vinne with Antique No. 3 can be set on the Model 21, Model 22 or
This 10 Point De Vinne with Antique No. 3 can be set on the Model 21, Model 22 or
This 11 Point Old Style No. 7 with Italic and SMALL CAPS can be set on the Model 21,
This 12 Point Caslon No. 3 with Italic and SMALL CAPS can be set on the Model
This 14 Point Antique No. 1 with Italic can be set on the Model 21,
This 18 Point Elzevir No. 3 can

This 18 Point POWELL can be set
This 20 Point Cheltenham Italic can
This 21 Point Caslon Old Face can

This 24 PT. CH. BOLD ITAL.
This 24 Point Scotch can be
This 30 Point Cheltenham Italic can
This 36 Point Cheltenham Italic can
This 36 Point BENEDICTINE can
This 36 Point Cheltenham Bold can...
ENWRIGHT TILTS WITH BOSTON'S MAYOR.

TELEGRAM TURNS ON MAYOR CURLEY FOR FAILING TO MAKE GOOD ON ELECTION PROMISES — OTHER PAPERS "OUT" WITH ADMINISTRATION FOLLOW UP STORY.

A sensational dispute between Fredrick W. Enwright, editor and publisher of The Fourth Estate, a Boston's mayor, James M. Curley, whose newspaper support in the last mayoralty election was Mr. Enwright's paper attracted wide attention this week.

Following a complete reversal of the paper's policy in supporting the demands of Boston's "Hizzoner," Mr. Enwright published lengthy letters and editorials which declared that the mayor's campaign promises, especially those relating to the relief of the fuel shortage, had been unkept in full. The publisher also swung hard at the state's policy of finance commission and berated Mayor Curley for failing to supply the relief of fuel shortage. A few weeks in the winter when winter blast in the Hub were freezing because of the coal shortage.

The mayor's "blast" came upon his return to Boston Sunday night last, when he issued a lengthy statement in the newspapers. He said Mayor Curley, of course lacked of the mayor's statement, and Mr. Enwright had got his head behind and is not expected to help.

With the implied intentions of each to keep up the battle, there is little doubt that Mayor Curley and Mr. Enwright will get hotter and hotter as time goes on.

Mayor Curley said that he had a plan of the telegram behind him and is not expected to help.

The situation previous to the fight might be likened to that in New York, where Mayor Hylan is on the attack to supply the relief of the fuel shortage. All publishers, but for the fact that the mayor has not been sought as strenuously by the press as by the constable press.

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GEORGIA EDITORS IN SESSION AT FITZGERALD.

The Third District Press Association held its quarterly meeting last Saturday at Fitzgerald, Ga., and luncheon was served in the cafeteria.

The First of Cresson Series of 700 Suits Lost.

(Continued from Second Page)

Inasmuch as this decision holds that the official report names Colonel Cresson as party to the conspiracy, the basis of all his suits is therefore destroyed.

Mr. Enwright also holds that the headlines of the article naming these three officers as parties to the conspiracy were justified and further holds that the trial judge, with propriety, could have instructed a verdict for the defendant when the case was called for trial.

Inasmuch as this decision holds that the official report names Colonel Cresson as party to the conspiracy, the basis of all his suits is therefore destroyed.

Justice Ely also holds that the newspaper article was a fair, true and impartial account of the case and that there is no escape from the fact that the report meant and intended to identify these three as partiesto the conspiracy.

The Star-Telegram was represented, both in the trial of the case and in the appeal, by its general attorneys, Samuel and Brown of Fort Worth, and A. W. Seeligson of Ball and Seeligson, San Antonio, while Colonel Cresson was represented by Marshall Hicks and J. D. Dodson of San Antonio.

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Supremacy


Record for 1922


In 1922 The Times published 24,142,222 agate lines of advertising, a gain over the next New York newspaper of 6,898,132 lines.

The circulation of The New York Times on weekdays was 330,000 copies and on Sundays 550,000 copies.

LINOTYPE SOCIAL CLUB HAS VALENTINE PARTY.

On the evening of February 6 the Mergenthaler Linotype Company, enjoyed a dance in the cafeteria of the Linotype plant in Brooklyn. A feature of the evening's pleasure was a valentine exchange. Prior to the dancing, a business meeting was held. Luncheon was served in the cafeteria.
DON SEITZ TALKS CONFIDENTIALLY TO STUDENTS.

ST. LAWRENCE UNIVERSITY HEARS ONE REASON WHY HE DISTURBS THE A.P. AS IMPARTIAL NEWS AGENT — HEARST PAPERS RECEIVE A TRIBUTE.

Don C. Seitz, M.A. '06, of St. Lawrence University, Canton, N.Y., publisher of the New York Evening World, addressed the students at the university.

"What Makes Newspapers Great," in Fins and Halves, which morning. His talk gave the large body of undergraduates present an insight into the workings of one of the big newspaper men of the country. The speech was of absorbing interest.

Don Seitz handled the adroitly the subject of the fairness of journalism. After a cordial opportunity, the modern world has reached its highest development in power and importance of our modern newspapers, he gathered a great number of the Hill News university papers.

"The lightness and ease with which Mr. Seitz handled his subject, and the rapid volley of questions fired at him by his listeners at the conclusion of the lecture gave full expression of his striking personality. "Mr. Seitz, who belong in the category of 'born newspapermen,'" it continues, "has a dexterous manner of answering the rapid volley of questions fired at him by his listeners at the conclusion of the lecture."

"While newspapers are becoming great," said Mr. Seitz, "there as no country in the world where a metropolitan daily has lost its whole area of distribution, and the consequent power, by the growth of good newspapers in the minor towns and cities."

"These men," continued Mr. Seitz, "battled strenuously for their political ideals and kept the whole country in the grip of their political journalism. We are in a day of new ideas, and the newspapers, as usual, take the lead."

"We are in a day of new ideas, and the newspapers, as usual, take the lead."

"While admitting some of its defects, Mr. Seitz nevertheless regrets that the modern newspaper has not been improved to the point that it is a better medium of public education."

Mr. Seitz's talk, the students were invited to ask questions pertaining to journalism, and they responded freely as above indicated.

JOURNALISTIC FRAT ALUMNI PLANS DINNER MEETING.

Plans for a meeting and dinner of New York alumni members of Sigma Delta Chi, professional journalistic fraternity, were formulated at a meeting of the organization at the Central Park, May 6. The president of Sigma Delta Chi, George Gordon Battle, chairman of the committee arranging the dinner for Monday evening.

Elizabeth Murray is vice-chairman, and Otto B. Kahn, treasurer.

REMARKABLE TRIBUTE PAID TO ERNEST BROSS BY ONE OF SHAFFER GROUP CHIEFS.

Sincere tribute to the memory of Ernest Bross, late managing editor of the Indianapolis Star, was made this week by Charles H. Shaffer, general manager of the Chicago Evening Post, and of the Shaffer group of newspapers, of which the Star is a member.

"I think it is only right that I should express my deep sympathy in the passing of a man who worked with him in his profession or were his associates in those activities to which he devoted much of his time and effort. Thousands of readers will miss the contributions of the Star, the products of an informed and cultured mind, written in a style which combined literary grace with forcefulness of expression and animated by ideals worth the highest aspirations of American life.

From the day of his graduation from the University of Illinois, the Star was a factor in achieving high ends absorbed his interest and energy. His work to him was an end in itself, and to the end commanded his time and effort. He held the creed of the Shaffer group, that the editors of a newspaper is a sacred trust," he declared, "where he was a member of the board of directors of the Star.

"He held the creed of the Shaffer group, that the editors of a newspaper is a sacred trust, discharged with fidelity to the public good. How well that trust was kept is shown by the fact that those who knew best who were privileged to be his intimate associates and who worked closely with him, and who would have been the first to acknowledge that the judgment of the editors of the Star, the products of an informed and cultured mind, written in a style which combined literary grace with forcefulness of expression and animated by ideals worth the highest aspirations of American life.

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GERMAN DAILIES STRUGGLE FOR EXISTENCE.

TERRIFIC NEWS PRINT PRICES HAVE KILLED OFF MANY—EFFORTS AT GOVERNMENT PRICE REGULATION HAVE BEEN FUTILE—RAISING OF RATES SUICIDAL.

The desperate struggle for life of the German daily newspapers because of the high price of news print paper is of itself remarkable phases of the complex European economic situation, according to F. T. Harris, assistant to the vice-president of the International Paper Company, who reviews the situation in the Paper Mill.

The German press, in its search for relief from prices which jump and frequently double every month, as the gold value of the mark continues to tumble, has repeatedly appealed to the government for aid, Mr. Harris says. The response has been different from anything his firm has encountered in the United States. During the last year, for instance, the price secured on July 21, 1922, of two tons of pulp wood from Mr. El Reisch, prominent among the producers of which was a tax of fifteen cents on every ton to set the value of the exports of all commodities from Germany, and a tax of one-half cent on the value of certain kinds of timber sold. This resulted in a decreased pulp consumption of all publishers on the basis of their consumption of news print.

In early September the federal minister of economy said that the fixing of a maximum price for news print was unfair, and that the higher price was just the result of the increase in the cost of labor. The maximum price, however, continues to be enforced from time to time since the passage of the law has been fair and entirely consistent with the policy of the government. This has been far from bringing the relief to the publishers which they had anticipated.

Many other expedients have been experimented with, at various times, but the pulp mills themselves remain the chief factor in cost. The maximum prices which have been imposed have not been fixed by the minister from time to time since the passage of the law has been fair and entirely consistent with the policy of the government. This has been far from bringing the relief to the publishers which they had anticipated.

The newspapers have tried to raise their subscription and newsprint rates to keep pace with the constantly rising cost of producing their papers, but have found that advertisers and subscribers cannot pay these rates. The average of subscription rates in November, 1922, was 600 marks, which was 200 times the average of subscription rates in 1892, while the average of newsprint paper prices in November, 1922, was only 1.2 times the average of 1902.

This is a vivid example of the plight of the papers. Many of the great middle-class, the chief support of the newspapers, can no longer afford them, and consequently the papers are suffering from a lack of circulation.

The publication of German classics and other high-class works, however, is being conducted on a gigantic scale, as the working class, enabled now to occupy high posts in business and the government, are striving quickly to qualify for such positions. German newspapers, however, are gradually forced to suspend publication.
FORMER REPORTER GUIDING KRUPP INTERESTS.

JAMES DUNNING'S RISE IN FINANCIAL WORLD READS LIKE FICTION AS ALGER WROTE IT—BEGAN AS REPORTER ON "WAY DOWN EAST" DAILY.

Here's a story about a newspaper man that has Horatio Alger beaten! He is James Edmund Dunning, who once was a newspaper reporter "way down east" and now is a giant in international business circles. At first he was United States consul at Milan, Italy, and later he was transferred to Havre, France. His success at making a living through his diplomatic work enabled him to make his home at present.

Dunning has written several books and articles on commerce and historical subjects and once in a while proves that the busiest men have leisure interests by issuing a rare fiction story or two.

BOSTON WRITERS APPEALED TO WORK FOR PLAYS THAT CARRY A LESSON.

Channing Pollock, noted journalist-author, dramatic critic and playwright, sounded an appeal for the Boston literary world, which the ex-reporter was the second American to be appointed to the commission. He is honorary secretary of the American Chamber of Commerce in Europe, and has gained his first insight into business matters of world importance.

WASHINGTON NEWSPAPER MAN AUTHOR OF VOLUME ON CIVIL WAR HEROES.

"Lincoln and Lee," fresh from the press, is the latest historical contribution to the events of long ago by Colonel Smith D. Fry, veteran newspaper man. The work is intended for individuals who desire to continue their education under whatever conditions are possible for them.

The contents and purpose of the work may be best described by the condensed statement of the author, who writes for The Fourth Estate correspondent:

"In childhood, youth and young manhood, an event which fact that Harriet Beecher Stowe's 'Uncle Tom's Cabin' was marvelous in its effect on the North and South, and precipitating the Civil War, or as my friend used to say, 'between the war and the States.'"

"My purpose in this work is to impress the people of the South with the fact that as the greatest man of the North, and impress the people of the South with the idea of a really marvelous grandeur of the character of the masterful man of the South."

When the war broke out for him to abandon his private business and get into the row with both feet. During most of war he served as purchasing agent for the American Expeditionary force, attaining the rank of colonel.

In 1919 he received the D.S.O. for his government services. In other ways, however, has his ability been recognized. He represented the United States in 1907 at the sessions of the permanent commission of the international congress of chambers of commerce at Brussels and at the congress of navigation held in Philadelphia in 1912.

The ex-reporter was the second American to be appointed to the commission. He is honorary secretary of the American Chamber of Commerce in Europe, and has gained his first insight into business matters of world importance.

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PUBLICITY MATTER FOR AND AGAINST PROHIBITION.

DRYS BELIEVE UNCLE SAM'S REALMS ARE BECOMING DRIER AND DRIER EVERY DAY—WETS BUSY MAKING PUBLIC SEE FOLLIES IN NATION'S LAWS.

The wide field of publicity formerly preempted by government and special organizations on the burning issue of prohibition has of late been most sharply challenged by elements of organized opposition to the eighteenth amendment and the Volstead act.

Major Roy A. Haynes, federal prohibition commissioner, and a former newspaper publisher, continues to issue reams of publicity matter from the headquarters of prohibition in Washington. Sherman A. Cumes, head of the publicity department, and also a former Ohio newspaper editor and publisher, is the one who keeps the matter into shape. Mainly, it is of an optimistic cast, carrying the cheerful news to the advocates of prohibition that Uncle Sam’s realms are becoming drier and drier every day.

Wayne B. Wheeler, general counsel for the Anti-Saloon League, keeps a sharp eye on doings in Congress, and overlooks no bets when an opportunity is offered to strike a telling blow at the “liberals” in the national legislative body.

Mr. Wheeler frequently becomes the personal target of the more pronounced congressional “wets,” because of his habit of haunting the galleries. More than once the paperfingered the Republican Representatives Philip Hill of Maryland, George J. Jones of New York, and other “liberal” congressional leaders, is aimed directly at the Wets. Shortly after, a phlegmatic language lending piety to the act. A few minutes later, Wheeler will be beguiling copies of his “comeback” to the scribes in the press galleries.

On the other side, the Association Against the Prohibition Amendment, an organization being made up of 50,000 members in all parts of the country, with headquarters at Wash-ington, is busy setting up a public the follies and futilities of the current prohibition system and its supporters. It has found and ex-emplifies handsome fee of financial assistance fromCAPT. W. STAYTON, Annapolis graduate, former naval officer, in the head of several steamship lines in Baltimore, whose sincere convictions that prohibition is a blight on American liberty and genuine Americanism early led him into the fight against Volsteadism. The publicity matter of the association is sent far and wide by C. Hinckley, a former newspaper printer.

One of the latest emanations from the association consists of a special outfit entitled “Enquiry of Prohibition.” In its columns appears the adverse record. Naturally it fails to have the impact of the official output of Major Haynes and Mr. Cumes, but as may be expected, it has such headlines as “Bootleggers Organize,” “Liquor Smugglers Run a New Race,” “Prohibition: Enforcement Personnel Has Unavory Record,” “Enter, the Child Bothe,” “Future Reaps Great Harvest,” etc., etc. The material consists of editorials from all points, to which in its foreword, Mr. Hinckley pays tribute as follows: “The second great national institution represents only an infinitesimal part of the vast record of evils resulting from prohibition. It should be borne in mind that all of it appeared in routine form as news in the columns of the press, which acts forth impartially, day by day, the outstanding happenings for good or evil, thus giving the fairest possible picture of things as they are.”

PUSHING NEWS PRINT MILL CONSTRUCTION.

With only one handicap, it is possible to contend with construction work on the news print mill of the Algonquin Paper Company at Ogdensburg, New York, is being pushed forward with rapidity. It is expected that early in the spring the first of the four press of the paper machine, 194 inches wide, will be installed. The mill, when ready for operation will have a capacity of 80 tons a day.

The large part of the Algonquin mill will be formed from the plant equipped two years ago by the Ogdensburg Paper Mills, Inc., for a ground wood mill.

ROADS TO SPEED NEWS PRINT.

The A.N.P.A. committee on traffic has succeeded in inducing the leading officials of the Boston and Maine and the New York, New Haven and Hartford roads in modifying their embargo so as to exempt news print. The committee was assured that every effort would be made to get news print shipments with utmost dispatch.

YALE MONTHLY PURCHASES from Connecticut Paper.

The Connecticut Times, Democratic organ operated by former United States Senator and Major Party, has suspended and the printing plant in New Haven has been sold to the publishers of the Elihu, a new Yale college monthly.

PROFITS DOMINATE PRESS SAYS EDITOR.

PUBLISHER OF NEW YORK NATION DESCRIBES IDEAL DAILY NEWSPAPER AS ONE SEEKING FOR TRUTH AND STANDING AGAINST ERROR—ONE SIDE ONLY PRESENTED.

The newspaper business today has become a commercialized enterprise rather than a profession; the press fails to present both sides of a question; press propaganda is the worst heritage of the world war.

These were among the criticisms made by Oswald Garrison Villard, editor and owner of the Nation, New York, speaking on “Recent Tendencies in American Journalism” before the City Club of Rochester. “The hope of a great newspaper,” said Mr. Villard, “lies in absolute fidelity and a soul unsoiled by the lure of gain.”

Mr. Villard further said, in part: “The first great, salient, outstanding fact about the newspaper business is that it has become within my lifetime really a business, rather than a profession; the newspapers, if ever, founded now in order to mold public opinion, or because some soul burns with the message to deliver to as much of the world as it can induce to stop, look, and listen. The modern newspaper has become a tremendously capitalistic enterprise involving millions of dollars.”

The press has retrogressed tremendously in the matter of presenting both sides of a case. In many towns, only one political viewpoint is represented, thus making hash of the old Americanism. Even the democratic and republican viewpoint point be presented, but that any dissenting opinions in the community should also have their mouthpiece. Fortunately, the press, instead of becoming more tolerant and more willing to open its columns to all sorts of opinion, has become less tolerant.

Almost the worst heritage of the war is the heritage of press propaganda. Even the press itself is becoming frightened, not only at the ease with which the sources of public information are corrupted, but with which the newspapers themselves are being fooled by paid propaganda.

Mr. Villard declared that American newspaper readers are getting nothing but censored reports from Constantinople, from Athens, from Italy.

LUKE OF GAIN BLAMED.

“What is the answer?” resumed the speaker. “It is in the co-opera-
tive and non-profit-making newspaper that the greatest hope lies. Is there not a growing feeling that the private press is hindered in the development of natural resources which are the gift of nature and which cannot be replaced? I only know that it is the profit-making motive which is responsible for most of the sins of the times.”

“I believe that it is still possible to publish a newspaper which would seek the truth ardently and earnestly, which would stand foursquare against the world. Such a newspaper would determined to sound the depths of economic law, to hold a brief for no set of men; it would be a journalistic standard to which men of all faiths and all walks of life might repair with tolerance, approach, and sympathy. This is no unattainable idealistic vision; it has been demonstrated even by the Manchester Guardian in England, but the vision must be there. There must be such in a daily a noble purpose; there must be absolute fidelity, there must be opinions, convictions and a soul unsoiled by the lure of gain.”

30,000 PAPER WORKERS LOCKED OUT IN SWEDEN.

A lockout in the paper and steel mills in Sweden began on Monday, affecting about 30,000 workers in the former industry and many additional hands resulting to information received by Olaf H. Lamm, Swedish consul general, that the present trouble is one of the two largest export industries of Sweden.

In the paper industry the exports have been largely of pulp used principally in the manufacture of news print. The United States alone last year imported 400,000 tons of pulp, and England imported a similar quantity.

Paper mills in England apparently expect the present trouble to continue for a long time, for it is reported that they are buying up all the available pulp in Sweden for immediate transportation to their plants.

The labor trouble began the first of the year. The workers in the pulp mills went on a strike at that time, and since then not many of the plants have been in operation. The wage question alone was involved, the mills seeking a reduction in wages and the workers demanding more money. Sweden has a law for compulsory arbitration, but so far the workers and mill owners have barely agreed on arbitra-
tion. The result was that the mill owners decided to declare a lockout effective last Monday.

NEW REPRESENTATION.

Tipton, Ind., Daily Tribune to C. L. Houser Company.

Scandinavian News Print

100,000 Tons per Annum

Inquiries Solicited

Newsprint Paper Corporation

33 West 42nd St., New York City

Telephone Longacre 1116.
FRANKLIN BECAME PUBLISHER 200 YEARS AGO.

ANNIVERSARY OF HIS FIRST NEWSPAPER ENTERPRISE FALLS TOMORROW — BEGAN AS EXECUTIVE OF THE NEW ENGLAND COURANT WHEN SEVENTEEN YEARS OLD.

Just two hundred years ago Benjamin Franklin, then only seventeen, first became a newspaper publisher. The February 10, 1923, issue of the New England Courant, published by the Franklin Institute, was the first publication to carry the name of Benjamin Franklin. Sponsored by the Advertising Club of the World, this epoch-making date in the life of “Poor Richard” was well recommended for educational purposes and appropriate bouquets, where feasible.

Franklin’s birthday, January 17, has just been celebrated by greater honors paid to Franklin’s memory than ever before. Appreciation of Franklin has grown progressively during the past two hundred years and is evidenced in the current movements. This movement was launched back in 1923 in New York City as part of national thrift week, but the patriotic phase is now receiving mention.

The Franklin Memorial movement is spreading internationally and is being promoted by corresponding groups concerned in some way with Franklin. These groups have been most loyal to “Ben’s” memory for over a century, as Franklin himself was not a self printer. Advertising clubs and electrical leagues in many cities last month also began an annual tribute of love and admiration.

On February 6 in New York and many other cities, the Alliance Francaise lauded Franklin on the 145th anniversary of the signing of the treaty with France which Dr. Franklin negotiated. Ambassador Jouvenel and wife spent the evening at the New York city dinner.

A notable example of the printing industry’s devotion to Franklin is “America’s Patron Saint of Printers” is found in the early issue of the American Printer, a leading trade publication. It is called the Franklin Centennial Number and contains in part seventy-four inserts, mostly in color, which have been contributed by leading printing concerns of the United States. Canada and Great Britain. It is excellent Franklin publicity as well as a superb exhibition of printing processes since the day those inserts are already being displayed in museums, libraries and elsewhere from coast to coast.

At the American Museum of Natural History, New York City, the American Printer inserts are now on view, along with the seventy-four other great events which Franklin in his Park Row on Ben’s 271st birthday anniversary. The new insert is a copy of the Philadelphia number which is already the most popular issue in the world.

Franklin’s immortal pilgrimage from Boston to New York, and then across New Jersey to Philadelphia, will be commemorated next week. Franklin’s “Poor Richard” arrived finally on a “Sunday October morning” in 1723 in the Quaker City. Philadelphia is expected to join hands next October with New England, New York City, New Jersey and New England in celebrating this bicentenary. The Poor Richard Club of Philadelphia, last month set the ball rolling with an memorable event which was planned to commemorate the anniversary of Franklin’s birthday. There is a statue of Franklin in the State of New York last December launched a movement to have the Franklin Memorial in Washington which will company favorably with the Washington Monument and the Lincoln memorial.

The post office department last month likewise honored Franklin nationally with posters and otherwise, not only as an honored citizen but as an honored citizen of the United States.

His Majesty’s most Gracious SPEECH

[No 80]

MINNEAPOLITAN WILL SERVE EIGHTEENTH TERM AS EDITORS’ SECRETARY.

For the eighteenth consecutive time, A. G. Ruleyed of Minneapolis was elected secretary-treasurer of the Northern Newspaper Association, at its recent meeting at Red Lake Falls, Minn.

E. H. Brummel of Benoit was elected president, and Martin Wistien of the Warroad Pioneer was named vice-president. Under the new provisions of the constitution and by-laws, the executive committee consists of three members, elected as follows: J. P. Groth, Roseau Times, for one year; E. E. Ellist and C. A. Clarke, for two years; Carl Carlson, Melrose Beacon, for three years.

Wadena was selected for the annual meeting next January. The summer outing will be held at Brainerd.

The resolutions adopted emphasized the importance of the association, its present form, and opposed consolidation of or abolition of it, in connection with the plan for a state park system, and the work of the National Lakes association, approved the plan of the state fair board for a Northwestern dairy exposition, and urged the Legislature to pass a flexible rural credit law.

WARDMAN ESTATE ESTIMATED AT HALF MILLION.

Ervin Wardman, late vice-president of the Sun-Herald Corporation, New York, left an estate estimated at $500,000, according to the will which was admitted to probate in White Plains, N. Y., last week. The principal bequest was to establish a fund of $10,000 in the name of his widow, Mrs. Violet Boyer Wardman, in semi-annual payments.

Mrs. Wardman is to receive $10,000 in cash, at once; all household furniture, silverware, jewelry and the residue of the estate. A trust fund of $10,000 is created for Mr. Wardman’s mother, Mrs. Virginia Wardman of Abington, Va., in the income to be paid her. At her death the $10,000 will be divided, $5,000 to the widow, and $5,000 to the estate of the widow of Pelham Manor and Elsworth Greenley of New York. The latter received cash bequests of $1,000 each.

The Columbia Trust Company of Manhattan is named as executor of the will.

PUBLISHER TO START PAPER AT LONG BEACH.

The organization of a new publication enterprise by E. A. Vamleventer, formerly publisher of the Oakland, Cal., Post, in which a number of citizens are participating, was announced last week. At Half Million.

The new publication will make its appearance in March. It will be devoted exclusively to Long Beach news and will be issued in the subscription price of the Los Angeles Express.

When Mr. Vamleventer operated the Oakland Post, the paper was circulated as a Frances newspaper, on the same basis as the proposed new Long Beach publication.

MERGER IN IDAHO.

The Grangerville, Idaho, Globe has been consolidated with the Idaho County Free Press. The Globe was purchased by Mr. Frey this week. Published by the Idah}

Free Press began in 1886. The consolidation gives the city one newspaper, which has been able to continue to be published. The Idaho County Free Press began in 1886. The consolidation gives the city one newspaper, which has been able to continue to be published.
The Net Paid Sund

CHICAGO HERALD

is

Over a

This is the culmination of a record of growth unprecedented in the history of newspaper-dom. In five months the Sunday Herald and Examiner has gained more than 350,000 new subscribers.

This remarkable achievement was solely the result of a spontaneous response of the public to our effort to give it the best newspaper in America.

Only one other newspaper, the New York American, has ever attained the million circulation mark.

Herald

PRICE 10 CENTS EVERYWHERE

CHICAGO'S BEST

Lowest Milline Advertising Rate
Here Is the Unique Record of the Herald and Examiner's Remarkable Growth Since the First Sunday in September

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February 4, 1923—Over a Million
ADVERTISING TO SHARPEN PUBLIC INTELLIGENCE.

Premier Bonar Law's recent declaration that "expert use of white paper and printers' ink" would be the most effective means of educating the public and making the government more efficient, and many of the large cities of the country, has shown how far Madi has found wide interest in the plan. And it will become of the idea rests with newspaper men themselves. There is no reason why it should not be carried through. In this age, when many of the large cities of the country, it is to be expected, the leadership placed in the hands of a committee and the advertising man who works downstairs under the editor to look into the matter with an open mind, and not the capture, of happiness.

ANOTHER ILL CONCEIVED ATTACK ON THE PRESS.

Bankers, labor leaders, manufacturers, educators, politicians, and all others, who have prescribed a formula to guide the advertising man, entitled "Publicity—Positive and Negative," which proceeds to indict journalism for its every action and every failure, is illustrative enough to take in all those in the many branches of the profession— as comprehensive a body, for instance, as is represented in the membership of the Advertising Club of New York. The desire of the advertising man to control every game of newspaper baiting is reflected in a recent editorial in The New York Times, entitled "Publicity—Positive and Negative," which proceeds to indict journalism for its every action and every failure, and which, with a passion for facts, was written in the morning papers, it says, "such headlines as these: $100,000,000 lost in broker failures for the year, $100,000,000 in worthless stocks, $10,000,000 in Texas Oil Frauds, etc., etc., have been the order of the day in the newspapers. The newspapers feel they are doing a good work in showing the public the real values behind the securities and the real risks behind the bad spots in the investment business. But are they? Isn't such propaganda likely to disillusion rather than to convince and make the readers bring the facts to the public, rather than to negative and constructive?

Editors and publishers who travel abroad— and there are more and more of the in with every steam— may be interested in a limited amount of ready cash, that in small bills so that "making change" will not be so expensive for the touristor commercial traveler.
February 10, 1923

THE FOURTH ESTATE

PURELY PERSONAL

Clayton Whitehill has severed his connections with the Washington Bureau of the New York Journal of Commerce and is now in business with his father in Philadelphia.

Ross E. Burns, publisher of the Joplin, Mo., Globe, has been a member of the board of regents of the Missouri State Teachers College at Springfield.

Asa W. Butler, for more than twenty years with the Albany, Mo., Capital, and recently elected president of the Missouri Press Association, has been named state oil inspector of Missouri by Governor Hyde.

Mr. and Mrs. Basil Dillon Woon are receiving congratulations on the birth of a son which arrived on January 12. The baby has been named Guy Dillon Woon. Mr. Woon is one of the Paris correspondents of Universal Service and the Hearst newspapers.

TOUR OF MEDITERRANEAN.

John Elmer, assistant advertising manager of the Baltimore News and American, with Mrs. Elmer, has been passing a few days in New York.

W. D. Grandon of the Sterling, Ill., Gazette, with Mrs. Grandon, is passing the winter months in Florida.

A. R. Miller, publisher of the Battle Creek, Mich., Enquirer and News, is a New York visitor this week.

Frank Miller of Kelly-Smith Company, publishers' representatives, New York, and Mrs. Frank are receiving congratulations on the birth of a nine-pound son who will bear his father's name.

NEWSPAPER FOLK SAIL FOR TOUR OF MEDITERRANEAN.

A number of publishers and their wives have left New York for Mauretania, which left for a sixty-day cruise of the Mediterranean. Among society passengers were: William Allen White, publisher of the Emporia, Kan., Gazette, and Mrs. White; Victor Murdock of the Wichita, Kan., Eagle, and Mrs. Murdock; H. S. Jewell, proprietor of the Springfield, Mo., Leader and Mrs. Jewell; H. S. Talmadge, owner of the Newark, N. J., Star-Eagle and the Toledo, Ohio, Blade, and Mrs. Talmadge; Henry M. Pindell, proprietor of the People, Ill., Journal and Transcript, and Mrs. Pindell.

Upon his return Mr. White said he would write his wife, "Vicky and Me" similar to the famous "Henry and Me," a wartime experience of Mr. White and Governor Henry Allen, publisher of the Wichita, Kan., Beacon.

BROOKLYN CITIZEN STAFF GIVES DINNER IN HONOR OF NEW CHIEFS.

Employing the Brooklyn Citizen paid a glowing tribute to the memory of Andrew McLean, their late editor-in-chief, and pledged their loyalty to David J. McLean, son of the deceased editor and publisher of the paper, at a dinner at the Bossert Hotel, Brooklyn, on February 1.

The dinner also gave the staff an opportunity to pay their respects to Solon Barbanell, the new editor-in-chief, and to the Citizen family William C. Courtney, recently elected vice-president. Every departent of the Citizen was well represented.

Arthur G. Dore, managing editor, was toastmaster. Preceding the speechmaking, Mr. Dore proposed a silent toast in memory of the departed chief. Other speakers were David J. McLean, W. C. Courtney, Charles Hessler, James J. Dempsey, Harry E. Tower, John F. Lane, Charles J. Marquart, Benjamin Pier and William J. Granger.

WITH LINOTYPE PAPER.

Laurence B. Siegfried has been made associate editor of the Linotype Bulletin. He will also have an active interest in the general operation of the paper.

Laurence B. Siegfried.

THE BOSTON TRIBUNE.

R. Warren MacAllen, until recently covering the House of Representatives for the Washington bureau of the Philadelphia Public Ledger, is on the copy desk of the Tribune.

Mrs. Altha Leach Bass, formerly a member of the English faculty of the University of Oklahoma, has been named to the copy desk of Oklahoma City, Okla. She has written literary reviews for the Oklahoma City Oklahoman, is now writing for the Chicago Tribune and the Lousiana Times.

George J. Hawk, formerly managing editor of the Muscogie, Ind., Morning Star and afternoon daily, has been named city editor of the Indianapolis News and has moved into the Indianapolis News and has moved into the copy desk of the Los Angeles Times.

FRASER EDWARDS.

Fraser Edwards, for the past year in charge of the Washington bureau of the Philadelphia Public Ledger, has returned to the United Press, for which he was editor and has been reporting the proceedings of the senate.

W. L. Roper, formerly connected with the Springfield, Mo., newspapers, has been made the new features writer for the Los Angeles Examiner.

Royse Aldrich, for eight years a member of the Wichita Eagle staff, is now with the Oklahoma Bee. He was recently back on the Eagle.

H. J. Hays, formerly connected with the Topeka Capital, has been sent to Washington to assist the Washington chapter of the United Press. He will report for the United Press on the proceedings of the Congress.

HOWARD WEEKS.

Howard Weeks, who was appointed city editor of the Times in May, has been named city editor of the Times. He was formerly a copy editor for the Times.

WARREN KELLY.

Walter K. Wall of the staff of the Baltimore Sun arrived Thursday to pass a few days in New York.

Frank Miller of Kelly-Smith Company, publishers' representatives, New York, and Mrs. Frank are receiving congratulations on the birth of a nine-pound son who will bear his father's name.

STEVE O'GRADY.

Steve O'Grady and Harold Mills, members of the New Orleans newspaper staff, with a crew covering the K.K.K. trial at Bastrop, were charged with making illegal entry into Bastrop in police uniforms and were charged. They were held in abeyance by Sheriff Carpenter.

REPORTERS AT BASTROP HIT SOMEx EXCITEMENT.

RETURNING TO SIOUX CITY.

BELO COMPANY APPOINTS A. H. HAD.

J. P. Dewey has become director of publicity and promotion for A. H. Belo Corporation. He has published the Dallas and Galveston Journal and the Dallas and Galveston Steamboat News and was previously secretary and treasurer of the Mid-Continent Advertising Agency at Dallas.

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The Fourth Estate
February 10, 1923

INTRODUCING

"Suppressed Desires"
by
McTIGUE

A DAILY COMIC PICTURE
Send for Sample Proofs and Terms

C-V Newspaper Service, Borden Bldg., N.Y.C.

"Fifty Famous Features"
Adams Features are standard products. They shine like stars in the columns of hundreds of newspapers. "Adamservice" offers the most unique and original collection of features in existence, available in expense groups. Let us send you a full set of samples of the Adams "Fifty Famous Features," including some of the best comics sold.

The George Matthew Adams Service
8 West 60th St.—New York

MAIL NEWS AND FEATURES

WORLD-WIDE NEW!-SERVICE
J. J. BOSDAN
15 School Street .. Boston, Mass.

BANK SELECTS EDUCATIONAL ADVERTISING PROGRAM.
An educational advertising program for the year which will deal with the natural resources of America, has been selected by the Farmers & Merchants Bank of Spirit Lake, Iowa. Besides its newspaper advertising the bank will issue an illustrated monthly publication of each one of the main natural resources.

The first as shown in its advertisements recently was that of iron. How important iron is to mankind and what a prominent part it has played in the advancement of civilization was fully discussed in the bank's monthly publication issued last week.

America's Best Magazine Pages
Daily and Sunday NEWSPAPER FEATURE SERVICE
241 W. 58th st., NEW YORK CITY

WELL-KNOWN MEN TO TALK TO DETROIT ADCRAFT CLUB.
Carl Ackerman, newspaper and wire correspondent, is to be before the Detroit Adcraft Club during the spring. Other well-known correspondents on the program for the spring meetings are C. C. Forbes, financial expert and publisher of Forbes' Magazine; Frank W. Crowninshield, editor of Vanity Fair; Harry W. Hough, secretary of the Bureau; Henry C. Wallace, publisher of Wallace's Farmer, Des Moines, Iowa; G. T. Brown, secretary of the navy; and Edward T. Meredith, former editor of agricultural, publisher Successful Farming, Des Moines. The Adcraft Club now has a membership of some 250, and is open to all members of the publishing business. The new membership is membership is still open.

GREEN, ALL RIGHT, WIRES WIFE FROM ALABAMA.
William P. Green, director of the national advertising committee of the Associated Advertising Clubs of the World, for whom a national advertising search has been made since January 22, wired his wife and business associate, Tuesday afternoon from Birmingham, Ala., that he is all right. Mrs. Green immediately left for Birmingham.

Mr. Green left New York, January 22, for a business trip to Columbus, Ohio. He had had a grippe and was suffering from overwork. His friends feared he was suffering from amnesia, which is borne out by his wire. He stated that he would return in 60 days, until he had recovered.

LANE HANDLES MAINE'S FUEL SITUATION SKILLFULLY.
Andrew P. Lane, traffic manager of the Great Northern Paper Company, wide-known to newspaper publishers of the United States, has been selected as the state's administrator for the state of Maine. His services have been so valuable that he is a leading candidate for the state's administration. He has always been well-versed in the business of the service. He has already secured an acceptance from the Maine Fuel Association to put the service on the road.

VANDERBILT TO TOUR FOR FEATURE MATERIAL.
Cornelius Vanderbilt, Jr., will leave shortly on a tour of the United States, Canada and a number of European countries to obtain data for a series of articles which he plans to write for his feature syndicate, the G. V. Newspaper Service.

The tour will consist of twenty-four articles, twelve on America, and twelve on Europe, and will deal with political, economic and sociological conditions in the countries traveled. Mr. Vanderbilt plans to be back in New York early in September. C. Bolton Bingham, general manager of the syndicate, will accompany Mr. Vanderbilt on the trip, and will look after the business of the service. He has already selected a number of acceptances from newspapers to publish Mr. Vanderbilt's articles.

NEW YORK HERALD STAFF HONORS EX-REPORTER.
The staff of the New York Herald gave a dinner in the Hotel Biltmore last Sunday to Edwin C. Hill, a reporter for the New York Herald and Herald since 1904 until he left January 1 to take charge of the news service of the World Film Company. About 100 former associates attended. Among the telegrams received was a telegram from President Harding.

Flower car used, appropriately inscribed, was presented to Mr. Hill by the staff.

KINGSTON FREEMAN'S STAFF AT ANNUAL DINNER.
The Freeman Social Club, made up of employees of the Kingston, N. Y. Daily Freeman, of which Jay E. Klock is publisher, held their mid-winter gathering last Thursday at the Eagle Hotel. Among the members of the organization that gave brief talks were: Jay E. Klock, president of the Freeman Publishing Company; A. W. Hoffman, managing editor, and C. M. Doolittle, city editor.

"BIG SIX" PLACES WREATHS ON GREELEY STATUE.
Monday being the anniversary of the birth of Horace Greeley, New York Typographical Union No. 6 honored the memory of the great journalist by placing a floral wreath on the two Greeley statues one at Greeley Square, erected by the union twenty-five years ago, and the other at the work of J. Q. A. Ward in the northeast corner of City Hall Park.

NEWSPAPER HUMORIST AND LOVELORN EDITOR ADDRESS SING SING PRISONERS.
John P. Medbury, newspaper humorist, and Miss Beatrice Fairfax, who conducts the "Advice to the Lovelorn" column, addressed the inmates at Sing Sing prison last Monday.

TIMES PUBLISHING COMPANY DIRECTORS-OFFICERS NAMED.
Stockholders of the Times Publishing Company, which publishes the Kansas City Times, recently met, elected the following officers: J. D. Dillingham, M. E. Grady, Edward R. Mason, J. T. Thompson, G. C. Barkley, Hall Walker and Edward H. McIlroy.

The officers are: President, Walter Murray; vice-president, O. D. Dillingham; secretary-treasurer, C. B. Wells.

Hearst Features

WORLD'S GREATEST CIRCULATION BUILDERS

INTERNATIONAL FEATURE SERVICE, INC.
246 West 59th St., NEW YORK

WIRE NEWS
FOR EVENING AND SUNDAY NEWSPAPERS

INTERNATIONAL NEWS SERVICE
21 Spruce Street, NEW YORK

RADIO

Let us show you what we are supplying in a service way to such papers as Chicago Journal, St. Louis Star, Brooklyn Eagle, etc.

The INTERNATIONAL SYNDICATE
213 Guilford Ave. BALTIMORE, MD.

Complete your business page with the latest developments in the textile and allied industries.

Daily News Service Features
Weekly Reviews Special Articles.

Wire or Write for Particulars
Fairchild News Service
East 13th Street New York City

SUNDAY EDITION STARTED BY STUDENTS.

Students in the school of Journalism at the University of Oregon have established a Sunday edition of the undergraduate newspaper, the Oregon Daily Emerald. The Sunday Emerald will be devoted to special features, criticism, and literary articles.
CIRCULATION MEN OF MID-WEST TO MEET.

SEMI-ANNUAL GATHERING AT HUTCHINSON, KAN., MARCH 6 AND 7 TO BE MARKED WITH LIVELY PROGRAM — CITY PLANS ELABORATE RECEPTION.

Circulation managers of five states will gather at Hutchinson, March 6 and 7 for the semi-annual gathering of the Mid-West Circulation Managers, Association. A lively program is assured by the arrangements committee and the city is planning to make the event one that will be remembered by the circulation men.

While the Mid-West organization is one of the youngest it has a membership that compares well with similar associations in the country. For enthusiasm and co-operation it is among the foremost. It was formed three years ago and has held meetings twice a year since that time. The city last gathered at Hutchinson, Colorado Springs and was well attended.

The states represented are: Colorado, Kansas, Missouri, Oklahoma and Nebraska.

The officers of the association are: President, Sidney E. White, Wichita, Kan., Eagle; vice-president, W. Boeshans, St. Joseph, Mo., Gazette; secretary-treasurer, Will A. Butler, Colorado Springs, Colo., Telegraph; Director, C. B. McCauley, Wichita, Kan., Beacon; Roy Bailey, Salina, Kan., Journal; Waller, Fremont, Neb., Tribune; M. W. Halmacher, Oklahoma City, Okla., Oklahoman-Times; H. S. Blake, Topeka, Kan., Capper Publications; John Levand, Denver, Col., Post; Ralph Seaman, St. Louis, Mo., Globe-Democrat.

The South Dakota Press Association will hold its winter meeting at Sioux Falls, Iowa on February 15 and 16. J. F. Halladay, editor of the Iroquois Chief, is secretary of the organization.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as the first page of a printed comic section.

HERALD-SUN SYNDICATE,
280 Broadway, New York

PEOPLE WHO ADVERTISE ABLE

The Meyer-Both Company charged that a matrix was used without permission during a circulation contest. O. J. O'Dell, representative of the circulation company at Loganport, Ind., Morning Press and the Pacific Coast Circulation Company, violation of the copyright law is alleged and $25,000 damages are asked.

The Meyer-Both Company charges that a matrix was used without permission during a circulation contest. O. J. O'Dell, representative of the circulation company at Loganport, was also named in the suit.

CIRCULATION CONTEST FIRMS IN COPYRIGHT SUIT.

The use of a matrix in advertising a circulation contest resulted last week in an action brought by the Meyer-Both Company of Chicago against the Cass County Publishing Company, publishers of the Logansport, Ind., Morning Press and the Pacific Coast Circulation Company. Violation of the copyright law is alleged and $25,000 damages are asked.

The Meyer-Both Company charged that a matrix was used without permission during a circulation contest. O. J. O'Dell, representative of the circulation company at Loganport, was also named in the suit.

PEOPLE WHO ADVERTISE ABLE TO PAY SAYS EDITOR.

Circulation manager of the Hibelng, Minn., Daily Tribune has had his name prominently mentioned as a candidate for supervisor.

Hinny, the Boston Post's famous office cat, has been photographed and copies have been sent to readers.

PUBLISHING FIRM CELEBRATES BIRTHDAY.

TWENTY YEARS AGO COMPANY OPERATING FOUR PAPERS IN OKLAHOMA CITY CAME INTO EXISTENCE — HISTORY WITH NEWSPAPERS' HOMES REHEARSED.

The twentieth anniversary of the organization of the Oklahoma Publishing Company was celebrated this week. The Daily Oklahoman, however, published by this company, is more than twenty years old.

Every vestige of the romantic beginnings of newspapers in 1889 in Oklahoma City was contained in the Daily Oklahoman and the Oklahoma City Times last Wednesday.

The article was accompanied by illustrations of the various homes of the Daily Oklahoman during its twenty years, and by cuts of Roy Stafford, E. K. Gaylord and R. M. Dickson, who organized the Oklahoma Publishing Company. Mr. Gaylord is now president of the Oklahoman and Times.

The Oklahoma Publishing Company now has four publications; the Daily Oklahoman, the Oklahoma City Times, the Oklahoma Farmer-Stockman, and Retail Selling, a trade publication.

The Daily Oklahoman has had a long and complicated history. It is the linchpin of the Gaylord establishment, established in May, 1889, by Frank McMaster, with whom was associated R. M. Dickson.

The Gazette was consolidated in 1892 with the Press, which was bought by Gaylord. The Gazette was bought by John L. Rock. The paper became the Daily Oklahoman on January 14, 1894. In the same year the Star was consolidated with the Oklahoman, and two years later, the Oklahoman Champion also was merged with the Oklahoman.

Many newspapers sold ownership, in policy and in form took place during the remaining years of the Oklahoman's history, but the Oklahoman remained the Oklahoman in name and continued to expand.

The name of the Oklahoman was given it by Sam Small, the evangelist-newspaperman, who was connected with the paper in 1894.

The history of the Oklahoma City Times, although it became a member of the Oklahoma Publishing Company in 1898, dates back to early Oklahoma history. Dr. A. C. Scott, director of extension lectures in the University of Oklahoma, brought the first edition of the Times into Oklahoma City with the run on April 22, having printed the paper in Kansas. After a varied career with a score of owners, the Times was taken over by the Oklahoma Publishing company on January 1, 1916.

DETROIT WOMEN ORGANIZE ADVERTISING CLUB.

Forty charter members of the newly organized Detroit Advertising Club of Detroit met a few days ago and adopted a charter. Plans are being made by the club can be developed into an organization similar to women's advertising clubs in New York and Chicago. These clubs in Chicago were discussed. There are more than 500 women in Detroit connected with advertising activities. Efforts are now being made to get all of these women into the club.

MISSOURI PAPER BUYS HOME.

The Moberly, Mo., Index has purchased the courthouse building and will remodel the first floor which will be utilized by the newspaper.
BUSINESS CHANCES

PUBLISHERS' ATTENTION:

We furnish MSS on all subjects by competent authors. We take advertising in exchange for or part of our own services at reasonable rates. Write us your wants.


Publishers' Executive

Accustomed to full control of both editorial and business sides, wants to lease or buy in part or out, of a daily newspaper. Address Box 5810, care THE FOURTH ESTATE.

For Quick Sale

Live Weekly Newspaper

Central Penna. town amidst rich agricultural communities. Commanding Circulation of 500 to 1,000. Fine equipment; don't write unless you have $10,000 to buy needed equipment; don't write unless you have capital and experience in editorial, business or printing departments. Address, Box 5000, care THE FOURTH ESTATE.

Jingles Wanted

We are in the market for four-line rhymes suitable for Christmas, Easter, Mother-day, Birthday and other greeting cards of high quality. Jingles with happy sentiment wanted, but no low comedy. Good prices paid.

Stanley Mfg. Co.,
Cannon St.,
Dayton, Ohio.

Column Editor

Man now in charge of a live column on a small town daily wants a position on a larger paper. Present column goes over big, but town too small to justify adequate compensation. Samples of column now being edited mailed on request. Address Box 5805, care THE FOURTH ESTATE.

For Particular Printing, come to the ALLIANCE PRESS

110-114 West 39th Street, NEW YORK

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PACIFIC COAST NEWSPAPER EXCHANGE

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Write for list and special information. References given.

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**SITUATIONS WANTED**

**Classified**

Adverting Manager

A young man nearly thirty years old, who has outgrown his present position, wishes to make connection with a progressive daily paper in a city of 15,000. Has college graduate, practical printer, energetic and will put the same energy into work as if he owned the paper. Wants $45 and will prove he is worth it. Address Box 5299, care THE FOURTH ESTATE.

**Executive Editor**

With unbroken record of successes in cities of the class of Omaha and St. Louis, wants new connection. Address Box 5301, care THE FOURTH ESTATE.

**Circulation Manager**

Experienced in all phases of circulation work, not a boomer, best references, state salary. Address Box 5290, care THE FOURTH ESTATE.

**SITUATIONS WANTED**

**Circulation Manager**

Circulation manager with 12 years experience from carrier up is about to terminate employment on newspaper of 12,000. Almost eight years in present position and has splendid record. Wants to connect with carrier of paper of more than 15,000 circulation. Large salary not essential as opportunity for advancement. No contract desired. References of highest order from four newspapers of 25 years old. Married. I.C.M.A. member. Answers treated strictly confidential. Address Box 5298, care THE FOURTH ESTATE.

**Foreman of Daily Newspaper**

Efficient and reliable; union; Great Lakes states preferred. Long experience with medium-sized papers carrying heavy advertising has taught the writer just where to cut the corners to best advantage to keep things going all the time; and getting the paper to press at the same hour each day has become second nature. Do you want to unload the composing room end of it? Write P.O. Box 269, Ann Arbor, Mich.

**Mr. Owner; A Man For You**

Editorial man, who can qualify as publisher, managing editor or editor, wants to get in touch with the owner of a newspaper in a city of 30,000 to 100,000 inhabitants. Can furnish unusual references from several newspapers. Has worked on metropolitan as well as smaller dailies. Knows publisher's angle. Is mature and capable. Address Box 5298, care THE FOURTH ESTATE.

**Advertising Manager-Solicitor**

A young man nearly thirty years old, who has outgrown his present position wishes to make connection with a progressive daily paper in a city of 15,000. Has college graduate, practical printer, energetic and will put the same energy into work as if he owned the paper. Wants $45 and will prove he is worth it. Address Box 5299, care THE FOURTH ESTATE.

**SITUATIONS WANTED**

Metropolitan Newspaper Man Seeks Executive Connection

Newspaper Business Executive seeks connection in New York City, but would consider opening in other fields.

Wide experience of over twenty years in all departments, including one of the largest metropolitan dailies.

Best of references. Inquiries confidential. Immediately available.

Address Box 5291, care THE FOURTH ESTATE.

**Circulation Combination**

Publishers—here's a chance to climb aboard the chariot of joy and take a ride on the waves of contentment. Two circulation managers—brothers—one with 8 and other with 18 years experience on both coasts and inland want to connect with paper of 30,000 to 60,000 circulation and work together. Our collective experience will help us to publish plenty—will help keep the dollars in the till and make the A.B.C. report look more attractive. Both of our subscribers are old and we get anxious letters from publishers that are real complimentary. Plenty of character referred. One 80 and the other 87—young enough to have lots of pep but past the experimental age. Both married. Both I.C.M.A. members. Don't want a fortune in salary and we don't need a contract but we do want a chief who is a square shooter and knows his stuff. Answers treated strictly confidential. Address Box 5097, care THE FOURTH ESTATE.

**Business Manager**

Five years experience as business manager of daily. Can fill this position or may arrange to make valuable assistant to publisher. Age 45 and married. Available on reasonable notice. Address Box 5296, care THE FOURTH ESTATE.

**The greatest auxiliary news service in the middle west.**

**THE CAPITAL PRESS**

Peoria, Ill.

(Established 1852.)

**CHARLES HEMSTREET**

59 Park Place, NEW YORK

The problem of covering the Canadian Field is answered by obtaining the service of the Dominion Agency which gives the clipping service all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland. 74-76 Church Street, TORONTO, CAN.
FOR SALE

Newspaper and Job Printing Plant of the NEWBURGH (N.Y.) DAILY STAR consisting of

1 Linotype machines.

Ludlow Typograph, matrices and cabinet.

Goss Comet Perfecting Press. Printing Department and Newspaper equipment complete in every way.

Price

A. W. Bennett

23 Water St.

Brewster Building, New York, N. Y.

PRINTERS' Outfitters

Printing Plants and Business bought and sold. Typesetting machines, presses, printers and bookbinders machinery of every description.

CONNER, FENDLER & CO.

96 Beekman Street, New York City

MILWAUKEE PRESS CLUB'S YEAR BOOK. Volume 20, Number 28, of Once-A-Year, published by the Milwaukee Press Club, is issued to members and patrons of the organization, resembles both in size and appearance the Saturday Evening Post. The club is nearing its fortieth year.

Once-A-Year contains 116 pages of some mighty interesting copy and advertisements, both national and local. The cover design, entitled "The Desk Man," drawn by Artist Abe Warner, shows a busy editor at work, telephone, paste pot, shears, with the ever present pipe at his elbow.

There is a history of the club which appeared in 1888 in a little volume, "The Milwaukee Press Club," written by the late Henry E. ... editor; photographs of Charles H. Kelsey, president of the club, and Leonard E. Meyer, secretary for thirteen years.

There are interesting yarns by Amram Scheinfield, George C. Nuesse, Charles W. Lamb, Downie Downer on "Being a City Editor," Charles Dean, William H. Hooker, Harriet N. Pettibone, Albert S. Harvey, Leonard E. Meyer, Walter Distelhorst, a prize "Volunteer" and a whole list of important typewriter artists, on "Why Women are Not Cartonned in Newspapers—Why Men are.

Poems by William F. Kirk, Edwin Haas, Nan Blake, Burton Bralley, Ross Cohn, others, with photographs of Herman G. Ewald, city editor of the Milwaukee Wisconsin News, Julian Liebman, managing editor Milwaukee Sentinel, Marvin V.

FOR SALE

Potter Rotary Sixteen-page Press


Proof Press


Mailing Machine

Rapid addressing machine, in good condition, discarded to make room for larger equipment. Located 420-422 S. Dearborn St., Chicago. Address Box 154, care THE FOURTH ESTATE.


Dexter Folder For Sale

One Dexter Jobbing Folder, Model 140, C, 25 size, size of sheet 8x12, with parallel 16 and 20 page machinés, about four years old. Replaced with larger machine, and can be bought for less than half price.

USED NEWSPAPER PRESSES


HOE CONDENSED SIXTEXT PAPER PRESS with color cylinder, two tapeless folders and in excellent condition. Prints from six to eighty pages. Can be added at any time, or if desired. Can show press in operation. Walter Scott & Co.

NEW YORK CHICAGO NEWARK PHILADELPHIA MONTREAL TORONTO LONDON NEW YORK CHICAGO NEWARK PHILADELPHIA MONTREAL TORONTO LONDON

WALTER SCOTT & CO.


THE NATIONAL TYPE FOUNDRY Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimen sheets and catalog on request. Old type taken in exchange for new.

WASHINGTO UNIVERSITY TO TEACH INS AND OUTS OF FOREIGN REPORTING.

From the staff of this American dictator to the faculty of an American University is the change made by Josef W. Hall, better known as "Up- ton Close," who has connected with the University of Washington to teach a class in "The Foreign Correspondent" in the school year 1923-24. Mr. Hall had ventured into which he has entered has interested him more.

Mr. Hall has been for seven years a correspondent, editor, lecturer, and explorer in China. He was associated with the Philadelphia Ledger Service when it first entered China, and covered the fighting last summer in collaboration with Charles Dailey for the Chicago Tribune-New York Times service.

Washington University.

THANK NEWSPAPER.

The Rev. Stuart M. Campbell, pastor of the Maple Grove, Pa., Presbyterian Church, entered the business office of the Macon Daily Chronicle-Herald recently. Mr. Campbell could get a four-inch double column advertisement on the editorial page.

Mr. Campbell read his copy. The business manager read it with interest and surprise. The matter which the minister wanted to insert as a paid advertisement was a grateful acknowledgement of himself and his church for services the paper had rendered in the year.

Why, we'll run that for you with pleasure," remarked the business manager, "but we can't take pay for that kind of an ad. The shoe's on the other foot."

The noticewas a "Greeting to the Daily Chronicle-Herald force," and expressed appreciation of the services of "the reporters, pressmen and printers in the year 1922." with a wish for a Happy Christmas and a Prosperous New Year, and was signed by the minister.


Address Box 5159, care THE FOURTH ESTATE.

OHRHOE CO.

504-520 Grand Street New York, N. Y.

KANSAS PUBLISHER'S AD BRINGS MANY DINNER INVITATIONS.

William Allen White, publisher of the Emporia Gazette, offered an invitation to a chicken dinner by advertising in his paper. Here is his advertisement:

"Mrs. W. A. White has gone to New York, called there by the illness of her sister, as we are informed.

"Mr. W. A. White is in Emporia. 

"How about Sunday dinner?"

"This is not only an opportunity, but a duty, as we have said before on many cases of public need."

"Don't all speak at once, but phone after six o'clock."

In a short time Mr. White received twenty invitations for dinner and the phone was still busy. He ate chicken with Wilts Kerr, librarian at the Kansas State Normal College, the first to answer the notice.
BOSTON'S newest and fastest growing paper the TELEGRAM

Largest Evening Circulation in Metropolitan Boston

February 10, 1923

The Fourth Estate

BOSTON'S newest and fastest growing paper the TELEGRAM

Largest Evening Circulation in Metropolitan Boston

February 10, 1923

The Fourth Estate

NEW VOLUME ON LINOTYPE A VALUABLE HANDBOOK FOR USE OF TRADE.

The Mergenthaler Linotype Company's new book, "The Big Scheme of Simple Operation," which it calls "a personally consulted trip through the linotype," takes up step by step and in non-technical language the operation of the machine. The book is intended for students in linotype and printing schools and schools of journalism. It will also be of much practical value to persons in any way connected with printing.

All of the illustrations used in the book are based on the model 8 linotype. The universal ejector, the universal knife block, and the linotype inclined galleys are illustrated and explained. All phases of the distributing process are pictured and described.

The concluding pages are given over to linotype decorative material, and attention is directed to the ease and speed with which linotype magazines can be changed, and from the front of the machine. The book, like many others, illustrates the idea that the model 8 can be purchased with only one magazine and the other magazines added later in the composing room by the operator as the necessity of discarding any parts, in less than an hour's time.

The only journal outside of the United States published in the interest of newspaper men.

THE 40 Pages Weekly NEWSPAPER WORLD

(Established 1898)

Annual U.S. Postal Subscription $6
Specimen Copy sent free
Address: 14 CROSS STREET
FINSBURY, LONDON, ENGLAND

McKittrick's Directory of Advertisers, their Advertising Managers and Advertising Agent: for 1923

Is Now Ready for Delivery.

108 Fulton Street NEW YORK
The News is proud of the fact that it has a very small street sale. The News is delivered to the house, where ultimately 11 sales are made.

The Indianapolis NEWS

Frank Carroll, Advertising Manager

NEWLY AMERICAN

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York morning paper.

THE COLUMBUS DISPATCH

Rep. O'MARA & ORMSBEE, Inc.
New York, Chicago, San Francisco

The Indianapolis NEWS

Joseph D. Rosebrook, recently with the Ferger & Silva Company, Cincinnati, has joined the Ralph H. Jones Company, advertising agency of the same city.

P. S. McCormick and John Kane have joined the staff of J. T. H. Mitchell, New York, as account executives.

Lawrence C. Gumbinner has formed an advertising bureau in New York under his own name. He was formerly with the Alfred Austin Advertising Agency, New York.

Irvine Nichols, recently advertising and sales manager of Quackenbush Company, Paterson, N. J., has formed an advertising business under his own name at New York.

Fred M. Randall Company has removed its Chicago offices to larger quarters in the Tower Building at 6 North Michigan Boulevard.

Robert T. Willigan of the production department of H. K. McCann Company, New York, has been made assistant to the buyer.

The Hazard Advertising Corporation, New York, has added to its staff H. Gardner McKerrow, formerly advertising manager of the National Aniline & Chemical Company, New York.

John A. Holland, former director of publicity for the Canadian Consolidated Rubber Company and widely known in advertising and publicity work in Canada and Great Britain,

THE COURIER-NEWS

An entertaining newspaper of character and honesty, which is upheld by the confidence of its readers.

The Courier-News

PLAINFIELD, N. J.
Member Audit Bureau of Circulations and United Press.
Alcorn-Seymour Co., Representatives, New York, Chicago, and St. Louis.

First in OHIO!

In Volume of Advertising 10,979,353 lines more than any other Columbus paper combined

The Indianapolis NEWS

has joined the R. Sykes Muller Company, Montreal advertising and merchandising service, as an account executive. A similar capacity on the staff of the St. James Advertising and Publishing Company, London, Eng.

The Boswell-Franken Advertising Service, formerly at 726 Sixth avenue, New York, has removed to new offices on the eighth floor of the Hathaway Building, 49 West 45th street.

Mrs. Katherine Powell has become associated with World Wide Advertising Corporation, New York, as office manager. Mrs. Powell was secretary to Emil M. Scholer when he was publisher of the New York Evening Post. Mr. Scholer is the owner of the World Wide Advertising Corporation. For a number of years Mrs. Powell has been assistant to D. E. Town, until recently general manager of the Chicago Evening Post and the Shaffer Group of Newspapers.

Lyster Alwood, for several years a member of the staff of the Service Corporation in Detroit, has joined the hoops Advertising Agency, Chicago.

A. Rae du Bell has recently joined the Fred M. Randall Company, Detroit advertising agency, as account executive.

The Frank V. Martin Company of Detroit has removed from 660 Fifth Avenue to new quarters in the Barium Building.

Lydon & Hanford Company has removed from 200 Fifth avenue to 110 East Forty-second street, New York.

G. F. Wunder, formerly advertising manager of the Atlantic Publishing Company, has joined the staff of the Frank Prebley Company.

William M. Baldwin, after five years as publicity manager of the Pierce-Arrow Motor Car Company at Buffalo, has become associated with Henri, Hurst & McDonald, Chicago.

George W. Patterson, Jr., has joined the staff of Doremus & Co., New York.

Herbert Carl Bernstein, advertising manager of the San Francisco Chronicle, and for the last six years one of the most active figures in advertising circles on the Pacific Coast, has become vice-president of the Boswell-Shackelford Company of San Francisco, Los Angeles and Chicago.

The firm of Norman A. Fyffe Company, New York, has incorporated under the name of the Fyffe & Bond Corporation, with Norman A. Fyffe as president, and Willard H. Bond as vice-president and treasurer.

Snodgrass & Gaynes, New York, have added to their staff Andrew J. Collins as an account executive. Recently he had been advertising manager of the Ajax Rubber Company, New York.

B. W. Matthews has left as secretary of the Joseph Richards Company, New York, to become associated with the Tracy-Perry Company, Philadelphia. He will make his headquarters at the New York office.

Cliff Noble, for five years advertising manager and assistant to the manager of the merchandising and sales promotion department of the Liberty Motor Car Company, Detroit, has joined the production department of Brooke, Smith & French, Detroit.

Thomas C. Harnan has joined the Chicago Elevated Advertising Company as assistant to the manager of the merchandising and sales promotion department. He was for four years with the sales department of the Calumet Baking Powder Company, Chicago.

Ralph B. Way has been elected a director of the Machen-Dowd Company, Toledo, of which he has been a member for three years, having had charge up to this time of its local service department.

David C. Thomas has disposed of his interest in the David C. Thomas Company, Chicago. Walter Buchen, formerly the vice-president of the company, succeeds Mr. Thomas as president.

Charles W. Mears has established an office at Cleveland as a counselor in advertising. He was formerly with the Mears-Richardson-Briggs Company, now the Richardson-Briggs Company, Cleveland.

It's the Buying Power Represented in Circulation That Counts.

PITTSBURG LEADER

Readers of this Paper are the Big Wage Earners

The Indianapolis NEWS

Frank Carroll, Advertising Manager

BURLINGTON, LEADING CITY OF VERMONT

Cover it comprehensively through the News Every Evening

BYRANT, GRIFFITH & BRUNSON

Brooke, Smith & French, Detroit. Mr. Getchell was at one time with the Richard A. Foley Advertising Agency, Philadelphia.

Walter L. Chesman has joined the New York office of H. W. Kaster & Sons, as an account executive. He has been with Frank Seaman, also of New York.

J. Jay Miller, formerly executive secretary of James Wallen, East Aurora, N. Y., has opened an advertising business at Buffalo, N. Y.

The Chappelow Advertising Company of St. Louis has opened a district office in Cincinnati, under the management of Charles W. Moss, Mr. Moss has had an extensive selling and advertising experience. For the last four years he has been secretary and sales manager of the Paradise Spring Company, St. Louis; a client of the Chappelow Advertising Company.

AD AFFILIATION WILL MEET AT ROCHESTER.

The twelfth annual meeting of the Advertising Affiliation, which includes advertising clubs in the cities of Cleveland, Buffalo, Rochester, Toledo and Hamilton, Ont., will be held at Rochester, N. Y., on September 21 and 22.

The Boston American

Is showing two gratifying results of its three-cent price:
It has the Largest Circulation in New England at that price.
It is taking on a Higher Grade of Advertising every month.
QUALITY AND QUANTITY Go Hand in Hand.

February 10, 1923
The Fourth Estate

From nothing—to

185,000

in Six months

DETROIT

Sunday

TIMES

YORK, PA.

POPULATION 60,000

An ideal manufacturing city

"YOU'D LIKE TO LIVE IN YORK"

The York Dispatch

NEWSPAPER

NEWS OF AD FOLKS.

The Minneapolis interests of the Lamport-McDonald Company, Minneap-"Island, Ind., have been taken over by the L. W. Burgess Advertising Service of Minneapolis. An affiliation will be maintained.

K. R. Bridges has succeeded Stephen M. Avery as account executive of the Campbell-Ewald Company, New York. Mr. Bridges previously had been assistant manager of the Tide Water Oil Company.

John A. Holland, recently account executive of the St. James Advertising and Publishing Company, London, has joined the R. Sykes Muller Company, Montreal, in a similar capacity.

W. J. Baxter, recently advertising manager of the Ford Motor Company of Canada, has joined the John McConnell & Ferguson, advertising agents, London, Ont.

Walter Distelhorst, advertising manager of the Security National Bank, Sheboygan, Wis., gave a talk on "The Man Behind the Advertisement" at the last meeting of the Fox River Valley Advertising Association in Green Bay, Wis. The association, which is really organized, is composed of advertising men from Sheboygan, Oshkosh, Green Bay, and Fond du Lac. It is affiliated with the Associated Advertising Clubs of the World.

John H. Stumberg has joined the printing production department of the Chambers Advertising Agency, New Orleans.

George Brewster Gallup has been made sales promotion manager of the Home Owners’ Service Institute, Inc., New York, for more than a year with the advertising department of the New York Tribune, and for ten years New England representative of Cosmopolitan Magazine, at Boston.

Raymond Bissell has left as business manager of the Buffalo Commercial and is now with the Cutler Desk Company of that city. He was at one time postmaster of Buffalo.

E. M. Pittinger, at one time district advertising manager in Kansas City for the Burroughs Adding Machine Company and more recently in charge of direct mail production at the general office in Detroit, has become eastern representative of the Burroughs publications, Business Machines, and the Burroughs Clearing House, with headquarters in New York. He succeeds A. H. Lounsbery, who has represented the Burroughs publications in the East for several years. Mr. Lounsbery left to continue advertising work in the East.

Harry Lewis, formerly secretary of Arkin Advertisers Service, and sports editor of the Atlanta Georgian and Sunday American, has joined the contacts service staff of the J. L. Fulton Company, Chicago.

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THE FOURTH ESTATE

February 10, 1923

The special features of the BUFFALO TIMES have made it the most popular newspaper in Western New York.

NORMAN E. MACK, Proprietor
VERRE & CONKLIN, Every Issue
Special Advertising Representatives
New York, Detroit, Chicago, San Francisco

NEWS LEAGUE OF OHIO DAYTON NEWS SPRINGFIELD NEWS
The papers with the big circulations and commanding prestige.

1 A. K. FIN. Special Presentation
50 East 49th St., New York
844 Fort Dearborn Bank Bldg., Chicago

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW BEING PLACED BY THE AGENCIES.

ADVERTISING INDUSTRIES—Buffalo—Starting advertising campaign for Great Lakes Transit Co., Buffalo.

ALLEN, 32 Union, N. Y.—Handling account of Security Cement & Lime Co. (security cement & Berkley hydrated lime). Hagerstown, Md. Annual appropriation increased 50 percent over 1922.

AYER, 200 Sth, N. Y. & Phila.—Placing orders with California newspapers for American importers of Spanish Green Olives, 200 Sth av., N. Y.


Cecil, Barreto & Cecil, Richmond—Placing advertising for Berlin & Jones Co. (social stationery), 800 Beach St., N. Y.

CECIL, BARRETO & CECIL, Richmond—Placing advertising for Standard Laboratories (Stacomb), 5600 W. Taylor St., Chicago.


ERWIN, WASEY, Chicago—Placing orders with newspapers for Booth Fisheries Co., Chicago.

HOYT’S, 116 W 32d, N. Y.—Sending out for Penn Tobacco Co. (cigarettes), Wilkes Barre, Pa., newspaper schedule for one-page April 15, and after that schedule for one-page each week.


JAMES, 120 W. 42d., N. Y.—Again placing orders with newspapers for Staniol Chemical Laboratory Co. (toilet preparations), 513 E. 52d st., Chicago.

KANSAS CITY MORNING—EVENING—SUNDAY

LORD & THOMAS, 1 Court, Boston—Preparing list of newspapers for Natl. Paper Products Co., Carthage, N. Y.

WILSON, 9 Hanover, N. Y.—Placing orders with newspapers for New York Life Insurance Co. (Seventy-eighth annual statement), 346 Broadway, N. Y.

NEBRASKA PAPER SOLD.

RATNER, 15 E. 26th, N. Y.—Placing orders with newspapers for Hoods Herb Remedy, Henderson St., Jersey City, N. J.

ST. LOUIS TIMES-DISPATCH

IN TEXAS DAILY.

SHADY, MICHIGAN—MICHIGAN'S HOME NEWSPAPER TO KEEP FAMILY BUSY.

In order that his children might have something to do when not occupied with their school duties, J. A. Hentz purchased the Thoeny Review. Mr. Hentz, who is a rancher, lives in the extreme northern portion of Montana.

MONTANA PAPERS MERGED.

Clyde E. Muchmore, editor of the Ponca City News, and Walter W. Waggaman, advertising manager of the News, have purchased the Osage Chief, Fairfax, Okla., from C. W. Carrand, M. Carrand, who was the original owner and who moved to Arkansas, where has been operating a fruit farm, managed the paper until February. The paper will henceforth be printed at Enid. The Osage Chief is a pioneer paper of the Osage country, having been published in Fairfax for fifteen years or more.

MONTANA BUYS NEWSPAPER TO KEEP FAMILY BUSY.

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THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

EACH ISSUE

OVER 200,000 CIRCULATION

SEATTLE “P-I”

The only seven-day A.P. paper in the Metropolis of the entire Northwest. The one paper in the entire West without competition in its field. It reaches into the homes of the most prosperous people on earth.

In every trade territory—Newspaper Must Lead. To the paper which best serves its readers and its advertisers, naturally goes its leadership.

In Houston and South Texas this distinction is held by the Houston Chronicle

Texas’ Greatest Newspaper

M. E. FOSTER, Publisher
STEVE KELTON, Mgr. National Ad.
(Right-Page Rotogravure Section)


THESE ARE THE BEST.

Today’s Housewife

A NATIONAL MAGAZINE

authority on the business of home making.

In every Trade Territory—One Newspaper Must Lead To the paper which best serves its readers and its advertisers, naturally goes its leadership.

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DOMINATE BRIDGEPORT

98 per cent of the circulation of The Telegram and Post is concentrated within 13 miles of the City Hall. You can completely cover this great industrial market with one newspaper cost through the TELEGRAM and POST

The only A.B.C. Newspapers in Bridgeport, Comm.

Cover NEW HAMPSHIRE with the MANCHESTER UNION & LEADER

Guaranteed Circulation Over 25,000

JULIUS MATHEWS, Special Rep.

BOSTON NEW YORK CHICAGO

DESTROYING COMPETITOR’S ADVERTISING CONDEMNED BY TRADE BOARD.

Discharging a competitor’s product to the extent that the public interest is involved is declared by the Federal Trade Commission to be a device other than the one that imparts manufactured and sold by the maker of the rim is dangerous to the rim or rim equipment.

"WOMEN" MUST BE IN HEAD TO INTEREST THEM.

"If you want women to read anything, and nine out of every ten men, too, said Mrs. Florence R. Boys, "Women journalists of the United States and Canada will gather in Boston, Mass., last March, for a meeting in the interests of better journalism."

PRESS AND PULPIT SHOULD PULL TOGETHER AND NOT APART, SAYS PASTOR. Every church should set aside money to be used for newspaper advertising, the Rev. J. T. Brabner-Smith of the Methodist Episcopal Church, declared in an address last Sunday in Chicago.

SPOKANE TO ADVERTISE, TOO. In lining up with the railroads that plan to advertise the Pacific Northwest, Spokanewill expend $30,000 to keep its name before the public.

THE CLEVELAND NEWS and the News-Leader (SUNDAY)

National Advertising Representative THE GEORGE A. McDEVITT CO.

808 Fifth Ave. People's Gas Building, CHICAGO
THE BUFFALO TERRITORY OFFERS
BIG POSSIBILITIES TO
NATIONAL ADVERTISERS

Twelfth American City and second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A.B.C. net paid 145,915, 80% of English-speaking homes.

THE BUFFALO EVENING NEWS

Edward H. Butler, Editor & Publisher

KELLY-SMITH COMPANY, Reps.
Marbridge Bldg.
Lyttton Bldg.
New York Chicago

DEATH OF WELL-KNEW OHIO NEWSPAPER MAN.

Olive O. Harrington, foreign advertising manager of the Dayton, Ohio, Daily News, and twenty-six years associated with the newspapers of former Governor James M. Cox, in the capacity of composing room foreman, advertising manager and business manager, died last Sunday following an operation for appendicitis.

During the term of James M. Cox as governor of Ohio, Mr. Harrington served in the capacity of foreman of the former newspaper's, the Dayton News and the Springfield News.

MEDICINE ADVERTISER DIES AT AGE OF EIGHTY-ONE.

Hubert Harrington Warner, at one time one of the country's largest patent medicine advertisers, died in Minneapolis recently at the age of eighty-one. It is said that at one time Warner's advertising appropriation ran up to $750,000 annually. Warner's Safe Cure was one of the drugs and extensively sold by the firm. He was also a manufacturer of the homeopathic medicine, the '80.' His enterprises made him a millionaire several times over.

OTHER OBITUARY NOTES.

JAMES S. CHAMBERS, for twenty-one years with the Philadelphia Public Ledger, died suddenly last Thursday night while on his way home from his work. "Uncle Jim" as he was familiarly known in newspaper and political circles was one of the best known newspaper men in the state. He had a host of friends prominent in the affairs of the Ledger and state that valued his counsel. He had been in ill health and had submitted to a serious operation which did not deter his activities in his newspaper work, he kept at his work until the end. He was 70 years of age and leaves a widow and one son, Jay Chambers, an artist of Lynbrook, L.I.

WILLIAM D'AMERICA, at age of eighty-one.

NATIONAL ADVERTISERS

Illustrated Italian Daily, in tabloid size.

309 Lafayette Street, New York

The San Antonio Light

The best advertising medium in South-west Texas. Has 60 per cent more paid circulation than the second paper, and seven times as much as the third.

VERREET & CONKLIN

New York, Detroit, Chicago, San Francisco

The Syracuse Post-Standard

IS THE BIG, POWERFUL
result-producing medium of Central and Northern New York. Average Seven-Day Net Paid Circulation

53,278

For Six Months Ending Jan. 1, 1923
Greatest daily circulation of any newspaper published in this part of the country.

Represented by PAUL BLOCK, Inc.
New York Chicago Boston

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

The Fourth Estate February 10, 1923

EDWARD H. BUTLER, Editor

Represented by PAUL BLOCK, Inc.
New York Chicago Boston

Baltimore News

evening—daily and sunday

Baltimore American

morning—daily and sunday

FRANK D. WEBB, Advertising Manager

Dan A. Carroll, New York Representative

J. E. Lutz, Chicago Representative

DEPUTY COMMISSIONER EDWARD R. T. O'Loughlin, Mr. O'Reilly's successor as the leader of Mr. Hearst's supporters, presided at the meeting.

THE TRIBUTE, which it is planned to give annually, took the form of a pilgrimage to the late progressive leader's grave in Greenwood Cemetery. The pilgrimage was preceded by a memorial meeting in the foyer of the Hall of Records, at which speakers lauded the personality and character of Mr. O'Reilly.

NEWSPAPER CENSUS

Washington, D. C.

The latest house-to-house canvass reveals the extent to which Washington Newspapers are read in the homes.

DAILY

The Evening Star . . . 84%
2nd Newspaper . . . 53%
3rd Newspaper . . . 23%
4th Newspaper . . . 20%
5th Newspaper . . . 18%

SUNDAY

The Sunday Star . . . 78%
2nd Newspaper . . . 43%
3rd Newspaper . . . 29%
4th Newspaper . . . 20%
5th Newspaper . . . 18%
February 10, 1923

The Fourth Estate

America's FOREMOST Jewish Daily
reaches the cream of purchasing power of the Jewish element in America. Essentially a home paper—written for and read by every member of the family.

THE DAY-WARHEIT
"The National Jewish Daily"

Member A.B.C.
Main Publication Office:
103 East Broadway
NEW YORK

DALLASEVENING JOURNAL
Published by A. H. Belo & Co.
Covers the afternoon field as completely as does the Dallas News in the morning, LARGEST AFTERNOON CIRCULATION.
D. LORENTZ, Manager Eastern Dept.
726 Tribune Building
NEW YORK

HOW HEARST PUT CHICAGO SUNDAY OVER A MILLION.
(Continued from Second Page)

February 4, 1923, crossed the million mark in circulation, thus passing the most significant milepost in its growth and achievement.

The day more than one million copies of a Sunday issue of this newspaper were distributed in response to definite dealers' orders. Your Chicago Sunday Examiner now stands alone—without a peer in its field and side by side with its brother, your New York American—on the only newspapers in America with over a million circulation.

It must be particularly gratifying to you to know that your Chicago Sunday newspaper achieved this million circulation entirely through the spontaneous response of its public to your success in the production of the best Sunday newspaper.

The result is a real tribute of thinking Americans to the high quality of your newspapers, their sterling worth in the service of the Jewish cause.

Daily Morning Circulation
LARGEST MORNING CIRCULATION in the Nation's Capital
THE WASHINGTON POST

DAILY 2¢—SUNDAY 6c
Member A.B.C.
Represented by Paul Block, Inc.
New York Chicago Detroit

MONTREAL LA PRESSE
thoroughly and completely covers the population of one of the largest French-speaking cities in the world. With sixty-five per cent of the circulation, it is the city French-speaking and reading, the newspaper which covers this class comprehensively with a wonderful market to the foreign advertiser.

W. M. MORTON CO., Representatives
NEW YORK, Fifth Ave., Building 18
TORONTO, 125 Bay Street

IL PROGRESSO ITALO-AMERICANO
C. UFF. CARLO BARSOTTI Publisher and Editor
Guarantee Expo.
Paid Daily Circulation 129,120
THE LEADING ITALIAN ADVERTISING MEDIUM
48 Elm Street
NEW YORK CITY

THE JEWISH MORNING JOURNAL
An American newspaper read by the more important classes of Jews in New York City.

Sunday newspaper in America to attain that mark.

Mr. Hearst has shown genius for selecting specialized lieutenants. Victor H. Polachek, a few years before, had told him he could put the New York Sunday American over a million—and build so strongly that it would stay there. He did it. The American went over a million and not only held it, but went far beyond it, and is still growing.

"Mr. Hearst has shown genius for selecting specialized lieutenants. Victor H. Polachek, a few years before, had told him he could put the New York Sunday American over a million—and build so strongly that it would stay there. He did it. The American went over a million and not only held it, but went far beyond it, and is still growing.

"I. To make such a good product that there could be no question in the buyer's mind when he went to the counter that the Herald and Examiner was being sold, but where the other fellow was selling. On this basis he went to work. From this point on it was a matter of adhering to two cardinal principles:

"1. To make such a good product that there could be no question in the buyer's mind when he went to the counter that the Herald and Examiner was being sold, but where the other fellow was selling. On this basis he went to work. From this point on it was a matter of adhering to two cardinal principles:

STEVEN & BUMANN, Inc., New York Chicago

KANSAS is a rich, responsive field. It is best covered by the TOPEKA CAPITAL
THE ONLY KANSAS DAILY with a general Kansas circulation. Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence. Furnishes market data—does survey work—gives real co-operation.

Arthur Capper Publisher

HOW HEARST PUT CHICAGO SUNDAY OVER A MILLION.
(Continued from Second Page)

Mr. Murphy, the new business manager, has been associated with the Tribune for the last five months. He was one of the earlier organizers and has been engaged in that character of promotional work for the last five months, and, according to Mr. Murphy, the Tribune should have its field to itself.

The staff, as compiled in the news rooms, would be composed of Mr. Murphy, Mr. Brauf, Sidney I., Snow, formerly of the New York, Boston and Philadelphia bureaus of the Associated Press, as news editor; John J. Schanzer, from the Norristown Times, as sports editor; Fred H. Uthoff, from the Philadelphia bureau of the Associated Press, as sports writer; Frank J. Kuiper, former sportswriter for the Public Ledger, as sports editor; John W. Kilgour, from Newark, as sports writer; Fred H. Uthoff, from the Philadelphia bureau of the Associated Press, as sports editor; Robert L. Gribbin, of Reading, as county editor; and Gordon Williams, from the Johnstown Leader, as sports editor.

The Tribune will start with a circulation of approximately 25,000. More than 11,000 orders for the first issue are now being held by the circulation department of Mr. Murphy, as the result of the interest of Mrs. Phoebe Apperson Hearst for the new project, and accommodations for women students, and also Mrs. Hearst's suggestion that the new building be so placed as to give an unobstructed vista from some street or avenue leading to the campus.

WINSTON-SALEM SENTINEL
Representatives
FROST, LADEN & KOHN
New York Chicago Atlanta

H. W. KASTOR & SONS
ADVERTISING CO., ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

WINSTON-SALEM MEMORIAL SITE TO HONOR PUBLISHER'S MOTHER
PUBLISHER'S MOTHER

Richard H. Waldo, business manager of Hearst's International, New York, has given a scholarship in the Medill School of Journalism of Northwestern University.

Paterson's Growing Newspaper
the Morning Times

GIVES MEDILL SCHOLARSHIP.
(P. J.)

Richard H. Waldo, business manager of Hearst's International, New York, has given a scholarship in the Medill School of Journalism of Northwestern University.

Paterson's Growing Newspaper
the Morning Times

GIVES MEDILL SCHOLARSHIP.
The Year 1922 in Worcester

Advertising

The TELEGRAM GAZETTE carried a total of

16,661,010 lines

The other paper

5,432,190 lines

Circulation

The TELEGRAM GAZETTE is now guaranteeing a net paid circulation of

77,500

The latest published figure of the other Worcester paper is over

26,288

There is no necessity of comparing the two papers, because the difference in both advertising and circulation is so great, but we are giving these figures as a matter of record.

National Advertising Representative:

New York    Chicago    Lane, Beazley, Inc.    Boston    Detroit
Display Advertising Lineage in January, 1923, Confirms THE CHICAGO DAILY NEWS FIRST in Chicago

Advertisers who do business in the great Chicago market will find interest and significance in the fact that in January The Chicago Daily News carried the greatest volume of display advertising ever carried by any Chicago daily Newspaper in any month of January—because

This new high advertising record, at the very outset of the year, foreshadows a degree of prosperity in Chicago that promises an unusually profitable year for those who do business in Chicago.

Here are the figures in detail (supplied by the Advertising Record Co.) showing the distribution of display advertising among the Chicago daily newspapers for January, 1922 and 1923.

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>1922 Agate Lines</th>
<th>1923 Agate Lines</th>
<th>Gain Agate Lines</th>
<th>Comparison Agate Lines</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Daily News</td>
<td>1,055,827</td>
<td>1,251,008</td>
<td>195,181</td>
<td>195,181</td>
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<tr>
<td>The Daily Tribune</td>
<td>838,206</td>
<td>992,827</td>
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<td>The American</td>
<td>624,081</td>
<td>769,684</td>
<td>145,603</td>
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<tr>
<td>The Daily Herald-Examiner</td>
<td>366,772</td>
<td>424,291</td>
<td>57,519</td>
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<tr>
<td>The Post</td>
<td>397,344</td>
<td>452,625</td>
<td>55,281</td>
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<tr>
<td>The Journal</td>
<td>398,122</td>
<td>420,548</td>
<td>22,426</td>
<td></td>
</tr>
</tbody>
</table>

The Daily News’ excess in 1923 in volume over the next highest score, that of the Daily Tribune, 258,181 lines.

The Daily News’ excess of gain in lines over that of the next highest gain, that of the Daily Tribune . . . . 40,560

From which it is obvious that the advertisers of America continue to attest THE CHICAGO DAILY NEWS FIRST in Chicago
PITTSBURG DEAL REMOVES TWO BIG NEWSPAPERS.

FIVE RIVAL PUBLICATIONS BUY AND ELIMINATE THE DISPATCH AND THE LEADER IN $2,000,000 DEAL. PRESS AND SUN TO GET TWO VACANT A. P. MEMBERSHIPS.

Purchase and discontinuance of both the Pittsburg Dispatch, morning and Sunday, and the Pittsburg Leader, evening and Sunday, were effected this week by the five other newspapers in that city. The consideration covering the purchase of the two papers is known to be in excess of $2,000,000. For many years the Pittsburg field has been regarded as overcrowded, both by advertisers and the publishers themselves. Five weeks ago negotiations began among the newspapers to narrow the field by the purchase and elimination of the other two.

The remaining companies own the five remaining papers, as follows: Newspaper Printing Company, George S. Oliver, president; the Dispatch and Chronicle, Mail, and Manual, A. E. Keeler, president; the Post and Sun, by a company headed by A. E. Braun.

The sale of the Dispatch included its goodwill, equipment, and circulation, the real estate being owned by other interests. The sale of the Leader included the real estate, which has already been sold, and the buyers assumed bonds issued by the Leader seventeen years ago, of which the purchase price is about $175,000 out of an original $400,000.

The physical properties of the two deceased newspapers have been placed in the hands of Elmer R. Stoll, secretary of the Associated Press. The sale of the Leader was met by turning over their subscription lists to each of the purchasers simultaneously. Legal advertising under contract with the Dispatch and the Leader will be carried out by the purchasing newspapers. Debts and obligations such as contracts for features, etc., will be cared for by the retiring publishers. Colonel Charles A. Rock of the Dispatch and Alexander P. Moore of the Leader,

Colonel Rock, an appointed commissioner of public safety of Pittsburg, which includes the direction of police, fire and health departments, will devote his whole time to public service. Mr. Moore said in a farewell statement that the Leader "since June of last year I have labored and striven to continue in unimpaired effort that previously inspired me. His famous wife, Lillian Rus-sell Moore, died in June. She had been closely associated with her husband in the conduct of the Leader. The two papers, the Dispatch, which was purchased by the Press and Sun, and the Leader, which was purchased by Colonel Rock, both have a long standing reputation in Pittsburg. The retirement of the Dispatch, a paper for over 100 years, makes a vacancy in the A. P. board of directors, which will be filled by a Pittsburg man soon to be nominated.

The newspaper line-up in Pittsburg now will be three daily papers, two mornings and three evenings, as against five papers, three mornings and two evenings. The Press, Sun, and Daily Post were purchased by the Press and Sun, and the Leader was purchased by Colonel Rock.

$600,000 PLANT FOR HEARST DAILIES IN CAPITAL.

TIMES AND HERALD EXPECT TO MOVE IN NEXT MAY —SITE JUST PURCHASED COVERS 13,500 SQUARE FEET ON H STREET, N. W., EASILY ACCESSIBLE LOCATION.

The Hearst publishing interests in Washington have acquired a new site for their newspapers, Times and Herald. The property consists of a land area of 13,500 square feet at 111-117 H Street, N. W. The ground is now occupied by a two-story garage, which will be remodeled and adapted into a four-story building with a basement.

The new plant will be three Sundays, two mornings and three evenings, as against five Sundays, three mornings and four evenings. The Press, Sun and (Continued on Sixteenth Page)

INLAND MEMBERS FOREGATHER AT CONVENTION.

ASSOCIATION ENTERTAINS AS GUESTS MANY PUBLISHERS OUTSIDE RANKS—TAXATION, PUBLICITY, AGENCY MATTERS, BAKING POWDER COPY AND POSTAGE ARE HEADLINERS.

More hot shot for the free publicity seekers is in prospect as a result of the annual convention of the Inland Daily Press Association at the Hotel Morrison, Chicago, Tuesday and Wednesday, according to both publishers, who began as a result of action taken at the last quarterly meeting.

The report of Attorney Arnold Guessmer of the Inland's income tax committee is one of the most interesting. According to Secretary Wil V. Tafford, the committee, after an intensive study of the taxation matters, will be a revelation to those who attend. A general discussion has been led by the Inland publishers of daily newspapers throughout the territory covered by the association.

The election of officers will take place at the Wednesday session. (Continued on Sixth Page)

TWO CONCORD, N. H., DAILIES BOUGHT AND CONSOLIDATED BY FRANK LANGLEY.

The Concord, N. H., Patriot and the Concord, N. H., Monitor, owned and operated entirely independent of one another, were purchased this week by former mayor Frank Langley, owner of the Barre, Vt., Times Times. The Concord Monitor became as one newspaper after March 1.

The Concord Monitor, an afternoon paper, was founded in 1854 and has been published ever since in New England and is one of the oldest newspapers in New England. The Associated Press charter members, which were established by the New England Publishing Company, was owned for several years by William Chandler and United States Senator George H. Moses, and was quoted nationally for Senator Moses' expressions of views in the paper.

He sold his interest some time ago to Mr. Chandler. It had a national reputation for many years after it was owned by the late United States Senator Chandler, father of the present William Chandler.

The Concord Patriot has an international reputation. It is the original organ of the Christian Science church, as Mrs. Mary Baker Eddy's own expressions were published in that medium.

Ten years ago the Patriot was sold to Edward G. Gardner, at the time secretary to the governor, and he has published it since. The Patriot is a four-page daily, with a morning edition.

The original manuscripts of the Christian Science Church were housed in a large vault in the Patriot office and were damaged by fire. They failed until it was burned with the Patriot building a year ago. The papers were housed in a beautiful new structure with a new plant.

It is understood that the combined publication will be conducted by Major James M. Langley of Barre, son of the purchaser, and John G. Win-ant of Concord.

QUICKREFUTATION FOR CHARGE OF FAKED CABLES.

A.P. AND THE NEW YORK TIMES ANSWER PROFESSOR WHO IS SAID TO HAVE USED PATTISON'S INTERVIEW AS BASIS FOR SLANDER ON ALL JOURNALISM.

Specific replies from Frederick Roy Martin, general manager of the Associated Press, and Carr V. Van Anda, managing editor of the New York Times, were made this week to the charge of Frank Usher, professor of law at the University of Washington, that an American newspaper is practically all written on this side of the Pacific. "Cablenews usually comes through in skeletonized form and is rewritten on this side by an American with the American viewpoint."

Dr. Usher, who occupies the chair of history at Washington university and is a widely quoted author on historical subjects, made his surprising declaration without qualification. According to the Globe-Democrat, the only explanation for his statement is that he may have taken without investigation an idea expressed in a published interview with the publisher of the A. N. P. A., and of the Baltimore Sun, in which Mr. Patterson was quoted as saying: "Cablenews usually comes through in skeletonized form and is rewritten on this side by an American reader viewpoint."

Dr. Usher's reply to Mr. Usher's statement comments that it is "surprising to find a man of Mr. Patterson's experience regarding the countenance to this motion. It belongs with the newspaper of fiction rather than of fact." His answer and that of Mr. Martin are printed in full below.

It may occasion surprise, too, that an educator and writer of Dr. Usher's status also have a part in (Continued on Fourteenth Page)

MORE HOES FOR N. Y. TIMES.

R. Hoe & Co. have secured a contract from the New York Times for two more, one the last month. The celebration in addition to the orders received from that newspaper in September.

(Continued on Fourteenth Page)

(Continued on Eighth Page)
Increase sales by applying the right pressure in Philadelphia

More and more manufacturers are finding that Philadelphia—"the third largest market in America"—offers the chance for greatly increased sales at very small cost.

Whether you make products that have a popular appeal, or turn out luxuries or specialties, it will pay you to concentrate upon Philadelphia and the rich trading area which surrounds the city proper.

A vigorous selling drive, backed by adequate advertising in Philadelphia's foremost newspaper—The Bulletin—will place your goods in the hands of Philadelphia consumers.

You can insure a rapid turn-over for your goods, with its increase of retailers' good-will,—for every day The Bulletin goes into nearly every home, office and workshop in and around Philadelphia and Camden.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in America.

1922 net paid average circulation: 493,240 copies a day.
D. MOORE BUYS FORT WORTH RECORD.

PROPERTY TRANSFERRED THIS WEEK—EDMUND WALKER OF NEW YORK SELLS OUT AFTER TWO-MONTHS OWNERSHIP—PUBLISHING CORPORATION IS REORGANIZED.

Edmund Walker of New York, who two months ago announced his purchase of the Fort Worth Record, has sold the Daily paper for $1,000,000 to D. D. Moore, until four months ago publisher of the New Orleans Times-Picayune. The new owner is now in charge of the paper, the first time the paper has been sold in its 30 years' existence.

A new publishing corporation has been organized and papers filed at Austin. Officers have not been elected, pending the arrival of the charters. The consideration for which the deal was made was not made public.

NEW YORK EXECUTIVE TAKES GENERAL MANAGEMENT OF PATERNSON DAILY.

Harry H. Knickerbocker, for some time managing editor of the New York Globe, took charge as general manager of the Paterson, N. J., Times, which entered the field in November last. Mr. Knickerbocker has been connected with the business management of many papers in New York State for the past twenty years, and is well known in the majority of dailies both in New York City and New York State. He has been president of the New York Publishers' Association, and for some time prior to his connection with the New York Globe, represented that paper at the publishers' meetings in New York City. The Times, which is published by the Paterson Publishing Company, is owned by 250 stockholders, persons prominent in business, political and public welfare of Paterson. Its officers and directors are: Elisha W. B. Lee and Hewitt, president; Louis P. Brown, general manager of the Paterson board of finance, first vice-president; P. S. Van Kirk of Van Nostrand, second vice-president; Mayor Frank J. Van Nostrand, treasurer; Dr. Andrew F. McBride, ex-major; William H. Kearns, secretary; H. C. Martin, silk manufacturer; Joseph H. Martin, silk manufacturer; Daniel Dowling and Charles H. Roemer, city attorney.

John Condon, for many years with the New York World and the Financial American, has become business manager of the Times.

BATTEN AGENCY MOVING TO LARGER QUARTERS.

The George Batten Company, William H. Johns, president, has leased offices in the new building at 381 Fourth Avenue, New York, for the last three years, with the Daily Financial American. New York, and has becomes business manager of the Times.

With editors and newspaper men from all over the state in Topeka during the present session of the legislature, that body passed a resolution last week calling upon reporter to use special diligence in verifying facts before publication. The resolution reads:

Whereas, We represent all the people of Kansas, and it is desirous that all deliberations be known, we request that all reporters use special diligence in verifying facts before publication.

WHEREAS, conditions have arisen that there has resulted in a number of privately owned companies entering the field as agents for country newspapers, thus bringing about confusion for both publishers and national advertisers.

WHEREAS, it is desirable that the country presses be known to the newspapers, and agents for country newspapers and agents for national advertisers, therefore.

With editors and newspaper men from all over the state in Topeka during the present session of the legislature, that body passed a resolution last week calling upon reporters to use special diligence in verifying facts before publication. The resolution reads:

Whereas, We represent all the people of Kansas, and it is desirable that all deliberations be known, we request that all reporters use special diligence in verifying facts before publication.

KANSAS LAW MAKERS DECREES REPORTERS USE SPECIAL CARE IN COPY.
REORGANIZATION OF HEARST'S INTERNATIONAL WESTERN OFFICE.
Under the direction of Richard H. Waldo, publisher of Hearst's International, the western advertising department at Chicago has been reorganized and an advertising council formed. Mr. Waldo will divide his time equally between the New York and Chicago offices. The following, who recently have joined Hearst's International staff, are members of this council:
John A. McDermott has been appointed office manager. He was previously with the United States Army as a major of infantry. E. C. Conover, who will be in charge of the northwestern territory, will be in charge of the Michigan territory. He was formerly a member of the executive board of the William H. Rankin Company, and recently eastern advertising manager of the New York Evening Post. Willard E. Stevens, in charge of the advertising company of the New York Evening Post.
John F. Ahrens, Jr., who will cover the Northwestern territory, recently Western manager of the American Boy, and has been with System. H. V. Davis, who will cover the territories of southern Indiana, southern Ohio, and Kentucky, recently with the Mitchell-Faust Advertising Company of Chicago. Before that he was with Kla-Van-Peterson-Dunlap, Milwaukee, and Johnson Read & Co., and Henri, Hurst & McDonald, Chicago.
The new arrangement means that Mr. Waldo has chosen to give his personal direction to the western representation of his company as well as to the eastern. The decision was reached after a sustained effort to procure the Chicago office as executive that would fill the bill. The work will now be carried on by a large staff, under Mr. Waldo's intimate personal supervision.

SUES FOR LIBEL.
The Fort Worth Press Publishing Company has been sued by Dr. Frederick A. Cook, Arctic explorer, for $1,000,000 for libel.

Only Two Newspapers showed a circulation Gain in Paterson in 1922
They were The PRESS-GUARDIAN and The SUNDAY CHRONICLE

This chart shows the average net paid gain per day based on circulation statements rendered the Government on October 1, 1921, and October 1, 1922.

Since its last report was made The Press-Guardian has been steadily climbing and the advent of another morning paper has again altered the situation.

Foreign Representatives:
PAYNE, BURNS AND SMITH,
New York and Boston
G. LOGAN PAYNE CO.
Chicago, Detroit, Los Angeles

Real Merchandising Co-operation to the National Advertiser

The other Evening paper lost 65 copies per day.
The Morning paper lost 46 copies per day.

THE PRESS-GUARDIAN
Is the Paterson Member of The New Jersey Daily League

NEW DUPLEX TEAM PROVIDES FLEXIBILITY IN PLANT OF KINGSTON FREEMAN.
A solution to the small city publishers' press room troubles has been reached by the Kingston, N. Y., Daily Freeman, with the assistance of the Duplex Printing Press Company. Recently a sixteen-page press was synchronized with the newspaper's press of like capacity and a thirty-two-page press was installed on February 9. The press now has a capacity of 25,000 thirty-two-page pages an hour and either of the two units may be utilized in getting out a sixteen page number.
The new press has been installed in the Freeman's new building, which will soon be occupied by all departments of the paper. The installation was made by experts from the Duplex factories and the trial proved highly satisfactory.
Jay E. Klock, who is well-known to the newspaper field, is president of the company publishing the Freeman.

NEW JERSEY PROHIBITION CHIEF A NEWSPAPER MAN OF ACHIEVEMENT.
Frederick A. Hazeltine, former newspaper man, but more recently connected with the federal prohibition unit, has been appointed divisional chief of the newly created prohibition enforcement area comprising Eastern Pennsylvania and Southern New Jersey. He was formerly divisional chief of the district comprising Washington, Oregon, Montana and Alaska.

According to the prohibition unit, Mr. Hazeltine has been "chucking saloons in the Northwest for thirty-three years," his newspaper, the South Bend, Wash., Journal, being the first newspaper to refuse liquor advertisements. Later, by his cooperation with prohibition, he was elected president of the Washington State Prohibition Association, and president of its annual banquet. He is also the founder of the school of journalism at the State University of Washington.

MRS. HAZELTINE HAS BEEN RUNNING THE NEWSPAPER AT SOUTH BEND SINCE THE DECLARATION OF WAR AGAINST GERMANY, when Hazeltine turned the paper over to her and went to France in the Y.M.C.A. service. She says she has since "loaned" him to prohibition work. Incidentally, he won her after a three years fight to make legal Protestant marriages in Peru, where she was a missionary.

NEWSPAPER MEN TO RECEIVE LARGE SUMS FROM SISTER'S ESTATE.
Francis F. Mitchell, president of the Post-Express Printing Company, publisher of the Rochester, N. Y., Post-Express, will receive $77,991.99, and W. Gaylord Mitchell, secretary-treasurer of the company, $277,991.99, from the estate of their sister, Mrs. Laura M. Kimball, who died last November, leaving an estate in excess of $3,000,000. The real estate includes the Post-Express Building valued at $200,000.

NEW YORK STATE NEWSPAPER AD MEN TO CONVENE
Advertising managers of New York State newspapers will meet at Syracuse Tuesday, February 27.

CITIZENSHIP ANNULLED.
The naturalization certificate of Charles Filippo Bertelli, a newspaper correspondent, has been canceled because the condition on which it was obtained had not been observed.
I.T.U. INCREASES IN 14 CITIES VARY FROM $2 TO $17.

AGREEMENTS COVER PERIODS OF FROM SIX MONTHS TO THREE YEARS—SCALE FOR INDIANAPOLIS IS HIGHEST OF THOSE INCLUDED IN SUMMARY.

Wages increases ranging from $2 to $17.50 a week were recorded in the list of 14 cities that have recently signed contracts with the International Typographical Union. The period of the contracts varies from six months to three years; the high wage scale is that of Indianapolis.

The list of cities and the highlights of the agreements recently recorded are:

- Lancaster, O.—Handmen operators, $35; forty-four-hour week. The contract is for a year, expiring December 31; an increase of $5 is noted.
- Perth Amboy, N. J.—Two-hour reduction per week has been accorded to newspaper workers brought about through negotiations for a new wage scale.
- Oneida, N. Y.—A contract for three years, expiring December 31, 1924, gives handmen and operators $30 for forty-four-hour week, an increase of $2.
- Mansfield, O.—Handmen and operators on the day side are given $40, night men $42, for forty-eight-hour week, according to a seventeen-months agreement which expires April 30, 1924. A $3 increase is noted.
- Lynn, Mass.—For a forty-one-hour week handmen and operators are to receive $41.50 days and $45.65 nights under the contract that runs until January 1, 1924. Day men are increased $3.50 and the night workers $3.85.

NEWLY APPOINTED SECRETARY OF NEW YORK PRESS ASSOCIATION.

Jay W. Shaw, just appointed field secretary of the New York Press Association, has had very broad experience in the newspaper business. He started his newspaper work nearly twenty-five years ago with the Syracuse, N. Y., Herald as a messenger boy to become editor of the Geneva, N. Y., Daily Times. From Gen-

Buckingham buys interest in Austin paper.

A. Roy Buckingham, for the last two years managing editor of the Parsons, Kan., Daily Sun, owned by Clyde S. Reed, and of the Kansas Utilities Commission, has resigned to take charge of an interest in the Austin, Minn., Press, which he has recently purchased. The Press was recently bought from J. J. Bennett of Northfield, Minn. Mr. Buckingham is well-known among Kansas newspapermen, having been connected with the Salina Daily Journal, the Concordia Blade and the Wichita Beacon.

JAY W. SHAW.

Jay W. Shaw, who went to the Elmira, N. Y., Advertiser and later with the Binghamton, N. Y., Republican, left the Binghamton newspaper and using that city as his headquarters. Mr. Shaw began specializing in circulation work. He built up an extensive organization to carry on this work and operated in many states. At the same time he was developing an organization, he was building an excellent reputation for himself. During these years, he bought and reorganized and sold two newspaper properties.

In the early part of 1918, Mr. Shaw went to Bloomington, Pa., to organize the Daily Sentinel. It was with that paper that some capitalists in Geneva, N. Y., interested him in taking over the management of a newspaper, the Daily News. This he did, building what was thought to be the best small city daily in the state in a few months. He remained with the Geneva property until the merger of the Times and News. His efforts in the establishment of the Times and News were strenuous and Mr. Shaw found it necessary to take over work directly from newspaper work. In 1920 he again took up newspaper work, adding advertising features to his circulation activities and has been at it since.

INLAND MEMBERS FOREGATHER AT CONVENTION.

(Continued from Second Page)

The Round Table will be held Wednesday afternoon with the following topics: A special bargain day or week on want ads—led by Wm. Southern, Jr., of the Independence Examiner, who recently withdrew.


Church Advertising—A new plan to cultivate the church market by H. Harris, of the Richmond Palladium.

Inland—Team Work—The real essential for the Inland Round Table to consider.

A Linotype School in Inland Territory—Has the Movement Died?—Is Worth While?—General discussion.

Surveying your city and country, presented by Samuel E. Boys of the Plymouth Pilot, who made a survey of city and country a few months ago, and will report on it.

Standardizing dates of cash discount.

GRATEFUL METROPOLIS PAYS TRIBUTE.

The attitude of the country merchant toward advertising in the hometown newspaper was presented by Bert Skinner of Albert Lea. President William E. Verity presided at the business sessions.

EDITORS MEET IN ST. PAUL.

Among the topics discussed at the fifty-seventh annual convention of the Minnesota Editorial Association Thursday and Friday of this week at St. Paul were "Free Publicity," "News Heads," "Newspaper Advantages from the Country Merchant's Standpoint," "Building Policies," "Building Procureals," and "Circulation Building."

Buckinghams buys interest in Austin paper.

A. Roy Buckingham, for the last year managing editor of the Parsons, Kan., Daily Sun, owned by Clyde S. Reed, and of the Kansas Utilities Commission, has resigned to take charge of an interest in the Austin, Minn., Press, which he has recently purchased. The Press was recently bought from J. J. Bennett of Northfield, Minn. Mr. Buckingham is well-known among Kansas newspapermen, having been connected with the Salina Daily Journal, the Concordia Blade and the Wichita Beacon.

BUYS STOCKTON PAPER.

William A. Fitzgerald, prominent Californian newspaperman, has purchased the Stockton, Cal., Daily Independent, conducted for many years by E. H. Harris, of the Richmond Palladium.

Mr. Fitzgerald was at one time managing editor of the Fresno Republic and for the last year and a half he had served as recorder of the California, state railroad commission, from which post he recently withdrew.

THE ROUNDTABLE.

The Round Table will be held Wednesday afternoon with the following topics:

- 'A special bargain day or week on want ads—led by Wm. Southern, Jr., of the Independence Examiner, who recently withdrew.'
Express Service

IN THE

COMPOSING ROOM

NO STOPS—NO DELAYS—Continuous Composition of Text-and-Display on One Machine, by One Operator.

Setting everything on a Text-and-Display Linotype is as superior to the old method of mixing machine text matter and hand-set display matter as the Twentieth Century Limited is superior to local "accommodation" service.

The operator can go straight through a piece of copy, setting heads, sub-heads and text, without pause, without hesitation. There are three Linotypes on which he can do this: Models 21, 22 and 24.

It is the stops, changes and switching that slow up train service or composing-room service. With a Text-and-Display Linotype, every piece of copy has a clear track.

In fact, mixing hand-set display matter in with Linotype text slugs is like putting freight cars in with Pullmans. If you want to establish a mile-a-minute schedule in your composing room, make your composition ALL SLUG.

Text-and-Display Linotypes set matter ranging from small text to full 36 point display, and the operator does not have to leave his chair. One of these Text-and-Display models is especially suitable for your office—be it country office or big city composing room or job shop.

Hand composition and distribution belong to the days of the stage coach.
LONDON'S DAILIES BACK INVITATION TO AD CLUBS.

ROTHEMERE AND HULTON PUT UP $25,000 APiece TO START OFF ENTERTAINMENT FUND FOR AMERICANS — HIGHAM SAYS OTHERS WILL MAKE TOTAL $250,000.

The fact that Lord Rothermere, proprietor of the London Daily Mail, had subscribed $25,000 and that Sir Edward Hulton, proprietor of the Daily Sketch had also subscribed $25,000, and that other publishers of Great Britain had expressed their willingness to raise at least $250,000 for the entertainment of American delegates and their families, if the convention of the Associated Advertising Clubs of the World could be brought to London in 1924, was divulged at a luncheon given by the New York Advertising Club to welcome back from England F. A. Wilson-Lawrenson, and which had for its guest of honor Sir Charles Higham.

As chairman of the New York "On-To-London" committee Mr. Wilson-Lawrenson went to London to investigate the facilities offered by London for the 1924 convention. In his speech he declared that the British press was so enthusiastic about the project that during his stay in London the Daily Mail put aside one column on the frontpage every day for an interview with himself, so that he might put the American case thoroughly before the British public.

Mr. Lawrenson said that not only were all of London's leading business men heartily in favor of the project, but that he was authorized an interview with Bonar Law.

Mr. Lawrenson said: "I am satisfied that every association of importance in England is behind the plan to bring the convention there. Mr. Bonar Law has authorized me to quote him directly, Mr. Lawrenson, you may announce for me, Sir, that I am personally in favor of this project and I will do everything I can to make it a success, and you may announce to the advertising men and business men of Britain and America that the British government is behind it.'"

Sir Charles Higham, who is in the United States as chairman of the "On-To-London" committee of the Thirty Club, the big advertising club of London, said he would not anticipate Mr. Lawrenson's official report by stating what preparations were being made for the international convention if it came over, but he said:

"The fact that two newspaper proprietors have already subscribed $50,000 means much more than you know, because when you can get Lord Rothermere and Sir Edward Hulton to subscribe five thousand pounds apiece, it means that they are realizing the force of advertising, not only from the point of view of their own business, but as a world force, and are backing it up. And they are not the only ones. There are six more men in England who have just as much money as those men, though not quite as many papers, but equally powerful ones, whom I know will subscribe.

"We will not bore you with what we are going to do for you in London, but it is only fair to say this much: We do know that to come from New York to London and stay there a week, first class both ways and first class accommodations in London, means a maximum cost to any advertising man, no matter how little he has got or how much, of not more than $750. I don't think that's a lot of money to spend on a trip across the sea. If we can bring it below that we will."

It was also announced at the luncheon that Sir Charles Higham will return to the United States in June to be present at the advertising convention at Atlantic City and that he would head a delegation of prominent British business and advertising men, at least one hundred strong, who will formally present Great Britain's invitation to London.

BUY INTEREST IN PAPER.

A. R. Buckingham, for the last year managing editor of the Pearson, Kan., Sun, has purchased an interest in the Austin, Minn., Press.

ELECTRIC MEN PLANNING BIG CAMPAIGN FOR PUBLICITY ON PACIFIC COAST.

A campaign of advertising to increase the use of electric power in homes and to improve and standardize electrical appliances will be conducted in thirty of the largest newspapers of the Pacific Coast, according to D. E. Harris of San Francisco, vice-president and general sales manager of the Pacific States Electric Company.

Twelve of these newspapers are in the Pacific Northwest, and the combined circulation of the thirty papers is in excess of 1,500,000, Mr. Harris says.

HYATT ON RESEARCH WORK.

Garth Hyatt, former Des Moines and Chicago newspaper man, has been named secretary of the research bureau of the American Association of Ophthalmic Surgeons, with headquarters in Des Moines.

SCHEMERS LOSING GROUND BY EXPOSES.

FINANCIAL STORIES IN THE NEW YORK JOURNAL HAVE GOOD INFLUENCE IN HARD HITTING DRIVE IN FRAUD STOCK WAR—OTHER PAPERS FOLLOWING SUIT.

"An expose a day keeps the swindler away," is the belief of Merrylee S. Rukeyser, the financial editor of the New York Journal. The better business bureau is writing a constructive message about one spurious scheme for the Journal's financial and business page daily. The Journal reaches nearly a million readers of the class which can be helped by this information.

The bureau has arranged for a series of six feature stories now being distributed by the Newspaper Enterprise Syndicate which serves 600 leading daily newspapers. These relate of schemes found by Edward A. Schwab, investigator for the national vigilance committee and the better business bureau movement, who went carefully into the spurious oil promotions being floated in Texas.

An interview by John J. Pulley, president of the Emigrant Industrial Savings Bank, appeared in the New York World Magazine of January 14, on the subject, "If I Wanted To Be An Income at Sixty." This article, which has reached with sound thought over a million readers, is arranged for the World by the bureau.

The definite work of the bureau and the national vigilance committee has occasioned the publication of many constructive stories by New York city newspapers, newspapers throughout the country, and by magazines of national circulation. Millions of readers have been reached with the movement's facts concerning current schemes and these have put investors on guard against spurious oil promotions. The bureau has noticed an awakened interest in the subject of spurious promotions by all classes of publications—many have featured the subject in recent months.

In the preparation of various forms of advertisements, and in giving advice to many channels of advertising, the bureau has been pledged the skilled co-operation of the Associated Advertising Clubs of the World. A committee of the club has educational copy in preparation.

The program to be put into effect will be extended throughout the country by the vigilance committee, better business bureau, chambers of commerce and advertising clubs in other cities and states, and the newspaper advertising effect twenty-three national advertising organizations, which are members of the Associated Advertising Clubs of the World, will be called into action by the executive committee of that association.

Aiding the announced intention of the association to enforce the Martin law, the bureau has already placed in the hands of his department a number of cases on which preliminary facts have been developed by the bureau.

During a meeting at Staten Island on January 9, bank officials of the Island decided to put into effect the bureau system for making facts available to those who invest. As soon as the plan is functioning well in Staten Island, it will be extended to other sections of Greater New York.
URGES MERCHANTS STOP FRAUD IN ADVERTISING.

FALSE ADVERTISERS SORES ON BODY OF BUSINESS, HEAD OF ST. LOUIS BETTER BUSINESS BUREAU TELLS ROTARY CLUB MEMBERS—HURTS HONEST BUSINESS.

The schemes and intrigues of false advertisers and their disastrous effect upon business in general was discussed by E. J. Brennan, manager of the Better Business Bureau of St. Louis, at a meeting of the Rotary Club of St. Louis.

Mr. Brennan gave several instances, though not mentioning the concerns by name, or advertising chicanery being practiced in St. Louis and urged that the organization redouble its efforts in the fight against deceit and fraud in business.

"What does it profit a merchant to make a sale by means of false representations and even fraud, if he suffers a loss of the goods with and confidence of that customer and sends out one who will knock instead of boost him?" the business bureau head asked. "Nevertheless, some merchants do business on that basis. Such are few, very much in the minority, but they stand out as festering sores on the body of business. Such cause many a person to view all business, however legitimate, with suspicion. Such cause a great hardship, the institution builder, much trouble."

"I have in mind a piano house in this city that makes use of all sorts of deception in attempting to make sales. One complaint made to us was to the effect that a phonograph was sold on a representation it was a free trial. Though it was advertised 'free trial,' a clever salesman succeeded in getting a payment which he represented would be returned if the trial was not satisfactory. He also got the purchaser to sign a paper without reading it, on a representation that it was merely a memorandum of the transaction and did not bind him in any way. Poor deluded customer later found that it was a chattel mortgage."

"The public, in its seeming mad chase for bargains often overreaches itself. So many a person into transactions they otherwise would not have made."

"There is one concern in this city that sells contracts from door to door. This contract provides for weekly payments of $1 until $35 is paid in all. At that time the contract holder can get $35 in furniture. So far it looks innocent. The salesman states that each week there is a drawing and the lucky number gets her contract paid up. They fall for it right and left. The fraud is in the real value of the merchandise that can be had for the $35. If a retail store priced its merchandise the way this concern does it wouldn't stay in business long and when it failed, a lunacy commission would be appointed to examine into the sanity of the proprietor in making and trying to sell merchandise at more than twice the price it could be bought elsewhere."

"Legitimate business and merchants who practice common honesty in their business dealings have an obligation beyond their own stores. It is not enough that they conduct their own institutions with due regard to fair dealing, they should do what they can to inform the public of those schemes and schemers who not only practice deception on an uninformed public, but at the same time cause the whole field of business to rest under a cloud."

FORMER ROCHESTER SCRIBE WINS HARVARD PRIZE PLAY COMPETITION.

Philip Barry, formerly of the Rochester Post-Express, won the Harvard prize play competition with "You and I," a three act comedy, which Richard G. Heidenin is producing at the Belmont Theater, New York, with H. B. Warner, Frieda Inescort, Geoffrey Keene, Freeman Wadsworth and Gottschalk, Reginald Mason, Frieda Inescort, Geoffrey Keene, Freeman Wadsworth and Gottschalk. Although Mr. Barry is a graduate of Yale, he took the course in playwriting at the Harvard Literary Magazine and the Banner-Pot-Pourri, also a Yale periodical. He went to Rochester, his home town, and joined the staff of the Rochester Post-Express. He returned to New York and became a special writer of advertisements before resuming his work under Professor Baker at Harvard.

FAVORS CRIME CENSORSHIP FOR THE PRESS.

Newspaper publicity in cases of suicide, murder and lesser crimes was attacked as an important cause of crime through the power of suggestion. This was brought out on Monday by Dr. James W. Walsh, professor physiological psychology at Cathedral College, at a meeting of the Society of Medical Jurisprudence held at the New York Academy of Medicine. Dr. Walsh selected for first honors. During his collegiate course at Yale, Mr. Barry was one of the few graduates of the Newsday. He was graduated, he went to Rochester, his home town, and joined the staff of the Rochester Post-Express. From there he returned to New York and became a special writer of advertisements before resuming his work under Professor Baker at Harvard.

AGENCY CHANGES NAME.

The corporate title of Grandin-Dorrance-Sullivan, Inc., has been changed to Dorrance, Sullivan & Co. The staff, personnel and the various advertising accounts handled, and the branches at Chicago and South Bend, remain the same. The change was made because of the withdrawal recently of Frank C. Grandin, who was president and treasurer.

FOREMOST WORLD WONDER.

The newspaper is one of the foremost wonders of the modern world. The family that does not take, and carefully read, at least one newspaper, is not living in the twentieth century, contends the New Concord, Ohio, Enterprise.

The Unusual Reference Value of The Fourth Estate List has established it as a standard trade work and a handbook that is indispensable to the advertising fraternity. It enables advertisers seeking to develop markets anywhere in the world to make a choice of a capable, accredited advertising agency, with intimate knowledge of local marketing conditions, to handle their campaigns.

Merchandising of Newspaper Space and Business Promotion by Agencies can not be better directed than through the advertising pages of the Agency List, which assures the attention of the prospective client at a time when he is looking for a service through which to place his business.

Orders for Space in This Number will be granted position in the order of priority. Publishers and agencies who have selling messages for the national or territorial advertiser should make sure of maximum copy efficiency and make Space Reservations NOW.

THE FOURTH ESTATE

232 WEST 59TH ST., NEW YORK.
OPEN DIPLOMACY OPENED WIDER ON GRIDIRON.

ANNUAL SPRING DINNER ONE OF MOST SPARKLING THE GRIDIRONITES HAVE STAGED — EVEN COUE'S WONDERFUL TREATMENT CAN'T KEEP COLONEL HARVEY QUIET.

American diplomatic methods, especially those pursued in representation in international conferences, were given a good-natured "panning" at the annual spring dinner of the Gridiron Club at the New Willard Hotel at Washington last Saturday night.

In agreement with previous announcement, the dinner was held earlier than usual, in view of the approaching adjournment of congress and the consequent flight of its membership to their respective homes.

Guests included President Harding, Vice-president Coolidge, Speaker Gillette, and a large number of senators and congressmen, all of whom have done more, it is said, in open and in public life.

Dr. Cope, Ambassador Harvey, the new "radical" senator from Oregon, Mr. Bryan and others of temporary or permanent fame came in for light-some treatment in the skits presented by the club for the entertainment of its guests.

The celebrated Cope method failed completely when applied to Mr. Harvey, who was not a little amused by the constituent suggestion that "I cannot open my mouth" with an unbroken flow of compliment of persons and persons in general.

The hit of the evening was made in the recrudescence of Arabian Night's lore in the guise of "Bagdad-on-the-Potomac." Whoozit, Hear C. Razzit, commander of the Mirthful, functioning in place of the renowned Haroun Al-Rashid and Wahoozit, minister of foreign affairs, replacing the ancient caliph's faithful vizier. A satirical sketch of congressional statemanship and foreign diplomacy followed.

BURLESQUE PRESS RELATIONS.

"You will feel at home here, my master," begins Whoozit to All Razzit, "You can go to the Capitol and listen all day to the buh-bul—and..."

It is deeply concerned with those matters in which it is concerned. This is not isolation. It was officiously stated that the current situation is too delicate for further comment.

Subsequent conversation covers discussion as to the right sort of man for "unofficial observer," which calls for a man of courage, an unshakable backbone, a man who will not be content with matters which do not concern it, but it is deeply concerned with those matters in which it is concerned. This is not isolation. It was officiously stated that the press agency is not a mere tool for the dissemination of news, but a real reporter of the department of foreign affairs. For the press. Inquiry at the department of foreign affairs today reveals that the government stands firmly upon its foreign policy as hereinafter subscribed. It is not concerned with matters which do not concern it, but it is deeply concerned with those matters in which it is concerned. This is not isolation.
WASHINGTON PUBLISHER IS HONORED AT HARRISBURG MEETING — POSTAL RATES, LAW ENFORCEMENT, AND GROWING IMPORTANCE OF NEWSPAPERS DISCUSSED.

Editors of 200 Pennsylvania daily and weekly newspapers of the state adjourned their two-day convention Wednesday at Harrisburg after electing officers. Next year's meeting will be held at Washington, Pa., and the following year the members will again meet at Harrisburg.

Referring to second class postal rates as an item which has been retained at its war-time figure, J. C. Brimblecome of Newton, Mass., president of the National Editorial Association, declared that the proposed reduction would still produce 175 per cent more revenue than before the war. Quoting Benjamin Franklin, Mr. Brimbliche spoke of the editor as the "guardian of his country's reputation," and declared that he could not emphasize strongly enough the necessity for the country's newspapers endorsement of the law and order enforcement.

Development of the newspaper industry and its increasing importance in the life of the country was commented upon by Charles B. Spatz of the Berks County Democrat of Boyertown, president of the Pennsylvania Weekly Newspaper Association who presided at the joint meeting of his organization with the Pennsylvania Associated Dailies at the opening session.

Mr. Spatz spoke of the better methods employed in publishing newspapers and the need of greater care on the part of publishers that the legislation does not place upon the statute books acts that are harmful to the industry. He cited the printing of assessment lists as a safeguard to the taxpayer and thought that publishers were too modest where their own interests were concerned. Giving column space to the promotion of other business and not one inch to the publishers interest, was a consistent policy, said Mr. Spatz, who is a former member of the legislature.

A resolution voicing the protest of the meeting against any increase in the transportation charge for newspapers was passed without a dissenting voice. J. P. Considine of the Philadelphia North American sponsored the resolution.

Discussion of taxation measures which may come before the present legislature and the relation to the publishers was led by Benjamin H. Ludlow of Ardmore, Montgomery county, who came from a house committee meeting to address the editors. Other matters taken up in open forum were the promotion contests and premium campaigns which were prevalent in epidemic form during the past year; speaking on a paper on which was submitted by A. B. Schropp, of the Lebanon News; church advertising and the amount of free space used by the churches; exploitation of newspapers by faddists, politicians, and others seeking publicity; editorial conferences, the editorials themselves, and many other things relative to the conduct of the newspapers.

Major Ernest A. Smith of the Wilkes-Barre Times-Leader, spoke on co-operation among publishers of any given community to prevent common abuses. Major Smith declared that the uncalculable benefit was to be bound to result from such co-operation. A unanimous vote of thanks was voted the Governor and Mrs. Pinchot for the informal reception tendered the members of the convention at the Executive Mansion Tuesday afternoon.

Officers are elected.


The Association of Weekly Newspapers elected the following officers: President, Charles B. Spatz, Berks County Democrat of Boyertown, re-elected; first vice-president, Charles M. Meredith, Quakertown Free Press; secretary-treasurer, Howard Reynolds, Quarryville Sun, re-elected. Executive committee: Charles M. Coles, Lyons Standard; Perry Thompson, Tyrone Times, and J. R. Kurtz, Bellefonte Centre Democrat; John B. Krepper, Carmel Times and Walter L. Sanborn, Lansdale Reporter.

RAILROADS ASK MERCY OF EDITORS AT CORNELL CONFERENCE.

Let the railroads alone and they will work out their own salvation and bring better conditions to the people of the country as a whole, Robert S. Binkerd, vice-president of the Commission on Public Relations for Eastern Railroads, told newspaper publishers and editors gathered at Ithaca, N. Y. this week, for the fourth annual newspaper conference at the State Agricultural College at Cornell. The newspapers were urged to establish a policy of letting the roads alone.

The two-day conference opened Monday and continued through Tuesday, marking the opening of Farmer's Week. There were a number of newspapers and editors from New York state dailies and weeklies in attendance. Considerable attention was given to consideration of various means of handling farm and rural news.

A more thorough examination of press matter issued by the college was urged by Dean A. R. Mann, who held that the messages sent out to the newspapers carried more weight than appeared on the surface. He asked the editors to make a more thorough examination of the matter before consigning it to the waste basket.

The inside of how news matter is handled in France as compared with American methods was related by Professor O. G. Queriac. Among the other speakers on the two-day program were: F. B. Shillington, of Rochester; R. L. Vorhees of Syracuse, Professor Bristow Adams, Mrs. A. M. Huntington of the Sea Cliff News, R. W. Kellogg of the Empire State School of Printing, H. M. Suter of the Elmira Advertiser and Telegram, and V. W. Bradbury of the Endicott Union News-Dispatch.

SUNDAY TABLOID ADDS COMIC

Next Sunday, February 25, the New York Daily News will begin publication of an eight-page section of comic pictures in colors. The price of the Sunday edition will remain five cents.
ADVERTISING THE WISCONSIN FARMER.

EDITORS HAVE OPPORTUNITY TO BECOME ADVERTISING MANAGERS OF THE STATE'S BILLION DOLLAR INDUSTRY JOURNALISM PROFESSOR IN FORMS PRESS MEMBERS.

The opportunity that is at the finger tips of the editors of Wisconsin is becoming the advertising managers of the state's largest industry—farming. The Wisconsin Press Association recently, Mr. Sumner said: "The weekly and daily editors of Wisconsin have the opportunity of becoming the advertising managers of Wisconsin's largest industry—farming.

"The advertising account of a corporation capitalized at from two and a half to three billion dollars is not often found. This is the capitalization of Wisconsin's biggest industry."

Continuing he said, "The Farmer being a producer looks to his editor for advertising and selling assistance. The farsighted editor can and will become the advertising man for his community.

"The home paper is the first medium which the average farmer should consider for advertising. The farmer with pure bred livestock or pedigreed seed grains will find his best market in his home neighborhood. There is no medium as effective for selling his product as the home paper.

"The development of classified advertising in the weekly paper has been largely neglected. The farmer who has a product which should be sold near at hand, can be profitably interested in the classified column of his home paper.

"The display advertising columns of the home paper are also an effective medium for selling a quality product in the home community. The livestock card which was once run every week for a year, is not the most effective sort of advertising. Business men have long since discovered that it pays to change the copy. A new advertisement of the farmers of your community, can you offer to neglect the change in copy idea?"

PLEA FOR FOOD PUBLICITY URGED BY W. S. WYLIE.

An appeal for wider publicity of pure food by means of advertising was made at a luncheon of the Advertising Club of Baltimore by William S. Wylie, assistant professor of agricultural journalism and farm advertising, University of Wisconsin at Madison, before members of the Wisconsin Press Association.

The New York Times thinks it's so, as evidenced by its order for four 80 H.P. equipments for its new Super-Speed presses and so does the San Francisco Chronicle by its order for four 100 H.P. equipments. Likewise, the New York Daily News, Chicago Tribune, Kansas City Star, Seattle Times, which have placed repeat orders, and many others of the leading newspapers, which are satisfied users of the Cline System
Sole U.S.& Canadian Distributors
15 William Street
New York City

JOURNALS ISSUED AS PART OF PLAN TO BILK PUBLIC.

SWINDLERS ESTABLISH OWN PUBLICATIONS AFTER REALLY LEGITIMATE NEWSPAPERS REJECT THEIR ADVERTISEMENTS—EVEN OFFER STOCK FREE TO SUBSCRIBERS.

Big dividends! That is the bait that lures millions to sink an aggregate of half a million dollars annually in humbug stock schemes. In making sensational figures, that is 500,000 times $1,000, says Edward A. Schwab, chief investigator of the national vigilance committee, who was for eleven years with the post office inspection service.

"In my years of investigation," says Mr. Schwab, "I have watched a vast army of gullible people—mostly the poor, the wage-earner, the widow—sacrifice their savings in spite of repeated warnings."

"Oil and mining stocks have taken the most. Oil is easy because tales of fortunes made by oil speculators are told by friends or neighbors."

"Texas is proving the birthplace of financial humbug. Out of the millions paid over to legitimate banks in high finance, one born of the fact that it is increasingly difficult for promoters to secure advertising space in reputable newspapers, is publication by promoters themselves of "independent oil journals."

"Infrequently an honest oil promoter frankly invites the public to gamble with him. More often the promotion is a fraud."

THE SUCKER LIST.

"By printing and circulating his own spurious publication a promoter builds up a sucker list. Then, by resorting to the United States mails, he drives home the stock sale appeal of one promotion after another."

"These papers pose as fraud-fighting organs of public welfare, but in reality other oil company promotions, they try to deceive investors into believing their own promotions are honest and legitimate."

"Sometimes they offer to give share owners a certain acre of stock and acreage to subscribing to the paper. Another of this kind sold shares for as little as a quarter of a cent each!"

"Another offered subscribers an assignment of five acres of land for each five dollars sent him in subscriptions. Investigation showed leases on the land for drilling could be bought in the open market for ten cents an acre."

EXPOSER OF PRINCIPLES OF KLAN STARTS PAPER.

The Brickbat is the name of a new paper that is being published in Meigs, Ga., by Roy Davis as editor and D. R. Walton, formerly of the Meigs Herald, as publisher.

"The Brickbat is a weekly, and with the first issue the editor stated that he will print 'what he thinks will stand for true Americanism. He is well-known for his speeches and writings, in which he has explained the ideas of the Ku Klux Klan, having spoken in Thomasville, Ga., several times explaining the ideas of the klan."

PAPER HAS $12,000 FIRE.

Fire which destroyed three buildings wiped out the plant of the Plentywood, Mont., Pioneer Press recently. The newspaper sustained a loss of $12,000.
QUICKREFUTATION FOR CHARGE OF FAKED CABLES.

(Continued from Second Page) propagating such an absurdity. His career has been such that it would seem impossible for him to have remained so in ignorance of the processes of world news distribution. Here is the entry about Dr. Usher, ample indication that such a man should have known better:


THE WAR, 1918; The Pilgrims and Their First Home, 1918; The Steeplechase of Great War, 1919. Home: 537 Cates Avenue, St. Louis, Mo.

This is what the educator with all those entries after his name actually said:

"Most people get their ideas of foreign affairs from the newspapers, and the newspapers get their ideas from the newspapers. I want to point out the necessity of going beyond the newspapers. It is imprudent to transmit detailed information about events as they happen, for the reason that such information is accurate. "No facts are yet known about the French occupation of the Ruhr beyond the fact that they are there. What do you know of the French occupation of the empty yard of the St. Regis from the Rhine? You don't know anything at all, because the information is not given out. Fifty years hence accurate accounts may be written of the cable news you read is not written on the side, except in rare instances. The cost of a cable and a letter would be prohibitive. That news is sent in skeleton dispatches of lines and letters to the Times, and expanded by the rewrite men into two columns of stuff.

U.S. PRESS PESS. Frederick Roy Martin, general manager of the Associated Press, in reply to an inquiry from the editor of the Times, adds, "I am an inquiry from the editor of the St. Louis Globe-Democrat, sent the following statement:

"I am glad to comply with your request. There is some misapprehension of character of our cable service, and more particularly as regards the statement that cable news is not in fact news. It is true that we have the result of skeletonized dispatches of a few lines which are expanded here into columns of matter.

Let me assure you at the outset that integrity is the basis of every line of the service. The statement that dispatches come in skeletonized form of few lines and are then expanded to columns is a popular delusion of those who have not kept abreast of the modern development in intercommunication, cable, telegraphic and wireless.

So far as this organization is concerned there is practically no other kind of skeletonized or coded messages. The dispatches as received are in plain text, without any coding. Coding represents a loss of information at both ends, in coding and decoding, and will not do for news dispatches requiring promptness. Also there is no skeletonizing which would obscure the plain meaning of the

EVEN PUNCTUATION INCLUDED.

The only omission is a few small words like, "the," and "an." Other than that meaning is perfectly plain, and which in no way abbreviates the plain content of each sentence and line, and of the dispatch as a whole. Even the punctuation is indicated by the word "stop" in everything essential. There is no capitalization, as the cable brings the words into unvarying form. One of the chief purposes of the code is to supply this mechanical omission of capitals, and a few small words, and thus change the raw material into a finished product which will give a smooth running of the cable text in essentials.

Take for example, the cable received on the first day of this month, February 1, 1913, a 350 word dispatch consisting of 1,199 words of cable and radio received in our office, and not omitting the cable and radio received from China and Japan. A person without any knowledge of the San Francisco earthquake could, as an editor, know what 1,199 words mean without six or seven columns of ordinary newspaper.

And this was, in fact, what we supplied to the newspapers that day. In addition to those 10,199 words being skeletonized, even the run of sentences and paragraphs to make readable output. Also not "dash matter" of a biographical or explanatory nature is given to the public, but this always given under a dash to clearly indicate it is not cable.

In other words, our cable which you read from day to day is the cable we receive over the trans-Atlantic cable and radio lines, conforming closely to the original dispatches, here and there in form and style as I have said, to make the sense clear.

Your inquiry refer also to the ramifications of our news-gathering organizations throughout the world. The Associated Press is true and I can think it can reasonably be said that these ramifications bring to the American reading public each day a larger volume of factual news than the world news service that goes to any other newspaper.

This being so, it is obvious that the Associated Press does its work intelligently and reports news, not by the rewritemen, but by the rewrite men, and all without a dash. A special effort is made to distribute the news dispatches requiring promptness. Also there is no skeletonizing which would obscure the plain meaning. Even punctuation is included."

NEW YORK WORLD SPENDING THOUSANDS TO ENLARGE PAPER LANT.

The World Publishing Company of New York, which purchased the St. George Paper Company plant in Norwalk, Ct., about two years ago, is making extensive changes in the plant, making it one of the most up-to-date paper-making factories in this section of the country. A $50,000 addition has been made to the mill and its daily output has been increased from twenty-seven tons a day to sixty tons. The new pulping machine will be capable of producing up to a hundred thousand pounds of paper a day. A special yard to hold three thousand tons of coal is being constructed. Another hoist to be built at once will lift coal from the yard to the turntable-distributing station and thence along a four-hundred-foot belt to the boiler room of the plant. These changes are being made at a cost of approximately $25,000.

ALASKA HAS BIGGEST SUPPLY OF RAW MATERIAL FOR MAKING WOOD PULP.

"Big developments are expected soon in the pulp-making industry of Southeastern Alaska," declared John W. Troy, publisher of the Juneau Daily Empire, who was a guest recently in Seattle, on his way home after spending several months in the "states."

"Alaska has the biggest supply of the raw material for making wood pulp in the world," Troy declared. "Paper manufacturers are taking an active interest in the field, and before long this will be one of the leading industries in the Alaska pan-handle."

NEWS PRINT IN HOLLAND.

News print comes second in the paper items manufactured in the Netherlands and is the first in point of export business in paper. Between twenty-five and thirty per cent of the product is sent to foreign markets.

INCREASES CAPITAL STOCK.

"The capital stock of the Times Company of Davenport, Iowa, has been increased from $150,000 to $300,000. The corporation publishing the Daily Times is: E. A. Adler of Davenport, president, and James T. Powell of Ottumwa, secretary."

WEEKLY CHANGES HANDS.

A. Jay Tefft has sold the Port Jefferson, N. Y., Echo to Henry Scherer of Schoenfeld & Scherer, advertising agents, New York. The sale was negotiated by Palmer, De Witt & Palmer, newspaper brokers, New York.

Scandinavian News Print

100,000 Tons per Annum

Inquiries Solicited

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The Fourth Estate

NEW YORK AD CLUB TO MOVE INTO NEW QUARTERS.

BUYS HANDSOME RESIDENCE

ON PARK AVENUE WHICH WILL BE ALTERED—INVESTMENT WILL APPROXIMATE FIVE HUNDRED THOUSAND DOLLARS.

The Advertising Club of New York has purchased the property at 23 Park Avenue, on the northeast corner of Thirty-fifth street and Park avenue, and after alterations have been completed, which will probably be within six or seven months, the club will move into its new quarters.

For the last ten months a committee appointed by the club has been looking for larger quarters, and has been hard at work giving careful thought to scores of new buildings. The Clubhouse is within six minutes from the Grand Central Station, accessible to surface and subway car service, and a short distance from the offices of the largest number of its members.

The entire investment will approximate five hundred thousand dollars. The alteration figures have not been completed, but the Club officers have done an ample and efficient job which will be of the greatest possible value to the Club.

Mr. Lindsay asked Secretary Hoover to tell the meeting of the Indian Republican Editors Association at South Bend, Ind., on May 14, 1923, that the property is assessed by the city for taxation at $265,000. It has been appraised by a committee of which Mr. Lindsay is a member.

The property will be altered, and it is expected that the Clubhouse will be ready for use in the fall of this year.

The Club officers are: Frank Presbrey, president; C.K. Woodbridge, vice-president; George Ethridge, treasurer; John N. Boyle, secretary.

The Club directors and the building committee have ratified all the proceedings and have given full authority to the Club officers to do whatever is necessary for the Club in its dealings with the realty corporation.

HEFLIN OPENS UP NEW ATTACK ON REPORTERS.

ALABAMA SENATOR WOULD HAVE SOME WASHINGTON SCRIBES EXPELLED FROM GALLERY—APPROVED PLAIN BUT SECRETARY WEEKS HAS TO BE SHOWN.

Again has Senator J. Thomas Heflin, Democrat of Alabama, tilted his trusty lance against the Washington correspondent corps.

The latest outbreak of the fiery Southerner was occasioned by the newspaper reports of his attack last week on Wall Street, the dependable villains running through the Senate chamber, according to Heflin's repertoire, whether it be a discussion of the Federal Reserve Board, rural credits or the price of cotton.

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TWO OF PITTSBURG DAILIES CEASE PUBLICATION.

(Continued from Second Page)

Chronicle-Telegram are the evening papers, the Post and Gazette-Times the morning papers, and the Gazette-Times, Post and Press the Sundays.

Negotiations were conducted directly between Colonel Rook and Mr. Moore and George S. Oliver, president of the Gazette-Times and Chronicle-Telegram, Colonel O. S. Hershman, president of the Press, and A. F. Braun, president of the Post and Sun. It is regarded as singular that Colonel Hershman celebrated his fiftieth anniversary in the newspaper business on February 11, while the Dispatch completed its seventy-seventh year February 8.

The demand for newspaper workers in practically all branches is sufficient in the Pittsburg territory to absorb all the staffs at liberty as a result of the deal, according to the publishers. Plans have been undertaken by the retiring owners of the Dispatch and the Leader and by the purchasing publishers to guarantee the staffs of the deceased newspapers two weeks' salary. John K. Emge, managing editor of the Leader, and Harry Laufman, city editor, have organized a publicity bureau which they are about to put into operation in Philadelphia.

The announcement of the retirement of the Leader and the Dispatch was made in the purchasing papers, which said:

"The permanently increased cost of the chief raw material necessary to newspaper production -- the print paper; of equipment for quick news gathering and of the extension of the news field to embrace the entire earth demand heavy financial outlays and call for large forces of specially trained reporters and editors and highly skilled men of the printing crafts. On political topics, Colonel Foster had been city editor of the Dispatch and was an able and well informed writer on political topics. Colonel Foster died in 1868."

"In a few years the Dispatch grew rapidly. It removed to a handsome new five-story building in Fifth avenue. Even through the dark days of panic of 1873 the paper flourished. Following the death of Daniel O'Neill, in 1877, Eugene M. O'Neill became associated with the management of the paper, and later, in 1880, upon the death of Alexander W. Rook, the Dispatch Publishing Company was formed, with the surviving members at its head. The corporation continued to publish the paper until its demise last Tuesday. In 1889 the Dispatch, having outgrown the Fifth avenue quarters, erected a building at Diamond and Smithfield street.

"In March, 1902, Eugene M. O'Neill retired from the management of the paper and Charles A. Rook succeeded him as president-editor. The Dispatch took possession of its present quarters, the Rook Building, in 1905. There are two buildings, a main structure, six stories high on Fifth avenue near Stevenson street, and a five-story annex for the mechanical departments extending from the rear of the main building to Colwell street."

"Charles Alexander Rook, Jr., was circulation manager of the Dispatch and assistant to his father; a nephew, A. Rook Carroll, was secretary and advertising manager, and another nephew, A. Howard Carroll, was news editor and assistant to Colonel Rook."

"Neal J. McBride was treasurer and business manager, having succeeded Charles R. Sulphen, who died last June. Mr. Sulphen had been with the Dispatch since 1904. He was a director of the Dispatch Company. The Dispatch had been represented by Wallace G. Brooke for about twenty-seven years until recently, when S. C. Beck with Agency took over the representation."

"Many of the Dispatch employees had been with the paper for more than a quarter of a century."

"A. E. Braun."

"A. Grant was general manager, W. E. Modde, advertising manager, and William Herron, circulation manager. Story, Brooks & Finley represented the Leader."

NEW NEWSPAPER COMPANY IN DANVILLE, VA.

Charter has been issued to the Danville Publishing Company, Incorporated, Danville, Va., with a maximum capital of $250,000 and minimum of $100,000, to do a printing and publishing business.

The officers are J. E. Perkins, president; George Seagren, Jr., secretary, and these with W. E. Gardiner, J. A. Mersa, A. B. Carrington, Guy P. Walker, and W. P. Boatwright, all of Danville, compose the board of directors.

The company is authorized to establish, print, publish and issue newspapers, lithographers. The company is limited to the holding of not more than ten acres of real estate.

SPRINGFIELD GETS TEN EXTRAS ON BIG EXPLOSION.

Hot news rivalry between the Springfield, Mass., evening papers, the News and the Union was well illustrated on the day of the recent gas house explosion in that city, when each of the one cent dailies issued five extra editions telling of the tragedy. Both of the papers covered the big event exhaustively.
WHAT EDMUND BURKE FIRST REFERRED TO AS "THE FOURTH ESTATE" BECAME AN INTEGRAL FACTOR IN GOVERNMENT—NOW NEARLY A CENTURY OLD.

The press gallery of the English parliament has always been a growing entity, says the Christian Science Monitor. It started life very small indeed, in the days when Charles Dickens belonged to a gallery that was small enough for the speakers to have to fight for like all good things, ardently, persistently and determinedly.

Although it is now well established and getting toward a century old, it is still growing. In recent days nine legislators have been admitted, on one or two special occasions, to its ranks, and as there is every reason to believe that the same number of legislators will have to come to stay, her sister of the pen will double not time find a pernicious hole in the press gallery.

Official recognition is accorded to the press gallery as forming an integral part of the ceremony of the house of parliament. In fact, it is a part of the proceedings, besides an actual gallery in each house a series of rooms.

The gallery of the speakers, chair, extending across the width of the house and roughly down by both sides. The front row is divided into about thirty little compartments, all and all, called boxes, and behind them is a back row of seats, into which, on billy days, many press men squeezed as many press men squeezed as possibly do so. The fourteen ears of a hundred individuals, well packed, with standing room for about a dozen or more in determined corners.

PRESS GALLERY IN ACTION.

On important occasions, such as a budget speech or a pronouncement on policy by the prime minister, the press gallery offers a great example of keen activity. There are buildings, "a dozen writers", even editors themselves—all busy recording, each in his own particular way, the views of the audience. But even the most punctilious observer of the scene which so rapidly will be conveyed by telephone and telegraph and Fleet street men, to the printing presses and the outside world.

The commoners and the press gallery are the best of friends, as witness a hundred little amenities, personal, and collective, that characterize their relationships, and this is mutually advantageous. For while it is obvious that the gallery itself could not exist without the commoners, the reverse is recognized to be equally true.

There is every reason to believe a continuance of the methods now prevalent for keeping press gallery in intimate touch. One of these methods is the opportunity for conversation in the lobbies, members of both houses meeting in individual members and individual press men, and another method is the lawn party at the residence of the British consul, for which the members' dining rooms are always reserved for distinguished parliamentarians are honored guests.

The press gallery of the British parliament is prodigious and catholic, and, if its from its many pews, small Environmental Celebrations, on its flood of ink have also been its many pews, also been the source of critical appraisal and of generous tribute.

One day it may be the angle at which a politician wears his hat that is the topic, but the next it may be a lucid dissertation on the angle of the same man's viewpoint. The man in the gallery, however, in the adjusted scene, where the historic benches below, may see only a solidifid party line. He may see an empire in the making. He may be bored by a "maidens" speech from a humble back bench, or he may recognize in it the serious face of a great man. The story of the times is row. He may ignore the industry, persistence, and point of view of the people. He may agree, or he may aid, with a little shouting, to the building of a career for him.

DOWLING MEMORIAL BACKED BY MINNESOTA EDITORS.

In a determined effort to carry to completion the project adopted by the Minnesota Editorial Association to provide industrial training for the crippled children of Minnesota as a memorial to Michael Dowling, one of Minnesota's most remarkable editors, J. R. Landy, chairman of the committee, announced last week that the campaign will be carried into every county in Minnesota this year. Dowling, who went to work when he was 14 years old, was a cripple. He was able to do the same kind of work as the best of his able-bodied companions. He made a name for himself and when the freedom of the press had to be fought for like all good things, ardently, persistently and determinedly.

GOVERNMENT—NOW NEARLY A CENTURY OLD.

AN INTEGRAL FACTOR IN PARLIAMENT A PART OF IT.

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AN INTEGRAL FACTOR IN PARLIAMENT A PART OF IT.
TWO MORE LANDMARKS OF JOURNALISM PASS ON.

Pittsburg Dispatch and Pittsburg Leader in one week's casualties! What has come upon journalism that two so prominent of its bulwarks are so conspicuous in so short a time? And in the practical-minded may be disposed to go to the counting room for the answer, and will probably find more of it there, sentiment seems to have played a large part in these two recent losses.

Pittsburg will be better off with these two papers out of the way, instead of so many that are apparent, but there is a halting thought in the demonstration that only a stroke of the pen was necessary to wipe out two big dailies. It will seem strange to speak only in the past tense of papers like the Dispatch and the Leader after being used to seeing them part of the living present.

Considerations: that were largely personal in character, seem to have expedited the solution of the over-newspapered problem. Colonel Rook, attempting to do the impossible—newspaper making, found the field of public service a narrow one from the viewpoint of freedom from business ties inviting.

Mr. Moore has briefly said that he had not had the old incentive to achieve since the death of his remarkable wife, Lillian Russell, last year. The fact that she had taken a great active interest in his work with the Leader caused him to see the void caused by her death more keenly than would have otherwise been the case. The loss of such a woman as the world knew Lillian Russell to be might well decide any man that a future devoted to a task seems likely to come in his life.

Looking to the future, the newspapers of Pittsburg should prosper under the new arrangement, which increases the advertiser's opportunity to cover the Pittsburg market economically, but with less duplication of effort and greater clearness in results, which is what the advertiser wants and has to have.

ARRANT THOUGHTLESSNESS BY AN EDUCATOR.

If there were in America a tribunal before which to try irresponsible editors, Professor Roland Greene Usher of Washington University, St. Louis, whose interpretations make the Republican Club of that city that the cable dispatches printed in American newspapers are not bona fide, but mostly written in newspaper offices under the direction of an enlightener of the public intelligence, who a study of his career would indicate that he is an albatross, would have no more of the responsibility of such a position than to inculcate the mind of the public upon the indelibly corrupt distrust of one of the country's functions. The press.

Twenty minutes of open-minded investigation and clear-headed reasoning would have been amply sufficient to dissipate even in Professor Usher's own mind the fallacy to which he was himself to be committed. Instead of bringing to bear the common work of innumerable inquirers, one might not be expected of a college professor about to discuss a subject so fundamental as the very existence of the idea for its picture, if it is not visible, of its history which might have upon the public sentiment the value, the interest, the importance, or less, to any. Minutes of investigation would have saved the mark.

Nothing like adequate reappraisal is possible for so great an offense against public literature as the presentation of such a subject as this.

Special contrivance in this case, Professor Usher might be subjected to the embarrassment of visiting the cable desks of the great newspapers and press associations, and the absence of the presence of chagrin in his demeanor would be of material assistance in determining whether his error was the result of ignorance or intent.

Egregious outwagings such as Professor Usher has the effect not only of presenting before the entire public the worst possible picture of the public in its press but also of destroying the confidence of many of his fellow townsmen in his educational institutions. What has been the reception of the unmitigated blackmailer of our much maligned newspapers as was little regrettable in the case of a representative of modern education?

The overwhelming weight of truth available in the evidence that Professor Usher's ridiculous charge would seem to be without foundation, and that the colleges are even more generously misrepresented than the newspapers.

If such utterances do not misrepresent our institutions, it is high time that some dirty collegiate linen was laundered.

LONDON DESERVES THE 1924 CONVENTION.

It is still a long wait until June, 1924, but now would seem to be a good time for the year convention to be held in London. As a matter of fact it is really difficult to see how London could get altogether the double honoring it so earnestly desires, unless something severely untoward intervenes.

Every hurried business man in America should welcome the opportunity for the close of the year convention to be held in London. And that is no mere generality, for if we are really to accomplish anything toward international understanding—and therefore better business relationships—no richer opportunity can be found. Lord Rothermere and Sir Edward Hetherington, by subscribing $25,000 to a fund of $250,000 for the entertainment of American visitors, have demonstrated that the English are willing to go half way or further in making common cause with the journals of this country.

Advertising clubs which take the broader view and have the ultimate welfare of American journalism in mind should not be only willing but anxious to gain the benefits that would be derived from this new intimacy with British journalism, and agree well to send fewer representatives to London than they would send to Adelaide or, for that matter, or any other city. The American presses, for example, the reason that every man who has his work is going to be better with business, and bring back a wealth of usable ideas to his associates.

Associated Advertising Clubs of the world, the title reads, and London offers a ripe opportunity for us to show that we mean it.

CONNECTICUT'S REFORMERS AND THE NEWSBOY.

Perpetuation and extension of the market for their product has apparently become quite as much of a problem for reformers as for business men. The Connecticut legislature has been given the power in the Connecticut legislature to re-strict newspapers in earning their livelihood might be taken as indicative of a trend. Prepared by Miss Marjorie Cheney of South Manchester, endorsed by the Child Welfare Association, it provides that newspapers under fourteen be ruled off the streets before six in the morning and after eight at night.

Every newspaper in Connecticut is practically 100 per cent distributed before eight o'clock at night, and the proposal that the newspaper be hardly half way. For, in that the newspapers will hardly go far toward the root of the matter.

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NOTE AND COMMENT.

One of the results of Mr. Edison's recent two-weeks' tour is that the press should pay more attention to news of scientific subjects seems to be the big lesson. Dr. Slipher has reminded us that regard by newspapers which have always been leaders in that sort of news, as by The New York Times, for instance, distinctly a new interest in the subject of science. The Times has given enlarged attention all this week to news of scientific matters, which its contemporaries have been content to jog along as before. With no disrespect for Mr. Edison, however, it may be said that the Times was delivering the goods quite thor-oughly before the West said anything, and does so present prominence as an interviewee.

The New York World on Sunday completed Major General John F. Sumner's story of the Twenty-seventh Division and as a feature published a special honor roll listing the names of all the men who served with the division overseas. Pictures of six of the soldiers who have been awarded the Congressional Medal of Honor, and cuts of the commanding officers and the divisional staff added to the interest of those who were connected with the Twenty-seventh, or who had relatives or close friends in its ranks.

Incidentally the World has been shown the sense of the newspapers, which may wish to produce something of unfailing appeal to the ex-service men, and to the present prominence as an interviewee.

Considerable has been said by the post office department of late, and rightly, about the excessive losses caused the increasing number of cases in general by the careless addressing of important mail. Voluntary announcements that have been made at Washington have undoubtedly done much toward a solution of the problem. There would seem to be much merit in the thought that the increasing free publicity ad-}
PURELY PERSONAL

Lincoln B. Palmer, general manager of the American Newspaper Publishers' Association, is confined to his home because of illness.

McCready Huston, editorial writer on the South Bend, Ind., Tribune, and formerly on the staff of the Pittsburgh Times, has a story entitled "His" in the February number of Scribner's. "His" is the story of a funeral, a baby, and a father's great love.

Arthur Pickford, farm page editor of the Mason City, la., Globe Gazette, was one of the speakers at the farmers' short course given at the Iowa State College at Ames recently.

Carroll Shaffer, manager of the Shaffer Group of Newspapers, R. M. H. Wharton, editorial writer on the Harrisburg, Pa., Patriot and Joseph M. Stephenson, publisher of the South Bend, Ind., Times, were in New York this week.

A. F. Brunkow, publicity manager of the Old National Bank and the Union Trust Company, Spokane, Wash., has recovered from a month's illness.

Lincoln B. Palmer, general manager of the American Newspaper Publishers' Association, is confined to his home because of illness.

Joseph J. McAuliffe, managing editor of the St. Louis Globe-Democrat, is visiting New York.

William Callender, foreign advertising manager of the New York Evening Journal, is ill at his home in Montclair, N. J.

John Koine, news editor of the Buffalo Express, and Mrs. Koine are passing several days in New York.

George Saubert, superintendent of the mechanical department of the University of Washington, and assistant professor of rhetoric at the University of Oregon, has been admitted to foundation membership in the chapter of Phi Beta Kappa at Oregon. Miss Edington is also a member of Theta Sigma Phi, women's honorary journalism fraternity.

The stork visited the home of Ulrie Bell, Washington correspondent of the Louisville Courier-Journal, this week, bringing a young daughter to Mr. and Mrs. Bell.

OKLAHOMA PUBLISHER AND FAMILY ON LONG TOUR.

Eugene Lorton, publisher of the Tulsa Daily World, accompanied by Mrs. Lorton and son, Robert Eugene, will sail from New York, February 15, on a trip to Europe, visiting the Mediterranean and the Far East. Mr. Lorton plans to return early next fall.

While abroad, Mr. Lorton will make a special study of economic and industrial conditions and expect to write for the World a series of articles giving his impressions of the countries visited from the American viewpoint. He will carry with him credentials from various important government officials which will enable him to get into close touch with the dignitaries of the nations visited.

This is Mr. Lorton's second trip across the Atlantic. Two years ago, he and Mrs. Lorton visited the British Isles and several European countries, including the famous battlefields of the world war.

PUBLISHER RESTING AFTER SERIOUS ILLNESS.

Willard F. Carpenter, president of Carpenter & Co., publishers' representatives, and chairman of the Lincoln, Ill., Evening Courier, has been seriously ill for the last month and both he and Mrs. Allyn E. Carpenter, associate publisher of the Courier, are recuperating at Excelsior Springs, Mo., where they expect to remain for a few weeks. During Mr. Carpenter's illness, David Mowry, Logan County clerk, will aid in the business management of the Courier.

CARTOONIST'S WIFE OFF FOR PUBLISHER RESTING AFTER SERIOUS ILLNESS.

Mrs. George McManus, wife of the cartoonist, left for Europe this week, to begin a pilgrimage to the Holy Land which she has contemplated for several years. She will return in April.

EUGENE LORTON.

Miss Grace Edington, formerly editorial secretary of the school of journalism, University of Washington, and now assistant professor of rhetoric at the University of Oregon, has been admitted to foundation membership in the chapter of Phi Beta Kappa at Oregon. Miss Edington is also a member of Theta Sigma Phi, women's honorary journalism fraternity.

The stork visited the home of Ulrie Bell, Washington correspondent of the Louisville Courier-Journal, this week, bringing a young daughter to Mr. and Mrs. Bell.

STAFF CHANGES.

Theodore Abbott, formerly of the Worcester, Mass., Telegram is representing the Boston Post as Camp David correspondent. Joseph Harrington, now of the Post city staff.

Samuel Zuckerman, acting advertising manager of the New York Evening Post, has been appointed advertising manager.

Mr. and Mrs. Otis Peabody Swift sailed last Saturday from London on the United States liner President Van Buren for San Francisco, California. Mr. Swift, New York correspondent of the Chicago Tribune, will return to New York promptly after the trip.

Harry C. Black, one of the owners of the Baltimore Sun, H. C. ("Bud") Carpenter, cartoonist of the Times, are on a trip to Europe this week, to begin a pilgrimage to the Holy Land which she has contemplated for several years. She will return in April.

WASHINGTON.

Charlie H. Brown, who has become associated with the Duplex Printing Press Company, is spending a few weeks in London and the North-western states to the Rocky Mountains. Mr. Brown, who has been in the printing business for thirty-six years, is now president of the company.

Charles H. Brown, who has been in the printing business for thirty-six years, is now president of the company.

THE FOURTH ESTATE.
IOWA DAILY OCCUPIES NEW HOME; SUCCESSFUL 65-YEAR PERIOD.

The Waterloo, Iowa, Evening Courier is now situated in its new building which was completed last week ago Wednesday. The press room was the first department to be moved, and the paper is ready for publication Monday. Other departments followed suit in rapid succession. In a few days it is anticipated that all the flurries that attended with the moving-in procedure will have been overcome, and the newspaper workers will be accustomed to their new surroundings.

The move to the new building gave some of the older employees and executives an opportunity to pause and reflect on the accomplishments. After twenty years in one building business demands necessitated larger quarters. It is believed that adequate provision has been made to meet the space needs for the coming fifty years.

The Evening Courier is sixty-five years old and its growth has been to a considerable degree based upon the service that it has rendered the community that it serves. The newspaper is distributed from the business offices through contest and subscription services and the steady growth in circulation has been maintained through the merits of the paper.

W. W. Peterson is publisher of the Evening Courier and J. C. Hartman is editor. The paper is represented in the foreign field by Story, Brooks and Finley, New York.

EDISON TELLS WHAT HE'D DO IF HE EVER BECAME NEWSPAPER OWNER.

While the rest of the world has revolved, turned complete somersaults and pushed on and on, the newspapers have been standing still. This was the message delivered by Thomas A. Edison to the 15,000 people who attended his lecture on "The Healthful Life." The evening was a great success at the Empire Theater, and the lecture was written in a plain, practical and sympathetic fashion — he is a public benefactor.

THEADAMSFAMOUS FEATURES

Adams Features are standard products. They shine like stars in their places in the columns of hundreds of newspapers. "Adamservice" offers the most unique and original collection of features and existence, singly or in expense-saving combinations. Send you for a full set of samples of the Adams "Fifty Famous Features," including some of the best comics sold.

The George Matthew Adams Service
8 West 40th St.—New York

MAIL

NEWS

AND

Features

WORLD-WIDE NEWS SERVICE

J. J. BOSDAN

15 SCHOOL STREET, BOSTON, MASS.

"The Healthful Life" by

JOHN B. HUBER, A.M., M.D.

124 Fourth Street, New Brighton,
New York.

A Week Day Feature.

"Dr. Huber discusses health topics in a plain, practical and sympathetic fashion — he is a public benefactor."

America's Best Magazine Pages
Daily and Sunday
NEWSPAPER FEATURE SERVICE
241 W. 58th st., NEW YORK CITY

STAGE SET FOR AD MEN'S ANNUAL FROLIC ON EVE OF WASHINGTON'S BIRTH.

Rehearsals have been in progress for weeks for "A Night in China," to be one of the principal features of the annual dinner and dance of the Advertising Club of New York at the Hotel Astor, Wednesday.

The show has been written and will be produced by club members. The book is the work of D. Morris McDonald, chairman, vice-president Frank Presbrey Company; Charles C. Gold, reorganized, Charles C. Gold Advertising Agency; H. H. Charles, president Charles Advertising Services; J. A. Meyer, Theater Magazine; Harry Jay Friedman, vice-president Casimir Printing Company; D. Morris Jones, vice-president Andrew Cone Agency; Thomas J. Hughes, Wednesday New York American, composed the music, and Albert J. Gibney of the All Fiction Field, selected the cast. Paul Meyer of the Theater Magazine is the impresario, and the stage setting is by William A. Brady, Edgar J. MacGregor is directing the show, and the dances are being arranged by Allen H. Fagan.

The entertainment committee is composed of the following: D. McDonald, chairman, vice-president Frank Presbrey Company; Charles C. Gold, reorganized, Charles C. Gold Advertising Agency; H. H. Charles, president Charles Advertising Services; J. A. Meyer, Theater Magazine; Harry Jay Friedman, vice-president Casimir Printing Company; D. Morris Jones, vice-president Andrew Cone Agency; Thomas J. Hughes, Wednesday New York American, composed the music, and Albert J. Gibney of the All Fiction Field, selected the cast. Paul Meyer of the Theater Magazine is the impresario, and the stage setting is by William A. Brady, Edgar J. MacGregor is directing the show, and the dances are being arranged by Allen H. Fagan.

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NEW JERSEY DAILY STARTS HOSPITAL FUND DRIVE.

ACCUMULATED BALANCES FROM TRENTON TIMES' KIDDIES AND ICE FUND OF $4,000 PROPOSED AS NUCLEUS FOR $50,000 INITIAL OUTLAY FOR INSTRUCTION.

At the conclusion of the ceremonies in connection with the presentation of the Trenton Times' Civic Cup, which was awarded to Andrew J. Berrien as having performed the most distinguished service to Trenton, N. J., recently announced that the newspaper would start a fund for the establishment of an adequate children's hospital for the city, under the plan offered, whatever balances which may exist at the end of each year in the Kiddies' Fund or the Ice Fund, both of which are sponsored by the Times, will be converted into funds for the proposed hospital.

The present balance of these two funds approximate $4,000, to which the Trenton Times will add an annual contribution of $500, effective for 1922, and the balance, which will turn over to the nine members of the Times Civic Board of Award as trustees and custodians of the hospital fund. When the accumulations shall have reached a sum sufficient for the establishment of a hospital, the fund will be exhausted, and the hospital will be built. The proceeds from the fund will be used for the purpose of providing new hospital accommodations.

The plan met with hearty approval. Mayor Frederick W. Donnelly's Citizen's committee, headed by Mr. Berrien, and the Citizens' committee, is now being formulated, and the proceeds from the benefits will be placed with the board of trustees of the children's hospital.

An interesting feature in connection with the award of the Times' Civic Cup was the statement of Governor George S. Sisler, who made the presentation speech. The award took place on Sunday, January 27, at B. F. Keith's Capitol theatre, there two weeks previous the governor had taken the oath of office in making the presentation of the cup the Governor said to Mr. Berrien: "I was proud of the distinction that came to me when I took the oath of office as governor here last week, but I want to tell you that yours is even a greater distinction."

EXPANSION MANIA A PITFALL FOR MANY PAPERS.

EAGERNESS TO OWN BANG-UP PLANT FREQUENTLY LEADS TO ILL-TIMED OUTLAYS, WRITER WITH EXPERIENCE ADVISES—WISER TO ATTAIN OTHER OBJECTS FIRST.

Sir: Experience with a number of newspapers, and the close observation of a number of others, has convinced the writer that many newspapers suffer from the tendency to start building their new office buildings, and they have so far striven to further excel in circulation, and in other ways boost up their balance in the bank the management of this paper is a fanatic on the subject of office equipment and appearance of this plant.

The publisher's office is arranged like the board of director's room of one of America's largest banks; every new desk and chair that is placed in the public eye is of the finest material, and any attention will be given to the public.

The Vick Chemical Company of Greensboro, N. C., manufacturers of Vicks VapoRub, report very gratifying results this season.

The Vick page copy appears daily in 1,200 leading papers with a total circulation of 13,000,000. Weekly and semi-weekly papers reaching 1,000,000 families also carry the Vick message.

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JERSEY PUBLISHERS WANT

CALIFORNIA NEWSPAPER
An unusual opportunity to buy a southern California daily newspaper doing a business of $120,000 a year. Making large profits. Only A.F.L. franchise in county. Buyer must act at once as owner will advance price in two parts must for further particulars write or wire.

Palmers, DeWitt & Palmer
Sales & Appraisals of Newspapers
225 Fifth Avenue, New York
Business Founded 1899.

HELP WANTED

WANTED

HELP WANTED

Advertising Salesman and Copy Writer
A good position with well-known newspaper in large city of 60,000 is in need of a solicitor and copy writer. Must be a man of some experience, good appearance and ability. Address Box 5299, care The Fourth Estate, giving references, stating experience and salary expected.

Desk Man
Good desk man can have immediate employment. Address Box 5300, care The Fourth Estate, giving references, stating experience and salary expected.

Solicitor and Copy Writer
First newspaper in eastern town of 60,000 is in need of a solicitor and copy writer. Must be a man of some experience, good appearance and ability. Address Box 5299, care The Fourth Estate, giving references, stating experience and salary expected.

Jersey Publishers Want
Training School


February 17, 1923

California Newspaper

Southern Newspaper Available
Exclusive morning field and oldest paper in city of 20,000. Large and growing territory. Palmers, DeWitt & Palmer, business from $50,000 to $60,000 and has assets valued at over $50,000. Available for short time at less than $50,000. Prop. 1293X.

Assistant in Advertising Salesman
and Copy Writer
A good position with well-known newspaper in lake city of 275,000 population. Write, stating experience, age and salary expected. Address Box 5303, care The Fourth Estate.

Jersey Publishers Want
Training School

Expression of the desires of the New Jersey Press Association to establish a newspaper training institution in the state similar to those in New York and Midle West states was re-affirmed by E. A. Bristor, editor and publisher of the Passaic
February 17, 1923

BUFFALO NEWSPAPER LISTS DEPARTMENT STORES THAT DO NOT USE ITS SPACE.

The Buffalo Commercial is running a box notice on its front page in which it lists certain local department stores that are not advertising in the columns of the Commercial, stating that these stores refuse to place any advertising in the "open shop" newspapers of Buffalo. The Commercial further states:

"Small shops declare they dare not use this newspaper while the department stores stay out.

'Unionism is making every effort to crush this paper and realizes it can do so only with the aid of the department stores.

"The Commercial may be forced to abandon the open shop fight. If so, the people can give a vote of thanks to the men in charge of the above department stores."

KEEPING 'EM INTERESTED IN WANT AD PAGES.

Solution to the problem of keeping the public interested in the classified pages has been found in the Toledo, O. Blade. Sets of theater tickets are offered the first fifteen readers each week of the Classified section. The correct wording of small ads which purposely have been misspelled. The Blade prints each day on the classified page a handy want ad blank on which readers may order classified ads. Many persons have a space for the name of the advertiser, address, number of times and to run and ample room for the text matter of the ad.

TRI-CITY PRESS CLUB.

Newspaper writers of Franklin, Oil City, Titusville, Pa., have formed the Tri-City Press Club. A. C. MacIntyre of the Oil City Herald is president; E. T. Stover, Oil City Eagle, vice-president; Charles A. Murfin, Franklin News-Herald, secretary and Roy A. Brower, Oil City office, News-Herald, treasurer.

LILLIAN RUSSELL'S BOOKS SOLD AT AUCTION.

The literary property of the late Lillian Russell, who was the wife of Alexander P. Moore, former publisher of the Pittsburg, Pa., Leader, was sold at the American Art Galleries in New York last Saturday.

A Situation Wanted advertisement of the same size as this copy and headed "Metropolitan Newspaper Man Seeks Executive Connection" has been printed in The Fourth Estate for four weeks in this space.

The advertisement today is published by The Fourth Estate to state that the advertiser above referred to is now the publisher of a good-sized city daily—the place he sought.

The second insertion brought about the negotiations. The advertisement was run four times for further inquiries in case the negotiations failed. But they were successful.

The advertisement cost fifteen dollars an insertion. It brought a $10,000 job.

'NUFF SAID

News and Desk Man

High class news and desk man open for position in Hilton and small city experience. Thorough; newspaper man, with experience in daily newspaper work. Prefer Eastern city.

H. L. Williams, Gen. Del. Washington, D. C.

CLERGYMAN PAYS TRIBUTE TO CANADIAN PRESS.

No higher tribute to the press of Canada as a great force for good, could be paid, than that by the Rev. Dr. T. Albert Moore of Toronto, before an Ottawa congregation.

He thanked God for the Canadian press. The press was frequently ahead of the church in discerning the needs of children and other missionaries. How necessary as they might be, they should be kept in the dark and not allowed to mingle with the growing population.

BUFFALO INSURANCE AGENTS ADVERTISE.

General agents of the mutual life insurance companies operating in Buffalo have formed a committee to place co-operative advertising to boost the insurance business locally. All of the Buffalo newspapers and others in the vicinity will be used. It is planned to use small space regularly throughout the space at least once a month. The advertising is being handled through the F. P. Remington Advertising Agency of Buffalo.

FALSE NEWS LAW PASSED.

Furnishing false information to a newspaper in Minnesota is now a misdemeanor according to a bill which was signed recently by the governor. The statute is similar to that in force in New York State the last few years.
FOR SALE

Mailing Machine
Rapid addressing machine, in good condition, discarded to make room for larger equipment.
Low price for quick sale.
Address Box 5159, care The Fourth Estate.

PRACTICAL WORK TASK OF CUB REPORTER.

STUDENTS AT JOURNALISM SCHOOL OF OKLAHOMA FIRST LEARN TO WRITE NEWS ARTICLES — ACTUAL PRACTICE ON NEWSPAPERS TEACHES THEM JOURNALISM.

Trembling with fear and enthusiasm at the thought of seeing his brain children in print, and so ignorant of newspapers that he thinks type writers set type, the green sophomore enrolls in the Journalism School. What happens to him then?

The events of the next three years, at the end of which the cub graduates and takes a job on a newspaper, are briefed outlined below. As this cereal has been the editing paper and in every detail in the life of the cub, the events picture only half of the work of the school. The other half is devoted to advertising and newspaper business management.

HAS RUN ON DAILY.
First, the cub finds an Oklahom editor who gives him a summer job writing.

At the end of the first year the cub finds an Oklahoma editor who gives him a summer job reporting.

Then in his third year he completes the courses he has not previously taken. The order in which the advanced courses are taught may vary as much as the cub himself.

The eventsof the next three years, at the end of which the cub graduates and takes a job on a newspaper, are briefly outlined below. ... the work of the school.

CONNETICUT BILL TO LIMIT NEWSBOYS DRAWS FIRE OF WATERBURY REPUBLICAN.

William J. Pape, publisher of the Waterbury, Ct., Republican and American, she will call attention of the Connecticut editoral committee for the discussion of a Connecticut bill recently introduced in the legislature, to prevent newboys and other delinquents from peddling newspapers before six in the morning and after eight at night. It is stated that the bill, if made operative, would effect every morning newspaper in the state and would throw thousands of young boys out of work. The cub's second summer may be spent as a reporter or "on the desk" of a small daily. He has his required twelve weeks, but the newspaper bug has bitten him.

COMPLETES HIS COURSE.

The following committees appointed by the Tacoma Advertising Club, are under the direction of the board of directors to carry out the wishes of the members and to assure work being done:

The eventsof the next three years, at the end of which the cub graduates and takes a job on a newspaper, are briefly outlined below. ... the work of the school.

GEORGIA G.O.P. PLANS TO START NEWSPAPER.

The names of John L. Philips, chairman, and L. H. Crawford, vice-chairman, of the Republican state central committee, and Frank A. Doughman, Georgia attorney, have been affixed as petitioners and the charter for the Conservative Publishing Company, for a $250,000 corporation, has been filed.

MANY REQUESTS FOR PICTURE OF STAFF CAT.

George D. Heustis and Causten A. Brown of the Boston Post city staff are at present detailed to the "Hindy Photograph" department of the paper. The famous staff cat to every reader and without any advanced fee, the editor of a small paper, the success of these tests when he works on the journalism editions of the Oklahoma News, the El Reno

NEW EDITOR-POSTMASTER.

For instance, when a specimen of one of the plants of the Newburgh (N.Y.) Daily Star consisting of 3 Linotype machines, Ladlow Typograph, matrices and cabinets, Goss Comet Perfecting Press, Printing Department and Newspaper equipment complete in every way.

For particulars address A. W. Bennett, Trustee in bankruptcy, Broadway Building, Newburgh, N. Y.

TULSA WORLD BOOSTER IDEA WINS WIDE ATTENTION.

A new idea in acquainting residents with their own city has been put forth by the Tulsa, Okla., Daily World.

MANY REQUESTS FOR PICTURE OF STAFF CAT.

George D. Heustis and Causten A. Brown of the Boston Post city staff are at present detailed to the "Hindy Photograph" department of the paper. The famous staff cat to every reader and without any advanced fee, the editor of a small paper, the success of these tests when he works on the journalism editions of the Oklahoma News, the El Reno
BOSTON'S newest and fastest growing paper, the TELEGRAM

Largest Evening Circulation in Metropolitan Boston

Read in FIFTY percent of ALL HOMES of Metropolitan New York

Eighty Per Cent of The WORLD’S Circulation, Morning and Evening, is in Metropolitan New York. The World goes into every second home in the City, the suburban municipalities, and into all counties, except Middlesex, in which Boston is the county seat.

First in the City Field

The Circulation of the NEW YORK EVENING MAIL represents one of the five largest evening papers in the world. It is the leading paper in the metropolitan region, and the city is its largest single market. It holds a position of leadership as the result of the cooperation of its members and the efforts of its publishers.

AD CLUBS’ YEAR BOOK, EDITED BY NOBLE T. PRAIG, AGAIN APPEARS.

“Advertising Year Book for 1923,” 445 pages, containing a comprehensive digest of the most important papers and addresses presented before the various conventions of Associated Advertising Clubs in June of the last year, has just appeared. Noble T. Pratt, who compiled with great success the book of the Atlantic convention, is the editor. The Year Book is in no sense the result of a convention. Mr. Pratt, however, has selected the speeches and discussions on various phases of advertising by men of authority, and by careful and selective treatment, has presented them in compact form. The thoughts of the minds of these experts in no field of advertising, selling and publishing on the problems in advertising.

Altogether, 185 addresses have been included, and they are grouped, as far as practicable, in accordance with the groupings of the twenty or more departments of the National Advertising Commission. The following partial list of chapter headings will suggest the range of subjects covered:
- Advertising Applied to Retailing
- Advertising the Financial Institution
- Advertising as a Servant of Industry
- Advertising and its Outdoor Influence
- Advertising through Lithography, Advertising in Directory and Reference Media
- Advertising on the Screen
- Advertising Specialities as a Sales Factor
- Advertising Theatre Programs for Intensive Influence
- Advertising and Community Benefits
- Advertising as a Force for Religion Vigilance and Truth-in-Advertising

PRODUCTS CONTAINING USED PARTS MUST BE DESIGNATED IN ADVERTISING.

A marketable product partly or wholly composed of old or used parts must be plainly so designated to the trade and public, according to a recent ruling of the Federal Trade Commission. A manufacturer or dealer is under the duty to provide a clear and complete statement of all materials used by the concern in conjunction with other words in such a manner as to misleading the trade and general public.

NEWSPAPER WORLD

(established 1868)

Annual U.S. Postal Subscription $5

Specimen Copy Sent Free

Address: 14 Cross Street, Finsbury, London, England

BUFFALO EXPRESS

Everybody who knows anything about Buffalo knows The Express. It is THE LEADING NEWSPAPER. Local and foreign advertising rates are identical. Ask Any Leading Advertising Agency.

The Tribune

In Terre Haute, Ind.

The only journal outside of the United States published in the interest of newspaper men.

The 40 Pages Weekly

The Tribune

In Terre Haute, Ind.

The only journal outside of the United States published in the interest of newspaper men.

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In Terre Haute, Ind.

The only journal outside of the United States published in the interest of newspaper men.

The 40 Pages Weekly

The Tribune

In Terre Haute, Ind.
The Indianapolis News

Thousands will read your advertisement in the Automobile Number.

Member Audit Bureau of Circulations and United Press.

First in OHIO!

University Staff Elect Executives.

Newspaper Woman of the Year.

Low Milline Rate

PITTSBURG LEADER

Readers of this Paper are the Big Wage Earners

Newspaper Woman of the Year.

The Boston American

Is showing two gratifying results of its three-cent price.

It's the Buying Power Represented in Circulation That Counts.
From nothing to 185,000 in six months

DID YOU LIKE TO LIVE IN YORK?

An ideal manufacturing city of ideal homes and labor conditions.

THE FOURTH ESTATE

February 17, 1923

The Cincinnati Community

Consists of an area of 70 square miles with a population of 600,000.

THE CINCINNATI ENQUIRER

Is the medium you should use in this unparalleled market.

Foreign Representatives:

New York: 1 Marbridge Building
Chicago: 40 East 5th St.

New Jersey's Famous Manufacturing City

The Pittsburgh Dispatch

Sunday, April 6, 1923

THE BOSTON POST

1923 Circulation Averages

Daily 396,902

Sunday 401,643

KELLY-SMITH COMPANY

Special Representative

Marbridge Building,

New York, Chicago, Detroit, Los Angeles

LYNN BUILDING, CHICAGO

In Allentown they say:

"PUT IT IN THE CALL"

They know their own city.

National Representatives:

STORY, BROOKS & FINLEY

New York, Philadelphia, San Francisco

QUICK REFUTATION FOR CHARGE OF FAKED CABLES.

(Continued from Fourteenth Page)

The fact that they went in there. Fifty years hence, accurate accounts may be written. The cable news you read is not written on this side, except in rare instances. The cost of cabling such lengthy accounts, and the necessity of being in receipt of a skeleton dispatch from eight to ten lines is an expanded method to the writers' men into two columns of type.

THE NEW YORK TIMES is concerned, this charge is without foundation, and will receive it to be equitably written without foundation so far as it may relate to any American newspaper with which we are familiar. From the position of our auditing department, we append the following cable, showing the number of words of foreign news received from correspondents of the New York Times by cable and wireless during the last year:

Jan. 30, 12,610
Jan. 31, 12,147
Feb. 1, 12,486
Feb. 2, 8,827
Feb. 3, 8,751
Feb. 4, 7,405
Feb. 5, 8,450
Feb. 6, 6,998
Feb. 7, 8,680

Total, 92,279.

9,000 DAILY AVERAGE.

This is an average of more than 9,000 words per day, containing a full eight-column page of special foreign news. There is no editorial under the catchwords "of," "the" and similar words which are readily understood. Given accurate cable transmission, a child could read one of our dispatches and would recognize it as the same dispatch published in the paper, except possibly, the latter might be shorter by reason of the compression that can be applied to all kinds of news in a crowded newspaper. We employ foreign correspondents abroad to watch the news as they find it and we employ nobody to expand it.

The statement of the lecturer that "no facts are yet known about the French occupation of the Ruhr beyond the fact that they went in there," is merely another example. York telegrams have been sent to correspondents in the Ruhr, one from the French side and one from the German side, and the two others have been on the border of the region. These motor cars and special trains to travel about, gathered the news and the telegram of the 4th the impression of all the concerns concerned and sent us thousands of words daily.

(Signed.) C. V. VANDA,

The New York Times, in its issue of August 22, 1922, replied to Patterson's charges in a statement under the caption, "Cables." The editorial follows:
In the ad field.

Advertising Accounts now being placed by the agencies.

Armstrong, 16 & Locust, Phila.—Making 9,000 line contracts for Victor Talking Machine Co.

Basham, Louisville—Placing advertising for C. A. De Voe Candy Co. (Najuoy cough drops), Nashville, Tenn.

Brann, 11 E. 43d, N. Y.—Handling advertising for Bauer & Black (publicity copy), Chic. & N. Y.

Brandt, Tribune, Chic.—Plan campaign in middle west newspapers for John Puhl Products Company, formerly Condensed Bluing Company of Chicago.

Campbell - Ewald, Mallers, Chic.—Sending out orders and contracts on Delco Light.

Chambers, New Orleans—Placing advertising for Colosso Co. (metal rod packings), Shreveport, La.


Dorland, 244 Madison, N. Y.—Will place advertising after April 1 for Roman Woodcock, Waldorf-Astoria & Louis Sherry, N. Y., Bellevue-Stratford, Phila., and New Willard Hotel, Washington.

Dorrance, Sullivan, S. Wash.—Placing order for newspapers in Middle West for Brand Brewing Co. (food specialties), Chic.

Federal, 6 E. 39th, N. Y.—Placing pattern advertising for McCall Co.

Full page reader attention for the price of 1,000 lines. It's worth thinking over.

Boston Daily Advertiser
Boston's Only Picture Newspaper.

W. W. Chew, 1819 Broadway, New York
E. A. Holman Monard's Bldg. San Francisco
W. H. Wilson, 909 Hearst Bldg., Chicago

In every trade territory.
One newspaper must lead
To the paper which best serves its readers and its advertisers, naturally goes this leadership.

In Houston and South Texas this distinction is held by the
Houston Chronicle
Texas' Greatest Newspaper

M. E. Foster, Publisher

News League of Ohio
Dayton News
Springfield News

The papers with the big circulations and commanding prestige.
I. A. Klein, Foreign Representative
50 East 2nd St., New York
6 West 43d St., Chicago

Today's Housewife
A national magazine

Frank, 14 Stone, N. Y.—Placing orders for A. M. Dodge & Co., Chicago and Milwaukee.

Frank, 332 S. La Salle, Chicago—Placing advertising for C. M. Garland (No-Jolt automobile spring check).


Gundlach, 949 Broadway, N. Y.—Placing orders with newspapers for Wm. H. Wise & Co. (books), N. Y.

Also Pelman Institute of America, N. Y. and U. S. Shipping Bd., Washington, N. Y.


Hancock-Payne, Phila.—Placing orders with Penna. papers for Philadelphia Public Ledger.

Harvey, Walton, Atlanta—Placing copy in dailies for Creomulsion Co. (medical), Atlanta.

Hellwig, 299 Madison, N. Y.—Will handle advertising for McAlinn Perfume and Mountain Club, N. Y., after April 1.

Hern, Hurst & McDonald, Chic.—Secured account Pierce Arrow Motor Car.

Hicks, 52 Vanderbilt, N. Y.—Sending out copy to newspapers for Delco Motor Co.

Keeler & Hall, Cincinnati—Secured account of Paul Shoe Mfg. Co., 10 E. 57th, Cincinnati.

Littlehale, 949 Broadway, N. Y.—Using southeastern newspapers for Trans-Missouri Freight Co., Kansas City.

Hicks, 52 Vanderbilt, N. Y.—Sending out copy to newspapers for House of Swandan.

Keele & Hall, Cincinnati—Secured account of Paul Shoe Mfg. Co., 10 E. 57th, Cincinnati.

Littlale, 949 Broadway, N. Y.—Using southeastern newspapers for Trans-Missouri Freight Co., Kansas City.

McClure, 111 W. Monroe, Chic.—Placing advertising for Maytag Co. (washing machines), Newton, La.

Mitchell, Charles, N. Y.—Sending orders for Dictograph Products Co. (radio phones), Chic.

Mitchell - Faust, Tribune, Chic.—Making 5,000 line contracts for Borden Co.

Moore, 449 4th, N. Y.—Placing contracts for Enoch Morgan Sons (Sappho), N. Y.

Mumm - Rome, Columbus—Secured orders for four magazines, Chic.

Newell-Emmet, N. Y.—Sending out 5,000 line contracts for Mansfield-Mass Co., N. Y., beginning Feb. 25, to run every day to Southern California papers will be used. Advertising will be resumed about the end of April until expiration of contract.

Rogers & MacAvinche, N. Y.—Placing orders and contracts for Swift & Co.

Stockford, Summit-Cherry, Toled—Sending out orders for American Grain Floor Surfacing Machine Co., Toledo.

Suedhoff-Ross, St. Louis—Placing orders with newspapers for Wedge Heel & Rubber Co., Chic.

Sweet & Phelps, 210 E. Ohio, Chic.—Placing orders with small newspapers for Milwaukee Print Club.

Vanderhoof, E. Ontario, Chic.—Placing orders with newspapers for Allaire Woodward & Co.

V.C. Candler, N. Y.—Making 3,000 line contracts for Ridgeway's Tea.


A special edition of the Superior, Wis. Evening Telegram was issued recently to mark the newspaper's occupying its new home. A section of the paper was given over to the story, which was handsomely illustrated with photographs of the working departments of the newspaper.

The Telegram's new home provides all of the conveniences that are necessary today in newspaper making. The general layout of the offices and workshop is in keeping with the general plan to produce with maximum economy.

From the front office through the advertising, editorial and mechanical departments everything that is modern newspaper making has been installed. The Telegram's engraving department is one of the features of the new building.

The Telegram was founded in 1890, when Superior was experiencing a boom. In 1897 the paper was incorporated and then began a succession of expansions. Quarters were enlarged and as fast as the business grew more space was required until the space that the present building affords was adequate.

The facility for expansion has been allowed for in the new structure and the space needed, it is expected, will be provided for.

The officers of the Telegraph company are J. T. Murphy, president; S. A. Buchanan, vice-president, and Clough Gates, secretary and treasurer.

The Telegram is a member of the Associated Press, the American Newspaper Publishers Association, the Northern Daily Press Association, Wisconsin Daily Newspaper League, the North-west Daily Press Association and the Audit Bureau of Circulations.

BAY STATE DAILY INSURES FUND FOR HEROES' FAMILY.

That when it comes to sensing public favor stronger than it is with the news which appeal the "small town" papers are far behind the city sheets at present running a very successful campaign to raise funds for the bereaved family of Patrolman John P. Reilly, a Milwaukee police officer who was recently murdered while attempting to catch a criminal.

The News, of which Ray Callahan is editor, started off the fund with a substantial subscription and the response has been a ready one.

Twenty-Nine Years Old.

The Seattle Argus has just completed twenty-nine years of existence, all but six weeks of which has been under the present ownership and editorial management. H. A. Chadwick, is publisher of the paper.

The Detroit Free Press “Michigan’s Greatest Newspaper”

The Free Press has both quantity and quality in circulation and is the only morning newspaper serving Detroit and Surrounding territory.

Special Representation
Ferre & Conklin
New York, Detroit, Chicago, San Francisco

It pays to advertise in the
St. Louis Times
Now generally recognized as the home newspaper of St. Louis.

Foreign Advertising Representations
G. Logan Payne Co.
Chicago, Los Angeles.
Payne, Burns & Smith Boston

The Richmond, Va., Times-Dispatch is delivered to 12,000 of the city's best homes.

In all Virginia it’s the same story, Brooks & Finley, Inc.
New York, Phila., Chicago, San Francisco
First in National Advertising

In 1923, The New York Times published over 8,900,000 daily, gate lines of national advertising, a gain over 1921 of 9,410,000 lines and nearly double that of the next New York newspaper. The Times published 18.7% of the national advertising appearing in all New York newspapers, morning and evening.

THE LOS ANGELES EVENING HERALD

led all newspapers in the entire world in advertising gains 1922 over 1921

GAIN 493,854 LINES

Representations:

H. W. Moloney 604 Times Bldg., New York
G. Logan Payne 401 Dearborn Bldg., Chicago
M. N. Michigan Ave., Chicago
A. J. Norris Hill 710 Hearst Bldg., San Francisco

In New Orleans
it's the
New Orleans Item

HOW ADVERTISING MAKES SYMBOLS FOR QUALITY.

SUCCESS OF MANUFACTURERS IN WINNING GOOD WILL OF PUBLIC UNDER TRADE MARKS AND TRADE NAMES, SHOULD BE HAILED AS HIGH FORM OF COMPETITION.

Eversince merchandising began, in the twilight of barter and trade, goodwill has been recognized as a valuable asset. We... the American Sugar Refining Company told members of the American Specialty Manufacturers' Association at a recent meeting.

"Even inthe present day," he continued, "when diversity in industry is hastened into such a rapid pace by the stupendous development of communication and of finance, we still think of certain cities in terms of good will represented by their excellence in the manufacture of certain products.

"We thing of the development of their great divisions of labor, making possible the maintenance of such specialties... Leeda for its textiles, Delft for its pottery, Amsterdam for its diamond cutting, Belfast for its linen, Venice for its glass, Sevres for its porcelain, Lille for its machinery, Paris for its fashions, and so on through a long list of cities and towns representative of the world, and especially in our own country. All these developments are inordinately slow, however, and the service to mankind and then out of the perspective of the superiority of such service.

"This recognition is spoken of broadly as good will, a century ago, Lord Eldon defined good will as "the probability that the old customers will support the old business." Good will in the simple term of doing American business is 'Good reputation.'

"The item of good will has come to have a value in manufacturing properties. All the buildings of the Curtis Publishing Company might burn tonight, and the presses be destroyed, yet the Saturday Evening Post and the Ladies' Home Journal would still be among the great magazine properties of the world.

"The plants of Colgate & Co. might disappear through fire, flood, or war, yet customers' soap would continue, and probably the famous trade name of Colgate would be again in use. The same may be said with equal truth of Ivory, Pos- ton, and others.

"Trademarks and trade names are the stepping stones of the returning patronage of customers to the old place. National advertising educators and invites the vast number of buyers to return to the old place and so crowns and completes the economic cycle of merchandising.

"Let me now examine briefly but more intimately the subject of trade marks, trade names, and national advertising. All business is built on service, primarily as a necessity and secondarily as a convenience or luxury.

"Aside from all social and legal considerations it would be quite likely that any single industrial unit, not itself quasi-public, could expand as much as our entire advertising industry. At least, no industrial unit has done so, in such key industries as flour, sugar, meat, coal, and pharmaceuticals.

"Ford development possibly comes nearer to being an exception than any other instance in our mercantile history. As the market expanded the percentage of business of any one company usually declined. Various reasons contribute to this result, but we shall emphasize the fact that formerly dominant industrials lacked appreciation of the value of maintaining their national advertising as creators of good will.

"If you need no catalogue of names to recall that it has been only within the last fifteen or twenty years that industries of business have begun to increase and to buttress their good will by adopting trade marks and by national advertising. The National Biscuit Company and the Royal Baking Powder Company were among the earliest. Very few trade names occupied the national field, and Unicef and Royal Baking Powder were pioneers.

"In the eleven years from 1870 to 1881 there were only 8,190 applications to the Patent Office for trademark registration, while in the single year 1921 there were 15,852 applications. The point is also illustrated by the greater importance formerly given to patents. A patent was greatly desired because it was a monopoly. Now, the futility of patent monopoly, as of any other monopoly, as a basis of permanent economic success is generally recognized. In fact, as business men, know that a patent is generally a passport to trouble, as, indeed, are all attempts to monopolize merchandising. In the success, ancient and modern, rests on service, on good will, on the return of old customers to the old stand, openly, freely, and with satisfaction.

"Once the manufacturer crosses the Rubicon of national advertising he cannot shirk or repudiate his pledge. For in this brand he has provided a guarantee also with the means of retraction. Thus is provided an opportunity to work the destruction of any manufacturer who falls short of shirking on quality, truth, or value.

"That the public realization of this protection it has in such competitive development is conclusively shown by the firm rejection of the doubtful depth of bin and barrel and by its steadily increasing acceptance of our national product. Trademark and trade mark package products of our food manufacturers, and by the ever increasing number of name articles of our daily life, whether a Steinhaw, a Camel, a Pontiac, or a Piano, Van Gillette.

"The effort of the manufacturer to win the good will of the public under trade marks and trade names by national advertising should be hailed as the highest and finest form of competition.

THE CLEVELAND NEWS and the News-Leader

(SUNDAY)

National Advertising Representative

THE GEORGE A. McDEVITT CO.

103 Fifth Avenue, NEW YORK.

People's Gas Building, CHICAGO
THE BUFFALO EVENING NEWS
Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY, Reps.
Marbridge Bldg. Lytton Bldg.
New York Chicago

VETERAN EDITOR, ASSOCIATE OF ELDER BENNETT ON THE
Herald, Dies.

Thomas B. J. Conny, for many years managing editor of the New York Herald under James Gordon Bennett, died of pneumonia at his home in Atlantic City last Saturday.

Mr. Conny was born in Ireland in 1835, but was brought to this country in the New York City Board of Education. In addition to his journalistic activities he was the author of several volumes, both of art and fiction.

The death of Mr. Conny removes the last link, except one, between this generation of newspaper men and the executive forces who gave authority and distinction to the New York Herald under the elder James Gordon Bennett.

The only member of the elder Bennett's staff now surviving is William J. C. Meighan, who joined the Herald staff in 1867, five years before the elder Bennett's death, and who at different times held temporary executive position even before his permanent appointment as city editor in which position he served over a decade of years, during which time he then Bennett startled the world with his Arctic and African explorations.

It is interesting to know that Mr. Meighan was the first Northern newspaper man personally to investigate in their own camps the original Koo Klux Klan. His interviews on this subject were with Col. General N. B. Forrest, and F. A. Brownlow, then Governor of Tennessee, are among the paper classics of the post-Civil War days.

VETERAN TEXAS EDITOR, ONE OF FOUNDERS OF TEXAS PRESS, PASSES ON.

Colonel John G. Rankin, 82 years old, one of the oldest of the old-time editors of Texas, founder of the Brehm Banner, and one of the organizers of the Texas Press Association, died in his home in Brenham on February 8.

When a small boy Colonel Rankin worked on the Brenham Enquirer, of which his father was owner. He attended Baylor College at Independence for a year, resuming his newspaper work, which was again interrupted when he enlisted in the Confederate army.

After serving the full four years of the war, he returned to Brenham, where he and Daniel McCarthy started publication of the Southern Banner in 1866. The name was later changed to the Brenham Banner, and is now the Brehm Banner-Press, which has not missed an issue in fifty-seven years of existence. In 1871 Colonel Rankin purchased the interest of his partner and was sole owner of the Brehm Banner for more than forty years. In 1912 he sold it in the present management, and in 1917 he became editor of the Brenham Weekly Messenger, when the Texas telephone was changed from a German to an English publication. Failing eyesight caused him to retire from newspaper work in 1919, and for the past few years he served as justice of the peace of the Brehm precinct.

Colonel Rankin assisted in organizing the Texas Press Association in 1869, when the newspaper was chosen president in 1898, and through his influence the association met in Brenham in 1900. He was a prominent member of the Texas Editorial Association, in which a requisite for membership was active editorial service for at least thirty years.

DEATH TAKES WELL-KNOWN NEWSPAPERMAN.

William McCormick, publisher of the Reading, Pa., News-Times and the Herald-Telegram, died last Sunday of pneumonia after a brief illness.

Mr. McCormick was born in Harrisburg, Pa., April 24, 1866. He was graduated from Yale in 1887, and his newspaper career started as a reporter on the Boston Post, going from there to the Philadelphia Record and the Daily Evening Bulletin. He was a prominent member of the oldest Boy Scout groups in READING and a boy's bimonthly editor.

Mr. McCormick was unmarried.

BENJAMIN BEAL, for a number of years a telegraph operator in the old New York American bureau at Washington, D. C., Monday, at his home in Wilkesville, N. Y. He was well-known as one of the fastest hand-type setters in this country, Mr. Beal was about fifty years old and was well-known in newspaper and telegraph circles as one of the fastest operators in the newspaper business. He was a lifelong boy, and was well-received by the loss of his left arm.

J. W. LEEPER, who was a proof-reader on the New York Times for ten years, died on Sunday at his home in Philadelphia. He was well-known as one of the fastest hand-type setters in this country. Mr. Leeper was 62 years old and a native of Fairmont, W. Va.

FREDERICK C. SWETT, 53 years old, died recently. He began newspaper work as sports editor on the New York Sun. After he had coached football at Tulane University and at University of Pennsylvania, he became a correspondent for the Associated Press and was for ten years a telegraph editor of the Bangor, Me., Daily Commercial, going to the latter commerce as specialist in industrial statistics and SUNDAY investigation. He assisted in installing courses in the Harvard school of business administration and was in special service during the war.

MISS FRANCES ENN BURR, sister of Alfred E. Burr, founder of the Hartford, Ct., Times, died at her home in Hartford February 9 in her ninety-fifth year. She was one of the pioneer suffragists in Connecticut. Miss Burr was associated with Isabella Beecher Hooker, Susan B.

THE SYRACUSE POST-STANDARD IS THE BIG, POWERFUL
recruit-producing medium of Central and Northern New York.

Average Seven-Day Net Paid Circulation
53,278

For Six Months Ending Jan. 1, 1923, average daily circulation of any newspaper published in this part of the State.

Represented by PAUL BLOCK, Inc.
New York Chicago Boston

THE JOURNAL IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
New York, Phila., Chicago, San Francisco

NEWSPAPER CENSUS
Washington, D. C.

The latest house to house canvass reveals the extent to which Washington Newspapers are read in the homes.

DAILY

The Evening Star . . . 84%
2nd Newspaper . . . 35%
3rd Newspaper . . . 34%
4th Newspaper . . . 22%
5th Newspaper . . . 18%

SUNDAYS

The Sunday Star . . . 78%
2nd Newspaper . . . 43%
3rd Newspaper . . . 27%
4th Newspaper . . . 20%
THE DAY-WARHEIT
America's FOREMOST Jewish Daily
Reaches the forum purchasing power of the Jewish element in America.
Essentially a home paper—written and read by every member of the family.

THE DAY-WARHEIT
"The National Jewish Daily."
Member A.B.C.
Main Declaration Office: 42 East Broadway NEW YORK

DALLASEVENING JOURNAL
Published by A. E. Belo & Co.
Covers the afternoon field as completely as does the Dallas News in the morning.

WASHINGTON
America's FOREMOST Jewish Daily
February 17, 1923

Morning Circulation

WASHINGTON
February 17, 1923

America's FOREMOST Jewish Daily

Day-Warheit
WASHINGTON
February 17, 1923

Representative
WASHINGTON
February 17, 1923

KANSAS is a rich, responsive field. It is best covered by the
TOPEKA CAPITAL
The only Kansas Daily with a general Kansas circulation
domains its field in circulation, all classes of advertising, news, prestige and reader confidence.

II PROGRESSO ITALO-AMERICANO
CAY, UFF, CARLO BARTERI
Publisher and Editor
Guaranteed Daily Circulation 129,120
THE LEADING ITALIAN ADVERTISING MEDIUM
49 Elm Street NEW YORK CITY

MONTREAL LA PRESSE
thoroughly and completely covers the population of one of the largest French speaking cities in the world. With sixty-five per cent of the 700,000 persons in the city French attaching to reading, the newspaper, which covers this class comprehensively supplies a wonderful market to the foreign advertiser.

WM. J. MORTON CO., Representatives
NEW YORK, Fifth Ave. Building.
CHICAGO, Tribune Building.
TORONTO, 128 Bay Street.

Anthony and Julia Ward Howe. In the founding days of Connecticut Suffrage Association in 1869, and was secretary of the association for forty-one years. Mrs. Howe was the young- est of fourteen children.

CHARLES B. WESTERVELT, 65 years old, for twenty years a com- positor on newspapers in Queens Borough, New York, died Friday of last week at his home in Whitestone, N. Y. He learned the printer's trade nearly forty years ago in the office of the Whitestone Herald.

MRS. LAURA J. TUTTLE, mother of Clyde Tutt, editor of the Columbus Ohio State Journal, died last week. She was born in Clinton, Ohio, August 8, 1845. She leaves twenty-one grandchildren and two great grandchildren.

HARRY F. HIGGINS, 48 years old, managing editor of the Tacoma Wash., Ledger, died recently in that city after a long illness. Before going to the coast about twenty-three years ago, he worked on newspapers in Minneapolis and Chicago.

MRS. ALTA K. BRADLEY, 29 years old, wife of Henry D. Bradley, assistant business manager of the Toledo Blade, died of pneumonia last week.

ROGER O. CONANT, for several years telegraph editor of the Buffalo Evening News, died recently in Buffalo. He has been in poor health since a nervous breakdown which occurred in 1917.

ARNOTT J. MAGURN, a well-known veteran Canadian newspaper- man, died recently in Ottawa, at the age of 62 years. Mr. Magurn was born in Kingston, Ont., in 1861, for a short time before taking up newspaper work, he studied law. His newspaper career commenced with the

LARGEST MORNING CIRCULATION in the Nation's Capital
THE WASHINGTON POST
DAILY & SUNDAY $e
Member A.B.C.
Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

WINSTON-SALEM, North Carolina's Largest City (U.S. Census)
Twin City Sentinel leads all North Carolina Dailies in Home Circulation
(Member A.B.C.)

The Sentinel goes into eight out of every ten homes in Winston-Salem.

WINSTON-SALEM SENTINEL
Representatives
FROST, LANDIS & ROTH
New York Chicago St. Louis

H. W. KASTOR & SONS
ADVERTISING CO. CHICAGO

S. C. THEIS COMPANY
SPECIAL REPRESENTATIVES
NEW YORK CHICAGO

The JOHN BUDD CO.
Representing Newspapers of 9 East 87th St., NEW YORK Tribune Bldg., CHICAGO Chemical Bldg., ST. LOUIS, ealey Bldg., ATLANTA securities Bldg., SAN FRANCISCO Examiner Bldg., LOS ANGELES Title Insurance Bldg., LOS ANGELES

Paterson's the Morning Times gives you real movie news.

STEVENS & BAUMANN, Inc.
4 West 42 St. 1 Nat'l Bank Bldg., New York
Higgins Bldg., New Orleans
Dunbar Bldg., San Francisco

was robbed in her hotel in Paris this week of jewelry valued at $1,000. A police inquiry has been opened, but it is rendered difficult owing to the fact that Mrs. Pulitzer was unable to specify when she last saw the missing articles.

JOURNALISTS MAKE THE BEST MOVIE DIRECTORS?
Lee Meredith and his assistant, Miss Jeannette Porter, are cited as examples of the value of newspaper training for the movie business. Mr. Meredith came through a newspaper office from the position of cub reporter to that of managing editor. Miss Porter studied journalism in college and went on to a newspaper paper. They are now translating Gene Straton Porter's novel "Michael O'Halloran" to the screen.
During January, the TOLEDO BLADE continued to gain in advertising as well as to maintain its lead in all classifications.

<table>
<thead>
<tr>
<th>Category</th>
<th>BLADE Lines</th>
<th>Next Paper Lines</th>
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</thead>
<tbody>
<tr>
<td>Local Advertising</td>
<td>758,660</td>
<td>482,930</td>
</tr>
<tr>
<td>National &quot;</td>
<td>162,844</td>
<td>101,241</td>
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<tr>
<td>Automobile &quot;</td>
<td>29,855</td>
<td>15,432</td>
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<tr>
<td>Nine Leading Stores</td>
<td>300,198</td>
<td>212,593</td>
</tr>
</tbody>
</table>

As already announced, the total advertising lineage for 1922 was

BLADE . . . . . . . . . 12,913,838 lines
Next Paper . . . . . . . . 9,029,750 "

Circulation of the BLADE 100,317
Next Paper . . . . . . . . 65,836

National Advertising Representative:

New York  Chicago Inc. Boston  Detroit
Merchandising Service in Chicago

The logical place to go for effective merchandising service is to the newspaper whose advertising leadership in its community gives it greatest influence with dealers. In Chicago that newspaper is The Daily News.

Co-operation of the dealer is easily secured by The Chicago Daily News because it means to him a repetition of merchandising success that has so consistently increased his profits.

It is the routine of good business with him. He knows The Chicago Daily News is as distinctly a part of his business as his own show window—that his customers habitually shop through it.

The day after day, year after year, advertising leadership of The Daily News in Chicago has established it in minds of Chicago people as the great shopping medium—the market directory of Chicago, through which they buy and upon which they depend to keep up to date regarding desirable merchandise.

Accordingly, the first step in merchandising in Chicago is use of The Daily News' advertising columns.

The second is use of The Daily News' merchandising service.
INLAND INTENSIFIES WAR ON SPACE GRAFTING.

ABOLITION OF EVERY KIND OF FREE PUBLICITY IS RECOMMENDED BY RESOLUTION — F. H. BURGESS CHOSEN FOR ANOTHER TERM AS PRESIDENT.

Frank H. Burgess, publisher of the La Crosse, Wis., Tribune and Leader-Times, was re-elected president of the Inland Daily Press Association at the closing session of the two-day annual meeting at Hotel Morrison in Chicago this week. Wil Y. Tufford of Clinton, la., was again named secretary and treasurer.

High lights of the baking powder advertising controversy which has attracted the attention of newspaper publishers all over the country were presented to the Inlanders by representatives of the Sehl Advertising Agency and the Jacques Manufacturing Company, makers of K.C. baking powder. Another feature of the meeting was the Inland's resolution advising its members to bar absolutely all publicity.

State vice-presidents named at the Wednesday session included: Arkansas, George H. Adams; Bluff, Illinois, M. S. Shaw; Indiana, Wil O. Feuerler; Iowa, O. O. Odle; Washington, Kansas, George W. Marble; Kentucky, Urey Wendt; Michigan, Rachel Minnig; Minnesota, Fred Nolta; Fulton; North Dakota, N. B. Black; Fargo; Nebraska, J. H.

FIRST RADIO NEWS DISPATCH TO ENGLAND SENT BY NEW YORK WORLD.

Radiophone communication between the United States and England was established several weeks ago but the first news dispatch to be forwarded for publication in a London daily was broadcasted from station WOR in Newark, N. J., Saturday by Roots, a reporter for the New York World. Whether the news was received is problematic, as neither the station nor the New York World has been advised of its reception.

The development of radio broadcasting and the newspaper business in the last year has been on a decidedly large scale. Newspapers have arranged and sent out programs, given over much space and some have developed large radio departments in their newspapers.

The first experimental use of the radiophone in news transmission was made in Michigan during a storm in 1922. When telegraph and telephone wires were down, news despatches were broadcasted and picked up by amateur operators, in some cases, and turned over to newspapers.

The London receiving station and the London newspaper were advised in advance of the proposed experiment of last Saturday. As England has no radio station powerful enough to call the United States an answer was to be expected in the dispatch sent by the in its own dispatch to the receipt of the news matter. This has not been received.

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Like a forest against the skyline, radio masts tower over Philadelphia

Glance in any direction in Philadelphia from the elevated railroads, or from the taller buildings—you gain an idea of the great market for radio goods in the third largest city in America.

At the receiving end of each of these radio outfits are enthusiasts watching every new development—and buying equipment to perfect their sets.

If you make radio equipment, you can persuade this great army of fans to insist upon getting your goods.

Retailers of radio goods select The Bulletin to carry their selling talks to the buying public—because in The Bulletin they can reach most fans and radio prospects in and around Philadelphia.

Dominate Philadelphia
Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

Philadelphia's Newspaper

The Evening Bulletin

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in America.

1922 net paid average circulation: 493,240 copies a day.

NEW YORK
Dan A. Carroll
166 Nassau Street

DETOIT
C. L. Weaver
Verree & Conklin, Inc.
117 Lafayette Blvd.

CHICAGO
Verree & Conklin, Inc.
28 East Jackson Blvd.

SAN FRANCISCO
Allen Hopmann
Verree & Conklin, Inc.
681 Market Street

LONDON, M. Bynes, 136 Pall Mall, S.W. 1

PARIS, Ray A. Washburn, 5 rue Lamartine, (9).

(Copyright 1922—Bulletin Company).
BURNHAM STOPS IN NEW YORK ON TRIP HOME.

BRITISH PUBLISHER IS AGAIN ENTERTAINED DURING HIS BRIEF STAY—WEST INDIAN TRIP INCLUDES SURVEY OF PEOPLE'S SENTIMENT ON U.S. ANNEXATION.

Viscount Burnham, owner of the London Daily Telegraph and Britain's leading newspaper owner, will sail for home today after a visit to the United States and the West Indies, during which he passed several days in New York and addressed the Imperial Press Congress at Jamaica. Viscount Burnham reached New York Thursday on the United Fruit liner Metapan, and will sail for England at noon today on the White Star liner Celtic.

Two interesting engagements were crowded into Viscount Burnham's brief stay in the United States. On Friday he was a luncheon guest of Mr. and Mrs. Ogden Mills Reid, and on Thursday evening he was guest of Melville E. Stone, counsellor and former general manager of the Associated Press, at a small dinner at the Lotos Club.

Viscount Burnham.

on Thursday evening he was guest of Melville E. Stone, counsellor and former general manager of the Associated Press, at a small dinner at the Lotos Club.

Newspapers in Jamaica, Viscount Burnham said, receive extensive cabling reports, so that he had been enabled while away to speak as an authority on the subject.

As guest of honor and speaker at the luncheon, Mr. Imrie conveyed a message of appreciation to the more than 500 men of affairs which has been of especial interest in view of the fact that British and American news is being sent over the east for adequate trade facilities and abolition of freight rates discrimination.

FACSIMILE LETTER FROM J. J. PATRICK.

The following facsimile letter from J. J. Patrick, American consul in Great Victoria, was published in the columns of the Daily Telegraph:

'American consul in Dominica, presented to the British Cabinet a resolution, which, if adopted, will lead to the establishment of a consulship in that country."'
February 24, 1923

**THE FOURTH ESTATE**

**EDITOR GRIFFIN TO BRING OUT NEW BOOK IN MAY.**

Keen interest on the part of New England newspapermen who are "in the know" attends the publication scheduled for May 12 of a book of reminiscences by Daniel H. Griffin, the man who, for forty years conducted the destinies of the Springfield, Mass., Republican, as its managing editor. Its title is, "People and Politics: Observations by a Massachusetts Editor."

Mr. Griffin attended the national and state conventions of both the Democratic and Republican parties from 1880 to 1916. Not only his personal experiences and philosophy, but Mr. Griffin, but the standing and repute of his newspaper in the country at large, enhances the anticipated volume with an unusual fascination.

Mr. Griffin is exceptionally well qualified to write a book of reminiscences of politics and journalism. He went to the Springfield Republican, one of the most influential American newspapers, as a cub reporter in 1872, immediately after his graduation from Williams College. He received his training under Samuel Bowles, the elder, and within a few years became managing editor, a position he held until his retirement in 1919.

During the period of his connection with the Republican covering almost half a century, it has been one of the best edited of America's great newspapers, a splendid training in journalism from which many men have gone forth to become powerful influences on other newspapers.

**WOULD BOND TEXAS PAPERS.**

A bill requiring Texas newspapers owning less than $10,000 in physical property to furnish a $10,000 bond for protection of judgments secured by persons in actions for libel has been introduced in the Texas legislature by Representative Jacks of Dallas, and is signed by several other members of the lower house.

An amendment will be offered by the author of the bill when it is considered in committee, to prevent its touching country small town newspapers, the amendment to provide the regulation shall only apply to papers established in cities of 20,000 or more population.

**NEWSPAPERS REPRESENTED IN LEGISLATURE.**

Twenty-five Texas newspaper publishers and editors, members of the Texas senate and house of representatives, have organized the Webster-Franklin Club, and will hold weekly sessions during the legislature. The newspaper men will talk shop and discuss legislation affecting the publishing business.

F. M. Cowen of Houston is president; F. B. Russell of Groveton, secretary; H. E. Fanthon of Marble Falls, treasurer; Lee Roundtree of Bryan, chaplain, and Will C. Edwards of Denison, sergeant-at-arms.

**IDAHO PAPER SOLD.**

George R. Barker, owner of the Pend d'Oreille Review, at Sandpoint, Idaho, which he founded and has published for seventeen years, has disposed of the paper and plant to Fred Wilde of Stillwater, Minn. Mr. Wilde is well-known as a newspaper man in the Northwest, having worked in an editorial capacity upon some of the dailies in the larger city and published papers of his own in smaller places.

**AGENCY NAMES DIRECTOR.**

Porter-Eastman-Byrne Company, Chicago, has appointed Albert H. Hopkins director of plan and merchandising.

**Get the Other Half of the Machine**

Every Daily Paper in America "sets type" on line-casting machines. But type is only half the machine's capacity—only half the material necessary to "set the ad." In the display section Space and Base are more than half.

This STEVENSON FURNITURE MOLD will cast the "biggest half" on these same line-casting machines. Real, man-size make-up stuff—6-12-18-24-30-36 pt 30 pica lengths. Get the Other Half.

Cast your own Space and Base.

**PROFANITY TAX EXPERIMENT BY MAINE NEWSPAPER'S COMPOSING ROOM.**

A swearless composing room is the aim of the publishers and employes of the Skowhegan, Me., Independent-Reporter, one of the most successful weekly publications in the United States. To make the mechanical department of the Independent-Reporter, a tax has been put upon curs words. Roland F. Patton, business manager of the Independent-Reporter, tells of the use of the "swear box" as a way to make the paper. The convention of the American Newspaper Publishers Association is often prohibited in printing establishments. This prohibition is doubled in the Independent-Reporter, because the would-be smoker, but ordinarily the edict is issued with special reference to fire risk. Few offices have any rules against swearing, presumably because no fire hazard or other property damage is likely to result therefrom.

The mechanical department of the Independent-Reporter, however, has cut swearing out or is on the way to. The editor, hoping to reform himself in this respect and to improve the quality of language usually indulged in by those around him, has established a box into which each man is required to drop a penny for every oath or other rough word. "Be Gee," "Goodness sake" and similar expressions are thus put on a par with the downright, honest-to-goodness curs words. The result is that the pennies jingle fast and furious and the "swear fund" accumulates in merry fashion.

The foreman is usually fair-minded but he did not provide a box big enough. Another week will call for a new depository. The plan as originally announced did not provide for the use of the fund thus collected. It is generally understood, however, that they will sit down at an office excursion in the summer, in which all, profane or otherwise, will be welcome to participate.

Seriously, the idea is a most excellent one. When a rough word breaks out, all in hearing immediately form themselves into a committee to see to it that the guilty party pays his fine. The influence is splendid and already substantial improvement in the language, in vogue in this department is manifest.

**HEARST'S INTERNATIONAL APPOINTS R. P. DAVIDSON SUCCESSOR TO R. H. WALDO.**

Robert P. Davidson, who has been the business manager of Motor, has succeeded R. H. Waldo as business manager of Hearst's International.

Mr. Waldo, before his association with Hearst's International two years ago, had been general manager of the American Association of Foreign Language Newspapers, New York, and secretary of the New York Tribune.

He was at one time advertising director of Good Housekeeping and developed the "Good Housekeeping Institute" for that publication.

Earle H. McHugh, Western manager of Motor at Chicago, has taken Mr. Davidson's place as business manager of that publication.

**MISUSES NAME OF THE NEW YORK TRIBUNE.**

The New York Tribune is looking for a man describing himself as a present or former employee of that newspaper who is soliciting funds for some project described as having to do with symbolizing the stars on the American flag. The man is said to accept contributions in cash instead of by check. The Tribune states that it has no connection with any such project or solicitation.
EIBEL DEVICE FOR PAPER MACHINES WINS IN COURT.

CHIEF JUSTICE TAFT HANDS DOWN DECISION UPHELDING PATENTS ON EQUIPMENT WHICH REGULATES SPEED OF FOURDRINIER MACHINES THAT MAKE NEWS PRINT.

Under a decision by the United States supreme court, handed down last Monday in the case of the Eibel Corporation against the Minnesota and Ontario Company in the circuit court of appeals, the judgment of the district court was reversed. Meanwhile, appeals were pending in the court of appeals, the judgment of the district court was reversed. Meanwhile, appeals were pending in the court of appeals. The circuit court of appeals is reversed and the decree of the district court is affirmed.

FOUR TEXAS OIL CONCERNS CHARGED WITH FRAUD AD COPY.

Misrepresentation in the advertisement and sale of oil stock is alleged in a complaint issued by the Federal Trade Commission against the four oil companies of Fort Worth, Texas. According to the citation, the respondents caused to be circulated statements to the effect that the four companies represented that they were in a position to supply oil on a speculative basis, whereas it is alleged that the companies had no such financial condition. The four companies are: J. W. Jones, Old Tipton Oil Pool, Albert S. Leach, Co-Operative Oil Interests, C. R. Farmer.

SHEEP AND GOATS AMONG THE PRESS IDENTIFIED BY PUBLISHER McCLURE.

Praise of what he called the "carefully edited section of the press" and lament for the superficial and inaccurate writings on modern politics, were contained in a speech made by S. S. McClure, magazine publisher, before the Aeronaut Club of Detroit last Monday. "A certain number of newspapers learn what they say from other newspapers, and pass them on, or publish them," he said. "Editors are not in the business of publishing, but in the business of handling. It is these that we, in our long trip through Europe and Asia.

DALLAS FEATURES FARM NEWS.

A feature of agricultural news has been inaugurated by the Wausau, Wis., Daily Record Herald. The first farm section, published February 13, contained two pages of matter and on February 18, a four-page section was made part of the regular run.

INLAND PRESS TO WAR ON SPACE GRAFTING.

(Continued on Second Page)

WHEREAS that object can be accomplished only by united co-operation of the members of the Inland Daily Press Association and strong political associations and organizations as can be influenced to join in this attempt, therefore,Resolved that the Inland Daily Press Association in convention hereafter recommends to its members that afterhere they publish a "special" the way of press bureau staff.

JOKE ON TWO JOURNALISTS SEEKING NEWSPAPER.

Some months ago, Harvey Ingham, editor of the Des Moines Register, published a little volume devoted to the earlier publication of newspapers. "The Bee had not been buzzing, for lo! these many years.

INLAND PRESS TO WAR ON SPACE GRAFTING.

(Continued on Eleventh Page)

DAKOTA EDITORS ELECT.

Paul Dutcher, editor of the Brookings Register, was elected president of the South Dakota Press Association at its closing session Saturday at St. Paul. Other officers chosen were: M. I. McGowan, Aberdeen, first vice-president; H. Z. Mitchell, Bemidji, second vice-president; Carl Eastwood, Le Sueur, third vice-president; H. C. Horseling, Mapleton, treasurer; John F. Halliday, editor of the Argus Leader, secretary.

WOMAN WRITER DECORATED.

Poland has honored Mrs. Elizabeth Ascher, a correspondent of the St. Catherine's, Ont., Standard, by conferring the Polish decoration, Polonia Restitutita, on her for her work among the Polish soldiers during the war and the years following.
THE BIG SCHEME OF SIMPLE OPERATION

THE LINOTYPE ASSEMBLY
The Quality of Hand Composition with the Economy of the Machine

The individual matrices which are to compose a line are assembled in a "stick" and held in plain view in front of the operator. Until he is ready to release it for casting, it remains perfectly flexible, subject to any revision of spacing or arrangement.

That is the reason why Linotype composition never looks stiff or mechanical. It has all the quality and character of the best hand composition, but costs much less.

MERGENTHALER LINOTYPE COMPANY
29 Ryerson Street, Brooklyn, N. Y
History of the Year—

Stupendous slide of national copy from other fields to newspaper columns.

Consolidation and expansion into "big" business of newspaper properties.

Large number of changes in personnel, in agencies, special representative organizations, etc.

All of this, and 52 other major classifications, complete, comprehensive, and compact, contained in the

BOUND VOLUME OF
THE FOURTH ESTATE

Write for Your Library Copy NOW

THE FOURTH ESTATE
232 West 59th Street, New York.
ARCHAEOLOGY AND THE PRESS; OR, WHO IS EXPLOITING OLD KING TUT MOST

When does archaeology become grave robbing? asks the Duluth News-Tribune. That question seems to be causing some concern to the Egyptian government as a result of the methods employed by those who are engaged in the extremely interesting job of unearthing and opening the tomb of Pharaoh Tutankhamen.

Every American newspaper publisher has first-hand knowledge of the fact that these explorations have been commercialized in a most thorough manner. For weeks past, newspapers have been beset with offers to sell them "exclusive" stories about the explorations, and "exclusive" pictures. If the motion picture men were one-half as active—and there is every reason to believe they were—this commercialism extended to that field also. And then there are the magazine "rights" and the book "rights" and various other possible "rights." Undoubtedly those in charge of the exploration who have endeavored to "cash in" on the tremendous amount of publicity given the enterprise, and there is little doubt that they are interested in opening the grave from a purely scientific standpoint.

If archaeology is commercialized in this manner, and if it is to be made a source of profit, it is not very far removed from grave robbing, which is construed as a crime in most civilized countries. Explorations of this kind should be conducted in a manner that can leave no suspicion of commercialism. If a profit is to be realized, it should go to the government or to a scientific society which can and will give every assurance that the funds will be used for further explorations.

PUBLICITY VALUE STRESSED.

Advertising is not to be considered an expense, but an investment, Carlyle Thorpe, general manager of the California Walnut Growers' Association, declared in an address before a meeting in St. Paul. Mr. Thorpe, whose concern, he said, runs an advertising budget of $250,000 annually, maintained that the advertising of a commodity gives the prospective consumer a favorable impression of it. He advised close acquaintance and mutual confidence between employers and their customers and stressed the value of "catch lines" in advertisements, saying that the appeal to the eye plus appeal to the mind is of great value. "Women is the influence in buying for the home," he said, "and therefore the advertisement should appeal to her especially."

DAKOTA EDITOR CONDEMNS "CARD OF THANKS."

E. H. Warren, editor of the Spearfish, S. D., Mail, objects to the printed "card of thanks." He says: "For the relatives of the departed member of the family who happen to think those who assisted them, it is much more to the point to go personally to those friends and express their gratitude. To make a public demonstration in the newspaper is in extremely poor taste. "Persons who try to alleviate the sorrow of others do so with no expectations or desire to be publicly thanked for such services; nor are they entitled to such distinction for performing a Christian duty."

Get YOUR COPY Ready for the AGENCY NUMBER

Containing a complete list of the advertising agents of the world, thoroughly revised since its last publication in October, is soon to be issued by THE FOURTH ESTATE.

Newspapers and advertisers will find a new advantage in this list, which will be so arranged as to designate unmistakably all agencies which are members of the A.A.A.A., or which are entitled to rank among the agencies to which full recognition has been extended by publishers.

The Unusual Reference Value of THE FOURTH ESTATE List has established it as a standard trade work and a handbook that is indispensable to the advertising fraternity. It enables advertisers seeking to develop markets anywhere in the world to make a choice of a capable, accredited advertising agency, with an intimate knowledge of local marketing conditions, to handle their campaigns.

Merchandising of Newspaper Space and Business Promotion by Agencies can not be better directed than through the advertising pages of the Agency List, which assures the attention of the prospective client at a time when he is looking for a service through which to place his business.

Make Space Reservations NOW

THE FOURTH ESTATE
232 WEST 59TH ST., NEW YORK.

NEWSPAPER MAN ARRESTED FOR SMOKING.

A. N. McKay, general manager of the Salt Lake City Tribune, and several other prominent Salt Lake City citizens were arrested in a downtown restaurant Tuesday charged with violation of the state anti-cigarette law, which prohibits smoking in public places.

Mr. McKay bought a cigar at the restaurant counter, and is alleged to have lighted it before leaving the place. He was released on his personal recognizance.

ARTHUR BRISBANE ON THE FUTURE OF ADVERTISING.

"Advertising, a science in its infancy today, a profession that is just beginning, is of the very greatest importance to all of the people," says Arthur Brisbane, famous Hearst editor. "Young men will be interested to know that already in the advertising field there are great possibilities of profit. Many men are paid very large salaries—$15,000 to $25,000 a year, and even more. And they are worth it, for intelligent advertising makes the advertiser independent of his location; it enables him to reach all the people all of the time—something undreamed of in past commercial history."

CLUB WILL BEAUTIFY RIVER BANK.

The Advertising Club of Fort Wayne, Ind., has appointed an "Advertising Fort Wayne Committee" to cooperate with any organization or city movement started to improve or promote the beautification of Fort Wayne's river banks. Emulating Harrisburg, Pa., Elkhart and South Bend, Ind., and Hamilton, Ohio, Fort Wayne hopes to beautify the banks of the Maumee river.

NEW MEMBERS OF JOURNALISM FRATERNITY.

Four new members were initiated into the Quill club, honorary journalism fraternity, at the Kansas State Agricultural college recently. They were Blanche Forrester, Helen Cottrell, C. R. Smith, and Lucy Jewell. The local chapter of the Quill Club now has thirty members, the maximum number of active members allowed for any chapter.
MONTANA PAPER MOVES INTO NEW HOME.

BUTTE AFTERNOON DAILY NOW HAS COMMODOUS WELL-ARRANGED PLANT — DIDN'T MISS A SINGLE ISSUE FROM ITS OWN PRESS AND EQUIPMENT.

The Butte Daily Post has completed the task of moving its plant and offices from its old quarters on Granite street to its building at the southeast corner of Main and Galena streets, without missing a single issue from its own press and equipment.

Mechanical forces of the Post were enabled to set this record because of the fact that the paper is not published on Sunday.

Recently, after the Saturday edition had been printed, the press was dismantled at the old location and by Monday afternoon when it was again ready for work another deck had been added and by Wednesday the press was again completely assembled.

Considerable new composing room equipment was added by the Post to its plant and this was set up and ready Saturday, when all the newspaper work was ready for the day's work. In the stereotyping department too, the Post staff made a fine record in the quick change of base.

The Post's new building is a commodious structure built especially for the newspaper. Its offices are comfortable and well lighted and its mechanical departments are laid out in the most approved and economical manner.

ONE OF OLDEST PAPERS.

Despite the fact that the Butte Daily Post was but ten years old in January, it is really one of the oldest of present day dailies in Montana. It was founded as the Inter-Mountain in 1882, and was later named the Butte Daily Post. It became United States Senator in 1915. It has always been one of the leading papers, not only of Montana, but of the Northwest.

In 1915, J. H. Darst, formerly editor of the Standard, became manager and editor of the paper and changed its name to the Butte Daily Post. Although the paper has always been one of high merit from a mechanical as well as an editorial standpoint, it was published in one of the smallest buildings of any large daily newspaper in the country.

The change in location gives the paper adequate space and facilities for all departments. Along with new equipment, the entire personnel moved to the new location. The business office is on the second floor of the new building. The editorial and composing rooms are on the first floor. The stereotyping department is placed along side of the composing room, where press room, mailing department, paper storage and vaults for records and files are located in the basement.

AGENCY OPENS NEW OFFICE.


TABLOID SIZE ADOPTED FOR OKLAHOMA LEADER.

Change in the form of the Oklahoma City Oklahoma Leader, to tabloid size was made by the management recently, with the statement that the paper not only will be able to save money but that the size will be more convenient for farmer subscribers who read the paper while on the way from the mail box.

In addition the subscription price of the Leader has been reduced to four dollars a year, and a special offer of three dollars a year is made for the next sixty days. The price of the twice-a-week edition of the Leader was reduced to one dollar a year.

The Leader is now a twelve-page, five-column paper, columns being twelve and one-half ems wide. The paper contains practically no advertising but has the same news and features it formerly contained.

SAME人類 IS ADEPT AT WASHBURN COLLEGE PRESS.

Three journalism students at Washburn College, Topeka, completed the requirements for entrance into the Washburn Press Association, while seven others qualified to enter, and twenty-two others, who were edition to up their standard of journalism during the past semester. Professor A. T. Burch, head of the school department announced.

The new members are Miss Melba Gilbert, Miss Muriel Randall and Harry Loomis. Those previously qualifying were Ted Blevins, Harry S. Smith, Miss Helen Peppard, Miss Helen Harvey, Miss Isabella Hill and Ralph Schrader. Requirements for entrance are: three columns of Leader submitted and accepted by the college paper during a semester to continue membership one must have at least a column accepted.

LEGISLATORS INSPIRE REVOLT BY COLLEGE EDITORS ON CENSORSHIP.

The entrance of the Scorpion, a journal of political opinion and free thought, into the journalistic field at the University of Wisconsin at Madison has resulted in changing the law of the board of regents regarding student publications.

The journal, unauthorized by the university as a student publication and edited by David Sinclair, son of Upton Sinclair, the novelist, made its initial appearance on the campus recently. It resulted in a statement by S. H. Goodnight, dean of men, that if the editors wished to make it a student publication, they would have to submit to faculty censorship.

The editors, according to a statement by Mr. Sinclair, do not wish to submit to this censorship, claiming that articles would be kept out of the paper if they did, as it is expected the Scorpion will make several attacks on the policies of the university. They state that anestudents of the university are entitled to publish their paper and carry the name of the university on their masthead without censorship.

Several members of the legislature, it is reported, have agreed to submit to the editors to publish as a student journal without submitting to the rules of the university governing publications. Faculty attempts to suppress the paper or expel its editors from school would lead to measures by the legislature to bring the faculty before it for explanation or for changes in the laws, so that students might publish a student paper without faculty censorship or interference, it was said.

IT REDUCES PAPER-BREAKS.

The plates made by the Pony Autoplate Machine are truer in thickness and curvature than those cast in a Hand Box.

The inaccuracies of Hand Boxed Plates are the principal cause of paper-breaks.

Paper-breaks cause delay, wasted news print, and bad printing.

The Pony Autoplate Machine is low-priced; it is shipped fully equipped with motor and may be installed by your own office force; it is sold upon easy terms; it is made for a one- or two-press office.

WOOD NEWSPAPER MACHINERY CORPORATION

501 Fifth Avenue, New York City
has attracted much attention among association members. Harry Sehl, of the Sehl ... K. C. baking powder, were both present to explain their serious objections to the advertising practices of the Royal Baking Powder Company. The controversy arose because of the request by the Calumet company that publishers omit the advertising of the Royal powder when it contained reference to the ingredients contained in other powders. Mr. Sehl went into the matter in great detail.

"This is a petition to newspaper publishers who are willing to take a stand for the truth in advertising, who believe in fair play and are opposed to deceptive propaganda," he said.

"There is a protest against malicious copy and against the spreading of poisonous gas." For many years the best publishers throughout the country have rejected advertisements because the features of the phrase 'contains no alum', which has been made the flag of the Royal Baking Powder Company. The speaker quoted from advertisements in the Heinz Ketchup and baking powder 'Heinz tomato catsup does not contain any benzene of soda' in substantiation of the company's moral and legal right to make truthful claims for its product.

"The controversy arose because of the request by the Calumet company that publishers omit the advertising of the Royal powder when it contained reference to the ingredients contained in other powders. Mr. Sehl went into the matter in great detail.

"Now what is the responsibility of the newspaper? The newspaper which contains, with knowledge of the foregone preparations, an advertisement containing the phrase 'Royal Baking Powder Contains No Alum' is itself representative of the Royal company and found to be disposing itself to the systematic violation of the law by an intentional and unmitigated purpose of throttling competition. Such advertising is not desired or intended to sell baking powder.

"Seemingly truthful and innocuous, it is an essential part of a deliberate and misleading attack upon competitive products. It is a part of their general plan to make the consumer believe not only that the other baking powders are not as good, but that they are not as satisfactory as the Royal. It is an essential part of a deliberate and misleading attack upon competitive products. It is a part of their general plan to make the consumer believe not only that the other baking powders are not as good, but that they are not as satisfactory as the Royal.

"The Royal Baking Powder Company is now conducting a national campaign to use the names of baking powder—phosphate—cream of tartar—and sodium aluminum sulfate—to the last known name that has for years applied the name 'alum'.

"The Royal Baking Powder Company has found a way to market its products and complete the control of the supply of cream of tartar. In 1876, the Royal people made up their minds that to continue to sell a strong hold of the baking powder industry and to continue to get extravagant colored alum and phosphate baking powders which the world knows sold for materially less. It then and there initiated a general campaign of the most sensational kind against the other baking powders.

"It published advertising from one end of the country to the other, which alum was described as poisonous and a cause of deadly poisoning. It published advertisements which called it a corrosive mineral acid, and in fact, called it everything undesirable under the sun.

"After the passage of the national pure food law and as a result of the regulations by the United States Government, the Royal Baking Powder Company advertised that it was in the process of determining a formula and for all whether or not those other baking powders were really injurious to health.

"The question was submitted by the United States Department of Agriculture to a body of five of the leading scientific authorities in the country (this board of experts being a real supreme court of science).

"The more pointed attacks and the vicious statements gradually disappeared and the advertising was restricted to newspapers but in their place we see newspapers more and more indirect insinuations, more and more attempted to sell baking powder.

"The responsible publisher must necessarily regard public policy as well as to his own welfare. Reputable papers refuse hundreds of thousands of dollars for the purpose of throttling competition. Such advertising is not desired or intended to sell baking powder.

"The fact that a publisher is willing to accept the responsibility of selling the Royal Baking Powder Company's product, is not an indication of the truth or fairness of the advertisement. It is an indication of the willingness of the publisher to accept the responsibility of being an instrument or party to a deliberate and misleading attack upon competitive products. It is an indication of the willingness of the publisher to accept the responsibility of being an instrument or party to a deliberate and misleading attack upon competitive products. It is an indication of the willingness of the publisher to accept the responsibility of being an instrument or party to a deliberate and misleading attack upon competitive products.

"Realizing that it is purely negative and destructive, it lies wholly within the discretion of the publisher to refuse to become a party to propaganda of this kind.

"When a newspaper states on its editorial page that it has a definite political bias, then it is time to read two papers. A newspaper which makes a statement that it has a definite political bias is not a fair and impartial paper.

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"The biggest and best metropolitan dailies, hundreds upon hundreds, refuse hundreds of thousands of dollars for the purpose of throttling competition. Such advertising is not desired or intended to sell baking powder.

"According to the order issued by the commission, the respondent must remove from using statements in advertising literature or otherwise to the effect that it is a manufacturer of baking powder, that it sells baking powder, or that it operates a factory. The respondent is also ordered to discontinue the use of the words 'Royal Baking Powder Company' in any advertisement.

"The commission found that neither the American Tobacco Company nor the United States Government is a party to any proceedings against the United States Government. The commission found that neither the American Tobacco Company nor the United States Government is a party to any proceedings against the United States Government.

"Irrational advertising has to make good on its claims; irrational ideas will have to do exactly the same thing," Mr. Carson said. "Advertising is an attempt to attract the attention of the public to a product.

"When I was asked to speak to an advertising staff about advertising, I was going to talk about women in advertising, not about the feminist touch found in any one of those things.

"Advertising, however, upon which any guess is just as good as yours. That is not what I am going to talk about in the future. There was a time when advertising was considered by announcing the name of the product and its price. We do not think about it any more, or call it advertising.

"A short time ago I had a lunch with a man who spent most of his life in the Orient. One of the things he asked me was, 'What are you doing now?' Advertising. I said. I expected him to say, 'Oh, isn't that interesting.' But she did not. She said 'Oh, calling people into buying things they do not need and do not want!' Of course I said the usual things defending us, but in the end he would not justify advertising to the person who was not commercially minded.

"In the commission's opinion, there is an essential difference between the advertising of a manufacturer and the advertising of a retailer. The advertising of a manufacturer is intended to sell a product; the advertising of a retailer is intended to sell a service.

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"Blind newspaper man hurt by automobile.

"Henry Allen Brainerd, 67, years old, advertising solicitor for the Mid-west Printer and Publisher of Lincoln, Neb., was run down by an automobile and was taken to the hospital. He refused to prosecute the driver of the car that struck him.

"Lantern Club election.

"At the annual meeting of the Lantern Club of Boston, composed of New England representatives of newspapers, two new officers were elected: Governor, George A. Dunning of the American Magazine; Secretary-treasurer, John M. Sweeney, Jr., of Sweeney & Price, publishers' representative.
BROOKLYN PASTOR ASHAMED OF "WET" PRESS.

REV. N. W. TWIDDY WRITES NEW YORK TIMES EDITOR AND CLAIMS THAT "DRYS" ARE NOT GETTING A FAIR DEAL FROM METROPOLITAN NEWSPAPERS.

New York newspapers would be ashamed into culling news of the wet forces from their columns were they to heed the advice of Rev. Norman W. Twiddy of the Brooklyn Methodist Episcopal Church, Brooklyn, as reported in this week's edition of the New York Times a few days ago. The newspapers are accused by Rev. Mr. Twiddy of encouraging lawlessness by publishing the abundance of copy that is afforded by the "wets" news matter.

The Brooklyn pastor went so far as to say that the wet news was played up in great headlines, while the dry side of the question, if it got into print at all, was buried in an inconspicuous corner of the newspapers. The writer looked fifty years ahead and appeared to be considering the opinion of citizens who might look over the files of the so-called "dry" newspapers.

"New York journalism has never been so disgraced and dishonored as in its present stand on the Eighteenth Amendment," Dr. Twiddy said. "And how often is that catchphrase 'person liberty' lugged into the editorial columns? It is a sweet morsel until one begins to ask what we really mean by it. Then it becomes a bitter pill which had better be spewed out so far as its use to the public is concerned. For it, in just the jungle is personal liberty found—if by that term you mean the right of anarchy to carry on its activities without restraint.

"And, furthermore, the wet New York papers are on the losing end of the game. Civic decency and righteousness may lose a battle but not a cause. Wherever there are laws and men, there will not only be censured but punished for transgression which will then seem as unbelievable and as regrettable as the articles upon which the Emancipation Proclamation now seems.

For the moral force of the Eighteenth Amendment is being disregarded so far as the public papers are concerned. The copy that is generated from the vast number of "wets" newspapers must be looked over by every person who is interested in law and the well-being of the country. It is only by the sale of the papers that the "wets" are sustained, and thus in a way they are aiding the cause of lawlessness.

CZECHO-SLOVAK SCRIBE SAYS AMERICA IS 200 YEARS AHEAD OF HOMELAND.

From across the Atlantic comes Fred Frey Barton, a native Czechoslovak newspaper man, to say that the American newspapers are the most free and independent in the world, while the papers in the homeland are censored by the government. Dr. Twiddy, whose letter to the Times editor follows in part:

"New York journalism has never been so disgraced and dishonored as in its present stand on the Eighteenth Amendment. America has never been so free as it is today. The American newspapers are free to publish what they wish, without fear of censure.

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WHITE PLAINS PAPER ISSUES AUTOMOBILE EDITION CONTAINING 38 PAGES.


DEVOEES OF LONG HAND IN NEWSPAPER WORK MAY STILL BE FOUND.

John Fitzgibbon, political writer for the New York Sun, has written that "Long Hand" is still found in newspaper work. "It is an enlightened pulpito inculcate respect for law, civic virtue and high-minded citizenship. Why must it sell out?"

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NEWSPAPER MACHINE WIZARD WARNS PRESIDENT OF ANARCHIST MENACE.

Harry A. Wise Wood, former president of the National Security League, has sent the following telegram to President Harding: "I am warning the President to be on guard against domestic and foreign danger to our national defense act."

WOMAN WRITER RELEASED.

Mrs. Marguerite E. Harrison of Baltimore, American newspaper and magazine writer, arrested several weeks ago at Chita, has been released from prison and left Moscow Thursday.

WANT AD REUNITES KIN.

A want ad in Sunday's issue of the Kansas City Star reunited a mother and child who had not until now had she been able to find trace of either. The two were united within less than a week through the medium of the want ad.
VISUALIZING NEW ASSET OF WORLD REPORTERS.

HERBERT HOUSTON, PUBLISHER OF OUR WORLD, SEES VAST IMPROVEMENT IN COPY OF FOREIGN CORRESPONDENTS WHO REALIZE BIG TASK ASSIGNED THEM.

Herbert S. Houston, publisher of Our World, in an address in New York on Monday, took a hopeful view of the future, saying that the newspapers are doing their share in making the world a better place.

The modern industrial world is based on the laws of economics and mechanics and not on the laws of man, Mr. Houston said. "There must come understanding. The spirit has become a living spirit, the candle of life, because it is the spirit that is universal and eternal. Here lies the hope of world peace-reality understanding among the people of all nations.

"The press is alive to its duty and since the war the news from other countries has increased tenfold. But the great problem is to have news gathered and presented so that it truly interprets the peoples of other countries-its aims, its understanding character-thus really helping toward understanding.

"This is where the need arises for a new type of world journalist, one who will not be merely an outsider, an observer of the surface of things, but an insider interpreter of realities."

"And it is to that journalist, I would say, that the correspondent of the Tribune and many more-men who realize their opportunities and their obligations and will meet them. But the world is moving so fast that the fact of tomorrow is often blotted out by the event of to-morrow."

"And it is just that followed the brilliant reports on the Lausanne conference could fail to be struck with endless combinations? But the most remarkable features were in the events themselves and witness to the once reliable correspondents reportable correspondents were sending their papers."

"With the flood of events, shifting and changing, there has arisen the need for the interpretive journalists who would follow the reporting journalist and bring the flood within the channel of ordered knowledge."

"The Times has seen the necessity for such an interpretative and co-ordinating agent by publication of the magazine Current History; and all the great newspapers of the land are meeting the need, with more or less success, in their Sunday editions. As a publisher, who has tried to serve in this great field I can assure you that a serious effort to make the printing press spread the light of understanding is no easy undertaking."

"But the real fact is that the press, behind the world, stands for and gives a voice to the things that are true and right and of good report. Here in this great polyglot city with its hundreds of races and nationalities, there are not ten that even the sternest Puritan would class as disreputable."

"WAR MADE HISTORIAN OUT OF THIS NEWSPAPER MAN."

George M. Battey, Jr., Georgia newspaper man, who has worked on Southern papers for you is in Washington engaged in research work at the library of congress, in connection with historical studies on which he is engaged.

Although beyond the draft age, Mr. Battey, the following item, the U. S. Navy within a week after war was declared by this country against Germany. His subsequent service carried him for more than 20,000 miles on board an American destroyer, with the result that he wrote a book on his war experiences in the navy afterward.

Mr. Battey's latest literary activities have been made public in a history of Rome and Florence, Georgia. His most recent newspaper publication was with the Rome, Ga. Citizen."

"HARDING RATED AS SPLENDID "TIPISTER.""

President Harding was characterized as "one of the world's best tipsters" by Robert Barry, a Washington newspaper correspondent, speaking in Chicago before the Medill School of journalism at Northwestern University. He said the president is "an extraordinary popular" with Washington correspondents.

"Oftentimes when the president cannot get up his diplomatic reasons, it is a story," Mr. Barry said, "he will hand us a tip that we can work into the first-class story. Fellow, we will say, 'let me give you a slant on that.' The president is never interviewed."

"Mr. Barry stated, 'the only time he is quoted is when he is quoted in written stories. A daily or other times it is said the president's attitude is understood to be, that phrase can be found in his own spoken words.'"

"NEWSPAPER SHOW AT PRAGUE."

The first international newspaper exhibition has been opened at Prague and more than 450 papers from all over the world are represented.

The organization of the exhibit has attempted to gather as many newspapers as possible classified according to nationality, scope and advertising.

Among the papers represented are many from the United States, Great Britain, India, France, South America, Canada, Japan, China, Persia and the European countries.

"RETAIL CLOTHIERS CONSIDER NEWSPAPER COPY."

At the annual convention of the Ohio Retail Clothiers' Association at Cincinnati February 20, one of the leading features of the program was a discussion of the proper application of newspaper advertising and direct mail salesmanship to retail selling, to be conducted by R. H. Ferger, advertising manager of the New York Sun, and Harry B. Kirtland.

"WHO SAID SEX EQUALITY?

From the Oroville Register.

A candidate for the position of the world's meanest man has appeared in the person of the editor of a small Missouri newspaper, who published the following item in his "Social Gossip" column: "Miss ..., a young lady of 20 summers, is now on a visit to her twin brothers aged 13."
INCREASED RELIANCE ON NEWS PRINT IMPORTS.

PRODUCTION IN U.S. DURING 1922 WAS 600,000 TONS LESS THAN ACTUAL CONSUMPTION, DESPITE 18 PER CENT INCREASE IN OUTPUT, FEDERAL REPORT SHOWS.

The Federal Trade Commission's statistical report on the paper and pulp industry, which shows in detail the production and shipments of various grades of paper and pulp for the calendar years 1921 and 1922, develops the fact that the consumption of news print paper in the United States for 1922 exceeded production by about 600,000 tons, the deficiency being made up by imports from Canada. Total consumption exceeded that for 1921 by 273,369 tons, according to the commission's figures.

Open market prices paid for news print paper by publishers in 1922 compared with 1921, according to the report, decreased 100 pounds f.o.b. from forty-seven per cent in January, 1921, to about seven per cent for October of the same year, with the exception that the price for December increased about six per cent. Contract prices for the same period decreased from about thirty-eight per cent to about ten per cent during 1921.

The report gives extensive information concerning import and export figures for various grades of paper and wood pulp as shown by the records of the department of commerce for the years 1918 to 1922, with the exception of the last three months of 1922. Other statistics dealt with in the report are percentages of increases of production for the different grades of paper; manufacturers' production and shipments; domestic jobberings, receipts, shipments and stocks on hand; and publishers' receipts, and consumption.

Among the commission's tabulations is a statement that in 1922 news print increased eighteen per cent during the year, and that 28,180 tons was the maximum quantity on hand at the mills during the year, and 18,610 tons the minimum.

1922 NEWS PRINT CONSUMPTION.

<table>
<thead>
<tr>
<th>Month</th>
<th>On hand Jan. 1st</th>
<th>Receipts</th>
<th>Consumption</th>
<th>On hand Dec. 31st</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>166,319</td>
<td>2,045,876</td>
<td>2,044,888</td>
<td>166,148</td>
</tr>
<tr>
<td>February</td>
<td>140,047</td>
<td>1,733,443</td>
<td>1,732,453</td>
<td>140,047</td>
</tr>
<tr>
<td>March</td>
<td>114,997</td>
<td>1,699,688</td>
<td>1,698,697</td>
<td>114,997</td>
</tr>
<tr>
<td>April</td>
<td>103,705</td>
<td>1,699,688</td>
<td>1,698,697</td>
<td>103,705</td>
</tr>
<tr>
<td>May</td>
<td>99,836</td>
<td>1,699,688</td>
<td>1,698,697</td>
<td>99,836</td>
</tr>
<tr>
<td>June</td>
<td>95,145</td>
<td>1,699,688</td>
<td>1,698,697</td>
<td>95,145</td>
</tr>
<tr>
<td>July</td>
<td>90,610</td>
<td>1,699,688</td>
<td>1,698,697</td>
<td>90,610</td>
</tr>
<tr>
<td>August</td>
<td>86,818</td>
<td>1,699,688</td>
<td>1,698,697</td>
<td>86,818</td>
</tr>
<tr>
<td>September</td>
<td>82,814</td>
<td>1,699,688</td>
<td>1,698,697</td>
<td>82,814</td>
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<tr>
<td>October</td>
<td>78,869</td>
<td>1,699,688</td>
<td>1,698,697</td>
<td>78,869</td>
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<tr>
<td>November</td>
<td>73,110</td>
<td>1,699,688</td>
<td>1,698,697</td>
<td>73,110</td>
</tr>
</tbody>
</table>

TOTAL NEWS PRINT FOR UNITED STATES.

Domestic production, shipments, and stocks (net tons), by months. Stocks on hand January 1st, and December 31st, and total quantity produced and shipped, by years, 1918 to 1922 inclusive.

<table>
<thead>
<tr>
<th>Month</th>
<th>Number of mills of month</th>
<th>Production</th>
<th>Shipments</th>
<th>On hand end of month</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>35</td>
<td>23,894</td>
<td>105,808</td>
<td>103,199</td>
</tr>
<tr>
<td>February</td>
<td>29</td>
<td>21,650</td>
<td>79,670</td>
<td>78,017</td>
</tr>
<tr>
<td>March</td>
<td>78</td>
<td>27,915</td>
<td>117,547</td>
<td>115,176</td>
</tr>
<tr>
<td>April</td>
<td>79</td>
<td>18,680</td>
<td>91,876</td>
<td>90,086</td>
</tr>
<tr>
<td>May</td>
<td>82</td>
<td>20,281</td>
<td>128,290</td>
<td>126,609</td>
</tr>
<tr>
<td>June</td>
<td>82</td>
<td>24,761</td>
<td>151,642</td>
<td>149,257</td>
</tr>
<tr>
<td>July</td>
<td>83</td>
<td>21,816</td>
<td>111,840</td>
<td>110,027</td>
</tr>
<tr>
<td>August</td>
<td>83</td>
<td>21,156</td>
<td>98,830</td>
<td>97,176</td>
</tr>
<tr>
<td>September</td>
<td>85</td>
<td>18,110</td>
<td>85,895</td>
<td>84,080</td>
</tr>
<tr>
<td>October</td>
<td>85</td>
<td>19,645</td>
<td>101,746</td>
<td>100,000</td>
</tr>
<tr>
<td>November</td>
<td>87</td>
<td>28,920</td>
<td>143,961</td>
<td>142,141</td>
</tr>
<tr>
<td>December</td>
<td>88</td>
<td>27,110</td>
<td>100,832</td>
<td>100,000</td>
</tr>
</tbody>
</table>

CAPPERS PAPERS USED 7,800 TONS OF PAPER IN 1922.

TEN MILLION CAPPERS LETTERS WERE SENT OUT IN 1922.

PAPER IN JERUSALEM.

To the prospective buyer of New Jerusalem, the daily newspaper which began publication in Jerusalem a few years ago, one warning is necessary, be sure to get it in your language. Editions are issued in English, French and Arabic.

THE FOURTH ESTATE

February 24, 1923

NEW MILL FOR MANITOBA.

Preliminary steps toward the construction of a pulp and paper mill having a capacity of 120 tons of news print daily will be commenced early in the spring for the J. D. McArthur and Company, Ltd. The mill is to be located at Fort Alexander, seventy miles northwest of Winnipeg, Manitoba, Canada. Construction of a railroad twenty miles long is included in the plans. The total expenditure will be more than $3,000,000.

ENLARGING NEW PAPER MILL IN WESTERN CANADA.

British Columbia's newest industry is the new plant of Westminster Mills, Ltd., located at New Westminster. J. J. Herb and M. F. Herb, formerly of Winnipeg, are the joint proprietors of the five million-dollar concern. The total price of the plant is $1,500,000.

GREATEST CIRCULATION THAT Boston has ever known.

W. W. CHEW, 1819 Broadway, New York
E. A. HOLT, Monarch Bank, San Francisco
W. H. WILSON, 900 Hearst Bldg., Chicago

Boston Sunday Advertiser

December 30, 1922

Net Paid

500,000

Newspaper in Jerusalem.

To the prospective buyer of New Jerusalem, the daily newspaper which began publication in Jerusalem a few years ago, one warning is necessary, be sure to get it in your language. Editions are issued in English, French and Arabic.

EDITOR BUYS ADDITIONAL PROPERTY.

Arthur Brisbane has added to his real estate holdings on Fiftyseventh street, New York, by the purchase of the four-story and basement residence at 114 East. Mr. Brisbane controls Nos. 110-112 and now has a site 80x100.

Greatest Circulation that Boston has ever known.

W. W. CHEW, 1819 Broadway, New York
E. A. HOLT, Monarch Bank, San Francisco
W. H. WILSON, 900 Hearst Bldg., Chicago
WASHINGTON'S PRINCIPLES LIKENED TO PULITZER'S.

Reference to the late Joseph Pulitzer and the New York World was made Monday by Colonel William W. Gullion, staff judge advocate of the 2nd Corps Area Headquarters of the army, in an address on Washington broadcasting by the Westinghouse radio station in Newark, N. J.

"It is interesting to note the words of the founder of a great journal forty years ago," Col. Gullion said, "Washington always taught for progress and reform, never tolerating injustice or corruption, always lighting demagogues of the press, but always opposing privileged classes and public plunderers. He never lacked sympathy with the poor, and always remained devoted to the public welfare. Absolutely independent and wearing the collar of no man, he never feared to attack wrong, whether by predatory plutocracy or predatory poverty."

In introducing Col. Gullion, Major General Bullard, commanding the 2nd Corps Area, with headquarters at Governor's Island, said: "His words are ours."

COLEGE AND NEWSPAPER ENGLISH.

"It's amazing," says Dr. Walter B. Pitkin of the Pulitzer school of journalism, "how little about the elementary principles of the language the average college instructor knows. Not one out of 100 of them can write good enough English to appear in a newspaper."

This statement may puzzle some critical folks who have anything but a high regard for "pulitzer English." In fairness it should be admitted that there is a great deal of poor English printed in the daily press, and also in the magazines, and that college professors usually think as little of newspaper style as newspapermen think of professorial style, comments the Appleton, Wis., Press.

It is a fact, however, that the style affected by the ordinary college professor is so artificial, so much drawn from books and written in a sort of scholastic scale, that ordinary citizens of profession has had a hard time figuring out what it means.

The newspapers, with all their hasty preparation and appearance of finished style, are written in a style that is drawn from life, which approximates natural human speech, and show the psychology of readers public better than the style of the college. If the kind of writing and printing is to convey ideas most effectively from one mind to another, another, newspaper writing is certainly superior.

AUTO PAGE INFORMATION BELOW STANDARD, SAYS WILLIAMS.

Newspaper fall short of providing the kind of news that owning readers are entitled, Perry S. Williams, manager of the Mercury Agency of Tampico, informed the delegates at the meeting of the Advertising News, Daily Press Association. The papers are derelict in this respect just as the newspapers are derelict in their everyday life were similarly neglected, he declared.

"A newspaper has the same interest to the family as its home," he said, "it comes to us now as the result of transportation and transportation has turned the profession into a service which no community can hope to reach its goal, it is the established natural system where the millions of units making it up are owned by private interests. The possessor of a paper can go anywhere at any time and for any distance without a second thought.

"Modern construction of cars is such that he needn't need to soil his leather, his mechanical problems, supplies and service are to be found on every hand and good roads await him in all places where the business leaders have been alert enough to see to it that while the community can hope to reach its goal, it is the established natural system where the millions of units making it up are owned by private interests. The possessor of a paper can go anywhere at any time and for any distance without a second thought.

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CHURCH GOING REPORTER TALKS TO MINISTERS.

That all newspaper scribes are not as dumb as they are alleged to be is evidenced by the fact that at a recent meeting of a group of local ministers one of the embryonic news hounds was called to deliver the address, says the Columbus, O., Dispatch. The scribe with a look on his face as though going into front line trenches, quaking in his shoes, appeared before the audience and started his talk.

The talk did two things: First, it made the newsman a little of the minister, and last but not least, another news hound who overheard the talk reported that there were satiety at least one of the staff rolls out early enough on Sunday morning to go to Sunday school and church.

PRESS CLUB NAMES OFFICE NOMINEES.

John F. Dore and Charles E. Claypool are the nominees for the Seattle Press Club for 1923, as the result of nominations in the club. Other nominations are: E. H. Thomas and W. J. Petrair for secretary; Carlton Fitzhugh, first vice-president; E. E. Carpenter, second vice-president, and James A. Wood, treasurer. The last three, present incumbents, were nominated without opposition.

The following were nominated for board of managers, six to be elected: Carl M. Brazier, C. B. Francis, E. Atwell, Gilbert Gordob, C. Girard, H. W. Ross, E. J. Friedlander, D. B. Duncombe and Kenneth Gilbert. Election will be held March 1.

LINOTYPE MAN TALKS TO ADVERTISING ALUMNI.

F. T. Deman, assistant publicity manager of the Mergenthaler Linotype Company, gave an illustrated talk on good printing and the linotype before members of the Advertising Alumni of the New York Employing Printers Association, at the headquarters of that organization on Friday last.

The speakers stressed the importance of quality printing, the buyer and seller, and pointed out cer certain, if good printing matter, into the production of every good piece of printed matter. He discussed the typography resources available to printers desirous of giving distinction to their product, with emphasis on the fact that good printing need not be extravagant printing.

BRIDGEPORT PRESS MEN HEAR SECRETARY ORR.

J. C. Orr of Pressmen's Home, Tennessee, international secretary of printing pressmen, addressed members of the Bridgeport, C. U. branch at their club rooms Monday.

The speaker discussed mainly the new system of trade schools being inaugurated throughout the country, the time this is the trade and made a plea to reduce the number of tuberculars, the shorter work, and natural course in Tennessee.

Speaking of the shorter working weeks, the speaker produced statistics that verified his statement that the forty-four and forty-eight hour week has brought about a marked increase in production in all instances over the former sixty hour week.

NO MORE THAN RIGHT.

From the Iowa City Press.

Alexander Broves and Miss Helen Alexander, formerly of Iowa University, were recently married at Des Moines.

Scandinavian News Print

100,000 Tons per Annum

Inquiries Solicited

Newsprint Paper Corporation

33 West 42nd St., New York City

Telephone Longacre 1116.
NEW YORK TRIBUNE PLANT
MODEL OF EFFICIENCY.

UPTOWN HOME, SOON TO BE OCCUPIED,
CARRIES OUT "GRAVITY" IDEA IN
EVERY DETAIL — LONG PLANNED
EXPANSION TO BEGIN AS SOON
AS REMOVAL IS COMPLETE.

Every economy inherent in the straightline or "gravity" system of
production will be effected by the New York Tribune when it moves into
its new home in West Fortieth street early this spring. The structure,
now almost completed, is seven stories high and will be entirely occupied
by the newspaper. As soon as the paper is housed a program for
expansion, which has long been planned, will be put into operation.

An actual saving of seven minutes in production time is estimated
from the moment that copy is received by the deskmen until it reaches
the mail trucks or loading platform. This saving is to be accomplished
from the fifth floor, where the optical rooms are to be set.

From the Boston Transcript.

Don't be discouraged about getting on the front page. It took King Tut-
ankhamen 3,200 years to get there, but he landed at last.

The Fourth Estate
February 24, 1923

NEW HOME OF NEW YORK TRIBUNE.
February 24, 1923

The Fourth Estate

JOURNALISTIC COMPENSATION COMES IN VARIETY.

A newspaper man, whether reporter or editor, encounters more varieties of human nature than a lawyer, a physician, a politician, and he has the advantage of knowing how to treat them under conditions in which it is impossible for him to accommodate himself, even if it does, unconsciously given itself away. That's what makes the newspaper man so entertaining to the snapshotters of the press. They have many unpleasant experiences, but they are the consolation in the unpunished humor of the theater. The pictures which they collect for their mental art galleries. As many men are heroes to their valets, so few of those who figure in the public eye are able to conceal their personal limitations and amusing weaknesses from the appraising estimate of the newspaper expert.

If the newspaper man's sense of humor were not highly developed, and his 'good points' not an extra thickness as a protection to his feelings, his sensibilities would be developed to a higher degree each day. As it is, the shafts and arrows of misconception are a joy and delight to him.

The unintentional comedy of outside sports is a personal stimulus and rejuvenator in a profession which largely lives on its nerves—not "in your shoes," and quite often, "though by your smiling you would seem to say so."—Baltimore Sun.

DAILY AIRPLANE DELIVERY OF FLORIDA PAPER.

The flying machine as part of the everyday equipment of a newspaper circulation department was introduced a few days ago by the Miami, Fla. Metropolis. A small airplane is used by the newspaper to deliver an edition to Palm Beach seventy miles away. The plane leaves each day at 3 o'clock and an hour later the Palm Beach edition of the Metropolis is delivered. The Miami paper at the same hour the Miami edition is distributed. The Metropolis, the first novelty with the Metropolis as the plane to be delivered to seventy miles away, is used to serve twenty-five years ago newspapers in all sections of the country chartered planes to deliver special advertising matter. Such was the stimulating proposition but it remained for the Florida newspaper department to give the delivery as part of its circulation distribution plan.

NEWSPAPER STORY GAVE "BUFFALO BILL" HIS TITLE.

That a newspaper story gave "Buffalo Bill" his title is the unusual statement of David Forrester, 80, of Hays, Kansas. Captain Cody won the name by finding buffalo meat for the men while he was on a railroad builders when the company scouts had failed to provide food. Through the Banker's No. 3 of the Hays Sentinel, in writing of the event in 1874, the name of Buffalo Bill, the mightiest of all buffalo hunters. The name stayed with him forever after.

PLAN TO PUBLISH FINNISH NEWSPAPER IN MICHIGAN.

Professor Sanfrid Mustonen, formerly of Calumet, but now of Detroit, is at the head of a publishing company which will shortly print a Finnish newspaper in Detroit. The new paper has the endorsement of Judge Charles O. Jackola, Finnish vice consul of Calumet.

FEW AD MEN HAVE BANK VIEWPOINT ON ADVERTISING.

HEAD OF AMERICAN BANKERS ASSOCIATION SAYS MUCH OF "MYSTERY" SUPPOSED TO VEIL BANK PUBLICITY EXISTS ONLY IN OPINIONS OF UNFAMILIAR MINDS.

The importance of bank advertising was discussed by J. H. Puelicher, head of the American Bankers Association, at a luncheon of the Advertising Club of New York recently.

"I saw a letter from a leading national advertiser one day in which he said he had been unable to find any definite ideas or expressions among bankers in regard to advertising," Mr. Puelicher remarked. "This was due to my own experience among bankers that suggested the text for my remarks here today. The fact is that a man's feeling is typical of other advertising men, it indicates a false situation. It indicates that two important economic units in our business life do not understand each other."

"I will take the banker, the syndicate of the misunderstanding and go so far as to state that advertising being by nature an art, falls to arouse an intelligent interest among bankers in advertising, it is foolish and unadvisable for a traveler advertising men themselves to grasp the essentials in the problem of bank advertising.

"Advertising is a most fascinating, but intangible. It deals with absolutely intangible factors. They are often definite as those involved in the advertising campaign for a food product, or other products."

"If an advertising man fails to see that this is so and why, and secondly, makes his banker client see equally clearly that it is so and then fails to be qualified to handle bank advertising.

"The fault lies with the advertising man. He does not understand the banker, because so many bankers in an extensive and consistent way reveal this bias."

"If an advertising man fails to see that this is so and why, and secondly, makes his banker client see equally clearly that it is so and then fails to be qualified to handle bank advertising.

"The products bankers have to sell are products which are among the most basic and least understood of all products. There is nothing indefinite about these. They are basic factors in business life. They are produced in various forms to suit particular needs and special circumstances.

"These needs and circumstances differ from time to time and place to place, so the banker's selling problem at one time of the year is different from that in another. The country banker's selling problem is different from the city banker's. The investment banker's selling problem is different from the commercial banker's."

"It is all banking. It is all selling. In each case the basic products are credit and service. But the markets and the conditions vary, and the problem of each banker to know his market and his demand and to advertise accordingly is a problem to let his community know what the kind of service, and the kind and the service they want.

"If an advertising man does not understand this, or is not qualified either to convince a banker that he should advertise, or to be of any assistance to him when he does advertise.

"My advice to advertising men is to get over the idea that there is anything mysterious or intangible about banking. Find out what it really is. Then advertise it in plain, practical terms like any other business."

SINCERITY IN SERVICE MAKES SALESMANSHIP SIMPLE, AN EXPERT SAYS.

"Advertising is selling, and selling is, after all, extremely simple. Selling is a process of showing the other fellow why, or why not, your carriage or your services will do for him," said Carl Hunt, manager of the Associated Advertising Service of the World. "Addressing an audience of Savannah business men at the Savannah Hotel, Mr. Hunt continues.

"I have hired many salesmen; I have been a salesman; in the advertising-selling service agency business, I have trained salesmen for other Preliminary to a man's failing to see the reason for the reduction. I like to illustrate that with the story of some parasols which were to be sold by a department store in Detroit. They were brought to sell at five dollars and were beautiful parasols, but they came back—always with broken handles. They were advertised three prices, all for $5 parasols for $1.98. A few were sold, but the average woman doubted whether a parasol could be worth $1.98, even when they were cheap, because they had brittle handles, they would be sold for $1.98, and suggested that a man who was careful with her things could use one of them for a long time.

"Before eleven o'clock the next morning, all the remaining parasols were gone, and the reason was returned, because the customers had bought them with their eyes opened. They did not take your customers into your confidence. They will appreciate it," declared the speaker.

"What will this article do for my customer? If my customer asks, because the customer buys from you not the article or service, this will answer the question.

"Now one word about selling to retail customers. What do you sell me? Don't sell me goods. I want goods. You sell me a product, on what basis? On your assurance that the goods and the opportunity which arises from the fact you goods which are all right and will give satisfaction, to make permanent friends of my cus-"
DEMAND FOR NEWSPAPER WORKERS GROWING.

With the information at hand that the number of newspapers in the United States fell off slightly last year, and recent manifestations that the tendency toward consolidation is likely to continue, the demand for capable newspaper workers in all branches exceeds the supply.

Several newspaper men who have recently made extensive trips including most of the important cities of the country have told The Fourth Estate that they had noticed a remarkably increased demand. In Pittsburgh last week the elimination of the Dispatch and the Leader after their purchase by the other five Pittsburgh dailies brought out the fact that the other papers would continue to make up the difference, and to meet the demand for men and women in all departments of the South.

It is pleasant to have such a message as this to pass along to the rank and file of paper workers in general, and the newspapers in particular. Bearish sentiment has perhaps disappeared, and even the partial amputation of our European market is not regarded by purposeful business men as such a handicap as it seemed.

We pass along the new confidence that these conditions bring thus: A newspaperman can feel himself entitled to a large share of it as anybody.

FREE PUBLICITY AND POOR TASTE GO TOGETHER.

For all of the complete and thorough obsequies which marked its ostentatious demise many moons ago, free publicity seems to be lingering, like a miasma, about the whole scene, telling when or where you will find it. Just after the sparks die out of a newspaper, its newspapers, its newspapers, its newspapers, its newspapers.

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February 24, 1923

THE FOURTH ESTATE

PURELY PERSONAL

Mrs. Vera Bradley Shipman, well-known newspaper and magazine writer of Chicago, is visiting Atlanta and the South today and is preparing an article on Station WGQ for Radio Digest Illustrated of Chicago.

J. W. T. Mason, Washington correspondent of the London Daily Express, was a visitor in Washington during the week where he witnessed the signing of the definitive treaty after the office of his brother, E. T. Sanford, an associate justice of the United States supreme court on February 7.

C. J. Harkrader of the Bristol, Tenn., Herald-Courier, and Mrs. Harkrader, have taken a trip by motor from their home town to Florida recently. Mr. Harkrader is today a leading newspaper man in Tennessee and Virginia, and one of the owners and publishers of the Herald Courier.

WASHINGTON CORRESPONDENT TO WED OPERA STAR.

The engagement of Miss Cora Mancia Chase, of the Metropolitan Opera Company, to Samual T. Williamson, of the Washington bureau of The New York Times, has announced Miss Chase's wedding to be held at Havilland, Mass. The two grew up together at Haverhill.

In 1921, Miss Chase made her debut in the Metropolitan as Gilda in Rigoletto. She has also appeared in concert, including a tour with Madame Louise Homer. Mr. Williamson is the son of the Rev. James S. Williamson of Eastern Gloucester Point, Mass., formerly pastor of the North Congregational Church in Haverhill. He was graduated from Harvard University in 1918, with a degree in commerce, and served with the International Red Cross, in France, in the Second Divison, in France during the war. The wedding will take place at Haverhill in June. Miss Chase announced she would continue with the opera company.

STAFF CHANGES.

Hillard F. Best, formerly with the New York World, Schenectady, N.Y., Union-Star, and the San Francisco Bulletin, has been appointed advertising director of the New York Times advertising department, the Furniture Reporter and the Pacific Furniture Trade of San Francisco.

Harry J. Elder, who has been in charge of general advertising east of Toronto for the Toronto Globe, has been appointed foreign advertising manager of that paper.

Miss Gertrude Fisher, formerly with the advertising staff of the Okla., World and the Wichita Beacon, has joined the Hutchinson, Kan., Gazette staff.

J. W. Clark, formerly in the editorial department of the Tulsa, Okla., Tribune, has become city editor of the Bristow Record.

J. S. Jones has become advertising manager of the Okla., World and the Wichita Beacon, and Miss Fisher has joined the Hutchinson, Kan., Gazette staff.

LaMont Smith has been appointed managing editor of the Wilmington, N.C., News, the new afternoon daily.

Mr. Jones went to the News from the Armdon, Texas, and has had similar experience in cities of Texas.

Mrs. H. L. Goodrich, has been appointed advertising manager of the Des Moines, Iowa, Daily News. She is writing under the name of Ann Morton and her column appears with the interesting phases of life in the city shops.

A. Wurzbach, formerly telegraph editor of the Tarry, Pa., Dispatch Herald, has been assigned to cover Hamilton and Union counties, formerly general assignment and rewrite man, succeeds him on the wire desk.

Paul M. Smith, formerly the advertising manager of the Daily News of the Detroit Free Press, will return to Detroit on March 1, where he will probably take up duties in the business department of the paper. Prior to coming to Washington for the Free Press, Mr. M. Smith was for three years on the local staff of the New York Journal.

Edward S. Martin, author and editor, head of the "Editor's Easy Chair" department of Harper's Magazine and one of the owners of the Harper Publishing Company, has been connected with Harper's for twenty-five years. Mr. Martin was graduated from Harvard, class of 1877. He has been connected with the Harper publishing concern for twenty-five years.

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BELGIUM HONORS LOUIS WILEY.

Louis Wiley, business manager of the New York Times, has been honored on behalf of King Albert of Belgium as a mark of appreciation of his cooperation with the committee for the relief of Belgian prisoners in Germany during the war. Mr. Wiley has been a resident of Brooklyn, and has been a resident of New York, and has been a resident of New York.

EDITOR'S WIFE POSTMISTRESS.

Cora B. M. W. Wilson, wife of the editor of the Solomons, Kan. Tribune, has been appointed postmistress of the Solomons National Bank to take an appointment as postmistress of the

BOSTON EDITOR HONORED.

Edward S. Mandell, president of the Boston Transcript Company and its managing editor, has been made a Chevalier of the Legion of Honor of France.

SOUTHERN PAPER APPOINTS NEW GENERAL MANAGER.

Walter R. Geiger, well-known newspaper editor, has succeeded Paul T. Harber as general manager of the Washington Post. Mr. Harber went to Rome from Commerce, Ga., where he was the business manager of the Observer, a weekly newspaper.

WEDDING BELLS.

The engagement of L. J. Reilly, managing editor of Bridgeport, Conn., Post, to Miss Genevieve E. Heaphy of New York, has been announced. Miss Heaphy formerly resided in Bridgeport.

James T. Conroy, treasurer and general manager of the Worcester, Mass., Evening Post, head of the Connecticut Post, and a graduate of Dartmouth, and Miss May W. W. Washburn of Bath, Maine, were married at Brooklyn February 12.

Charles Percival Jones, of the editorial staff of the Sterling Yankee, formerly of the staff of the New York Times, of Timbertown, Miss., and Miss Beatrice Washburn of New York, were married Saturday at the home of Major and Mrs. Stanley Washburn at Lakewood, N.J. The bride's mother returned from Italy last month to attend the wedding. Mr. and Mrs. Jones will reside on the

IN MAGAZINE FIELD.

James A. Robertson, recently advertising manager of the N. E. Fairbanks Consolidated Coal Company, and formerly assistant advertising manager of Wilson & Co., Chicago publishers, has joined the Needlecraft Magazine as Western manager with headquarters in Chicago.

NEW EDITOR-MANAGER FOR NORTH CAROLINA DAILY.

John L. Elsberry, who for the last year and a half has been manager of the Newberry, N.C., Journal, has resigned. During his administration the organization was rebuilt and the property placed on a sound foundation. The circulation and advertising showed an upward trend.

The changes brought about by Mr. Elsberry's resignation are as follows: C. M. Martin, editor, has been made editor; R. C. Russell, Richmond, business manager. Both of these men have been connected with the Journal for many years. Mr. Martin being vice-president and Mr. Russell, secretary-treasurer of the Journal Publishing Company, Inc.

STERNE RETURNS FROM THREE MONTHS TRIP ABROAD.

Edward S. V. Sterne, formerly of the London, Ont., Free Press and one of the owners of the Maple Leaf Syndicate of Montreal, has returned from a trip abroad. While away Mr. Sterne gathered data for a number of feature stories which his syndicate proposes to pass on to its clients.

EDITOR HONORED.

Edward S. V. Sterne, formerly of the London, Ont., Free Press and one of the owners of the Maple Leaf Syndicate of Montreal, has been honored by the Editor's Easy Chair department of Harper's Magazine, which has been graduated from Harvard, class of 1877. He has been connected with Harper's for twenty-five years.
THE FOURTH ESTATE

February 24, 1923

The Southern Illinois Union, manufacturer of commercial stereographs and plate features for newspapers, has completed its new building at 316 Eighth avenue S., Minneapolis, which has just been completed at a cost of $250,000. The building is of two stories with basement and is constructed of reinforced concrete and brick. The property, which is located at the Milwaukee railroad, has a frontage of forty-six feet on Eighth avenue with a depth of 134 feet. The Western Newspaper Union was established forty-five years ago in Minneapolis. It has its headquarters in the Adams "Fifty Famous Features," in 1500 Fifth Street, Minneapolis, and is managed by George N. Van Pelt.

MAIL NEWS AND Features

WORLD-WIDE NEWS SERVICE

J. J. BOSDAN
15 School Street, Boston, Mass.

LITERARY CONTEST.

The Pioneer Writers Guild of America will award four cash prizes of $150 each to writers and artists whose work has never been published, except in school, college and fraternal journals. The winning story, play, poem and cartoon will be published in the May issue of the Pioneer. The contest closes April 30. Headquarters of the Guild are at 9 Charles street, New York.

FIFTH BIRTHDAY.

The Ripley, Okla., Record has just started its fifth year under the present management, C. N. Van Pelt is editor and publisher.

America's Best Magazine Pages

Daily and Sunday Newspaper Service

C. V. Newspaper Service

Borden Bldg.

N.Y.C.

“Fifty Famous Features”

Adams Features are standard products. They shine like stars in the columns of newspapers. "Adamservice" offers the most unique and original collection of features in existence, singly or in expense-saving Groups. Among examples of the Adams "Fifty Famous Features" included are the best comics sold.

The George Matthew Adams Service

8 West 40th St.—New York

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N.Y.C.
COAST AD BUREAU MANAGER
TELLS VALUE OF NEWSPAPER SPACE — PUBLICITY IN DEFINITE LOCALITIES MORE PROFITABLE THAN "NATIONAL" MAGAZINES.

February 24, 1923

The Fourth Estate

EXPERT ADVISES ADVERTISING AT HOME.

COAST AD BUREAU MANAGER TELLS VALUE OF NEWSPAPER SPACE — PUBLICITY IN DEFINITE LOCALITIES MORE PROFITABLE THAN "NATIONAL" MAGAZINES.

Prominent dyers show the necessity of advertising.

Plans for launching a newspaper advertising campaign during the latter part of February, to continue through 1923, in order to educate the public as to the necessity of having their dry cleaned monthly were outlined at a convention of the National Association of Dyers and Cleaners at Atlanta last week.

The advertising movement which was approved by the association, was explained by W. A. Biddle, advertising manager of the American Laundry Machinery Company, who said that his company had spent $8,500 for a series of advertisements. He urged the members to back up this campaign with a persistent newspaper campaign, and stated that his company had prepared cuts that would be distributed among members for this purpose.

"Advertising," he said, "carries on consistently and regularly, whether it be a national magazine or local newspaper; it is the most efficient means of reaching the public. The advertiser who believes in the power of the newspaper to reach his public has an advantage over those who believe in the power of the magazine."

"Most business men," he continued, "enter into an advertising campaign mindlessly, because it is the thing to do; they start it and then drop it because they have not secured a fifty or one hundred per cent increase in business. They do not realize that they must keep at it, and not let it slip."

"Most newspapers," he said, "are not used to advertising properly, and they do not have the knack of advertising properly."

He stated that the percentage to be spent on advertising varied according to the industry, but that the proportion of successful advertisers would range from three to five percent of their gross receipts.

HOW THE RETAILER SHOULD GAUGE NEWSPAPERS.

Prominent dyers show the necessity of advertising.

American principles and for the propagation of false and revolutionary ideas.

NEWS NOTES OF CIRCULATORS.

Carriers of the Duluth News-Tribune in Hibbing, Minn., were entertained recently at a dinner given by P. H. McCarty, postmaster and former publisher of the Duluth News-Tribune and the Memba range. A business meeting was held following the dinner and the various carriers were given a certificate of appreciation for their work. The carriers were entertained at the hockey game at Eveleth yesterday.

It is the plan of the management of the News-Tribune to hold a three-day advertising sale during the summer months, for all the carriers and agents. This is a feature arranged for the entertainment of the boys during their stay in Duluth, and will be opened at the Free Press office. Milbe Bunnell is publisher of the paper.

Copy of the New Universities Dictionary being given by the Detroit Free Press to persons who present three coupons clipped from the Free Press at the annual Washington's Birthday celebration.

Mr. Emory said newspaper advertising in the past year has increased approximately fifty percent.

Most manufacturers who advertise sectionally or nationally for the purpose of reaching their customers, do so for the purpose of advertising their goods and not for the purpose of advertising their names. This is the reason why the public does not remember the names of newspapers.

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**HELP WANTED**

**Circulation Manager**

The best newspaper in the best city in the best part of the West. The Post at 225 Fifth Avenue, New York. Inquire for the details. Must have a circulation background. Must be interested in making large profits. Must prove his ability to organize and direct a selling force. Only first class man need apply. Address Box 283, care THE FOURTH ESTATE.

**Reporters**

February 24, 1923

SITUATIONS WANTED

General Manager Available
with constructive daily and Sunday—morning and evening newspaper building experience on both small and metropolitan dailies.

A successful executive, aggressive, good organizer and result producer in advertising and circulation and thoroughly familiar with business and mechanical details and all functions of newspaper making and management.

29 years old, married and available for connection on short notice.

Credentials prove ability to handle any proposition—medium size city preferred.

Address Box 5331, care The Fourth Estate.

Manager—
Man qualified by years of practical experience in every department, open for engagement as general manager of a daily newspaper. Develop advertising, build circulation, supervise editorial department, handle business details, operate plant and business in general economically and systematically so as to make utmost profit for owner. Address Box 5327, care The Fourth Estate.

Newspaper Executive
A man of experience seeks executive position with large newspaper or a general manager of small city paper. Situation must offer opportunity that will encourage the giving of ones very best efforts. Have been especially successful in securing cooperation of employees. Address Box 5327, care The Fourth Estate.

General Business Manager
Trained and experienced result producing all around newspaper executive, aggressive, understanding modern methods of business, advertising, circulation and proper direction of all departments of newspaper making, seeks opportunity as General Manager-Publisher. Wide experience in all departments, including one of largest dailies. Preference for growing small city daily. Highest credentials. Address Box 5385, care The Fourth Estate.

Foreman of Daily Newspaper
Efficient and reliable; union; Great Lakes states preferred. Long experience with medium-sized papers carrying heavy advertising has taught the writer just where to cut the corners to best advantage to keep things going all the time and getting the paper to press at the same hour each day has become second nature. Do you want to unload the composing room end of it? Write P.O. Box 809, Ann Arbor, Mich.

Some Trade Paper Needs This Man
Who is fully experienced as an editor of one of the largest trade papers of New England's most influential newspapers. Wants a trade publication connection, preferably in New England. He knows the New England States and their bountiful resources and is an able writer. Has corresponded for several trade papers and knows the valuable information that trade papers seek.

Will be glad to arrange interview and furnish references. Address Box 5346, care The Fourth Estate.

Copy Reader
Thirty, wants place, preferably in New York City; can come on trial on one week's notice; almost two years in position, New England; excellent references; dependable; well-qualified worker; $50 week, minimum. Address Box 5321, care The Fourth Estate.

Assistant Circulator
With 16 years of experience in all phases of circulation work, on a daily of 800,000. Have had 7 years experience with the Tollard-Allen system of mailing list and would prefer a newspaper using this system. Can furnish best of references from present employer. Address Box 5395, care The Fourth Estate.

Do you want an editor for your paper? Or desire such a position on a daily afternoo in a town of 10,000 population. Experienced, married, honest and ambitious. Have excellent references and recommendations from present employers. Address Box 5329, care The Fourth Estate.

Publisher's Assistant
Wants connection with large publisher as understudy to busy executive. Understand mechanical departments from A to Z, practical a-larum printer; 20 years old, honest and ambitious. Address Box 5318, care The Fourth Estate.

Circulation Man
Some publisher, desiring to quickly and permanently increase the circulation of his newspaper, can secure the services of a man having had large experience in developing circulation on both established and new newspapers. Address Box 5316, care The Fourth Estate.

News and Desk Man
High class news and desk man open for position. Metropolitan and small city experience. Thoroughly familiar with all details newspaper work. Prefer Eastern city. Address Box 5328, care The Fourth Estate.

The greatest auxiliary news service in the middle west.

THE CAPITOL PRESS
Peoria, Ill.

(Established 1912.)

PRESS CLIPPINGS

59 Park Place, NEW YORK

The problem of covering the Canadian Field is answered by obtaining the services of the Dominion PRESS CLIPPING AGENCY which gives the clippings on all matters of interest to you, printed in over 90 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.

At your service, THE IMPROVEMENT BULLETIN PRESS CLIPPING EXCHANGE, first-class clipping service for trade papers and individuals. Write us at Minneapolis, Minn.

SITUATIONS WANTED
FOR Sale

Used Newspaper Presses

Scott Quadruple Four Deck Press
Prints four to thirty-two pages. Can be shipped at once.

WALTER SCOTT & Co.
Pine Hill, New Jersey

New York Chicago

FOR Sale

Used Newspaper Presses

Scott Quadruple Four Deck Press
Prints four to thirty-two pages. Can be shipped at once.

WALTER SCOTT & Co.
Pine Hill, New Jersey

New York Chicago

FOR Sale

Now Being Built for Early Delivery

Write for Literature and Prices.

THE GOSS PRINTING PRESS CO.
1535 South Paulina Street

FOR Sale

Printing Plants and Business bought and sold. Advertisers, notes printers and bookbinders machinery of every description.

CONNER, FELDNER & CO.
96 Benjamin Street, New York City

FOR Sale

Proof Press


FOR Sale


FOR Sale

Paris Janitors Publish Newspaper of Their Own.

A newspaper for janitors has made its appearance in Paris, the first issue being circulated a few weeks ago and left at the door of every apartment in buildings in Paris where janitors are employed. The paper reminds flat dwellers that politeness is due janitors at all times and lists various regulations which they must observe. Included among the suggestions for the janitors themselves are some concerning the handling of mail. They are told that must be taken into the courtyard and shout to tenants on the fifth floor that mail has arrived for them. Instead, it says, the mail should be taken to the respective flats three times a day in well regulated houses.

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Janitors in Paris now have a newspaper of their own which they circulate at the door of every apartment in buildings where they work. The paper, called "La Timbale," is printed daily and contains news of interest to janitors, such as the latest fashion for janitorial hats, tips on how to keep the stairs clean, and even a column on how to deal with difficult tenants. The paper is printed on cheap paper and is distributed free of charge to all janitors in Paris.

In other news, the French government has announced plans to ban all forms of advertising in public spaces, including newspapers and billboards. The ban, which is expected to go into effect next month, is intended to protect the privacy of citizens and prevent the exploitation of vulnerable populations. The French government has long been a leader in ad regulation, with some of the toughest laws in the world.

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SPORT WRITERS ADVICE TO BE HEEDED BY PENN FOOTBALL COACH.

Newspapermen are to be called into council by Lou Young, Pennsylvania's 1923 coach, according to his own statement. The newspapermen are to be called into council by Lou Young, Pennsylvania's 1923 coach, according to his own statement. The ... just what's what with a team, Young believes. To get new ideas he is going to call in the newspapermen to hear what they have to say.

"I believe," said Young, "that a newspaperman who watches the practice every afternoon, knows the players personally and gets the whole story of what goes on, is going to be able to say something new to me."

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STUDENTS FAVOR AD COURSE.

Journalism students at the University of Kansas, according to Professor L. N. Flint, dean of the school, are favoring an advertising course. According to the opinion expressed by some of the prospective advertising managers, they expect to get at least $10,000 a year.


The only journal outside of the United States published in the interest of newspaper men.

THE ONLY JOURNAL PUBLISHED IN THE INTEREST OF NEWSPAPER MEN.
In the compact, rich territory of the Indianapolis Radius you can merchandise effectively with only one advertising cost—space in The Indianapolis News.

The Indianapolis NEWS

Frank T. Carroll, Advertising Manager

PUBLISHER IN AUTO CRASH.

Ralph Beaver Strassburger, publisher of the Norristown, Pa., Herald and Times, and prominent horseman of Philadelphia and New York, will permanently carry disfiguring scars on his face, suffered in an automobile accident near Fort Lauderdale, Fla.

First in OHIO!
The Columbus Dispatch

He was pronounced out of danger yesterday at his villa at Palm Beach, where he insisted on being taken on his return to consciousness.

Mr. Strassburger and his family reside at "Normandy Farm," Gwynedd Valley, a few miles north of Norristown. At this country place, and in the horse shows and cattle and live stock exhibitions, Mr. Strassburger indulges an innate love of fine horses and good stock. The farms of his estate are probably the largest in Montgomery County. They house a herd of Jersey cattle imported by the Mr. Strassburger, and a number of Suffolk Punch horses, as well as other fine racing and horse show stock, including the famous timber horse "Wolverton II."

CITY NEWS MEN DINE.
The Nycna Society to the number of seventy, composed of editors and reporters of the staff of the New York News City Association, Monday at midnight held its fourth annual beefsteak dinner at Cavanagh's. Chris de Vien, president of the society, presided and was presented with a leather traveling writing case.

NEBRASKA PUBLISHER TRYING TO LOCATE SISTER.

Vern Gibbens, publisher of the Dawson Herald, has enlisted the aid of several departments in northeastern Ohio, seeking to locate his sister, Mrs. Bertha J. Gibbons Colore, last heard from in 1907 in Lima.

FORMER EDITOR HONORED.

Honorable E. N. Gunsaulus, American consul general at Nova Scotia, at one time owner and editor of the London, Ohio, Times, predecessor of the Madison Press of London, Ohio, has been elected president of the American Club in Halifax, N. S.

PITTSGURGH LEADER.

Readers of this Paper are the Big Wage Earners

National Representatives:
STORY, BROOKS & FINLEY
New York, Phila., Chicago, San Francisco & Los Angeles

JOLIET

The Pittsburgh of the West.

Surrounded by the most fertile agricultural section in the ILLINOIS corn belt, the city is the hub of a great market.

CALIFORNIA EDITOR STUDYING POLITICS IN WEST.

Chester Harvey Rowell, California editor, educator and author, is making a tour of various cities for the purpose of studying political conditions. His travels will extend to Iowa, Minnesota, the Dakotas, Montana and Idaho.

BRITISH WRITER SPEAKS.

S. K. Radcliffe, correspondent of the Manchester, England, Guardian, was the speaker at "Talk on Current Topics," yesterday at the Waldorf Astoria, New York, given under the auspices of the U.S.D. of 1812. His subject was "Problems of Today."

The Boston American

Is showing two gratifying results of its three-cent price:

It has the Largest Circulation in New England and that price.

It is taking on a Higher Grade of Advertising every month.

QUALITY AND QUANTITY Go Hand in Hand.

The Boston American
The Fourth Estate

February 24, 1923

From nothing—to

185,000

in Six months

DETOIT

Sunday

TIMES

YORK

NEWS OF THE AD AGENCIES.

Harry Gale McNamee has joined the staff of the World Advertising, Inc., of which he is now the vice-president. He successors. Mr. McNamee was for many years in charge of the advertising department of the Chicago Defender and the Chicago Sun Herald, and has been a contributor to the Press-Telegram and the Los Angeles Express.

Don U. Bridge has been elected first vice-president of Fred Mills, Inc., advertising agency, Indianapolis. He has been merchandising manager of the Indianapolis News for the last five years.

Miss Elizabeth Banta, assistant treasurer of the Joseph Richards Company, New York, has succeeded Basil W. Matthews as secretary of the agency. Miss Banta will continue as assistant treasurer.

Colonel A. E. G. Nye, formerly associated with the Campbell-Ewald Company, Detroit, has joined the staff of the Fred M. Randall Company of Detroit and Chicago.

W. H. Marsh, for some time advertising manager of the Burroughs Adding Machine Company, and an agency man for the last fifteen years, has joined the staff of the Brotherton Company in Detroit.

C. C. Campbell, formerly with the Dodge Brothers, then advertising manager for the Ford Motor Company, has returned to the University of Michigan to complete his college work.

Harry G. McNamee has joined the staff of the World Advertising, Inc., of which he is now the vice-president. He has been a contributor to the Press-Telegram and the Los Angeles Express.

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The Brooklyn Advertising Club entertained Miss Anne Morgan, daughter of the late President Morgan, at luncheon last week, preceding her address before the Brooklyn Chamber of Commerce. Miss Morgan is the first vice-president of the American Committee for the Prevention of the Spanish War.

Alex Comey, formerly of the advertising department of the Berry Brothers in Detroit, has joined the Detroit branch of the American Multigraph Company's advertising department.

Marie Yates, of the Berry Brothers advertising department, has been chosen president of the newly organized Woman's Advertising Club of Detroit.

H. H. Marsh, for some time advertising manager of the Burroughs Adding Machine Company, and an agency man for the last fifteen years, has joined the staff of the Brotherton Company in Detroit.

AGENCY REORGANIZES.

The O. W. McKenney agency has been reorganized as McKenney & Taylor by Mr. McKenney and James I. Taylor. Mr. McKenney, before engaging in business for himself, has been with the F. J. Ross Agency, the Patterson-Andresen Company and Calkins & Holdwick, New York. Mr. Taylor, who joined Mr. McKenney as a partner last November, was formerly sales manager of the personal staff of Thomas A. Edison at Orange, N. J.

AGENCY TAKES MORE SPACE.

The Federal Advertising Agency has taken a third more space in the building at 6 East Thirty-ninth Street. The additional space gives the agency the entire tenth and eleventh floors. Part of this space has been occupied for some years. These leases have been renewed. Extensive improvements will be made and on March 15, the offices will be opened on the two floors.

NEW REPRESENTATION.


SUCCESSFUL MERCHANDISING.

Successful Merchandising depends upon successful advertising—the ability to reach efficiently and effectively the responsive readers of a particular territory.

The Pittsburg Dispatch is recognized by advertisers as a medium of inestimable value to reach the buyers of the great Pittsburg district.

AGENCY CHANGES NAME.

The office of the Fox River Advertising Association was changed to the Northwestern Advertising Association, a branch of the Advertising Association of America, at Green Bay, Wis. Plans for active advertising campaigns were laid by the delegates who attended the various departmental meetings called.

AD MEN ADVISED TO STUDY

MARKET CONDITIONS.

"Study the market before attempting to sell," was the lesson put before the Great Falls, Mont. Ad Club at an address delivered by C. T. Greenfield.

RENEWED TRENDS.

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TRENDS TOLD.

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The special features of the BUFFALO TIMES have made it the most popular newspaper in Western New York.

NORMAN E. MACK, Proprietor
VERREE & CONKLIN, Inc. Special Representative
New York, Detroit, Chicago, San Francisco

NEWS LEAGUE OF OHIO-DAYTON NEWS SPRINGFIELD NEWS

The papers with the big circulations and commanding prestige.

I. A. KLEIN, Foreign Representative
50 East 45th St., New York
644 Fort Dearborn Bank Bldg., Chicago

IN THE AD FIELD.
ADVERTISING ACCOUNTS NOW BEING PLACED BY
THE AGENCIES.

BATTEN, 381 4th, N. Y.—Renewing contracts with newspapers for Armstrong Cork Co. (linoleums), Lancaster, Pa.

BRADTS, New Orleans — Placing orders with newspapers for American Rice Products Co. (Cream of Rice), New Orleans.

Also placing orders for Southern newspapers for Illinois Central R.R. BELLAMY & NEFF, N. Dearborn, Chic.

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BUTLER, Bickeye, Akron, O.—Sending out orders for Akron Lamp Co. (self heating iron), Akron.

CAHALL, Pacific, San Francisco—Sending newspaper accounts for Globe Milling Co. (flour & cereals), San Francisco.

CHAMBERS, New Orleans—Placing advertising in newspapers for Carolina Remedies Co. (Caro Vet Stock Condition Powders & Caro Vet Eqmt. (Lucerine), Union S. C.

CHESMAN, 500 Dearborn, Chicago—Placing copy for Dr. Van Vlack, Jackson, Mich., in newspapers.

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BUTLER, Bickeye, Akron, O.—Sending out orders for Akron Lamp Co. (self heating iron), Akron.

CAHALL, Pacific, San Francisco—Sending newspaper accounts for Globe Milling Co. (flour & cereals), San Francisco.

CHAMBERS, New Orleans—Placing advertising in newspapers for Carolina Remedies Co. (Caro Vet Stock Condition Powders & Caro Vet Eqmt. (Lucerine), Union S. C.

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February 24, 1923

THE FOURTH ESTATE

175,000,000
ANNUAL PRODUCTION
35 MILLION
ANNUAL PAYOFF OF INDUSTRIAL
TRENTON
A prosperous NEW JERSEY territory completely covered by the Evening TIMES
Member A.B.C.
Marbridge Building, NEW YORK Lynne Building, CHICAGO

In New Orleans it's the New Orleans Item

PEORIA ILLINOIS JOURNAL (EVENING) and TRANSCRIPT (MORNING)
Sold in combination at rates making the combination the best advertising buy in their field. H. M. PINDELL, Proprietor.
National Advertising Representatives
New York Boston Chicago

THE LOS ANGELES EVENING HERALD
led all newspapers in the entire world in advertising gains 1922 over 1921
GAIN 3,493,854 LINES

THE PITTSBURGH PRESS
HAS THE LARGEST DAILY AND SUNDAY
CIRCULATION IN PITTSBURGH

Foreign Advertising Representatives:
I. A. KLEIN
90 East 42nd St.
New York 78
W. Monroe St., Chicago
A. J. NORRIS HILL
Heard Bldg., San Francisco.

How to Test an Ad.

There are ten ways in which to test an advertisement, which, if applied, will save the advertiser money, according to L. N. Flint, head of the advertising department of the University of Kansas. The ten tests are:

1. Will it work?
2. Will it sell?
3. Will it be scented?
4. Will it attract all classes?
5. Will it be too strong?
6. Will it be too weak?
7. Will it be too much?
8. Will it be too little?
9. Will it be too expensive?
10. Will it be too cheap?

How to Test an Ad.

In 1922 the New York Times published 852,148 lines of rotogravure advertising, 147,007 lines more than in 1921 and an excess over the next New York newspaper of 299,789 lines. The Times has nearly 45 per cent of the gain of all the graphic sections.

Leader in Rotogravure Advertising

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THE NEW YORK TIMES
Second newspaper
Third newspaper
Fourth newspaper

HOWARD OFF FOR NATIONAL BARNYARD GOLF MEET.

Raymond B. Howard, city editor of the Wilmington, Ohio, News Journal, went to the National Barnyard Golf Meet in Atlantic City, to attend the meeting of the National Horseshoe Pitches Association, of which he is a member. Mr. Howard’s visit was a success, but he was unable to resume his duties in Mr. Howard’s absence. Mr. Howard is also a member of the Horseshoe World.
THE BUFFALO EVENING NEWS
Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY, Reps.
Marbridge Bldg. Lytton Bldg.
New York Chicago

OWNER OF PATERSON CALL
PASSES AWAY SUDDENLY

Aged 77

Judge Robert Williams, of the New Jersey court of errors and appeals, president and principal owner of the Call Printing and Publishing Company, of Paterson, N. J., when he succumbed to an attack of pneumonia Monday while at Miami, Fla., with Mrs. Williams and a party of friends, where they had gone to pass a fortnight. Indicative of Judge Williams' personal nature was his decision the first part of this year to give to his employees in the Morning Call, an opportunity to share in the success of the business of which he was one of the founders.

His death is the second to occur among the original editors of the Call within the past year. Judge Williams and William A. Hopson were the two principal owners of the Call until the death of Mr. Hopson last March. Judge Williams planned the profit-sharing arrangement of his business with his employes, the controlling shires being continued, of course, with Judge Williams and his two sons, Assemblymen Henry A. Williams, and Robert Williams, Jr., both of whom were associated with their father in his law office.

In addition to his newspaper interests, Judge Williams was one of the directors of the First National Bank and the National Ribbon Company. He was born in Paterson March 16, 1860.

SPRINGFIELD PUBLISHER DIES

William A. Whitney, vice-president and director of the Phelps Publishing Company of Springfield, Mass., and a former treasurer of the firm, died this week at his home. Mr. Whitney was born in Springfield September 28, 1862. He entered the employ of the Phelps Publishing Company as a boy in the advertising department. He rapidly mastered the details of that department and in a few years was made the advertising manager in the home treasury of the Phelps Company and since 1914 has been the vice-president of the company.

Mr. Whitney was also advertising director of all publications of the Phelps Company. He was for several years a director of the Audit Bureau of Circulation, and also an officer of the Agricultural Publishers Association.

Other Obituary Notes.

MRS. LOLLIE BELL WYLIE, nationally known for her poems and other contributions to magazines and newspapers, recently in Atlanta, at the home of her daughter, Mrs. Charles P. King. The end came in several years after several years illness. She had served as society editor of the Journal and as society editor for Georgia, and on many occasions her poems had appeared on the editorial page of the Constitution.

THE SYRACUSE POST-STANDARD
IS THE BIG, POWERFUL result-producing medium of Central and Northern New York. Average Seven-Day Net Paid Circulation 53,278

For Six Months Ending Jan. 1, 1928 Greatest daily newspaper published in this part of the country.
Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

THE JOURNAL
IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
New York, Philadelphia, San Francisco

She was proudest, perhaps, of the fact that she was the first woman in Georgia to accept a regular reportorial position on a newspaper.

JOAN GLOVER SHREVE, former newspaper publisher, died last week after a brief illness from pneumonia at his home. Vermont, N. J. Mr. Shreve was born in Berlin, Camden County, N. J., on March 12, 1858. For more than thirteen years he was a clerk of the committee on labor, of the house of representatives, under appointment through the late Congressman John J. Gardner.

JOHN O'CONNELL, a member of the staff of the New York Times since July 1, 1908, died a few days ago in Brooklyn. He was a native of New York. His first newspaper work was on the Reporter. Mr. O'Connell was active president of the Newspaper Men's Benevolent League of New York.

MRS. ELIZABETH YEARSLEY, mother of Perry E. Morrison, courthouse reporter for the Columbus, Ohio, Citizen, died recently at Mt. Victory, Ohio.

H. G. WINDSOR, 62, well-known Missouri news writer and contributor to farm papers, died recently of meningitis and brain fever.

MRS. WILLIAM F. CRAIG, 77, wife of John Craig, editorial writer on the Express, died recently at her home in Springfield, Ill. A graduate, she was active in the franchise committee of the Springfield Senior High School.

Baltimore AMERICAN MORNING—DAILY and SUNDAY
FRANK D. WEBB, Advertising Manager
Frank D. Webb, Advertising Manager
J. E. Lutz, Chicago Representative

The latest house to house canvass reveals the extent to which Washington Newspapers are read in the homes. 50% of the adult population read them. The Evening Star—84% and the Washington Post—84%.
THE DAY-WARHEIT
America's FOREMOST Jewish Daily
Reaches the cream of purchasing power of the Jewish element in America. Essentially a home paper—written for and read by every member of the family.

THE DAY-WARHEIT
"The National Jewish Daily."

MEMBER A.B.C.
Main Publication Office: 118 East Broadway NEW YORK

NEGLIGENCE
February 24, 1923 31

WASHINGTON POST
DALLAS EVENING JOURNAL
WINSTON-SALEM, North Carolina's Largest City (U.S. Census)
Twin City Sentinel leads all North Carolina Dailies in Home Circulation.
(Member A.B.C.)

The Sentinel goes into eight out of every ten homes in Winston-Salem.

WINSTON-SALEM SENTINEL

H. W. KASTOR & SONS
ADVERTISING CO. ST. LOUIS
An organization of merchandisers highly specialized in the solution of advertising problems.

G. LOGAN PAYNE COMPANY
SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK

THE JOHN BUDD CO.
Representing Newspapers of 9 East 87th St., NEW YORK

WARM PRESS COOP AT OHIO STADIUM MAKES HIT WITHE Scribes.

Paterson's Morning Times gives you real Reader Influence.

STEVENSON & KALNICK, Inc.
47 West 84 St. 1st Nat'l Bank Bldg. NEW YORK

Paterson's Morning Times
(G. J.)
Growing Newspaper

TECHNICAL WORDS IN ELECTRICAL ADVERTISING.

W. M. J. MORTON CO., Representatives
NEW YORK, Fifth Ave. Building

ELECTRICAL ADVERTISING MEDIUM

A Montana is a rich, responsive field. It is covered by the MONTREAL LA PRESSE

KANSAS is a rich, responsive field. It is best covered by the TOPEKA CAPITAL

Day-Warheit thoroughly and completely covers the population of one of the largest printing centers in the world. With sixty-five per cent of the 700,000 Jewish population in the city, the family speaking and reading, the newspaper which covers this class comprehensively supplies a wonderful market to the foreign advertiser.

WM. J. MORTON CO., Representatives
TORONTO, 128 Bay Street

A Jewish Morning Journal

An American newspaper read by the more intelligent and prosperous class of Jews in New York City.

By Arthur Carpenter

THE JEWISH MORNING JOURNAL
A Newspaper Published Primarily for the Home. Member A.B.C.

129,120

G. LOGAN PAYNE COMPANY
SPECIAL REPRESENTATIVES

117 Lafayette Boulevard DETROIT

GROWING NEWSPAPER

THE JOURNALIST SUPPLY IS SMALLER THAN DEMAND.

More young men and women are training for newspaper and magazine work in the University of Washington than ever before according to Dean M. Lyle Spencer.

Cover the afternoon field as completely as does the Dallas News in the morning.

THE NATIONAL JEWISH DAILY.

Largest Afternoon Circulation

SUMMARY OF USE OF TECHNICAL WORDS IN ELECTRICAL ADVERTISING.

To away from the confusion it will be necessary to think of circuits in terms of the two things that seem to exist in all discussion indicates that "transmission" covers the bulk transfer of power from a generating point for some distance to a center of distribution, from which it is taken over on the line.

"Distribution" covers the circuits that pass the energy from the point where it is delivered by bulk transmission circuits to the final consumer.

NEBRASKA EDITOR TALKS ON PEACE OF WORLD.

Colonel T. W. McCullough, associate editor of the Omaha Bee, in an address to the Concord Club of Omaha, 'nounced the warheit will be necessary to think of circuits in terms of the two things that seem to exist in all discussion indicates that "transmission" covers the bulk transfer of power from a generating point for some distance to a center of distribution, from which it is taken over on the line.

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Wanted—To Buy Business of Special Representative

This is an unusual proposition, and it requires unusual action.

Plainly and frankly we wish to purchase the going business of a special representative—not of necessity the biggest and best in the field, but by no means a broken down, decaying business.

The buyer is a newspaper man, grounded from the bottom up, well seasoned, in the newspaper business, yet reasonably young in years.

This man has put in his time as reporter, editor, advertising man, and circulation man, from the reasonably small city to the largest in America.

This man is the promoter, who by editorial and circulation creation, turned the tide in the largest city of this country, and brought from near the bottom to the top of the ladder, one of the leading journals of the United States. And this was done when time was the main element to be contended with.

This man, as a hired executive, organized from nothing and brought to a successful culmination, in a period of less than three years, what is today one of the biggest, largest and most successful of all American institutions allied with the newspaper business.

And the operations of this gentleman have not been necessarily confined to America.

The main purpose of seeking to buy the business of a real special representative corporation is to get back into more active touch with the building of business for newspapers.

This man believes through such a move he will be able to accomplish the purpose in mind.

Naturally any and all communications will be strictly confidential. References beyond question will be furnished if desired in case of opening of negotiations.

For further details address

Box 5292, Care THE FOURTH ESTATE.
FOLLOW THE DEPARTMENT STORES

Volume of business is the life-blood of the department store. It must appeal to the greatest possible audience. It must make this appeal continuously, and with certainty of results.

For many years Chicago's leading department stores have found the advertising columns of The Daily News the quickest, surest and most economical avenue of appeal to the great buying populace of Chicago and suburbs. The table below gives abundant proof of the leadership of The Daily News in this field.

Other advertisers should follow these stores. Their advertising is scientifically placed and must prove effective.

TOTAL LINES DISPLAY ADVERTISING IN CHICAGO NEWSPAPERS USED BY CHICAGO DEPARTMENT STORES DURING THE YEAR 1922

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<td>Boston Store</td>
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<td>Hillman's</td>
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<td>Leiter Bldg Stores</td>
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<td>Weber Dept. Store</td>
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<td>Kahn's Fair</td>
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TOTAL: 6,000,000

THE DAILY NEWS PRINTED

3,667,786 more lines than the next morning paper.
3,208,640 more lines than the next evening paper.
1,733,844 more lines than the next Daily and Sunday paper.
2,864,566 more lines than all the morning papers combined.
2,799,979 more lines than all Sunday papers combined.

THE CHICAGO DAILY NEWS

FIRST in Chicago
IMPORTANT PRECEDENT IN STORE RATE AGREEMENT.

NEW YORK TIMES AND ELEVEN BIG RETAILERS SETTLE CONTROVERSY OVER INCREASE — CIRCULATION GAINS MEAN HIGHER RATES, WITH REBATE FOR LOSSES.

Advertising of the eleven New York department stores which on February 18 withdrew their copy from the New York Times because of an announced increase in that newspaper's department store rate, returned to the New York Times on Friday, following the conclusion of an agreement that will doubtless serve as a powerful precedent for the guidance of publishers and merchants in other cities.

The new agreement is in every but both the business management of the merchants approached the solution to a vexatious problem, and essential a victory for the Times, the newspaper and the representatives of the merchants who decided the matter in New York recently and have made it clear that they were seeking a solution to the vexatious problem, and not at all in the spirit of coercion. The Times' announced increase from thirty-four to thirty-six cents per line daily and from thirty-five to thirty-seven cents per line Sunday, based on the use of 150,000 lines annually, was made because the increased circulation of the Times not only warranted it, but made it imperative.

Used for Monday for advertising, this increased rate included an additional charge of seven cents per line for insertion in the first New York edition, in which most of this advertising appears. Another advertisement in the Times, printed in a special section, was used for special page position in that section. Louis Wilke, business manager of the Times, said the increase was the result of a controversy between the New York Times and the eleven New York department stores as to the department store rate advertising has been handled in New York in the past. The Times' rate of rates has been put in effect with the average circulation of the New York Times for 1922 as a basis.

The greatly increased and constantly growing circulation of the Times makes us confident that the plan will bring a higher rate than that which caused the disturbance. But every advertiser can protect himself against this contingency, for the option of a contract at the new fixed rate announced the first of the year is extended to all department stores.

"Several contracts have been made on that basis, which may be preferred by advertisers," said Mr. Wilke. "In some instances, the Times' advertising rate, which was 25.875 lines over February, 1922, and a far better rate than any other New York newspaper."

Horace A. Saks of Saks & Co., who conducted the negotiations with the Times, was frankly pleased that the new contract had been settled on a basis so thoroughly equitable.

"We have agreed with the New York Times on a new contract for the coming year," Mr. Saks said.

PERRY AND JONES TAKE CHARGE IN READING.

NEWS-TIMES RESUMES OLD NAME OF "TIMES," POPULAR WITH READERS — COMES OUT IN ENTIRELY NEW DRESS — HERALD-TELEGRAM WILL USE SAME PLANT.

The Reading News-Times came out Thursday in a new uniform but under an old name. John H. Perry, president of the various newspapers, new owners, announcing that the paper would resume the name of Reading Times, Mr. Perry was reading to formally complete the transfer of the paper from the McCormick estate to the organization of which he is head.

In changing the name we are bowing to the wishes of many old and dear subscribers," Mr. Perry declared. "I have discussed this plan with Mr. Perry this week in Reading recently and I believe that Mr. McCormick would be glad to make the change. The name should never have been hyphenated in the first place."

The transfer of this newspaper to the Perry-Lloyd Jones interests is of peculiar interest to eastern Pennsylvania, because it brings Taylor E. Perry and his associates into the advertising company for newspapers. Mr. McPherson, who is general manager of the Reading Times, is a Pennsylvanian by birth and by long residence in the state. He lived in Easton for many years and later was the publisher of the Phillipsburg Daily Press, and continues to work across the river from Easton. He has been in public service work in the state and is known to many of the business men. His home is in Reading, and much of his time will be spent in Reading.

IMPROVEMENTS PROPOSED.

Frank Hamilton, general circulation manager, and Victor F. Barnett, general manager of the Reading Times, accompanied Mr. McPherson to Reading and discussed plans for the future of the newspaper. Some changes in personnel also will be made. Former Mayor E. R. Gerber becomes editor and G. W. Kunsman, business manager.

Mr. Kunsman was advertising manager of the York Dispatch and Daily for some years and recently has been head of the Kunsman Advertising Service. For a period he was advertising manager for the Daily Times, and was advertising manager for the Times, and is known to many of the businessmen. His home is in New York, but much of his time will be spent in Reading.

Two million circulation in prospect for London Mail this year.

The London Daily Mail is approaching two million daily circulation class, its statement of circulation for the year just passed demonstrates. At the end of January, 1922, the paper certified circulation of 1,910,568, which was a little over one half and a small margin on the peak in circulation gains was reached in August when the daily sales averaged 1,910,568.
Sell Spring Fashions to the 685,000 women of Philadelphia

Chestnut, Walnut, Broad and other women’s shopping streets in Philadelphia are lined with establishments which prosper because by advertising in The Bulletin they tell nearly every feminine shopper of their offerings of correct and fashionable attire.

Nearly every woman and girl in Philadelphia and vicinity will spend at least $10.00 on her Spring wardrobe.

Dresses, gowns, hats, hosiery, shoes and other things for women’s wear will entice the dollars from their hand bags.

If you manufacture goods which appeal to girls and women, you can reach the 685,000 feminine buyers in the third largest market in the United States through their favorite newspaper—The Bulletin.

Dominate Philadelphia
Create maximum impression at one cost by concentrating in the newspaper “nearly everybody” reads—Philadelphia’s Newspaper

The Evening Bulletin.

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in America.

1922 net paid average circulation: 493,240 copies a day.

NEW YORK
DAN A. CARROLL
120 Nassau Street

DETROIT
C. L. WEAVER
VERREE & CONKLIN, INC.
117 Lafayette Blvd.

CHICAGO
VERREE & CONKLIN, INC.
30 East Jackson Blvd.

SAN FRANCISCO
ALLEN HOFMANN
VERREE & CONKLIN, INC.
681 Market Street

LONDON, M. BRYANS, 126 Pall Mall, S.W. 1

PARIS, RAY A. WASHBURN, 6 rue Lamartine, (9).

Copyright 1923—Bulletin Company.
HOW A NEW YORK SURVEY SERVES TWELVE DAILIES.

BUYING HABITS OF NINE MILLION CONSUMERS IN 50-MILE ZONE CHARTED BY N.Y.U. BUREAU — SCIENTIFIC TRADE ANALYSIS ON ITS BIGGEST SCALE.

Kinds and numbers of retail outlets in any given section in New York or within 50-mile radius will be available for newspaper advertisers.

Newspapers already have begun to draw dividends from their investment in this survey of New York trading territory. One newspaper, as soon as the business research bureau of New York University completes its research for twelve New York, Brooklyn, Long Island and New Jersey newspapers, will begin March 15 and will, when completed, give the papers routes lists of the retail outlets in the 50-mile trading area of New York.

New York's vast market, where it lies, how the consuming power of different sectionsof the city and outlying districtsis rated, where there will be sales, how the character and the fifteen million or so people who patronize it, where they are located, are among the many subjects covered in the survey.

Before definite steps were decided upon for various phases of the survey, a study was made of the way that best suited to their needs. This feature of a co-operative survey is distinctive in other cities where surveys have been made by newspapers, chambers of commerce and other business bodies, the reports have varied, no two ever having been noted to contain identical information, so Dr. Lewis H. Haney, director of the New York University research bureau, told The Fourth Estate this week.

STUDY OUTSIDE METHODS.

Before definite steps were decided upon for various phases of the survey, a study was made of the manner in which other cities gathered and transmitted news dispatches to afford the same facilities for obtaining the news that newspaper advertisers desiring to avail themselves of such services were introduced in the house of representatives recently by Mr. Haney's office.

The estimates given are conservative and, we believe, do not represent the maximum totals of stores actually existing.

Questionnaires and interviews formed the major part of the work that has been accomplished in collecting data in the New York City. In other cities where surveys have been made, the reports have varied, no two ever having been noted to contain identical information, so Dr. Lewis H. Haney, director of the New York University research bureau, told The Fourth Estate this week.

NOTES FROM NEW YORK.

In lines operated through chain stores those under the classification were set apart from those operated independently. Mr. Haney said this feature had not been followed in preparing the route lists.

Advertisers will be supplied with information on the most reliable sources available, the character of the market and the consuming power of various sections of the city.

The estimates given are conservative and, we believe, do not represent the maximum totals of stores actually existing.

The figures given for any classification do not represent the total outlets for any class of products. The number of outlets in New York City or in the 50-mile zone for any individual retail outlet.

The elevations of Harry S. New, United States Senator from Indiana, and former newspaper publisher, to the position of Senator New was connected with the Indianapolis Journal as a reporter, editor and part owner from 1878 to 1903.

No. 1514 THE FOURTH ESTATE, which is published every Saturday at 282 West 69th St., New York City, was established March 5, 1879. The Yearly Subscription Price is Four Dollars, and the price of Single Copies is Ten Cents.

March 3, 1923

JOHN H. PERRY IS SOLE OWNER OF A.P.A.

BUILDS SMITH AND BRISBANE HOLDINGS, AND PLANS TO EXPAND — GRIFFIN, FINLEY AND RILEY LIEUTENANTS — DELUGE OF GOOD WILL MESSAGES.

John H. Perry, president of the American Press Association and head of the Perry–Lloyd Jones syndicate, has changed the interests of Courtland Smith and Arthur Brisbane in the A.P.A., and now sole owner of the papers. Expansion of the association and improvement in all departments is the announced program of Mr. Perry.

Officers of the company under the new ownership are John H. Perry, president and chairman of the board; William Griffin, formerly with the Newell–Emmett Company, vice-president; Mr. Perry's son, Emmett, secretary; and George A. Riley, treasurer.

Mr. Griffin has been vice-president, retires from the firm. Mr. Griffin's resignation as vice-president was tendered to the Newell–Emmett Company, and Mr. Finley continues as business manager in addition to his duties as treasurer, will serve in an executive capacity with the Perry–Lloyd Jones newspapers.

Mr. Perry has received a deluge of congratulations since his friends learned of his purchase of the Smith and Brisbane newspapers. One was a cablegram from Sir Thomas Lipton, which also contained a word of personal congratulation to Mr. Griffin upon his appointment as vice-president.

NEW POSTMASTER GENERAL A FORMER NEWSPAPER PUBLISHER.

The elevation of Harry S. New, United States Senator from Indiana, and former newspaper publisher, to the position of Senator New was connected with the Indianapolis Journal as a reporter, editor and part owner from 1878 to 1903.
Are you still setting your Display Composition with Foot-work?

Did you ever stop to think how much of the work in the ad-alley is foot-work? Footwork that doesn't show in the composing stick.

There's the foot-work of finding the case in the first place, or perhaps waiting until some-

one else has finished at that particular case. And then there's the foot-work (after the paper is printed) of finding the case again, waiting again, and standing there distributing.

In the old days of hand composition of straight matter it was at least possible for a man to sit and set at the same case for hours at a time. Even that economy is unknown to hand composition of display matter. There are dozens of reasons why you should set display on the LINOTYPE.

It is possible for a compositor to sit at a Text-and-Display LINOTYPE and set almost every line, news, heads and ads, in your entire paper. Are you as fully informed as you should be on the capabilities of LINOTYPE Models 21, 22 and 24?

Resolve to end foot composition in your plant at once. Make your plant an all-slug, non-distribution plant and watch your profits rise.

Multiple Magazine

Text-and-Display Models 21, 22 and 24

Mergenthaler Linotype Company

29 Ryerson Street, Brooklyn, N. Y.

San Francisco
646 Sacramento Street

Chicago
1100 South Wabash Avenue

New Orleans
549 Baronne Street

Canadian Linotype Limited, 119 Adelaide Street, West, Toronto
CHICAGO DAILY JOURNAL
Founded 1844

Oldest Daily Newspaper in the Middle West

Announces the Appointment of

C. D. BERTEOLET
as
FOREIGN ADVERTISING REPRESENTATIVE

Effective March 1st, 1923.

C. D. BERTOLET
HAMMOND & WOLCOTT
A. J. NORRIS HILL
Chicago  New York  San Francisco
30 N. Dearborn St.  366 Fifth Ave.

OSCAR DAVIES, Kansas City, Victor Bldg.

FOR SMALL DAILIES IN INLAND PRESS REPORT.

C. R. Butler of the Mankato, Minn., Daily Free Press, chairman of the cost committee of the Inland Daily Press Association, has reported to the association that, as a result of reports received over a period of three years, the committee has found that the income of an average country daily should divide itself as follows:

Advertising  ...  70.5
Circulation income ... 28.6
Miscellaneous—paper etc.  ....  9

On the average this would be expanded as follows:

Advertising ... 14.8
Circulation ... 6.9
Miscellaneous ... 11.2
Administration ... 18.5

Included in the mechanical department expense is the item of paper. The Administration includes executives' salaries, rent, depreciation and other similar items.

BUY'S INTO DAKOTA PAPER.
D. L. Keith of Hot Springs, S. D., has purchased an interest in the Sleepy Eye, Minn., Herald-Dispatch and has assumed charge of the editing and business departments.

What is considered the first step by William Randolph Hearst toward the acquisition of a chain of theaters throughout the country was the acquisition of the first-run motion pictures. Extensive interior and exterior remodeling is planned.

Mr. Hearst now controls approximately 25 feet of frontage on Columbus Circle proper, and considerably more on the neighboring streets. Directly in the rear of the theater he owns a large parcel, extending from No. 31 to No. 347 West Fifty-eighth street. The Hearst property is situated between the offices of The Fourth Estate.

The acquisition of the Columbus Circle playhouse is in line with Mr. Hearst's belief that the progress of commercial and amusement activity in New York is northward and that Columbus Circle will succeed Times Square as the center of business and entertainment.

The Public Service Commission, in recognition of the importance of Columbus Circle proper, is now considering plans for the enlargement of the subway-arterial system. Plans are under consideration also for the establishment of an express station there to accommodate the heavy and constant traffic.

The Hearst International Film Corporation, controlling the Famous Players-Lasky and the Universal Company (the latter has the news reel), transferred to the Goldwyn distributing organization.

INCOME AND OUTGO FIGURES FOR SMALL DAILIES IN INLAND PRESS.
One of the 1600

Sixteen hundred newsboys, each in business for himself, deliver The News daily into 65,000 Indianapolis homes. More than 95% of The News city circulation is delivered at home—its proportionate street sale is probably less than that of any other metropolitan newspaper.

It is in the home that sales are made. It is into the home, into the heart of the family circle, that The News carries its selling messages. It is circulation that counts.

The Indianapolis News
POLITICAL SCRIBES FORM NEW STUNT CLUB.

INNER CIRCLE ORGANIZED TO SUPERSEDE THE AMEN CORNER AND CITY HALL REPORTERS—PLAY WRITTEN AND ACTED BY MEMBERS TO BE DINNER FEATURE.

The Inner Circle, a new organization of political writers who propose to carry on was founded and is now known to the public as the Gridiron Club, at Washington, which holds two such stunt dinners a year. For many years the Amen Corner in New York City served the purpose of holding the mirror up to local politicians. It was founded about twenty-five years ago, when Senator Thomas C. Platt was the biggest political figure in the state, and its name was taken from the Amen Corner, which he originated as a meeting place for politicians in the old Fifth Avenue Hotel. Such meetings were generally held on Sundays, hence the name. The subsequent dinner of that name, given by the men who covered politics for the local newspapers, became a feature of city life. The first dinners were held in the old Fifth Avenue Hotel, but for a dozen years or more they have been held at the Waldorf-Astoria. Last year the Amen Corner did not hold a stunt dinner and, while the organization is still alive, its former character has changed somewhat.

To continue the idea of this kind of entertainment the Inner Circle was formed. It is composed essentially of the men covering politics on the city newspapers, but is open to former political writers as associate members. The new organization is also an outgrowth of the Association of City Hall Reporters which began giving stunt dinners about eight years ago. Its function is to satirize the city administration, and the dinner has been useful in that it was decided to enlarge its sphere of activity and take in national and state politics as subjects for lampooning.

The president of the Inner Circle is Edward Stuts, Stuts, for many years the political editor of the New York Tribune. Fred H. Adams, former city hall representative of the City News, is secretary, and Clarence R. Warden of the Brooklyn Standard-Union, is treasurer. Harry D. Kingsbury, political writer on the New York Tribune, and president of the Association of City Hall Reporters, will preside jointly with Mr. Luther, this year, as the two organizations are merging. Hereafter the dinner will be given exclusively by the Inner Circle.

The performance will be a five act musical comedy, the Superinten
dents, an allegorical determination of some of the city's friends, to make him the Democratic Presi
dential candidate. The whole, of course, will be one of the most important features of the evening. The performance will be broadcasted.

FOURTH DISTRICT — A.A.C.W. MEETING PLACE CHOSEN.

Birmingham was selected by the Fourth District of the Associated Advertising Clubs of the World for the next annual convention by approximately twenty delegates who attended a one-day conference in Atlanta this week. An executive committee was named that will in turn appoint a district secretary and designate the future district headquarters. These will be selected later.

Delegates who attended the conference were from many sections of the Fourth District, which includes the Southeastern states, Porto Rico and Cuba. The executive committee is composed of W. L. Wilhoit of Chattanooga, chairman; R. E. Hill, Nashville, Tenn.; Thad Holt, Birmingham, Ala., and C. M. Bass, Columbus, Ohio. The committee will devise means for cooperation and financing the field secretaries.

NAVY YARD STATION STOPS SHIP PRESS TRAFFIC.

The famous wireless station NAH at the Brooklyn Navy Yard ceased all broadcasting of press dispatches to ships at sea on February 20. This station was one of the pioneers in wireless press work and had been broadcasting it daily for several years.

The decision to stop further service of this character from NAH was reached with a view of eliminating all unnecessary traffic around New York Harbor, particularly because all ships can be reached by the more powerful naval stations.
A Help to the Advertising Department

The Linotype Typography Layout Kit

The Layout Kit contains 72 loose sheets of typographic material—borders, spots, initials and type matter of many faces and sizes—intended to be cut and pasted up into layouts that show just how the finished ad will look in type.

To the advertiser, the Layout Kit is both a convenience and a revelation as to the results that can be secured very economically with Linotype decorative material.

To the newspaper it is practical economy because it furnishes the advertiser a means of laying out his ads in a way that will be exact and readily understood.

There are several ways in which the Newspaper Advertising Department can make use of this idea.

It can use the kit itself to lay out special ads and design special typographic treatments for its customers.

It can purchase a number of Kits for distribution to its customers.

It can get up its own Layout Kit, showing just the material available in its own plant, and distribute that to its customers.

The Layout Kit is designed solely as a convenience for Linotype users and is sold at the nominal price of $1.00.

MERGENTHALER LINOTYPE COMPANY
Department of Linotype Typography
461 EIGHTH AVENUE, NEW YORK
PRESS LEAGUE OF TEXAS WILL BE INCORPORATED.

NEWSLEER EXECUTIVES TO SEEK PROTECTION AGAINST UNJUST SUITS—CAMPAIGN PLANNED TO INCREASE MEMBERSHIP—TWELVE NEW PAPERS ADDED.

Incorporation of the Texas Daily Press League will be sought in order to protect against unjust suits that may be filed against newspapers under the Texas common carrier law, it was decided at a meeting of the executive committee at Dallas Friday of last week. Martin K. of the Corsicana Sun is president of the league.

The executive committee representing fifty of the daily newspapers in Texas believed that, in addition to protecting those that do not have more than 50,000 population, also will take immediate steps to further protect the members from violations of labor agreements with printers and pressmen’s unions, according to Dr. Peacock’s resolution adopted.

The committee, which also represents the advertising bureau of the league, will continue to meet at one o’clock, and after lunch, the advertising bureau committee went into executive session to study the possibility of a campaign to be conducted in Eastern states. The policy of the league’s bureau will place the advertising facilities of the league before manufacturers and wholesalers.

Twelve new papers have been added to the membership in the league since the last annual convention. These are the Marshall Messenger, Greenville News, Sweetwater Reporter, Greenville Herald, Mexia Daily News, Martin Democrat, Cisco Leader, Athens Daily News, Tyler Daily Democrat, Texan, Austin and Gainesville Register.

The resolution was adopted against lending any active co-operation to any national co-operation to any newspaper that does not include in its appropriation the daily newspaper in its town in which co-operation is sought. This means specifically that these newspapers will not co-operate with manufacturers and advertising agents devoting their entire appropriation to advertising by means, bill boards and motion picture theater and seeks to have the publisher’s tie in with the campaign at his own expense.

K. K. Hooper, Fred Horton and Odis Power were named on the committee which will investigate the advertising by manufacturers and wholesalers and motion picture theaters and seeks to have the publishers tie in with the campaign at his own expense.

A campaign to bring every daily in the state into the organization is to be launched shortly.

WASHINGTON SCRIBES GUESTS OF VIRGINIANS.

Taking advantage of an invitation extended them by the citizens of Alexandria, Va., a number of Washing- ton newspaper correspondents were guests of the city on Washington’s Birthday.

The press arrangements on the occasion were in charge of Parker R. Anderson, editor and manager of the Alexandria Gazette, who was assisted by M. T. Dwyer, an old newspaper man of Alexandria, who arranged luncheon and other refreshments at the Rannell Hotel.

This is the first time that the citizens of Alexandria have celebrated the natal day of the Father of His- tory in his native city in the real old-fashioned way for ten years, and the correspondents present thoroughly enjoyed the genuine Virginia hospitality bestowed upon them.

WICHITA NEWSPAPER PLANT DESTROYED BY FIRE.

Fires which started in the boiler room and swept through the building destroyed the present home of the Western Newspaper Union last week. The loss, which is covered by insurance, is placed by Manager Harry Albright at $20,000. The cause of the fire was not determined.

GEORGIA EDITORS IN TWO-DAY SESSION ARE GUESTS OF SAVANNAH DAILIES.

More than a hundred editors from every section of the state were present at the two-day meeting of the Georgia Press Association in Savannah February 23 and 24. President William G. Suttle of Savannah presided.

In addition to the discussions and addresses along lines of varied but intense interest to practical newspaper people, especially weekly newspaper folk, there were several items of unusual interest provided after the regular program had been made up. The session was featured by the presentation of a gavel of historic interest to the state—a gavel made from cherry and walnut from trees on the old capitol grounds in Mill- edgeville.

The gavel was prepared and presented by Mr. and Mrs. R. B. Moore, of the Millville Union Recorder. Mr. Moore was present as a youth at the first organization meeting of the association back in the eighteen nineties and his father was an officer in the early days of the organization. Mrs. Emily Woodward, a vice-president of the association, accepted the gavel for the association.

Edwin Markham, poet and critic, remained over in Savannah for a day reading selections from his works. Here he delivered a delightful, breezy talk, recounting his experiences as an editor in California.

Resolutions of confidence were authorized by unanimous resolution to be sent to Editor and Mrs. McDowell of Decatur, sympathizing with them in the death of their daughter. The entire party of visitors were guests of the Savannah newspapers at an oyster roast at the Isle of Hope.

AD FOLK RAISING FUNDS TO OUTFIT LA PALOMA.

Harry S. Howard, general manager of the Honolulu Star-Bulletin, and Charles S. Crane, general manager of the Advertiser, have been named by the special commission on a Hawaiian entry in the Santa Barbara-Hawaii yacht race to handle the work of raising funds to outfit “La Paloma” for the voyage.

The SCOTT MULTI-UNIT PRESS used by BOSTON HERALD, Boston, Mass.

SCOTT Multi-Unit Presses satisfy the most exacting requirements, not only of today’s newspaper but of the morrow, and your initial installation will never need replacing, only adding to it when expansion becomes necessary.

ASK THE MAN WHO OWNS ONE.

WALTER SCOTT & CO.

CHICAGO, PLAINFIELD, NEW JERSEY, U.S.A.
NEW YORK

1441 Monadnock Block 1457 Broadway, at 42d Street
CHINESE SLOW TO DEVELOP SOUND JOURNALISM.

SOME LEADING PUBLICATIONS HAVE MADE PROGRESS, BUT PROPAGANDA STILL IS RAMPANT — CIRCULATION OF NEWSPAPERS AVERAGES FROM 1,000 TO 4,000.

Modern journalism in China may be excused for its slow development, Professor Don D. Patterson of the school of journalism at the University of Missouri, in a recent number of the university bulletin entitled "The Journalism of China.

The majority of the 800 or more publications in the country that appear with a certain regularity were established after the uprising. Professor Patterson points out. Some of these journals, such as vernacular, or colloquial, newspapers, had their beginnings earlier than this but took advantage of the protection afforded by the international concessions of Shanghai and elsewhere to keep at a safe distance from imperial authority and from government officials.

The Chinese throne was a jealous one, a throne which guarded its prerogatives zealously except in the case of its own immediate representatives, and it is extremely severe in its punishment for offenses against the imperial dignity. It did not appeal particularly to the Chinese who were abroad, and it has no conception of the commercial administration of such an undertaking. There are notable exceptions, of course, to this generalization, but the majority of the publications of China are organs of personal opinion, whether this opinion be political or otherwise. Every organization, anywhere in the world since the necessity for airing its views and feelings has been realized, has taken only a few dollars or hours to embark on such a venture, a newspaper or journal of some type is founded.

In the city of Shanghai the labor organizations have the control of newspapers and it is said that in Canton, Ching Chiang, there is a well known group of mandarins, having a publication to give attention to their wants and interests. Peking is a city of such political organs, financed and supported by individual and party interests, which spring up and often vanish over night, and it is difficult to separate the newspapers of China from the kaleidoscopic political changes that are going on in expression of their political parties and their activities. The usual question in the mind of the Chinese newspaperman is who is paying for the publication of his newspaper. This information will generally be forthcoming when a leading question is asked. It is a fact that a majority of the Chinese newspapers, in one instance, a daily newspaper in one of the treaty ports announced its independence that "our subsidy from — having been cut off, we shall hereafter have be independent organ.

The leading publications of China, both vernacular newspapers, and exceptions, and it is these outstanding journals that are to be considered in this article, as representative of the Chinese newspapering and will be taken in the development of the journalism of the country.

In this connection, it may be noted that the vernacular newspapers in the Calcutta are often published and issued by natives in the interest of parties, individuals and groups outside of China. These publications are supported by nationals of other countries for the purpose of giving expression to their views in the language of the Chinese people.

China's vast wealth of natural and undeveloped resources, its commercial and industrial potentialities, and the general view that it will one day constitute a financial bonanza have led to the constant effort to get the ear of the Chinese and to tell him something that will be to the advantage of the seller of the idea. The Chinese newspapers are combating this tendency but circumstance at the moment are against any immediate success in this direction.

These two journals, the Shu Pao, and the Sin Wan Pao, may as examples of the highest type of Chinese journalism as expressed in the opinion and disseminating of news, although two others having smaller circulations, the Shih Pao and the Shang Pao, must also be mentioned because of their political attitude.

The largest circulation in China is claimed by the Sin Wan Pao of Shanghai, whose circulation is valued at from 45,000 to 60,000 daily. These circulation figures are the subject of much discussion, and no organization in China to guarantee any particular circulation must be taken at its face value.

The other leading publications of China, with their circulation figures, which in this tabulation are taken from the Directory of Newspapers in China, published by Carl Crow, Inc., Shanghai, are:

Yi Shih Pao, Tientsin... 20,000
Shang Pao, Shanghai... 15,000
Yi Shih Pao, Peking... 10,000
China Times, Shanghai... 10,000
Tom Shin, Shanghai... 10,000
Ta Kung Pao, Tientsin... 8,000
Wah See Pao, Hongkong... 7,000

SOME LEADING PUBLICATIONS

DEAL PENDING FOR SALE OF LANCASTER DAILY TO PAUL BLOCK.

It is expected that the Lancaster, Pa., New Era will be taken over by Paul Block of New York and M. F. Hanson of Duluth, publishers of the Duluth Herald, within the coming week. It is stated that Mr. Block and Mr. Hanson will be associated with Mr. Block and Mr. Hanson in publishing the paper. Advertising agencies about $600,000, have been in progress for some time and, it is understood, that the transaction will be concluded with the purchase by Mr. Block and Mr. Hanson in January, the transfer to be effective February 1.

It is stated, however, that details of the transfer have not yet been fixed and that these have held up the actual formal consummation of the deal.

The Lancaster Examiner-New Era is one of the prominent newspapers of Pennsylvania and one of the two papers serving that territory.

PUBLISHERS OF WESTERN ONTARIO TO BECOME BIGGER.

At the annual meeting in Toronto of the Western Ontario Daily Publishers' Association, it was proposed to change the name of the organization to embrace all the small city dailies of Ontario.

The following were elected:

President, H. B. Burgoyne, St. Catherines; vice-president, W. B. Preston, Brantford; editor: R. W. C. Whipple & Edmondson, Niagara Falls; secretary-treasurer, T. H. Kay, Kitchener; executive committee, C. W. Arab, London; J. A. Wollop, Oshawa; R. J. Macpherson, St. Lawrence.

SENATE FIXES ONE PAGE AS A VITAL PUBLISHING PROBLEM.

Publishers could send only a page instead of the whole newspaper or magazine, as at present to advertisers as proof of advertisement under a bill passed last Saturday by the senate and sent to the President.

NON-PARTISAN PAPER SOLD BY SHERIFF AS SEIZED.

The buildings and grounds of the Grand Forks, N. D., American, defunct Non-Partisan League publication, was bought by trustees for the creditors at a sheriff's sale for $25,827.17.

HEARST PAPERS' GROWTH MAKES ADS IMPROVE.

The tremendous growth of the newspapers, especially the Hearst papers in New York and Chicago, is creating a new and serious problem for advertising circles, declared Henry G. Mohelman, classified advertising manager of the Baltimore Advertising Club of Washington.

Dr. J. C. Patterson also cited the Chicago Herald-Examiner, which he said, "now has a circulation of more than 300,000 on Sundays, having gained 350,000 in four or five months."

This immense gain, he said, is creating a pressure which must bring about a change in the form of advertising. There is more competition for space, he said, which is causing an increase in rates and a decrease in display space. This is tending forward to more care a arrangement of advertising and, naturally, to increase in the quality of the advertising matter, he explained.

TWO MORE DETROIT AGENCIES BECOME ONE.

Whipple & Grant, and J. Scott Black, have combined their interests under the name of Whipple & Black, at 420 Free Press Building, Detroit.

Carr Whipple, who was eight years advertising manager of Crowley, Milmore Co., in the offices before forming the Whipple & Grant agency in 1920, is in charge of the retail division of the new company.

J. Scott Black, well-known in advertising and merchandising circles, who also recently increased his activities, assumes the management of the new company.

SCIENTIFIC SCOOP CLAIMED BY ALBANY DAILY.

The Albany Knickerbocker Press lays claim to being the first newspaper in the world to give news of the isolation of the influenza germ.

Dr. Simon Flexner, director of the Rockefeller Institute for medical research, announced the discovery of the disease at the General Electric company's radio broadcasting station, and the Knickerbocker Press heralded the announcement next morning.

COLLEGE PROFESSOR ATTACKS MAGAZINES.

Dr. James J. Walsh, professor of physiological psychology at Cathedral College, New York, condemned his attack on newspapers and magazines before an audience at Cathedral College New York, continued his attack on newspapers and magazines before an audience at Cathedral College.

McKittrick's Directory of Advertisers, their Advertising Managers and Advertising Agency: for 1923

Is Now Ready for Delivery.

105 Fulton Street NEW YORK
DRY UNITS' PRESS BUREAU AIDS AT SERVICE ONLY.

DIRECTOR CUNEO BELIEVES IT MAY BE FORERUNNER OF SIMILAR ORGANIZATIONS—HELPFUL SUGGESTIONS FROM THOSE CONCERNED WILL BE WELCOMED.

Recent comment on propaganda material being issued from official and unofficial quarters in Washington for and against prohibition, appearing readers of The Fourth Estate have brought forth a statement in explanation that representatives of the press are not without news value to one or more correspondents. It is a constant endeavor to avoid what is considered propaganda, although I am free to confess that the 'propaganda' may be attached to practically all information, given out by the Government.

"To what extent this applies to the statement of the narcotic and prohibition laws, I will not presume to express an opinion. However, there are readily to be seen the present time there is much public interest in news and information on account of the universal popular aroused.

At the same time, there is no other departmental clearing house of news in Washington, and while there has been publicity, a number of representatives of the press in reference to so-called propaganda, I have the experience from this with whom I come in contact that the Bureau I have established is proving of real service. In fact, from the comments I have heard, I am of the opinion that the disclosures to date have been that every Government department will have a similar bureau.

Mr. Cuneo gave the assurance that helpful suggestions from those concerned will ever be welcome."

GREATER DEVELOPMENT OF SERVICE IDEA STILL TO COME, SAYS EXPERT.

In describing the development of service and promotion work by newspapers within the last seven or eight years in a contribution to one of the bulletins of the School of Journalism at the University of Missouri, David R. Williams, manager of the publicity department of the St. Louis Globe-Democrat, declares that the work of newspaper promotion has just reached the walking and talking stage.

"The remarkable development of modern newspaper-making—the service and promotion department—will be taken into the present time there were no service and promotion departments in all of New York City. There were few newspapers in Philadelphia that had established such departments and we all remember the important work that had then already been well established and was growing strong on the Chicago Tribune."

"The St. Louis Globe-Democrat was the pioneer in the work of creating a complete service and promotion department, to the best of my knowledge and belief, west of the Mississippi River. If wrong, we want to be corrected."

"It is generally agreed that Colonel Holland, of the well-known Holland & Company, was the father of the whole service and promotion proposition. His little journal, the Co-operator, has blazed the trail for the hundreds of service and merchandising organs which have followed."

"Today, with the exception of one newspaper in New York daily and possibly one in the other eastern cities, there are very few others in smaller cities, as well as in the United States, that do not some sort of service and promotion work."

"This development is due to the increasing realization that the public will pay for service and promotion work."

"The trend is, however, toward the better presentation of a newspaper. It is with a sense of the responsibility that comes with such development that the editors of the St. Louis Globe-Democrat approach the work."

"The St. Louis Globe-Democrat has always been on the alert for a new idea, and the writer of this article, in connection with the Promotion Department, has always been on the lookout for a new idea."

COMMENCEMENT OF EMPIRE STATE PRINTING SCHOOL HELD AT ITHACA.

Certificates of graduation were awarded to twelve young men at the first semi-annual commencement exercises of the Empire State Printing School at Ithaca, N. Y., on Thursday. Eleven of the students of the school completed the six months' course, ten in the linotype department and one in the department of typography.

One of the graduates, who was a journeyman printer when he came to school, took the special course in linotype operation and mechanism. The graduates come from many parts of New York state.

All of the schools in Ithaca, N. Y., were invited to attend the exercises, which were conducted by the Empire State Printing School, with a luncheon at the Ithaca Hotel at noon and a commencement address by the President of the School of Printing.

The commencement exercises brought to Ithaca many members of the New York State Publishers Association. This was the first class of students to be admitted to the school. The first class on the new basis will be admitted to the school on March 5. At that time eight new students will be taken. It is expected that a similar number will be admitted each month until the school reaches its capacity of fifty students.

OLD GLORY SURVIVED FIRE IN SEATTLE TIMES HOME TEN YEARS AGO.

Ten years ago the Seattle Times plant was destroyed in a four-story brick building at the northwest corner of Second avenue and Union street, at a loss of $150,000 to its owners. A photograph taken of that day, February 13, 1913, shows the American flag which floated through the conflagration, refusing to give up to sparks which showered it and flames which licked at it.

This Old Glory, which had commemorated Lincoln's Birthday day before (ten years ago), had been overlooked by the night janitor and that accounted for its presence on the building during the fire. The flag, now a treasured souvenir of a great disaster, is still in good condition.

EIGHTY-FIFTH BIRTHDAY.

M. P. Rindlaub, former editor of the Platteville, Wis., Witness and one of the pioneer editors of the state, celebrated his eighty-fifth birthday last week. Mr. Rindlaub has not lost his interest in the printing business and takes great pleasure in attending the meetings of the state press association, of which he is one of the last members. He has been instrumental in the renovation of the first capital building of the state and he believes that the building stands in the original ground.

PONY AUTOPLATE ANNOUNCEMENT

We beg to announce that we have just added an automatic plate cooling device to our Pony Autoplate Stereotyping Machine.

The Pony Autoplate now casts, finishes, and cools its printing plates, and delivers them ready for press.

It thus replaces all of the plate making apparatus in a foundry, from casting box to finishing tub, including finishing blocks. Hand finishing is no longer necessary.

The Pony Autoplate is易于在急需时准备妥当。它可以在需要时准备好。
REFERENDUM VOTE BY BUSINESS ON TRADE BODIES.

CHAMBER OF COMMERCE OF U.S. SUBMITS FINDINGS MADE BY SPECIAL COMMITTEE TO MEMBERS FOR VOTE—CONTROL BY GOVERNMENT OPPOSED.

Trade associations are the subject of a referendum submitted this week by the Chamber of Commerce of the United States to its membership. Organizations representing practically all industries and branches of commerce are represented in the chamber.

The activities of trade associations have been carefully gone into by a special committee appointed by the chamber a year ago. The activities of trade associations have been carefully gone into by a special committee appointed by the chamber a year ago. The chamber has now presented a report containing recommendations. The report and its recommendations are the basis of this referendum vote submitted to members for vote.

The propositions, upon which the chamber's membership will vote, are:

1. "Because of numerous useful and important functions of obvious propriety trade associations should exist for each important branch of industry and commerce.
2. "A trade association should have the power to represent the views of its members to the government in any transaction affecting them.
3. "Trade associations should be free from federal and state control.
4. "Statistics of capacity, production, stocks and sales should be collected by a trade association for its industry or branch of commerce.
5. "Any interpretation of statistics or other contracts involving the facilitation of concerted action on the part of members should be made by a trade association.
6. "Statistics of capacity, production, stocks and sales should be collected by a trade association for its industry or branch of commerce.
7. "Trade associations should continue free from special forms of government control.
8. "Statistics of capacity, production, stocks and sales should be collected by a trade association for its industry or branch of commerce.
9. "Any interpretation of statistics or other contracts involving the facilitation of concerted action on the part of members should be made by a trade association.
10. "Statistics of capacity, production, stocks and sales should be collected by a trade association for its industry or branch of commerce.
11. "Any interpretation of statistics or other contracts involving the facilitation of concerted action on the part of members should be made by a trade association.

HE'S A DEALER IN POPULAR SENTIMENT.

"With public sentiment, nothing can fail; without it, nothing can succeed."—Abraham Lincoln. And by these words of the great American, we may see the truth of the matter. If public sentiment is with us, we may succeed, but if it is against us, we may fail. The only way to succeed is to have public sentiment on our side.

KANSAS PUBLISHER DEPLORES EDITORS WHO HAVE NO OPINIONS.

"Why don't the editors edit?" asks Charley Scott of the Iola, Kan., Register. "Every Kansas newspaper has about it a man who calls himself the editor, but yet he doesn't edit. The editor is not the one who writes the paper, but the one who tells the paper what to say. The editor is the one who tells the paper what to say, and the editor is the one who tells the paper what to say. The editor is the one who tells the paper what to say, and the editor is the one who tells the paper what to say.

BRITISH PUBLISHER'S WILL PROVED.

Probate was granted this week of the will and codicil of Viscount Northcliffe. The value of the estate is estimated at £300,000, with net personalty of £125,000. A duty of £300,000 pounds is due the government on the estate of Lord Northcliffe.

HUBER'S ROTOGRAVURE INKS Are long on covering capacity

HUBER'S Colors in use since 1780

J.M.-Huber
Main Office
65 W. Houston Street, New York

For PROMPT SERVICE

TYPE Printers' Supplies Machinery
in Stock for Immediate Shipping by Selling Houses Convenienly Located

AMERICAN TYPE FOUNDERS COMPANY

An Injury Done Cannot Be Undone Prevent Accidents With The CUTLER-HAMMER SYSTEM

"Safest in the World"

Times Bldg.—New York
Branch Offices—Principal Cities

GRAPHIC ARTS TRAVELING EXHIBIT AT WELLESLEY.

The traveling exhibit illustrating the various processes of the graphic arts which is circulated by the division of graphic arts, United States National Museum, Washington, will be on exhibition at Farnsworth Museum, Wellesley College, Mass., from March 1 to April 15. The first two weeks in April it will be at the New Bedford, Mass., public library, and the last two weeks at Hartford, Ct., Art School. These exhibits are open to the public.
MRS. HARDING ENTERTAINS
WASHINGTON WOMEN WRITERS AT TEA.

The first afternoon tea at the White House since Mrs. Harding's illness was given to the women of the press and special women writers in Washington by Mrs. Harding last Saturday.

The reception, which was delightfully informal in character, was held in the second floor living room over the blue rooms, where a bright open fire was burning and the tea table was laid.

Promptly at 4:30, Mrs. Harding, accompanied with one of the uniformed aids, came in and greeted the writers, shaking hands all around before seating herself for one of the little intimate talks with her friends.

Mrs. Henry F. Fletcher, who is a White House guest, helped with the entertainment, and Miss Laura Harlan, Mrs. Harding's secretary, presided at the tea table. Mrs. Harding looked remarkably well, all being impressed with the evidences of her progress toward complete recovery of health.

Those present included Miss Ruth E. Jones, Washington Times; Miss Courtney Edwards, Washington Herald; Miss Edna V. Pickett, Washington Evening Star; Mrs. Hobart Brooks, Cincinnati Enquirer; Miss Katharine Brooks, Washington Evening Star.

Also Mrs. Leila Watson Bathon, Baltimore American; Mrs. Lucy E. Stelle, Philadelphia Inquirer; Mrs. Vytle Fuss Wilson, Harper's papers; Mrs. Daisy Fitzgerald Ayres, correspondent writer for Southern papers; Mrs. George F. Richards, writer for a number of New England papers; "Anabel Lee," Hearst papers; Edna Coleman, special writer of Sunday, Scientific American, Miss Edith Brown, San Francisco Chronicle; and Pelagia Breeckel, publicity writer.

Also Miss Mayne Ober Peak, Boston Post, and Constance Drexel, McClure Syndicate.

Miss Margaret Wade, Chicago Tribune; Mrs. Elizabeth Coats, New York Post; Mrs. W. K. Keyes, syndicate writer, and correspondent for the Spokane Spokesman-Examiner; Mrs. Poindexter, wife of Senator Poindexter, and a correspondent for the Spokane Spokesman-Review.

NUMBER OF USES FOR PAPER CONSTANTLY INCREASING.

There are many new uses to which paper is put at present. Some of these are described in the current issue of the Bulletin of the Paper and Pulp Association in a report of a speech made by R. E. Simonet, president of the Linen Mills Paper Manufacturing Company of New Hope, Pa.

"Some of the ordinary uses for paper for news print, books, magazines, and technical papers are all useful in manufacture of stationery and office supplies," said Mr. Simonet. "We find some special uses for mass production of tar paper, crepe paper for window dressings, and g BMC granite and hydraulic work in the shoe business for box toes, counters, heel boards, etc., in candy factories for imprinting trade marks on the bottom of boxes and for novelty trades for flowers, new wall papers and all of fancy goods.

"The Kiwanis Club meeting in Minneapolis when an address was being made on the subject of paper, one of the men present was attired in a black suit of clothes made from paper and cotton. His necktie was also of paper, as well as the soles of his shoes. Paper garments have been made of which are now reusable and washable. Paper also has been utilized for car wheels, calendar rolls, water pipes, electrical insulation, cables, and bags of every description for endless numbers of purposes, including suitcases and trunks.

"In fact, paper is now made into waterproof bags, greaseproof paper, and even proof articles, among which are spoons, dishes, cups and saucers, table covers and napkins. A great part of the celluloid business is based on the manufacture of that product from paper. Starting with baby carriages made from so-called Japanese fibre, which is nothing more or less than paper, and ending with the creeper paper-lined casket, the development cannot be separated from the use of paper and paper products."

PAPER TRADE FINDS RAW MATERIALS SCARCE.

Increasing difficulty in securing adequate supplies of raw materials is the keynote of the present situation in the paper industry, according to the monthly report of the American Paper Association. A good volume of orders for most grades is indicated, but it is pointed out, "There is growing shortage of all basic raw materials, from pulp up to the whole waste paper and to chemical supplies.

The Swedish pulp and paper mill strikers, it is feared, may become a complete lock-out, not only in the paper industry, but also in the great lumber industry. There is growing agreement that a labor shortage will become a domestic labor market, an increase running up to fifteen per cent has been granted in some mills.

MILLS BUSY WITH ORDERS.

Not one hour's time was lost because of lack of orders during January in the newsprint mills which report to the Federal Trade Commission, according to the report for the month. In all there was less than one thousand hours of lost time, save for the mills that were down the entire month. Five machines were down for repairs for a loss of 220 hours and nine machines lost 726 hours for other causes.

REPORT OF THE FEDERAL TRADE COMMISSION

NEWS PRINT MANUFACTURED IN THE UNITED STATES

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<th>Date</th>
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(c) The farm papers for the most part use special grades of news print instead of standard news.

The domestic consumption of standard news by metropolitan dailies using between one half and three-fourths of a million annual, for January, 1921, shows an increase of 11 per cent over January, 1920.

BOSTON SUNDAY ADVERTISER

over 500,000 (Net Paid)

Greatest Circulation that Boston has ever known.

W. W. CHEW, 1819 Broadway, New York
E. A. HOLMAN, Monad's B. San Francisco
W. H. WILSON, 609 Hearst Bldg., Chicago

MILLS BUSY WITH ORDERS.

Not one hour's time was lost because of lack of orders during January in the newsprint mills which report to the New York and Tidewater Commission. In all there was less than one thousand hours of lost time, save for the mills that were down the entire month. Five machines were down for repairs for a loss of 220 hours and nine machines lost 726 hours for other causes.

FIRE DESTROYS PRINT PAPER IN BROOKLYN EAGLE GARAGE.

A fire in the garage and storehouse of the Brooklyn Daily Eagle destroyed one truck and 200 rolls of print paper Monday. James Reilly, an employee, assisted the firemen in rolling eighteen trucks to safety. The fire did not reach the second and third floors, where the circulation department and the machine shop are located. The loss is estimated at several thousand dollars.

FIRE DESTROYS PRINT PAPER IN BROOKLYN EAGLE GARAGE.
MOVE FOR BETTER MAILING HAS STARTED.

NEW RULES SUGGESTED FOR SECOND CLASS MATTER TO HELP DELIVERY — POST OFFICE DEPARTMENT JOINS CAMPAIGN; PATRONS WILL BENEFIT.

A campaign for better mailing of second-class matter with the object of eliminating poorly addressed publications from the mails is being conducted by the post office department. Publishers, the public, and the postal service, postal officials say, will profit mutually by the steps taken to reduce undeliverable second-class mail, which includes newspapers, magazines and other types of publications.

Postmasters are called upon to see that publishers fulfill the recommendations of the department wherever possible. Publishers, themselves, are strongly advised about features of their mailing practices, which if adhered to, postoffice experts declare, will insure fewer losses of newspapers and magazines to subscribers.

The recommendations made are:

- Unusually small publications should be inclosed in envelopes.
- Publications mailed in single wrappers should be flat, not rolled.
- Publications should be folded to size not larger than nine by twelve inches if possible.
- Addresses should be in ten point type or larger or in a legible hand.
- Old newspapers should not be used as wrappers.
- Ink should be black or of strongly contrasting color and envelopes wrappers and label paper should be white or of very light tint.
- Separation of copies to rural and to city subscribers will facilitate distribution.
- Individual copies unfolded and unwrapped should have addresses in such a manner that the address appears in the upper corner near the bound edge when a copy is grasped by the bound edge.
- Notice of entry of publication as second class should appear on all wrappers and envelopes.
- Care should be taken about paste on labels. Too little permits the label to fall off and too much makes the publications stick and destroy the legibility of the address.

JOURNALISM CLUB FORMED BY COLLEGE WOMEN.

The honorary journalistic club known as the Matrix, of Baylor College for Women at Belton, Texas, recently elected fifteen students to membership. Before being initiated, the students must take a grade of B in two courses in journalism. Besides taking work in journalism, Miss Mildred Beavers, president of the organization, and Miss Grace Blair, secretary, are reporters on the United States, the college newspaper, and have won distinction in several journalism contests conducted at Baylor.

CHICAGO AD MAN HONORED.

Clyde D. Wrench, for three years with Erwin, Wasey & Co., as vice-president, was honored at a luncheon given by his colleagues before leaving that agency to join the Atlas Letter Service of Chicago.

L. H. MINER SELLS TO PARTNERS IN SPRINGFIELD.

S. LEIGH CALL AND WILLIAM H. McCONNELL ACQUIRE VETERAN EDITOR'S INTEREST IN ILLINOIS PAPER AND WILL CONTINUE BUSINESS IN THEIR OWN NAMES.

Lewis H. Miner has disposed of his interest in the Springfield Illinois State Journal to his partners, S. Leigh Call and William H. McConnell, who will continue the business in their own names. Messrs. Call and McConnell had been with Mr. Miner for a number of years, first as his employees and later as partners. They are sole owners of the property.

Mr. Miner first acquired ownership in the State Journal over forty years ago. At that time it was a four-page paper, published six times a week. From this modest dimension he has seen it grow and develop into one of the largest newspapers in Illinois outside of Chicago, and one of the most influential in the Mississippi Valley.

The paper started as the Sangamo Journal on November 10, 1831, with Simeon and Jotham Francis as its editors and publishers. The population of Springfield at that time was about 600. It was a six-column folio and was full of news, but the very latest. The Washington and New York was from two to three weeks old, that from St. Louis was four days old, and the latest from England was two months old. Yet it was in truth "the latest news" and was as acceptable and as keenly relished by the readers of that day as reports served by newspapers of today in relation to the occurrences of the previous hours in all parts of the world.

The State Journal first appeared as a daily in 1848, more than seventy-two years ago, and has since been published continuously. The first daily issue contained twelve columns, twelve inches long, and printed the first telegraphic dispatch received directly by the press in Springfield. While at the time the establishment of the daily seemed an extremely hazardous undertaking, the paper met with immediate success and when but twelve days old was enlarged to a paper of sixteen columns and larger size.

The State Journal was a charter member of the Western Associated Press, organized at Detroit, and the Northwestern Associated Press, subsequently organized at Chicago. It is a charter member of the Associated Press. Charles H. Eddy Company represents the State Journal.

SCRIBES ATTEND RECEPTION FOR LEGION HEAD.

Washington correspondents were among the invited guests at the reception tendered Alvin Owsley, national commander of the American Legion, given by the National Press Club Post No. 20, American Legion, at the National Press Club last Thursday. Colonel Edward B. Clark, commander of the National Press Club Post, presided.

Among the guests were the thirty-five legionnaires in the lower house and senate; the District of Columbia members of the Legion, and members of congressional committees which handle legislation affecting disabled veterans of the World War.
The Fourth Estate

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REPRODUCING IN WOOD NOW A LOST ART.

Seattle Times rehearse some of the highlights of the engraving trade of the days gone by — not all of Milwaukee's fame was from beverage.

Wood engraving is fast becoming a lost art, according to an article which appeared in the Seattle Times. Seattle, Wash., artists whose skillful hand and accurate eye traced lines on apple wood and boxwood and commonly bought them from artists who could be used for reproduction in newspapers and magazines are disappearing.

Milwaukee, which was once the center of this branch of the arts in the United States, has but few of them left. Among those few are Carl Marr, president of the Madison Engraving Company; Marr & Richards, both members of this firm being engravers whose work was in demand throughout the country; and Billy Jursa. Milwaukee was also home of John Marr, father of Carl Marr, who was an artist of note in his time.

The real art of engraving has been supplanted by the half-tone process. Today the drawing or painting is made with pen and ink, brush or airbrush and reproduced by a mechanical process on metal, with the image or copy raised, from which it is printed to the paper. The gravure method is used, but this is a slow process and is subject to atmospheric conditions.

The “Biblia Pauperum” or “Bible of the Poor,” was probably the first work of any pretensions issued from wooden blocks and was printed in 1450. It contains thirty-eight wood cuts of New Testament scenes. The work on these was crude but realistic, little being left to the imagination as little black and white devils are as in one representing casting the evil out of a man. The evil devils, little black and white devils are seen issuing from the mouths of those unfortunate persons who were possessed of evil spirits.

The Bible was the first to be illustrated as much by hand as by press. It was accessible only to the rich. The original copy is in the British museum. However, King of Milwaukee possessed of one of 372 copies that were made and distributed to collectors throughout the world. But a few of these reached America.

The history of wood engraving is a long one, dating back to the fourteenth century. The oldest engraving of record was made for the representation of St. Christopher, made in 1445. Later, M. Deloborde, a French writer, found two remarkably clear prints on manuscript done in 1406.

Undoubtedly these are the first wood engravings ever made.

The art is supposed to have originated in Germany, one of the first to gain notice being a man by the name of Pistor. Another German artist, Duerer, employed numerous artists to cut his drawings and several of his works are still in existence. England produced but two engravers of Vertue and Rembrandt, 1700, “Blind Man’s Buff.” “Rent Day” and the “Village Politicians” were done by Rambach after the paintings had attracted a greater deal of attention in the book of Italy who took his inspirations from the works of Titian, ranked high as a plate engraver.

In America the art was commercialized and there are no names that stand out higher than those who practiced the art in Milwaukee. Several fine blocks made here were issued in the Aldene, a noted art magazine, in 1875. Wood engraving as an art has come and gone. Those in possession of representative prints from celebrated blocks will, sometime in the future, have cause to congratulate themselves on the possession of what Du Fresney says is “a sane example of the combination of art and mechanical skill.”

Graham appeals for news reciprocity between Canada and the United States was made by the Honorable George Graham at the dinner closed the annual meeting of the Audit Bureau of Circulation at Montreal. Comparing the space accorded by newspapers of one country to the news of the other, Mr. Graham stated that on a certain day Washington had an important Canadian paper carried forty-two columns of American news, a New York paper carried only six columns.

Continuing, he said: “We have in Canada a territory equal to that of the United States. You have one hundred million people; we have only nine. We need more people to populate this country and develop it and there is no better place under the sun for the United States to turn its wealth than to Canada.

“But the people of the United States know very little about us, and it is the fault of their press. The more we know about each other; the better we like each other. The Canadian press is doing its utmost to spread the news of the United States and it is time the people of the United States reciprocated.”

O. C. Harr, president of the association, and John Murray Gibson, the chairman, who is president of the Canadian Authors’ Association, presided at the meeting.

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HOTEL PUBLICITY AND THE DAILY NEWSPAPER.

SATISFYING REPORTERS' URGE FOR INFORMATION PLAYS LARGE PART IN FUNCTION OF PUBLICITY MANAGER — AND THIS HOTEL ISSUES A DAILY PAPER OF ITS OWN.

The scope of the duties of the editor of a daily hotel newspaper was described to members of the Women's Press Club of New York by Mrs. Grace Craff Oakley, editor of the Hotel Pennsylvania Register, at a meeting of the organization at the Waldorf Astoria, last Saturday. The contacts that the hotel editor has with reporters for the metropolitan daily, and how the hotel paper itself gathers news were interestingly described by Mrs. Oakley.

Mrs. Oakley has earned the distinction of interviewing 1,000 persons from all corners of the globe each year since she became editor of the hotel daily. In interviews with foreign guests, the services of the hotel's interpreters are brought into use.

When the city newspapers wish cooperation of the hotel staff reporters they turn to the service of the city reporters reciprocate. Mrs. Oakley said, by各方 notes on banquets, conventions, etc., for which the hotel reporters would otherwise have to do. The office of the Register is open at all times to newspaper men and while covering events at the hotel, a room is available for the use of the outside reporters.

The flexibility of the editor's job was explained by Mrs. Oakley, when she said: "When a Mrs. Raizen dissolves into hysteria in one of the upstairs rooms, we do not rush to get the news and disseminate it. Indeed, I am sorrowful and I spend much time on the telephone getting the story in a clear and light manner only in that firm city editors of the New York newspapers the idea that Mrs. Raizen would be so person any how, that her tears are a mere drop in the bucket of the world's grief. In the same way, the editor should monitor only a small spot on the hotel panorama if they should trouble the paper at all."

"Now, this is not so difficult an idea to those who are forced to publish newspapers like the Times and the Globe, but there are some papers in New York who are very unresponsive to my gentle suggestions. Indeed, there is one large paper an employe of which either failed to display a sense of humor. The occasion was one in which a person appeared at the telephone ringing in my room, it takes only an instant to switch on the light and grab the telephone. I don't have to get out of bed to do either. I have right in hand for it is a reporter for the daily papers or the City News or Associated Press."

"Well, Oakley, she says, 'a Minor whom we have to understand is very important, I have the Chicago evening edition of Chicago, Ohio or your hotel eight o'clock tonight. Did you get it?' "I didn't. I can't say I am interested in the news as possible and say, 'What can I do for you?' "Chesapeake has wired us to ask for information as to what would like to run something on our paper. We understand he is most prominent. Can't you get me something about him?"

"Name, place, time and date we want to, but because the newspaper people always help us, and when they take speeches in the hotel they give us the data and in every way cooperate with us as best they can, and because newspaper men and women on the whole are the most delightful people of the world, we promptly get the details. Arising quickly I give my stockings a college roll, pin them down on a few seconds, put my fur coat on to cover their disappearances, quickly take the back service elevator down to the hospital. Very shortly I am in the room. It was not an illustrated day. I have a number of friends, the reporters, and once more retire to capture a few winks of news.

The Register has a circulation of 5,000 and in addition to its distribution to the rooms of each guest, copies are sent to the newspapers in the city where members of guests from that place.

Mrs. Oakley was formerly on the National Register and for the past few years was engaged in publicity work before she assumed the duties of editor and publicity manager for the Hotel Pennsylvania.

WASHINGTON STATE PAPER IN FIFTY-FIFTH YEAR.

The Walla Walla Union, which is celebrating its fifty-fourth anniversary, is one of the oldest newspapers in the United States. The Union was founded in November 1861. The Union, however, has continued under the original name and has remained Republican in politics from its inception.

H. M. Judson was the first editor, though the paper was under the control of a general committee composed of P. B. Johnson, E. C. Ross, and J. D. Cook. R. M. Smith and E. L. Heriff became the owners soon after the paper was started and retained their interests and editorship.

E. C. Ross succeeded Mr. Judson as editor, which position he held for six or seven years. In 1872 Captain Johnson became editor. A few years later Captain Johnson purchased out of the interest of his partners and became sole owner and proprietor.

Berton La Duke and L. C. McLean assumed the editorship in 1911, and John H. McDonald acquired part ownership and later became sole owner and proprietor. Mr. La Duke was managing editor of the paper from 1872 to 1920. In 1920, after the death of ill health, he gave up active newspaper work but still retains interest in the Union.

HOW ONE SURVEY SERVES DOZEN PAPERS.

(Continued from Fourth Page)

manufacturer depends upon the kinds of stores through which the product can be distributed. For instance, candy specialty may secure distribution through both chain and independent grocery stores, drug, cigar, confectionery and department stores. On the other hand, a manufacturer of wheel flour may be limited to grocery and department stores.

Although the bureau estimate women's wear stores in New York City is 1,090, a certain manufacturer of women's wear has 1,968 outlets in New York City proper.

The bureau estimate of men's wear stores in New York City is 1,175; but a manufacturer of dress accessories for men has 4,500 outlets in New York City. The bureau estimate of cigar stores, chain and independent, in New York City is 3,113; but a certain tobacco jobber, distributing also in the stand in office building business, has a subsidiary distributed and railroad stations and in other places, has 28,000 outlets.

The nature, quality, usage and price of the product limit or increase the total number of its available outlets. A product such as bulk soda crackers may be distributed in every store in the country, but a delicacy such as canned lobster is a Northern product confined in its distribution to a limited number of food stores in the very best class districts.

The number of outlets obtainable for most products is very large. The manufacture of a certain commodity may make necessary a large number of outlets within a comparatively small area. This condition is afforded by rapid and efficient sales work and shipping. New York City has absorbed one-seventh of the population of the United States within its 326.9 square miles, and the needs and wants and purchasing power of the population in such a compact area necessarily make for an intregrated and even economical distribution. The population of New York is an additional big, compact regional market.

In this market zone there are nearly nine million consumers which is estimated to be a greater population than the combined city populations of Chicago, Detroit, Philadelphia, Cleveland, St. Louis, Boston and Baltimore.

The unbiased report of the research bureau is handled under the personal direction of Dr. Haney and his staff (Continued on Twenty-ninth Page)

NEWS NOTES OF CIRCULATORS.

The Portland Press, at the instigation of their circle, has given out a free 30-day railroad pass to any newspaper man working in town. The pass is good for the first-class passenger in any of the four main lines. The Daily Oregonian also gives out passes to anyone who can show a passing interest in the paper. The Oregonian is also being given to all of the city newspaper men.

The Walla Walla Union, which is celebrating its fiftieth anniversary, is one of the oldest newspapers in the United States. The Union was founded in November 1861. The Union, however, has continued under the original name and has remained Republican in politics from its inception.

HEALING BOWLERS WIN LINOTYPE CUP.

In the eighth annual championship tournament of the Union Printing Crafts Tri-State Bowling Association, held at Dayton, Ohio, February 10-13, the Pauley printsters of Indianapolis, won the linotype loving cup, in addition to a money prize, in the Class A competition, with a total of 2,781 pins.

The Web Printers (Dayton) won the low-class Class B, with a total of 2,368 pins, receiving second place silver belt. The championship was donated by the Labor Review, Dayton, Ohio.

A feature of the meeting was a banquet at the Gibbons Hotel, Eddy Sauer, Cincinnati, was re-elected president. The next tournament will be held at Indianapolis.

LECTURES BY ITS OWN MEN AID INDIANAPOLIS STAR CIRCULATION FORCE.

In order that Indianapolis Star district managers may have a broader understanding of the field in which they work and that they may become better informed regarding the inner workings of the various departments of a metropolitan newspaper, Walter A. Whyte, city circulation manager, has arranged for a series of bi-monthly dinners at which time representatives of the various departments of the Star will talk on the work of their particular department.

The members of the city district managers staff who attended the first of this series was well repaid by the splendid educational value given by Mr. Padgett, night editor of the Star, on the workings of the editorial department.

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THE MONTREAL STANDARD

is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as the first page of a printed comic section.

HERALD-SUN SYNDICATE,

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New York
"The present difficulties threatening the world must be settled by an overwhelming public opinion. The newspapers which create and guide this majestic force, occupy one great editorial room with adjoining desks by reason of the present marvelous methods of communication. They must create public opinion, acting and reacting without regard to international boundaries. I believe that with modern methods of communication, the wireless and the radio, the future tranquility of the world reposes, and safely so, among the editors who guide public opinion. In the editorial room of the English-speaking world quibbling and hair splitting must be eradicated."

- Viscount Burnham.
March 3, 1923

THE FOURTH ESTATE

PURELY PERSONAL

C. D. Morris, for many years editor and publisher of the St. Joseph, Mo., Gazette, heads the list of three candidates for postmaster recommended to the postmaster general by the civil service commission.

John B. Smallwood, news manager of the Washington Star, who has been confined at his home for more than eight months with heart affliction, has returned to his desk, well on the road to recovery.

S. Carl Fischer, superintendent of the Litchfield, Ct., Enquirer, with Mrs. Fischer, passed the week-end in New York.

Rev. Henry Lincoln Bailey, editor of the Springfield, Mass., Republican's weekly edition, was re-elected moderator at the annual town meeting at Longmeadow, Mass., when the so-called 'Old Guard' won a close victory at the polls.

TOURING PACIFIC ISLANDS.

Rudolph Kauffmann, managing editor of the Washington Star and one of its owners, and Mrs. Kauffmann, left Washington last week for a trip which will take them through California and the Hawaiian Islands. They will be absent for about two months.

Mr. Ralston recently to the Coast from New York to become associated with Foster & Kleiser with headquarters in San Francisco, is now with Leslie's Weekly, Outing and Today's Housewife. M. H. DeYoung is publisher of the Chronicle, and W. H. B. Fowler, business manager.

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News of "LISTINGS," our semi-monthly publication, containing descriptions of nearly 50 daily, semi-weekly and weekly newspapers, is readily and continually offered at prices that can be purchased on small down payments.

Okla., daily, clearing better than $1,000; another more than $1,300 yearly, either can be purchased at quick cash payment and at much less than real value.

Southwestern daily and weekly with big circulation, making money, $50,000 cash, balance easy.

Ohio, daily and semi-weekly, good city, gross annual business about $50,000. Can be gaily increased. Paper not being given any attention. Owned by an estate and the heirs are in another business. $12,000 with about $2,000 cash payment.

PACIFIC COAST NEWSPAPER
LIST YOUR NEWSPAPER WITH US

119 N. Bowman St., Mansfield, Ohio

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Newspapers For Sale

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March 3, 1923

THE FOURTH ESTATE

HELP WANTED

Circulation Manager

Wanted to take charge of the out of town circulation of a paper in a city of 180,000 not far from New York City. Only a hustler will want this work. must be in a position to prove results need apply. Must be a man who knows how to handle and increase circulation in towns, villages and country districts. Man or woman qualifying him for such work preferred. Address Box 6838, care THE FOURTH ESTATE.

Circulation Manager

The best newspaper in the best city in one of the best Southwestern States wants to strengthen its circulation organization with a capable newspaper circulation manager who would be interested in a connection that offers to the right man an unusual opportunity; must be an experienced man, and has proven his ability by successfully handling a newspaper circulation. Do not want a schemer or stunt promoter, but a business producer who can organize and develop a selling force and produce results. Only first class man with good character and satisfactory references need apply. Address Box 6839, care THE FOURTH ESTATE.

Reporter Wanted

Wanted—by a paper in a city in Central New York, a reporter who can ride a motorcycle and whose work will be to cover events in this country territory in the Summer and city work in the Winter. Only a man who knows news and who can write a "business story" is needed. Salary and expenses if necessary and news events need apply. Address Box 6840, care THE FOURTH ESTATE.

Southern Editor Hits "Space Grafters."

OF SO VITAL CONCERN TO NEWSPAPER PUBLISHERS EVERYTHING POSSIBLE SHOULD BE DONE TO STAMP IT OUT—KILL IT AS ONE WOULD KILL RATTLESNAKE.

The modern press agent was taken to task by M. L. Fleetwood, president and general manager of the Cartersville, Ga., Tribune-News, in an address before the executive committee of the Georgia Press Association at Savannah last Saturday. Terming the press agent as a "space-grafters," Mr. Fleetwood chose as his subject "The Press Agent and How to Get Rid of Him." He proposed to regulate the press agent to the business office of the newspaper instead of the editorial department.

The press agent is not covered to Georgia alone, said Mr. Fleetwood, "they are in high places and low places," and "are interested in being able to realize how many dollars they are losing simply because they let the press agent get away with under their eyes the one and only thing that they care about, that is the paid advertising space in the newspapers."

It is recommended that editors not run the "space-grafting" matter as the foremost means for overcoming him for the good of the newspapers themselves.

SPACE GRAFTING IS A MATTER OF VITAL CONCERN TO EVERY NEWSPAPER PUBLISHER THAT EVERYTHING POSSIBLE SHOULD BE DONE BY THEM TO STAMP IT OUT, KILL IT AS ONE WOULD KILL RATTLESNAKE.

Advertising Solicitor

We need an advertising solicitor who will eventually be capable of becoming a circulation manager. The man we want is now employed by another competitor and has had two or three years experience on a paper in a city of around 100,000 population. All replies strictly confidential. Give your experience of advertising on other papers and your understanding of the work, experience and reference. Also state salary expected to start. Address Box 6837, care THE FOURTH ESTATE.

Advertisements

The modern press agent was taken to task by M. L. Fleetwood, president and general manager of the Cartersville, Ga., Tribune-News, in an address before the executive committee of the Georgia Press Association at Savannah last Saturday. Terming the press agent as a "space-grafters," Mr. Fleetwood chose as his subject "The Press Agent and How to Get Rid of Him." He proposed to regulate the press agent to the business office of the newspaper instead of the editorial department.

The press agent is not covered to Georgia alone, said Mr. Fleetwood, "they are in high places and low places," and "are interested in being able to realize how many dollars they are losing simply because they let the press agent get away with under their eyes the one and only thing that they care about, that is the paid advertising space in the newspapers."

It is recommended that editors not run the "space-grafting" matter as the foremost means for overcoming him for the good of the newspapers themselves.

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<tr>
<td>Advertising Manager</td>
<td>Available on Short Notice 14 years as solicitor, copywriter and advertising manager with two newspapers in cities of forty to sixty thousand. Age 44; married. Prefer advertising or business management; positions in Central or Western States where there is a chance of buying substantial interest within a reasonable time. Address Box 5335, care The Fourth Estate.</td>
</tr>
<tr>
<td>Copy Writer</td>
<td>Six years experience with one newspaper. No wizard, his record speaks for itself. Present executives will vouch for him. Clean cut, enterprising, Christian, married, age 34. Wants a permanent connection. Address Box 5332, care The Fourth Estate.</td>
</tr>
<tr>
<td>Salesman</td>
<td>Executive Position Sought by Experienced Newspaper Man</td>
</tr>
<tr>
<td></td>
<td>Over 20 years' experience in all departments gives ability increase earnings to maximum, produce a snappy paper on metropolitan lines and to keep expenses down to minimum. Best of references. All replies confidential. Immediately available. Box 5341, Care The Fourth Estate.</td>
</tr>
<tr>
<td>Advertising Manager</td>
<td>Experience of eighteen years covers metropolitan and smaller cities. Aged 39, good health, married, highest references. Available in month. All letters answered in confidence. Address Box 5339, care The Fourth Estate.</td>
</tr>
<tr>
<td>News Editor</td>
<td>Junior Advertising Solicitor</td>
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<td>Managing Editor</td>
<td>Having served and qualified in the capacity of foreman, editor, advertising manager, business manager and publisher, the writer is ready to extend this knowledge and ability to a progressive newspaper. Experience of eighteen years covers metropolitan and smaller cities. Aged 39, good health, married, highest references. Available in month. All letters answered in confidence. Address Box 5339, care The Fourth Estate.</td>
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### TRADE SURVEY IN EFFECTIVE BUT SIMPLE FORM.

Finding where and how the consumer supplies his needs as it is done by Los Angeles Examiner—Twenty distinct trading zones within city.

As one of the first steps in organizing the merchandise service department, the Los Angeles Examiner divided the city into zones, or trading districts, each representing a certain class of trade. This zoning plan makes of Los Angeles twenty individual communities, thus simplifying and systematizing the activities of the merchandising plan and contributing to complete and thorough coverage of the city in all campaigns.

Field men are regularly assigned to cover each of these zones, or trading districts. In making a trade survey, each field man will call on a given number of the representative dealers in each of his trading districts. Great care is exercised in selecting these dealers. They are the leading merchants in their respective zones, dealers whose business methods and personal integrity warrant their being classified as representative of their particular section of the city.

As the reports secured from the dealers come in they are carefully examined and tabulated. In a survey on hair tonics, for example, the field men will call on 100 representative dealers in all sections of the city—an average of five in each of the twenty districts.

It may be found, for example, when the reports are all in, that the leading brand was carried in stock by 98% of the 100; the second brand by 75% and so on. Perhaps, according to dealer reports, the brand with the largest distribution was the best seller in 80 of the stores covered (although this does not necessarily follow); the second seller in 16 and the third seller in 6 and the fourth in 3 and so on.

Then comes the question of popular sizes, prices, and the individual seller's estimate of the probability of introducing a new brand. All of this information is tabulated. In no case is the dealer's name connected with the completed report.

Similar to the method of tabulating election returns, the source of the information is withheld. The final results show the ruling opinion of the majority. The individual questionnaires filled out by the dealers are kept in a vault and are not shown to anyone except with the dealer's express permission.

Thus it is possible to show the manufacturer what possibilities he has of establishing a new brand in this section; or to discover for him weak points in his distribution; or retarded sales in the case where distribution is good but selling slow. Thus it is possible to help the dealer by getting the manufacturer to back his new product with adequate advertising; or to get advertising behind the slow-sellers which are eating up the dealer's profits as they gather dust on his shelves.

PUBLICITY GRAFTERS FAIL TO TAKE GOOD HINT.

There were six or seven who appeared before the editorial association last week, says the Dassel, Minn. Dispatch all begging for publicity, "for this or that pet scheme." This just after all free publicity schemes had been severely dealt with by preceding speakers. It seems hard to penetrate the thick hides of a lot of these free publicity sharks.

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<td>News Editor</td>
<td>Young man now head of the copy desk (universal) of one of the largest newspapers in America, seeks position as news editor of metropolitan daily. Good executive; good on front page with layout. Has news sense. Filled all positions in editorial department including editing shop of small city daily. Would go anywhere and would consider place as managing editor of well financed daily in smaller field. Thirty days' notice. Age 38; steady, reliable. Cheap jobs not considered. Republican. Address Box 5306, care The Fourth Estate.</td>
</tr>
<tr>
<td>Managing Editor</td>
<td>Junior Advertising Solicitor</td>
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|                           | The quickest way we know of to bring about your desires is to use the small-ad department of The Fourth Estate. Send along your ad and the promptlet of resultswill surprise you. A ad should be received by Thursday, although a few can be squeezed in Friday morning. Why not mail or telegraph copy now and start the machinery? Think of being able to one of the strongest forces in the newspaper field to work for you for a few pennies! The Fourth Estate 232 West 59th Street, New York
General Manager Available

with constructive daily and Sunday—morning and evening newspaper building experience on both small and metropolitan dailies.

A successful executive, aggressive, good organizer and result producer in advertising and circulation and thoroughly familiar with business and mechanical details and all functions of newspaper making and management.

29 years old, married and available for connection on short notice.

Credentials prove ability to handle any proposition—medium size city preferred.

Address Box 5331, care THE FOURTH ESTATE.

Newspaper Executive

A man of experience seeks executive position with large newspaper or a general manager of small city paper. Situation must offer opportunity that will encourage the giving of one's very best efforts. Have been especially successful in securing co-operation of employees. Address Box 5327, care THE FOURTH ESTATE.

General Business Manager

Trained and experienced result producing all around newspaper executive, aggressive, understanding modern methods of business, advertising, circulation and proper direction of all departments of newspaper making, seeks opportunity as General Manager-Publisher. Wide experience in all departments, including one of largest dailies. Preference for growing small city daily. Highest credentials. Address Box 5323, care THE FOURTH ESTATE.

Foreman of Daily Newspap.r

Efficient and reliable; union; Great Lakes states preferred. Long experience with medium-sized paper. Carrying heavy advertising has taught the writer just where to cut the corners to best advantage to keep things going all the time; and getting the paper to press at the same hour each day has become second nature. Do you want to unload the composing room end of it? Write P.O. Box 309, Ann Arbor, Mich.

SITUATIONS WANTED

News & Editorial Executive

News and editorial executive, at present managing editor in city of 200,000, has excellent reason for desiring change. Sixteen years metropolitan and small city experience, the last three devoted largely to organization and reorganization work. Last connection nearly 10 years.

Energetic, constructive builder in both news and editorial departments, seasoned executive and trained developer of ideas. Will consider only afternoon or twenty-four hour proposition. In 30's. Married. Address Box 5340, care THE FOURTH ESTATE.

SITUATIONS WANTED

Metropolitan Managing Editor Seeks New Opportunity

Editorial executive wants connection with successful daily.

As managing editor of one paper, in charge of entire editorial department, including editorial page, built from nothing to 150,000 circulation in 21 months.

Trained as reporter to editor for 16 years in small cities and in Boston, New York, Washington and Detroit.

Splendid references available. Ready for personal interview anywhere.

Address Box 5328, care THE FOURTH ESTATE.

Copy Reader

Thirty, wants place, preferably in New York City; can come on trial on one week's notice. Has two years in present position on Washington newspaper; six years desk experience, four years previously reporting; college graduate; consistent and reliable worker; $50 week, minimum. Address Box 5321, care THE FOURTH ESTATE.

News Editor

Thoroughly experienced man now employed in city of 1,000,000, desires position as news editor in small or large city. Minimum salary $600. Address Box 5385, care THE FOURTH ESTATE.

Assistant Circulator

With 16 years of experience in all phases of circulation work, on a daily of 200,000. Have had 7 years experience with the Pullard Alling system of mailing list and would prefer a newspaper using this system. Can furnish best of references from present employer. Maried, age 32. Address Box 5395, care THE FOURTH ESTATE.

Circulation Manager

Some publisher, desiring to quickly and permanently increase the circulation of his newspaper, can secure the services of a man having had large experience in developing circulation upon both established and new newspapers. Address Box 5315, care THE FOURTH ESTATE.

SITUATIONS WANTED

A REAL WESTERN PRESS CLIPPING SERVICE that actually covers the WEST.

Pacific Northwest Press Clipping Bureau

Seattle, Wash.

The greatest auxiliary news service in the middle west.

THE CAPITOL PRESS

Peoria, Ill.

(Established 1912.)

CHARLES HEMSTREET

PRESS CLIPPINGS

59 Park Place, NEW YORK

The problem of covering the Canadian Field is answered by obtaining the service of the Dominion PRESS CLIPPING AGENCY which gives the clippings on all matters of interest to you, printed in over 56 per cent of the newspapers and publications of Canada. We cover every foot of Canada and Newfoundland. 74-76 Church Street. TORONTO, CAN.

At your service, THE IMPROVEMENT BULLETIN which will give you a complete knowledge of the construction of buildings, the work of architects, contractors, and others in the field of new buildings. Subscription $2.00 a year. Write us at Minneapolis, Minn.
ADVERTISED GOODS CREATE SATISFIED CUSTOMERS.

UNADVERTISED GOODS ARE A MENACE, THEY WASTE YOUR TIME; THEY CURTAIL YOUR PROFITS; THEY JEOPARDIZE YOUR REPUTATION, SAYS LOS ANGELES WRITER.

There are two ways for the retail dealer to sell merchandise, says the Southwestern Grocer, published by the Los Angeles Examiner. The first of these methods is by word of mouth, demonstration, intensive personal effort.

The second is by distribution of those nationally-known brands of recognized merit for which a demand is ready-created; those goods which have been tried and proven by the consumer; those things which have established the reputation of service, quality, reliability, uniformity; those things which sell themselves—you retailers call them repeaters.

The inference is obvious. You recognize them as repeaters—you have so designated them. For what reason? Simply because day in and day out, month after month, year after year, customers come to your store and say, "We want the old friend." You know the names, as familiarly as an old friend.

How many dealers realize the illimitable reward of selling such merchandise? First and foremost comes monetary profit. Go over in your mind the new lines of nationally known merchandise on your shelves; compare their sales with sales of unknown competitive lines which may have In volume of sales per month they bring you ten times as much income.

Think again—if some morning you were to open up the store and decide to discard your entire stock of nationally-known merchandise—throw it all out! What kind of a store would you have? What kind of a business could you expect to do?

Would you for a moment dream of attempting to do business on such a basis? In addition to the monetary profit on each sale, there is of course the prestige for you; it makes satisfied permanent customers.

BROAD VIEW IN ADVERTISING COURSES.

SCHOOL OF JOURNALISM IN OKLAHOMA TEACHES ITS STUDENTS EVERY PHASE OF PROFESSION—FORECAST ATTEMPTED OF WHAT THE FUTURE WILL BE.

To give a broad general view of the whole field is the plan on which the advertising courses at the Oklahoma school of journalism are built, according to Arthur Hall, professor of advertising, who instructing at the school. In the past, men who learned advertising have been self taught. They have learned only the phase in which they grew up and gained their experience. They do not, as a rule, recognize the value of the other forms of advertising. Agency men think in terms of national advertising; newspaper men think in terms of their medium; printers can see only direct advertising; and so on. Advantages lie in a little like Lincoln's definition: All of it is good some of the time, some of it is good all of the time, but all of it is not good at all times or for all lines of business.

DRIVE PLANNED TO REVIVE STUDENT DAILY.

Steps to reviving the Minnesota Daily, university student publication at Minneapolis, suspended recently because of lack of support, were taken at a meeting of a special committee of student representatives of the various colleges.

The committee, appointed by the All-University council, headed by Vernon X. Miller, law representative, is perfecting plans to carry on the student newspaper.

DIPLOMAT ADDRESSES NEW YORK AD MEN.

Luigi Criscuolo, plenipotentiary delegate of Montenegro, with rank of minister, and a writer on Italian-American economic affairs, and political subjects, spoke at the weekly luncheon this week of the Advertising Club of New York, on "What is the Situation Facing the New Nations of Europe." Mr. Criscuolo is a financial writer, publisher and diplomat. He was former financial editor of the New York Independent and has served as secretary to the United States Railroad Administration advisory committee on command. He was chairman of the Italian drive of the Liberty loan committee for 1917.

James O'Shaughnessy, executive secretary of the Four A's, is chairman of the honor committee in his home town, Tuckahoe, N. Y. He is shown here with Major A. W. Gullion (left), representing Gen. Pershing, placing wreaths on coffin containing bones of Revolutionary heroes on Washington's birthday.

How much are permanent customers worth to you?

What percentage of your merchandise can you honestly list among the repeaters? How much of it do you have to spend on prize and effort in selling—while always at the back of your mind is an unexpressed fear of your competing with other mediums for the same thing; it may not be a measure up to his high expectations and your optimistic predictions.

Unadvertised goods are a menace; they steal your time; they curtail your profits; they jeopardize your reputation, says Los Angeles writer.

How many dealers realize the illimitable reward of selling such merchandise? First and foremost comes monetary profit. Go over in your mind the new lines of nationally known merchandise on your shelves; compare their sales with sales of unknown competitive lines which may have.


REGENERATION OF MR. BUSYMAN BY ADVERTISING.

HEAD OF JOURNALISM SCHOOL TELLS KANSANS HOW A SMALL TOWN RETAILER IMPROVED HIS BUSINESS BY STUDYING THE ART OF ADVERTISING.

Professor L. N. Flint, head of the department of journalism at the University of Kansas, addressed one session of the merchants' short course held last week in Hutchinson, Kan. Professor Flint spoke about "Mr. Busy Man and his local ad." He told of the small town retailer writing an advertisement against which all the newspapers had made several calls upon him.

"This is what he wrote," Professor Flint said:

"We carry the best goods in the market and afford the widest selection in all our lines. People who shop with us will find that our prices are the lowest. Satisfaction or your money back. James Busyman."

"He had succeeded fairly well in business but how much further along he might have been if he had known about advertising. He saw the important relations between his goods and the public which the great merchants of the country are using to build up their patronage.

"He asked himself, since this was a genuine heart searching session he was having with himself, what he had ever done toward finding out the principles of successful advertising and the possibilities that lie in the skillful handling of type and borders and cuts? How could he expect to do a thing well when he had never really worked at it or sought help in doing it? He regarded it as a necessity and not at all as the most important or interesting as well as the most valuable point of a man's business.

"Then began the advertising regeneration of James Busyman."

Professor Flint then told how he had written friends for books and how he had secured help from all sides.

WHY WE NEED NEWSPAPERS.

What would one do if there were no newspapers? I suppose one would get accustomed to it in time, but what a world it would be for most of us. How gloomy, how narrow, petty and parochial we would become. The newspaper revival is a reality.

It enlarges our horizons and stimulates our curiosity. It enables the ordinary man to keep his finger on the pulses of the world and to take part in its affairs.

There is not a department of life from which it does not enter, and whatever a man's calling or interests, the daily paper is part of his indispensable outfit. It is the most intimate friend of the busy man, the laborer, the farmer, the merchant, the professional man, the student, the lawyer, the doctor. It speaks to him of a world in which life would be unendurable. What were the dramatics of life? And so Mr. Busyman, shot and mortally wounded Lucy in her address contributed to a tale of unrequited love, murder, and suicide? Right here the Drifter proposes to give a little lesson in reporting. From Liberia he has received the following letter from the director of the news wires, city editors, copy men, and other destroyers of good taste and pertinence, something to do well with. With the simple beauty of language the account begins:

"On the evening of the 4th of September—Monrovia was alarmed at the notice that Faulkner's Hotel is on fire—crowds rushed to the scene but as there were no hopes of saving the hotel it was nothing of an unflinching nature in the cellar. That night Faulkner received a letter from Mr. Copeland, the manager, in which he stated that the hotel was safe and the mail on its way to London.

"Mr. Faulkner, the owner of the Hotel was not on the scene but he was away at the Bar Row where he was engaged in a debate with Mr. Batchelor. He came to the scene and attempted to fly into the flames. Mr. Batchelor stood on the platform and by God I am going to save him. This is a moral lesson to the全国人民. The Spanish Consulate also caught fire and burned to the ground. The English Consulate also caught fire and burned to the ground.

GALVESTON ADVERTISED AS WINTER RESORT IN NORTH.

Evidence that the Gulf, Colorado & Santa Fe Railway, as a part of the far-flung Santa Fe system, is boosting Galveston as a winter resort, is contained in an advertisement appearing in the newspapers. The advertisement is a reproduction of publicity which is appearing, and has appeared, in newspapers of numerous Northern and Western cities."

BUFFALO EXPRESS

Everybody who knows anything about Buffalo knows The Express, IS ITS LEADING NEWSPAPER.

Local and foreign advertising rates are identical.

ASK ANY LEADING ADVERTISING AGENCY
When you buy circulation you buy volume, you buy per cent coverage, you buy reader interest. The News has them all.

The Indianapolis News

Frank T. Carroll, Advertising Manager

NEW AGREEMENT ON DRY GOODS STORE RATE.

(Continued from Second Page)

"That's the way they do business," he commented. "If they order a two-gross lot from a manufacturer and receive only a gross and a half they pay on that basis. It is the logical thing to do also in the purchase of advertising space.

Mr. Saks was of the opinion that merchants generally are likely to recognize the principle for advertising according to value received.

"If we were to stay out of the Times for a year, however, it would of course make a difference. Otherwise Saks & Co. wouldn't be using the Times. These agreements invariably have been solved so as to serve the best interests of both sides."

When you buy circulation you buy volume, you buy per cent coverage, you buy reader interest. The News has them all.

First in OHIO!

The Columbus Dispatch

"If we were to stay out of the Times for a year, however, it would of course make a difference. Otherwise Saks & Co. wouldn't be using the Times. These agreements invariably have been solved so as to serve the best interests of both sides."

When you buy circulation you buy volume, you buy per cent coverage, you buy reader interest. The News has them all.

EXCELLENT RESULTS obtained with tryout copy in the PLAINFIELD, N. J. Courier-News

Member Audit Bureau of Circulations and United Press

McLorn-Seymour Co., Representatives, New York, Chicago and St. Louis.

THE FOURTH ESTATE

March 3, 1923

Low Milline Rate
St. Louis Globe-Democrat
Largest Daily Circulation of any St. Louis Newspaper
F. St. J. Richards, NEW YORK
GUY S. OSBORN, CHICAGO
J. R. SCOLARO, DETROIT
C. GEO. KROGNESS, SAN FRANCISCO

TELEGRAPH EDITOR WILL DIRECT VARSITY NEWS BUREAU.

James E. Pollard, telegraph editor of the Columbus, Ohio State Journal, has been appointed editor of the Ohio State University News Service, succeeding Dallas M. P. Dunlap, who leaves to enter the advertising business in Cleveland.

Mr. Pollard was graduated from Ohio State in 1916, and received his master's degree the next year. While at the university, Mr. Pollard was a news editor of the Lantern, a member of the Kappa Alpha fraternity and a member of the Ohio Student Press Association.

Mr. Pollard became assistant city editor for the State Journal in 1920, and later telegraph editor. As head of the University News Bureau he will have charge of disseminating in news of other university activities and accomplishments.

RESOLUTION INTRODUCED TO HONOR E. S. BRONSON.

The resolution to name the proposed building for the Ohio State University News Service "Bronson Hall" was introduced in the house by James C. Nance, Marlow Review.

This resolution is introduced in recognition of the offer of Mr. S. Bronson, El Reno, to give $10,000 and an Indian collection toward the building fund.

AD CLUB'S DINNER-DANCE AND A NEW SUCCESS.

More than 400 men, members of the Advertising Club of New York, and their friends enjoyed the annual entertainment and dinner-dance of the organization at the Hotel Astor February 21. "A Night in China," written and produced by members of the club, was the chief feature of the evening.

LEAVES WISCONSIN PAPER.

Warren D. Leary has withdrawn as treasurer of the Chippewa Valley Press and advertising manager of the Chippewa Daily Gazette. Mr. Leary has taken up residence in the Laurentide Company at Grand'mere, Quebec, Canada. Mr. Leary has not made known his plans for the future.

The Boston American

It's the Buying Power Represented in Circulation That Counts.

PITTSBURG LEADER

Readers of this Paper are the Big Wage Earners

NEWSPAPER AD MAN ELECTED SECRETARY OF CLINTON CHAMBER OF COMMERCE.

Donald F. Walker of the display advertising department of the Indianapolis Star has been elected secretary of the Clinton Chamber of Commerce. Mr. Walker went to Indianapolis six months ago from Terre Haute where he had served for two years as publicity director of the chamber of commerce.

Mr. Walker formerly was connected with the advertising staff of the Evansville Journal, is a graduate of DePauw University and a member of the Delta Kappa Epsilon.

RED WOOD CITY PAPER NAMES NEW AD MANAGER.

S. H. Winklebleck, for the last year connected with the advertising department of the Modesto, Cal., Evening News, has been advertising manager of the Redwood City, Cal., Tribune. Mr. Winklebleck was formerly the advertising manager of the Palo Alto Times.

The Tribune is the second of a series of new papers to be started by Messrs. Wood and Morrell. It will make its first appearance on May 7. Mr. Robinson of San Jose, will edit the Tribune.

EDITORS PRESENT GIFT TO DAKOTA PUBLISHER.

Every time he takes a smoke J. F. "Dick" Halliday, veteran publisher of the Iroquois Chief, will think of the members of the South Dakota Press Association. The reason for this is that Mr. Halliday will have in his hand a handsome smoking set presented by the editors of the state in appreciation of his twenty years service as secretary of the South Dakota Press Association.

The Boston American

It is showing two gratifying results of its three-cent price:

It has the Largest Circulation in New England at that price.

It is taking on a Higher Grade of Advertising every month.

QUALITY AND QUANTITY Go Hand in Hand.
The Fourth Estate

March 3, 1923

The Fourth Estate

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in the UNPARALLELED MARKET. Foreign Representatives:

L. A. KLEIN
90 East 24th St., New York

New Jersey's Famous Manufacturing City

PATERSON PRESS
THE BIG INDEPENDENT NEWSPAPER

Chicago, St. Louis, Detroit, Los Angeles
PAYNE, BURNS & SMITH
New York and Boston

Successful Merchandising depends upon successful advertising — the ability to reach efficiently and effectively the responsive readers of a particular territory.

The Pittsburg Dispatch is recognized by advertisers as a medium of insistent value to reach the buyers of the great Pittsburg district.

Sole National Representative

S. C. BECKWITH SPECIAL AGENCY
New York, St. Louis, Kansas City, Atlanta, Los Angeles, San Francisco

The Bulletin

Charles Claus, formerly with the Atlanta Georgian, the Hutchinson, Kan., Gazette and the Wichita Beacon, has joined the Spines Clothing Company of Wichita as advertising and display manager.

Scott McCaffrey has become assistant secretary of the Toledo, Ohio, better business commission, succeeding Robert Mount, who left to become secretary of an organized Columbus better business commission.

Herbert Bornhoff has succeeded Miss Catherine M. Driscoll as advertising manager of the Swan Creek Lumber & Millwork Company. Miss Driscoll, who held the position for six years, has joined the Mutual Life Insurance Company.

Burt Barr has joined the publicity department of the H-O Cereal Company of Buffalo. He was formerly with the Stewart Motor Car Company and the Goodyear Tire & Rubber Company.

PRIZE AWARDS TO NEW YORK DAILIES AT CORNELL

In the spring, LeRoy Forbes of the American Silk Journal has joined the staff of the New York Times as advertising manager.

The following are in charge of the various departments: H. L. Johnson, secretary, and H. W. Haring, assistant secretary.

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Scott McCaffrey has become instructor at the Toledo, Ohio, better business commission, succeeding Robert Mount, who left to become secretary of an organized Columbus better business commission.

Herbert Bornhoff has succeeded Miss Catherine M. Driscoll as advertising manager of the Swan Creek Lumber & Millwork Company. Miss Driscoll, who held the position for six years, has joined the Mutual Life Insurance Company.

Burt Barr has joined the publicity department of the H-O Cereal Company of Buffalo. He was formerly with the Stewart Motor Car Company and the Goodyear Tire & Rubber Company.
The special features of the
BUFFALO TIMES
have made it the most popular newspaper in Western New York.

NORMAN E. MACK, Proprietor
VERNER & CONKLIN, Inc.
Special Representative New York, Detroit, Chicago, San Francisco

NEWS LEAGUE OF OHIO DAYTON NEWS SPRINGFIELD NEWS
The papers with the big circulations and commanding prestige.

I. A. KLEIN, Foreign Representative
544 Fort Dearborn Bank Bldg., Chicago

IN THE AD FIELD.
ADVERTISING ACCOUNTS NOW BEING HANDLED BY
THE AGENCIES.

AUBREY & MOORE, Chicago—Completed plans for 1923 advertising campaign for Interstate Iron & Steel Co. (Alloy steel & forgings). PowerPoint will be used.

BRANN, 11 E. 43d, N. Y.—Placing additional orders for Montgomery Ward & Co. (mail order house), Chicago.


DOMINION, 311 Dearborn Hall Bldg., Montreal—Placing advertising in Canadian newspapers for Canadian Match Co.

D'ARCY, Intern'tl. Life, St. Louis—Sending contracts to newspapers for Coca Cola Co., Atlanta.

GORMAN, 10 W. 44th, N. Y.—Handling advertising for Seth Thomas Clock Co., N. Y.

DORRANCE-SULLIVAN, 332 S. Mioh., Chicago—Completed plans for 1923 advertising campaign for Interstate Iron & Steel Co. (Alloy steel & forgings). PowerPoint will be used.

PARIS, Los Angeles—Handling advertising for California Sprayer Co.

In Houston and South Texas this distinction is held by the Houston Chronicle Texas' Greatest Newspaper. The one paper in the entire West without competition in its market, it reaches into the homes of the most prosperous families.

JOHN M. BRANHAM, Nat'l Rep.

THE KANSAS CITY STAR
MORNING—EVENING—SUNDAY

TODAY'S HOUSEWIFE
A NATIONAL MAGAZINE

news is delivered 10 (2/10 of the city) daily into best homes.

ROBERTS & MACAVINCHIE, 10 N. Dearborn, Chicago—Issuing orders to newspapers for Cluett, Peabody & Co. (Arrow collars, shirts and underwear), Troy, N. Y.

ROSS, 119 W. 40th, N. Y.—Placing advertising for Norwich Pharmacal Co., Norwich, N. Y.

RUTHERAUF & RYAN, 225 N. Mich., Chicago—Placing orders for Chicago School of Nursing, Chicago, & Gordon Bates Co. (shoes), Minneapolis.

SEATTLE "P-I"
The only seven-day A.P. paper in the Metropolis of the entire Northwest. The one paper in the entire West without competition in its market, it reaches into the homes of the most prosperous families.

EACH ISSUE OVER 200,000 CIRCULATION

The FREE PRESS has both
MICHIGAN'S GREATEST NEWSPAPER

It Pays to Advertise in the
ST. LOUIS TIMES
NOW GENERALLY RECOGNIZED AS THE
HOME NEWSPAPER OF ST. LOUIS

Foreign Advertising Representatives
G. LOGAN PAYNE CO.
Chicago, St. Louis, Detroit, Los Angeles
PAYNE, BURNS & SMITH New York

The RICHMOND, Va., TIMES-DISPATCH
is delivered 12,000 of the city's daily into 4000 of its best homes.

ASH OF PHILADELPHIA AND
ASH OF NEWARK NOT THE SAME AGENCY.

Theodore E. Ash, president of the Theodore E. Ash Advertising Agency of Philadelphia, has just issued a statement to the effect that his agency has no connection and never has had with the Ash Advertising Agency of Newark, which is said to be defunct and in no way connected with the one he represents.

SIMILARITY OF NAMES LED TO CONCLUSION IN THE AUDITING DEPARTMENTS OF NEWSPAPERS AND MAGAZINES WHICH OFTEN SENT BILLS TO ONE AGENCY INTENDED FOR THE OTHER.

MISMOU R I G. O. P. EDITORS TO
SHAPE 1924 CAMPAIGN.

A midsummer convention of the Republican Editorial Association of Missouri will be held in Jefferson City, for the purpose of planning the 1924 campaign. It is planned to put the achievements of the Hyde regime before the people of the state as a model of economy in comparison with the present administration. C. M. Harrison, editor of the Boonville Daily Republican is president of the association.

CHANGES TO EIGHT COLUMNS.
The Clarksville, Va., Telegram changed its page size from six columns to thirteen ems, to eight columns, twelve ems wide, effective March 1.

The Detroit Free Press
"MICHIGAN'S GREATEST NEWSPAPER"

The FREE PRESS has both
QUALITY AND QUANTITY IN CIRCULATION, being the only morning newspaper serving Detroit and Surrounding territory.

Special Representative
VERNER & CONKLIN
New York, Detroit, Chicago, San Francisco.
March 3, 1923

THE FOURTH ESTATE

DOMINATE BRIDGEPORT

98 per cent of the circulation of The Telegram and Post is concentrated within 13 miles of the City Hall. You can completely cover this great industrial market with one newspaper cost through the TELEGRAM AND POST.

The only A.B.C. Newspapers in Bridgeport, Conn.

Cover NEW HAMPSHIRE with the MANCHESTER UNION & LEADER Guaranteed Over 25,000 JULIUS MATHEWS, Special Rep. BOSTON, NEW YORK, CHICAGO

HOW ONE SURVEY SERVES DOZEN PAPERS.


Every two weeks, representatives from the newspapers and from the bureau office meet at luncheon and go over the work that has been accomplished and discuss new angles to the problems. Suggestions are made and definite plans set toward taking up new work. Reports are made and completed data is accepted for distribution as the newspapers see fit. The newspapers use the completed reports in the manner for which they were designed.

The scope of the survey has been widened in one respect since first plans were made when the bureau began its work a year ago. The publishers decided upon route lists and

Has Our Democracy Failed?

DOES our democracy fulfill the ideals of the founders of the United States? Dr. Charles W. Eliot, President Emeritus of Harvard, says it does not. His is a logical and scientific argument. He has put his article into his March CURRENT HISTORY MAGAZINE. He has put two years of study and research. His summary will be a revelation to many.

ONE of the most trenchant articles in the March number is the defense of prohibition by Bishop James Cannon, Jr., of the Methodist Church, South.

CURRENT HISTORY MAGAZINE

For March

On News Stands 25 Cents

By the Year $3.00

Published by The New York Times Co., Times Square New York

175,000,000

ANNUAL PRODUCTION

35 MILLION

ANNUAL PAYOFF OF INDUSTRIAL TRENTO

A prosperous NEW JERSEY territory completely covered by the Evening TIMES

Member A.B.C.


in New Orleans it's the New Orleans Item

The LOS ANGELES EVENING HERALD led all newspapers in the entire world in advertising gains 1922 over 1921

GAIN 3,493,854 LINES

Representatives:


PEORIA ILLINOIS

JOURNAL (EVENING) and TRANSPICT (MORNING)

Sold in combination at rates making these papers the best advertising buy in their field. H. M. PINDELL, Proprietor. J. M. H. EDDY CO., Inc. National Advertising Representatives New York Chicago

NEWSPAPER COLUMNISTS REAL FACTOR IN AMERICAN LITERATURE OF TODAY.

"The daily column in America seems to be as indigenous as the minstrel show—perhaps our only original contribution to the art of the day," writes Walter B. Eaton in the New York Herald Book Review. "The columnists are a facturing industry. The wonder is, that they have not overwhelmed the literary scene. The column is a bound between covers) more, rather than less. Perhaps you will respect it more.

"The newspaper column is much older than the memories of the generation which now contributes to the art of newspaper publishing. Conning Tower’s columns in the open air. It was embryonic, certainly, in the work of the great New York newspapers. The column is, perhaps, that they have not enriched our literature (meaning that bound between covers) more, rather than less. Perhaps you will respect it more.

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BY THE END OF THE DECADE, THE AMERICAN NEWSPAPERS COLUMN MAY BE A REAL FACTOR IN AMERICAN LITERATURE OF TODAY."
THE BUFFALO TERRITORY OFFERS
BIG POSSIBILITIES TO
NATIONAL ADVERTISERS

Twelfth American City and second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A. B. C. net paid 105,956, 80% of English-speaking homes.

THE BUFFALO EVENING NEWS
Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY, Reps.
Marbridge Bldg. Lytton Bldg.
New York Chicago

NEwSPAPER REPRESENTATIVE DIS SUEENLY ON LINKS.
Funeral services for Colonel Howard Elmer Crall, president of the L. H. Crall Company, publishers' representative of New York and Chicago, will be held this afternoon at Holy Trinity Church, Lenox avenue and 122nd street, New York. Colonel Crall died Tuesday at Bellair Heights, Fla., while playing golf. Three doctors with Colonel Crall reached his side promptly but he passed away before they could be of assistance.

THE NEW YORK EVENING JOURNAL
has the largest circulation of any newspaper in America.

The SAN ANTONIO LIGHT
The best advertising medium in South-west Texas. Has 60 per cent more paid circulation into the Homes of San Antonio than the second paper and as many as the third.

THE SYRACUSE POST-STANDARD

THE JOURNAL IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
New York, Philadelphia, Chicago, San Francisco

Colonel Crall, who, it was said had been apparently in excellent health on the first few holes, made a fine brassie shot from the sixth hole, the ball landing on the green, when he fell to the ground and expired. He was born in Frederick, Maryland in 1890. Colonel Crall at once entered the advertising business founded by his father. He worked his way up to the presidency twelve years ago and became one of the best-known advertising men of the country. The Crall Company represents the Cincinnati Times-Stars in the Western field.

Colonel Crall commanded the 7th Regiment, New York Guard while the 107th Infantry was overseas, resigning the colonelcy shortly after the 107th Infantry returned from France. He enlisted in the 7th Regiment six months after his graduation from Yale. His skill as a marksman won his highest immediate notice. He was a member of the regimental team from 1910 to 1915, of the regimental team from 1893 to 1914 and of the state team in 1907, 1908 and 1909. His skill played a large part in the victory of the 7th Regiment team in the international match with the Queen's Westminster Volunteers.

In his thirty years with the regiment, Colonel Crall rose from private to lance corporal, corporal, sergeant, first lieutenant and captain and attained the rank of lieutenant-colonel October 11, 1917, his final promotion coming a year later.

DAUGHTERS OF SOUTHERN EDITOR ARE BURNED TO DEATH.

Marion and William McNell, fifteen and seventeen year old daughters of John McNell, editor of the De Kalb New Era at Decatur, a suburb of Atlanta, Ga., were burned to death at their home last week in a fire which originated in the room in which they were asleep. The fire was first discovered after midnight. A neighbor gave the alarm after the flames had enveloped the entire room. The parents and an older brother of the girls were asleep in an adjoining room until the alarm was sounded by outsiders.

IOWA PUBLISHER'S DAUGHTER DIES IN OLEAN, N. Y.

Mrs. John P. Herrick, only daughter of Lafayette Young, publisher of the Des Moines Capital, died recently in Olean, N. Y. Mrs. Herrick had been ill for two years and had been bedfast for the last six months. She leaves her husband and four children, besides her parents and two brothers, Harry and Lafayette, Jr., of the Des Moines Capital. The body was taken to Des Moines for burial.

FORMER KANSAS PUBLISHER PASSES AWAY.

Samuel Major Gardenhire, lawyer, and novelist, died this week at his home in Richmond Hill. He was sixty-seven years old. Born at Fayetteville, Mo., Mr. Gardenhire was admitted to the bar in 1921. He was a reporter on the Cleveland Herald, the Chicago Daily News, the New York World and other papers, and was a correspondent of the New York Sun and the Chicago Tribune in Paris, and served in the armed forces of France, where he and his wife had gone from their home in Connecticut to enter the war. Mr. Shackleton was born in 1860 at Mazonian, Wis., and studied at the University of Michigan, practicing law in Ohio before he entered newspaper work in New York in 1895. He was for several years an associate editor of the Saturday Evening Post, and was the author of several books.

GEORGE W. WASHBURN, head of G. W. Washburne & Co., advertising agency, Mitsubishi, vice-president of the Revista Publishing Company, and formerly editor of the Wine & Spirit Bulletin, died at Louisville on February 11. Mr. Washburne was 63 years old.

WILLIAM MARS, 76 years old, for fifteen years connected with the New York World as an employee in the Pulitizer Building, died suddenly Saturday at his home in New York. Mr. Wood began his career with an apprenticeship of newspaper work, serving about fifteen years in the field. He was a reporter on the Cleveland Herald, the Chicago Daily.

OTHER OBITUARY NOTES.

COL. JOHN L. RICE. Civil war hero, former postmaster and city marshal at Springfield, Mass., and United States commissioner in that territory for thirty-three years, who died at his Springfield home last week at an advanced age, was for a time in 1863 old Springfielid Daily Democrat, which had its publication office on Taylor street, off Main, in New York, now occupied by the Plaza theater.


ROBERT SHACKLETON, writer, died Saturday at Hyeres, France, where he and his wife had gone from their home in Connecticut to pass the winter. Mr. Shackleton was born in 1860 at Mazonian, Wis., and studied at the University of Michigan, practicing law in Ohio before he entered newspaper work in New York in 1895. He was for several years an associate editor of the Saturday Evening Post, and was the author of several books.

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NEWSPAPER CENSUS.

Washington, D. C.

The latest house to house canvass reveals to which Washington Newspapers are read in the homes.

DAILY
The Evening Star... 84%
2nd Newspaper... 35%
3rd Newspaper... 34%
4th Newspaper... 22%
5th Newspaper... 18%

SUNDAY
The Sunday Star... 78%
2nd Newspaper... 43%
3rd Newspaper... 27%
4th Newspaper... 20%
March 3, 1923

THE FOURTH ESTATE

THE DAY-WARHIT

America's FOREMOST Jewish Daily
Reaches the cream of purchasing power of the Jewish element in America.

Essentially a home paper—written for and read by every member of the family.

THE DAY-WARHIT

"The National Jewish Daily.

Member A.B.C.
Main Publishing Office: 1-4 East Broadway NEW YORK

JALLASEVENING JOURNAL. Published by LORENTZ, Manager Eastern District.
Covers the afternoon field as completely as does the Dallas News in the morning.

LARGEST AFTERNOON Circulation

Il PROGRESSO ITALO-AMERICANO
 Guarantied Net
Paid Daily Circulation 120,120

THE LEADING ITALIAN JOURNAL

3 Elm Street NEW YORK CITY

KANSAS is a rich, responsive field. It is best covered by the
TOPEKA CAPITAL

The only Kansas Daily with a general Kansas circulation.

Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.

Where it makes market data—does survey work—gives real co-operation.

Arthur Capper Publisher

THE JEWISH MORNING JOURNAL

An American newspaper by the more intelligent and prosperous class of Jews in New York City.

Member A.B.C.

WINSTON-SALEM SENTINEL

Representatives

FROST, LANDIS & ROHAN
New York Atlanta Chicago

H. W. KASTOR & SONS
ADVERTISING CO. CHICAGO ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

WINSTON-SALEM

G. LOGAN PAYNE COMPANY
SPECIAL REPRESENTATIVE
Fifth Avenue Building, NEW YORK

JOSEPH B. BABB, recently of the advertising department of the Zonite Products Company, New York, died last week in Atlanta. Mr. Babb was 52 years old.

FREDERICK F. GUERNSEY, founder and editor of the Mexican Herald, at one time manager of the Associated Press of Mexico and Central America, died last week in San Angel. He had been an editorial writer on the Mexican Herald for many years.

BROTHER OF AD MAN HELD AS BOLSHEVIST PROPAGANDIST.

JOSEPH B. BABB, recently of the advertising department of the Zonite Products Company, New York, died in Atlanta last week. He had been in charge of the telephone department of the American Exchange Bank in New York.

WINSTON-SALEM, North Carolina's Largest City (U.S. Census)

The Sentinel goes into eight out of every ten homes in Winston-Salem.

WINSTON-SALEM, NORTH CAROLINA.

Cardon. Nelson A. Collier was arrested in Naples on that date because he had in his possession two sacks containing Bolshevist pamphlets.

WINSTON-SALEM, NORTH CAROLINA.

An organization of merchandising men highly specialized in the solution of advertising problems.

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WINSTON-SALEM, NORTH CAROLINA.

An organization of merchandising men highly specialized in the solution of advertising problems.
1,836,568
London Daily Mail
NET SALES

20th January, 1923.

We certify that the average net daily sale of "The Daily Mail" after deducting all unsold or free copies whatsoever for the periods set out below was as follows:—

For the month ended

31st January, 1922 . . . . . . . . . . 1,532,709
28th February, '' . . . . . . . . . . . 1,620,277
31st March, '' . . . . . . . . . . . . . 1,669,414
30th April, '' . . . . . . . . . . . . . 1,702,694
31st May, '' . . . . . . . . . . . . . 1,755,498
30th June, '' . . . . . . . . . . . . . 1,817,947
31st July, '' . . . . . . . . . . . . . 1,867,797
31st August, '' . . . . . . . . . . . . 1,910,117
30th September '' . . . . . . . . . . 1,907,335
31st October, '' . . . . . . . . . . . 1,907,955
30th November, '' . . . . . . . . . . 1,869,250
31st December, '' . . . . . . . . . . 1,836,568

LEVER, HONEYMAN & CO.,
Chartered Accountants
E. LAYTON BENNETT, SONS & CO.,
Chartered Accountants
Selling the Investor, too.

LEADING financial and investment houses in the United States now realize that to maintain the market for investment securities and provide for the success of future issues it is essential to promote the absorption of securities by “ultimate consumers”—individual investors.

This is most efficiently and economically done by advertising in those mediums that most influentially reach the greatest consumer markets. In Chicago the medium is The Chicago Daily News,* which by reason of its large home circulation and influence in the “family councils” of financially competent Chicagoans most completely and effectively reaches the great outstanding consumer market in its territory.

Realizing this, the following representative financial houses have each placed in The Chicago Daily News, since January 1, 1923, more than 1,000 lines of financial display advertising.

---

**Investment Bankers, Bond Houses and Brokers**

- A. C. Allyn & Co.
- American Bond & Mortgage Co.
- Ames, Emerich & Co.
- Blair & Co.
- Blythe, Witter & Co.
- Bonbright & Co.
- John Burnham & Co.
- George H. Burr & Co.
- H. M. Byllesby & Co.
- Cochran & McCluer Co.
- Federal Securities Corp.
- Guaranty Co. of New York
- Greenebaum Sons Investment Co.
- Halsey, Stuart & Co.
- Hayden, Stone & Co.
- Jones & Baker
- Jacob Kulp & Co.
- Lee, Higginson & Co.
- J. P. Morgan & Co.
- National City Co.
- S. W. Straus & Co.
- The Straus Bros. Co.
- R. E. Wilsey & Co.
- Utility Securities Co.

**Banks and Trust Companies**

- Central Trust Co. of Illinois
- Chicago Title & Trust Co.
- Continental & Commercial National Bank
- Corn Exchange National Bank
- First National Bank of Chicago
- First Trust & Savings Bank
- Foreman Bros. Banking Co.
- Harris Trust & Savings Bank
- Illinois Trust & Savings Bank
- Merchants Loan & Trust Co.
- Northern Trust Co.
- Peoples Trust & Savings Bank
- Union Trust Co.

---

To reach most effectively the greatest market of primary and ultimate consumers of legitimate securities in Chicago, and provide for the steady absorption of future issues, place your advertising in

**THE CHICAGO DAILY NEWS**

*FIRST* in Chicago

---

*The FINAL EDITION of The Chicago Daily News gives its readers the COMPLETE story of the financial day TWELVE HOURS EARLIER than the same reports are supplied by any morning newspaper.*
NEW LEGAL MONSTROSITY A BLOW AT FREE SPEECH.

BILL BEFORE NEW YORK ASSEMBLY INCLUSIVE ENOUGH TO BRING PRESS ASSOCIATIONS UNDER REGULATORY AUTHORITY OF PROPOSED TRADE COMMISSION.

Only a master craftsman such as Samuel Untermyer, counsel for the Lockwood joint committee on housing of the New York legislature, could have included within ten loosely printed pages enough legal abracadabra to constitute a bill as mystifying as the proposed state trade commission for the printing industry is likely to be. Some idea of the inclusiveness of the regulatory and restrictive power over anything even remotely resembling an association which the measure would vest in the proposed commission may be gleaned from the indubitable fact that newsgathering organizations like the Associated Press, the I.N.S., the New York City News Association, and the United Press would be subject to its limitations and penalties.

Exercising his legal prerogatives, Mr. Untermyer may make something of this day going Noah Webster one better and inserting in the bill his own definition of the word "association," expanded as to apply almost invariably to any two human beings who happen to be in business and who find themselves in agreement on any subject that the proposed trade commission mightn't like. "Association," Mr. Untermyer makes plain, includes everything that tends to promote intercourse between business competitors, from one or more officers, directors or agents of such corporations up to, presumably, interlocking directorates and conspiracies to agree upon a gold standard par. In order not to make it too hard, however, Mr. Undermyer has provided that such "associations" as the proposed commission may deem worthy of a license can continue to exist, if they get the license.

But the problem of red tape is no problem for the newspapers. Under the good faith thereof and the deputees and such officers or employes as may be so delegated shall also be allowed free access to all places of business, buildings, carriages, via or vessels used in the production, manufacture, storage, sale, transportation, or distribution of any articles or commodities in common use. And "free access to all places of business or to which may be deemed advisable for the purpose of exercising any authority conferred by this chapter on the department."

The contention that news is not an "article or commodity in common use" does not hold in the face of Mr. Untermyer's thoughtfully inserted definition of the term. In Article 1. Paragraph 4, he provides that the term "news" includes "every object that may be made the subject of purchase, sale, barter, delivery, hiring, purchase, contract, other than where labor is the sole constituent, whether or not labor be the majority or minor factor in the cost or value of such article or commodity."

The right of access and the right to "publish and disclose" form another of the bill's definitions. It goes like this: "Duly delegated" employees of the commission "shall have full access to and the right to inspect and take copies of all books of account, documents, correspondence and other papers relating to the business and affairs of all such corporations," and "free access to all places of business, buildings, carriages, cars or vessels used in the production."

(Continued on Eleventh Page)

HAWAIIAN PAPERS COMBINED IN NEW DAILY.

HILO TRIBUNE AND HERALD PASS INTO CONTROL OF HONOLULU STAR-BULLETIN—NOW PUBLISHED EVERY AFTERNOON WITH SUNDAY MORNING EDITION.

The Hilo, Hawaii, Tribune and the Daily Post-Herald have passed into the hands of a group of Hilo and Honolulu men, and are being issued as one daily under the name of the Hilo Tribune-Herald.

The Honolulu interest in the new daily represents the ownership of the Honolulu Star-Bulletin, of which Governor W. R. Farrington was formerly publisher. Mr. Harry S. Hayward, general business manager, and Riley H. Allen, editor of the Star-Bulletin, closed negotiations for the purchase of the papers recently, plans for which have been under way for several weeks. The Star-Bulletin ownership is represented as majority stockholders in the new corporation.

The Tribune-Herald is an afternoon daily with a Sunday morning edition. The Tribune was, before the merger, a morning daily, published every day with the exception of Monday and the Post-Herald an afternoon daily, with no Sunday issue.

The reporting and editorial staffs of the two present newspapers have been combined. Charles Eugene Banks, a veteran newspaper man, has been made editor of the Tribune-Herald. Mr. Frank L. Cady is business manager. The new paper is being published from the present plant of the Star-Bulletin.

Riley H. Allen, editor of the Star-Bulletin, remained at Hilo for several days during which plans were perfected for the merging of the physics in the new and for the various features of the new daily.

(Continued on Eleventh Page)

REVILLE HONORED BY CIRCULATION CONVENTION.

INTERSTATE BODY SELECTS BALTIMORE MAN AS ITS PRESIDENT—GOV. RITCHIE ADDRESSES GATHERING—ATLANTIC CITY CHOSEN FOR NEXT MEETING.

Charles O. Reville of the Baltimore Sun was elected president of the Interstate Circulation Managers' Association at the semi-annual meeting of the organization held at the Philadelphia Hotel, Baltimore, Monday and Tuesday. Circulation men representing about fifty newspapers in New Jersey, Pennsylvania, Maryland, Delaware and West Virginia were in attendance.

Atlantic City was selected as the place for the September meeting, and the circulators from that city said they would endeavor to select the location so that the convention would meet at the time of the big beauty pageant.

Other officers elected were: First vice-president, A. C. Findly, Atlantic City; Gazette-Review, second vice-president, Charles T. Ruck, Lancaster, Pa., Examiner, central, second vice-president, Howard Lee, Philadelphia Inquirer; J. H. Zechey, Jr., Potomac Republican; Harry W. Culvis, Chester Republican Times; directors for two years, Royal D. Welker, Allentown Call; William L. Lippincott, Atlantic City Press-Union; Paul Sergeant, Baltimore News-American.

Governor Albert G. Ritchie of Maryland and President Patterson, president of the A.A.P.A., addressed the members of the association at a luncheon given by the Baltimore Sun on Tuesday.

"No one can size up a man in public life more quickly or more accurately than the newspaper man," Governor Ritchie said. "Sometimes we don't agree with his judgments, but we must admit that if the estimates are generally accurate, it is at least honest.

"I admire rather than condemn newspapers. The public life is too intertwined with the press to denounce the press, but I think it is marvelous that more mistakes are not made, when one considers the speed with which they are made."
When Wedding Bells chime in
Philadelphia
will Spring Brides treasure your goods?

Closing of the Lenten season will be the signal for a host of Spring weddings—and for the buying of extensive trousseaux and the purchase of innumerable gifts of every kind.

If you manufacture clothing, shoes, hosiery or other articles of women's Spring apparel, or turn out products suited for wedding gifts, you can convince the prospective brides, members of their families and friends that your goods should play a big part in the coming weddings, through advertising in the favorite newspaper of Philadelphia women—The Evening Bulletin.

The Bulletin every day goes into nearly every home, office and workshop in Philadelphia, Camden and their suburbs.

Dominate Philadelphia
Create maximum impression at one cost by concentrating
in the newspaper "nearly everybody" reads—

Philadelphia's Newspaper

The Evening Bulletin

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in America.

1922 net paid average circulation: 493,240 copies a day.
TEXTILE ADVERTISING AND NEWSPAPER INFLUENCE.

MANY MANUFACTURERS STILL WONDER WHY MAGAZINE COPY DOESN'T PUT TRADEMARK TEXTILES OVER — BUT FEW OF THEM HAVE TRIED NEWSPAPERS.

Reviewing the useful experiences of many large textile manufacturers in national advertising within the last twenty years, Francis A. Adams, president of the American Trademark Association, brings to light in a recent article in the New York Commercial a situation that is undoubtedly unique in the whole field of merchandising. Perhaps quoted by Mr. Adams to show that national publicity has failed to put textiles over as it has put other merchandise over, in spite of the fact that textile advertising has generally been of equal or higher quality, is the advertiser upon the amount of appropriate magazine copy that comprises what appear to be logical problems.

If the advertising problem of the textile manufacturer is unique—and there is no doubt it is—there remains to be done something more than mere description of its uniqueness. This is the laziest intent of confusing Mr. Adams having left his work for him, Mr. Adams has put into his article in the Commercial a wealth of fact and detail that probably are a measure of his progress.

The uniqueness of textile merchandising requirements is nothing new; it has always been but there have always been, and perhaps always will be, some Ajazes in textile merchandising who will try to defy it. "Make the name a household word" is a shibboleth that carries man upon to their ultimate disillusionment, attained, however, only after a parade of color pages and elaborate spreads in magazines costing hundreds of thousands of dollars. The plain fact of the matter is that success in making a trade name a household word amounts to nothing but dollars and cents return unless several other things are done beforehand.

Just the resolution to make a trade mark down the nation's throat—just to nothing—will have some gesture in textile merchandising, for several of the most obvious reasons. There is at least one institution in the dry goods business which has the answer to this problem charted, written and diagrammed. It has had it so analyzed and solved for a period of years that antedates even the earliest failures on Mr. Adams's casualty list. A great many of the textile advertisers are in the habit of putting "busts" that numerates entitled that class because they decided that, while others might be able to change the conditions mapped and charted for them, they themselves were powerful enough to create economic precedent by sheer advertising skill.

They flew in the face of the experience and out beyond the self-gratification obtainable from the appearance of their trade mark amid the moral and intellectual life. Frank L. Hopkins of Madison. He left the university to work on the

PERRY-JONES GROUP NAMES MANAGING EDITOR.

VICTOR F. BARNETT, formerly managing editor of the Tulsa, Okla., Tribune, was recently made general manager of the Perry-Jones group of six newspapers. At present he is in Minneapolis, in the office of the Minneapolis Daily News, a member of the group, and from there he directs the work for the chain of papers.

"I have been a newspaper man since May 12, 1893, that day—in Indiana. Grade school, high school and college kept me out, but not for long," he is Mr. Barnett's humorous testimony.

After doing some mechanical work and later cub reporting on his home paper, while he went through high school, Mr. Barnett went to the University of Wisconsin, Madison. He

INNER CIRCLE HAS GOV. SMITH FOR FIRST “GOAT.”

But “Al” and nine hundred other officials sit by and smile at satire — stunt dinner at Astor — goes down in newspaper lore as a "knockout."

The 1924 presidential possibilities of Governor Alfred E. Smith of New York were satirically portrayed by members of the Astor Hotel Reporters Association and the newly organized Inner Circle, comprising political reporters, at the eighth annual dinner in which the Citizens' Committee of New York City took part. The scope of the stunts were broadened this year because of the advent of the newspaper reporters organization, the Inner Circle, which includes members of the Legislative Correspondents Association and the American Society of Newspaper Editors.

The stunts were sandwiched between the dinner courses and kept the audience in lively spirits throughout. The book for the poignant tragedy was written by Charles G. Hambridge and Philip E. Smith, with the New York Times and the New York Evening Post lyrics by James A. Haggerty of the same paper. Frank A. Tierney of Alfred E. Smith's headquarters tabulated some of the data that were rendered, which he rendered.


The cast of characters in The Super Smith was:

THE CAST.
A. Emanuel Smith...Theodore S. Smith Nathan The Worst...LaBert St. Clair Perry D. Kingsbury The Adviser...Charles G. Hambridge Old Doc McCoy...James L. Durkin Roy S. Copeland The Boss Harry D. Kingsbury Frank L. Hopkins The Kleagle E. Staats Luther "Newsy" Eddie Price The Kleagle...E. Staats Luther (Continued on Twenty-ninth Page)

The Fourth Estate, which is published every Saturday at 232 West 59th St., New York City, was established March 1, 1894, and the price of Single Copies is Four Cents.

No. 1515

The Fourth Estate, which is published every Saturday at 232 West 59th St., New York City, was established March 1, 1894, and the price of Single Copies is Four Cents.

Ernest F. Birmingham, Publisher
Over

200,000

Net Paid Circulation

and

Only SEVEN MONTHS Old!

DETOUR
SUNDAYS

TIMES

A Detroit Institution
A National Wonder
OREGON EDITORIAL CONFERENCE ON MARCH 22-24.
MEETINGS OF MANY SUBSIDIARY BODIES ALSO WILL TAKE PLACE DURING THE THREE-DAY WEEK—DEAN E. W. ALLEN ANNOUNCES AN INCLUSIVE PROGRAM.

Arrangement of the program of the Oregon newspaper conference, held annually under the auspices of the University of Oregon school of journalism, was announced today by Dean Eric W. Allen. The conference dates are March 22, 23 and 24, and will be the formal dedication of the new three-story School of Journalism building.

In addition to the conference, the following subsidiary meetings will be held: Oregon Newspaper Publishers, Daily Newspaper Association, Associated Press clients, editorial Press committee, Trade Journalism section, advertising committee, and the professional writers' section, which will be organized this year with a membership of approximately 50 Oregon magazine writers, novelists and poets.

The following committees, which were appointed at previous conferences and meetings of the State Editorial association, will report: Legislative, C. E. Inglis, Corvallis Gazette-Times; Hal E. Hoss, Oregon City and E. A. Observer; standardization of paper sizes and column width, Lee Drake, Astoria Budget; Ralph A. Theobald, Albany Democrat; policy toward agency discount, A. E. Scott, Washington County News-Times; H. L. Whitmore, and A. E. Frost, Benton County Cou- ries of Corvallis; Homer Davenport memorial, John T. Hobbit, Silverton Appeal; plans of co-operation with the Oregon State Retail Merchants' association, George Aiken, Ontario Argus; A. C. Morton, St. Helens Mist, and Paul Robinson, Verona Eagle.


PHOTOGRAPH SENT BY RADIO FROM NEGATIVES.
NEWSPAPER PUBLISHERS AND SCIENTISTS WITNESS TEST OF APPARATUS WHICH PRINTS THEM IN ORDINARY WAY—SIMILAR TO BELIN'S.

Under the auspices of the North American Newspaper Alliance, an apparatus has been developed for the transmission of photographs by radio, and was demonstrated yesterday when photographs broadcasted from Washington were received in Phoenix, a distance of approximately 150 miles, using the method of C. Francis Jenkins, credited with the invention of the transmission machine.

The test, conducted in the presence of newspaper publishers, proved remarkably successful as the culmination of months of effort. Mr. Jenkins has been conducting between his home in Anacostia, a suburb of Washington, and the station in the capital city. The photographs were sent from the radio station in Washington and received by the radio receiving station of the Philadelphia Evening Bulletin.

The success of the Jenkins method over a considerable distance, recalls the experiment under the auspices of the New York World, whereby, using the code method of Arthur Korn, a photograph was sent by radio from Rome, Italy, and received at Bar Harbor, Me., last June. The methods of Dr. Korn and Mr. Jenkins have nothing in common. Dr. Korn's method is to send by code, and photograph might go by radio, telegraph or telephone, an outline of dots which when copied on a specially prepared type writer, filled in the picture.

NEW SPANISH CABLE.
The laying of a new submarine telegraph cable between Valencia, Spain, and Palma, Majorca, is now being completed. In addition to furnishing direct communication between the two cities, the new cable forms an alternate route with that from Barcelona to Palma.

LIVE NEW YORK WEEKLY PUTS OUT NOTABLE EDITION.
If newspaper cooperation and publishing are carried to the limit of what is practical, Cobleskill, N. Y., ought to attain its desired population of 5,000 in a comparatively short time. The proprietors of the Cobleskill Times' recent sixteenth anniversary edition of the Cobleskill Times, Cobleskill, N. Y., Daily News, vice-president of the association.

AUTO ROADMAN WRITING FOR NEW YORK TRIBUNE—WILL ANSWER QUERIES.
O. M. Wells, chief roadman of the Automobile Club of America, will present a map and route of an automobile tour every Sunday in the New York Tribune. The first map appeared last Sunday; he will also answer any letters he may receive, inquiring into desirable routes, road conditions, camp sites, ferries and similar items.

Mr. Wells is considered one of the foremost authorities on automobile touring in the country. He not only takes his car over many thousands of miles every year but he is also familiar with the roads before on the Continent.

KANSAS LIMITS BILLBOARDS.
Fines not to exceed $500 are imposed on persons who erect billboards, etc., along Kansas public highways, under the terms of a bill passed by the Kansas senate. The signboards cannot be placed on fences, posts, telephone or telegraph poles, etc., is 150 feet from the road. Only road signs are exempted.
There is no such thing as "rushing an order through" the Goss plant. Goss reputation for faultless workmanship and finish is so precious a thing with us that we refuse to "hurry" any job just because some customer waited too long before placing his order.

"Dispatch always: haste never" is the watchword of our entire organization.

We have no ambition to build all the presses the newspapers of the world require; but we do insist that every GOSS press shall be as nearly perfect as anything man-made can be.

On this platform our business has grown in thirty years to a volume surpassing that of houses that have been in business more than a century.

Anticipate your needs, if you want Goss dependability in your enlarged pressroom within the next year or two.

THE GOSS PRINTING PRESS COMPANY
1535 South Paulina Street, Chicago.
NEW ORGANIZATION FORMED IN DENVER WITH OBJECT OF PROVIDING REFUGE FOR AGED AND INCAPACITATED WRITERS—MAY OPEN CLUB HOUSE IN MAY.

The building of a home and club house for newspapermen and women who, after giving their best services to their profession, become incapacitated, is the object of the American Journalist Club, which has been formed in Denver. The executive committee of the organization is composed of Elias M. Ammons, former governor of Colorado, Frances Wayne, a newspaper feature writer, Halsted L. Ritter, Denver attorney, and John Brisben Walker, formerly editor of the Cosmopolitan Magazine.

The committee holds an option for the purchase, at a cost of $56,000, of a property near Morrison, Colo., which is admirably adapted in every way for a home and club house, with grounds large enough for a commodious building and twenty bungalows. The present dining rooms, kitchen, and lobbies will accommodate two hundred guests.

The building of forty-three bedrooms, handsomely furnished. A separate building has eight servants' rooms, a very attractive shrubbery, and there is a 100-foot swimming pool.

Each membership in the association, costing $1,000, entitles the subscriber to send two children clubs, who will occupy his room, free of charge, and have meals furnished at actual cost. A number of the large newspapers, according to the committee, have already signified their intention of subscribing to the club.

The executive committee hopes to bring together for a week in July next, in the club's mountain camp on Mount Evans, overlooking Denver, two hundred of America's leading publishers, editors, artists, and managers. At this meeting the executive committee will account for its stewardship and turn over the property to the board of regents, who will then appoint a new executive committee, the fifty members will be subscribed without delay, the club house and mountain camp will be opened next May.

Thirty years ago, Colonel A. K. McClore, in the conditions prevailing in the profession of journalism, made an effort toward a similar organization. In 1893 Henry Watterson, writing to John Brisben Walker on the same subject, said: "This movement has been too long delayed. If it could be carried through, it would be a noble and beneficent work.

NEW INLAND MEMBERS.

The Bernstadt Out, Expositor, W. B. Preston; Louisville Evening News, N. L. Gordon; Battle Creek Morning-Journal, J. M. Attila, Ind., Ledger-Tribune, J. F. Dunford, Jr., have been elected to membership in the Inland Daily Press Association.

Which road do your Customers travel?

If you have goods of high quality to sell, goods in the luxury class—pearl necklaces, oriental rugs, mahogany furniture, automobiles—you are interested in the purchasing power of the constituency to which you tell the story of your wares. As purchasing power increases numbers decrease, and below a certain capacity to buy you are not interested in numbers.

For example, the 1920 census of Chicago shows that there are in this city 7,929 men and women classified as "Bankers, brokers, etc.", and 74,045 men and women classified as "Laborers" in the major industries. This latter group, in human values, is no less important than the former, but it is no discredit to its worth of character to say that from the standpoint of purchasing power it does not enter into your calculations as a merchant of goods beyond its reach.

Your appeal is to the 7,000, not the 70,000—to the smaller group, whose ability to pay is a hundredfold that of the larger. When you pay for circulation which reaches the 70,000 you are paying for something which is of no value to you. THE POST carries no dead circulation for the quality merchant. Every reader is a potential buyer. You pay only for service in your own select and fruitful field.

It Pays to Advertise to People Who Can Afford to Buy What You Have to Sell.

The Class Newspaper of Chicago Is

THE CHICAGO EVENING POST

NEWLY ELECTED OFFICERS

The sales departmental committee of the Chicago Advertising Council has outlined the following program for the year:

(1) Clearinghouse functionally the sales departmental for the several sales managers' and salesmen's associations of the cities, endeavoring once a month at an evening meeting to get each representative association to put on a dinner and educational program for the memberships of the other associations.

(2) The securing from the association of commerce not less than $500 appropriation for the preparation of a bibliography of sales literature, plus an abstract thereon under standardized and appropriate headings, e.g., Sales Approach, "Sales Obstacles Must Be Cleared".

(3) Increase of the sales departmental, itself, to a membership, not less than thirty with monthly meetings held to discuss the two preceding pieces of work and to expand them in an effort really to bring down to earth a great deal of effervescence now association with sales principles.

(4) The development and maintenance of a library of sales literature.

(5) The holding of two to four real headline meetings for the whole advertising council at the Thursday noon luncheon meetings.

BUXEY PUBLISHERS ELECT C. W. GRISWOLD PRESIDENT—SELECT WEEKLIES' LIST.

The election was held at the associated of the 50th annual convention at Lincoln, Neb. The new officers are: President, J. S. Kroh of Ogallala, Neb.; Vice-President, E. C. Buck of the Chicago Defender; Secretary, W. H. Gates; Treasurer, E. R. Purcell of the Cedar Rapids Times-Telegraph.

NEBRASKA EDITORS ELECT WOMAN VICE-PRESIDENT.

The election was held at the associated of the 50th annual convention at Lincoln, Neb. The woman was elected vice-president, automatically placing her in line for president of the organization in 1924. The election was held at the associated of the 50th annual convention at Lincoln, Neb. The woman was elected vice-president, automatically placing her in line for president of the organization in 1924.

NEW WEEKLY PAPER DEVOTED TO SUMMARIZING PROGRESS.

THE CHICAGO COUNCIL MAPS OUT PROGRAM FOR YEAR.

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SPHINX CLUB'S "BOOST NEW YORK NIGHT" DINNER MARCH 13.

The Sphinx Club, Corbett McCarthy, president, will hold a "Boost New York Night" dinner next Thursday night at the Waldorf-Astoria Hotel. C. B. Shipley, vice-president of Lord & Taylor, and Will Rogers of the Ziegfeld Follies, will be among the speakers. F. James Gibson, founder and editor of the Chicago Sun-Telegram, will be the guest speaker. Conducting the various departments are John Farrar, editor of the Bookman, Stephen V. Bement, poet-novelist, Alan Rinehart, T. J. Martin, formerly of the London Daily Chronicle; John Thomas and Manfred Gottfried.
Publishers Beat Townsend at Election.

Retired Michigan Senator at Adjournment Session of Congress Says Retired Senate Was Cause of His Defeat.

That the publishers of the country used their influence to prevent his re-election to the Senate was the charge of Senator Townsend, of Michigan, when he said in an adjournment session of Congress at the close of its 67th year that the publishing interests had worked to prevent his return to the Senate.

The charge was in connection with the testimony of the publishers of the country to secure the discontinuance of the last two war-time increases in second-class postal rates and to change the seating of the Senate, which they carried to a successful completion.

Senate Townsend is chairman of the Joint Post Office Commission which made that report to the Senate.

Senator Steenerson, of Minnesota, who also voted for the Senate, said:

"If there is a gentleman from Michigan present, I do not intend to touch this subject. If Senator Townsend wants to make this an issue, I will be here to vote with him if he desires it."
HEAD OF FAMOUS AYER AGENCY IS DEAD.

FRANCIS WAYLAND AYER WAS REAL PIONEER IN FIELD—FOUNDED BUSINESS IN 1869. WITH HIS FATHER'S NAME AT MASTHEAD—ILL ONLY TWO WEEKS.

Francis Wayland Ayer, senior member of the advertising firm of N. Y. Ayer & Son of Philadelphia and New York, one of the largest firms of its kind, and one of the pioneers of the advertising field in this country, died Monday at his country home, Arymont, Meridale Farms, Meredith, N. Y., following a brief illness. He was seventy-five years old.

Services for Mr. Ayer were held at Meredith Wednesday, the body being taken that night to Philadelphia. Funeral services will be held at Camden at 2 o'clock this afternoon at North Baptist Church. Burial will be at South Laurel Hill Cemetery and will be private. A large gathering of advertising folk from all over the country will attend the services.

Mr. Ayer went to Meredith from his home in Camden, N. J., a fortnight ago on the advice of his physician. A week ago he developed a severe cold which developed into influenza and finally into pneumonia. Saturday night his wife and his son and his private secretary were with him when he passed away.

Mr. Ayer was born February 4, 1848, at Lee, Mass. His father, Nathan Wheeler Ayer, a native of Preston, Ct., was a scholar and a teacher and himself directed the early education of his son. Later, Mr. Ayer spent some time as a student at Rochester University and spent some time subsequently as a teacher in the New York State district schools.

In 1869 he went to Philadelphia to join his father, who, at that time, was conducting a school there. During the same year, the younger Ayer took advantage of the opportunity to seek advertising for a religious publication and a few months later founded, with his father, the firm of N. W. Ayer & Son to conduct an advertising agency.

Who is Swift & Company

Perhaps you may think of Swift & Company as a one family affair. Many do.

It really consists of about 100,000 people, working together with a common aim.

45,000 of these own shares in the business.

Over 50,000 of them are workers in Swift & Company.

16,000 of the workers are shareholders.

And it tells of the organization that has made Swift's Premium Ham and Bacon, Brookfield Butter and Eggs, and Brookfield Causage,—household words for excellence.

Swift & Company

U. S. A.

A nation-wide organization owned by more than 4,000 shareholders.

CIRCULATORS OF MID-WEST MEET IN KANSAS.

(Continued from Second Page)

and Fred Henney, city editor of the Hutchinson News, greeted the circulators in behalf of the Hutchinson newspapers.

Responses were made by President Sidney D. Long of the Wichita Eagle and Harold Hough of the Fort Worth Star-Telegram.

J. J. Lynch of the Cleveland Press, president of the International Circulation Managers Association, who was guest of honor at the Mid-West meeting, travelled one thousand miles to attend the convention. Mr. Lynch brought greetings home with a good number of new applications in the I.C.M.A.

Mr. Lynch was the principal speaker at the Chamber of Commerce luncheon given in honor of the Mid-West circulators, and emphasized the work among the newsboys by the circulation managers. He also addressed the luncheon given by the Hutchinson News and the Gazette.

A resolution was adopted by the majority of members to allow R.F.D. carriers the privilege of accepting newspaper subscriptions, the resolution having been brought up and urged by Ralph J. Seeman of the St. Louis Globe-Democrat. Crooked solicitations got a severe rap in Mr. Seeman's paper. "Let's get rid of fake solicitors," E. E. Scott, of the Tulsa World, said oil field circulation was maintained in most instances by special truck delivery and that papers (Continued on Twenty-seventh Page)

LANSTON WINS TEMPORARY INJUNCTION AGAINST USER OF ELROD.

Following the decision in January by Judge Buffington in the United States court of appeals for the third circuit, granting the Lanston Monotype Machine Company an injunction against the makers of the Elrod caster, the court on February 16 issued an injunction against the Philadelphia Evening Bulletin, restraining its use of the Elrod machine. The injunction was granted on condition that the Bulletin post a $10,000 bond, pending the decision of the Lanston company's petition for a permanent injunction. The Bulletin has posted the required bond.

"We are continuing to use the machine unless and until a permanent injunction should be granted against us at the final hearing," William I. McLean, Jr., of the Bulletin says.

LARGEST RETAIL ACCOUNT CLAIMED FOR INDIANAPOLIS.

The largest retail advertising account in one newspaper in America is not in New York City, according to the Indianapolis News. The William H. Block Company of Indianapolis, Ind., is the store that claims the record and the News is the newspaper which claims the largest volume of copy used. The newspaper is equally as proud of the record as is the store and recently has used the fact as a sales talk for its advertising value. And naturally, Frank T. Carroll, advertising manager of the News, is equally proud.

The News says that the Block company does not stick its store with newspaper advertised goods nor use newspaper space to advertise itself just to be good fellows.
REGULATORY BILL HITS AT PRESS ASSOCIATIONS.

(Continued from Second Page)

manufacture, storage, sale, transportation or disposal of any commodities in common use," even though such corporations never were,
not have ever been, and can not be engaged in any agreement or understanding in restraint of trade, monopoly, monopsony practices, or unfair methods of competition, or parties to any trade combination, or members of any trade association.

According to the interpretation expressed by the Association of the Bar of New York City, which has recently "aggressively" disapproved the bill, nowhere does it protect trade secrets, or secret formulae, or lists of customers, or any confidential data from inspection or copying by any employee of the commission. "Free access" is granted to the commission and its employees wherever such access "may be deemed advisable for the purpose of effectively enforcing the provisions of this act." It thereafter confines to the bar association the duty of determining, by a process of evidence to be adduced before the commission, what is "free access." This introduces into the bill a standard of action that is not found in any other similar law in the country, and is considered outside the provisions of any of the measures that have dealt with the subject.

Judge Gilbert H. Montague, of the Federal Trade Commission, is in agreement with the view that the bill is not only unwise, but that it is an "unwise" bill.

The farmers' association, if it is to be maintained as a separate entity, must be able to collect and hold money, and to make contracts that are enforceable by law, and to finance, in the same way as other business organizations.

"Nothing can be done to force the farmer to sell his land at a price below the market price." The bill does not provide for any such provision. It merely makes the farmer, who is a member of the association, liable for the non-payment of the assessed membership fee, and thereby provides for the enforcement of the act by a court of law.

REVILLE HONORED BY CIRCULATION CONVENTION.

(Continued from Second Page)

with which the modern newspaper is put together. "The circulation problem of the newspaper is vital in his estimation." No newspaper is complete without a clear understanding of the principles underlying the circulation problem.

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HUMBER PROJECT TO BE PUT TO REFERENDUM.

PROPOSAL TO TRANSFORM BIG TIMBER AREA INTO GREAT NEWS PRINT CENTER HAS STRONG BACKING, ALTHOUGH SOME CANADIAN INTERESTS PROVIDE OPPOSITION.

At a referendumelection to be held early next month, the people of Newfoundland will vote on the proposal of the Newfoundland Products Commission to transform the area into a news print plant in the Humber River district, as announced several weeks ago by Premier Richard A. Squires. The government will vote on ratification of a proposition for the development of vast water power and the erection of a large capacity pulp and paper mill. The territory is not in a position to supply newsprint, and a line of woodenenewsprint is not available for lumber because of the transportation difficulties, and it is estimated that the proposal is considered the logical solution to marketing the natural product of the area.

The proposal to be submitted to the people is backed by Premier Richard Squires, who recently returned from Europe, where preliminary plans with the government and the industry were completed. The governor of Newfoundland, at the request of Premier Squires, has already called for a general assembly of Newfoundland, in order that the industrial plan may be submitted for approval.

Premier Squires is said to have the approval of the government, as well as assurances of financial aid from Great Britain, for the carrying out of the plan. The plan is being bought by Canadian business interests, and the entry of Newfoundland into the pulp and paper business.

In the event the project is approved by the Newfoundland assembly, it is expected to act as a stimulus to the funds for these power dams. one-half by bond subscription and one-half by appropriations by the British government under the post-war industries act. All the power thus made available would practically be taken up for pulp and newsprint production.

Triple Bargain Day Sale Staged by Lebanon Daily News.

Merchants co-operating with the Lebanon, Pa. Daily News recently celebrated a triple bargain day event with most of the merchants participating. Some of the headlines and heads in ad copy were printed in red, setting off the display with distinctiveness.

TRIPLE BARGAIN DAY SALE STAGED BY LEBANON DAILY NEWS.
THE JOURNALISM SCHOOL AS ONE EDITOR SEES IT.

MOST IMPORTANT TASK THAT OF REFINING GREAT MASS OF MEN AND WOMEN WHO AIM AT NEWSPAPER WORK—NATURAL QUALIFICATIONS REAL BASIS OF SUCCESS.

By C. B. Winter,
City Editor, the Minneapolis Journal.

I have been asked to outline frankly "a practical man's point of view regarding university dinner parties as it now is being carried on in the colleges and universities of the country.

My experience with students of schools of journalism have been two-fold:

(a) In employing them.
(b) In giving journalism students of a state university weekly assignments as a part of their practical work.

My attitude toward graduates of schools of journalism does not differ from that toward any other applicant for a position. The only idea in my mind regarding all applicants, whether high school, university or school of journalism graduates, is "Can he dig up news and write it after he gets it?"

In the following discussion of newspaper men and their qualifications I have in mind the type of men actually employed in such places as New York, Chicago, St. Louis, Minneapolis, St. Paul, New Orleans, Atlanta etc. They are flesh and blood creatures, not theoretical men and women. They possessing university qualifications ought rightfully to expect to attain.

Newspaper men must have certain fundamental traits of character. These include:

(a) Accuracy. Never make mistakes, especially in names and addresses. Never misquote a person or mis-state a fact.
(b) Initiative. Ability and eagerness to hunt for new ideas and convert them into news stories and features. The desire to hunt stories and features not given on assignment. (Such stories and features usually are exclusive).
(c) Energy. Willingness to work long hours and be "on call" at any hour of the day or night, regardless of emergency or dinner parties. Etc. They are newspaper men and news men, not literary men.
(e) Ambition. Desire to improve. Reading economics, history, sociology, biography, etc. Reading contemporary newspapers and giving the best ideas and styles of the "other fellow."
(f) Carelessness. In use of grammar, style. Learning to be mechanically perfect.

(g) Understanding the newspaper one works for. Backing the men one works with and works for.

My opinion of journalism ever can "make" newspaper men. I believe they can develop ability when the student possesses the basic characteristics mentioned above.

I believe schools of journalism can render their best services as "refining agencies"—taking from the mass of university pupils each year those who aspire to newspaper careers. Carefully selecting those who possess the qualifications enumerated above, developing them to the best of the school's ability and dropping as un-fitted those who lack the basic characteristics. (Many refuse to believe they are not qualified naturally for newspaper work).

I believe schools of journalism fail in the respect that they turn out too many graduates who, being marked "passed," are led to believe they are of repertorial timber when they are naturally un-fitted for such work. It seems to me such men should be set aside earlier in their careers and have their efforts, backed by their university education, guided into channels for which they are better."

THE LINOTYPE ASSEMBLY

The Quality of Hand Composition with the Economy of the Machine

The individual matrices which are to compose a line are assembled in a "stick" and held in plain view of the operator. Until he is ready to release it for casting, it remains perfectly flexible, subject to any revision of spacing or arrangement.

That is the reason why Linotype composition never looks stiff or mechanical. It has all the quality and character of the best hand composition, but costs much less.

MERGENTHALER LINOTYPE COMPANY
29 Ryerson Street, Brooklyn, N. Y.

TELEPHONE CABLE BETWEEN SWEDEN AND FINLAND.

The recommendation of the telephone conference at Helsingfors last November for the construction of a submarine cable from Sweden to Finland, via the Aland Islands, has been approved by the governments concerned. Sections will be laid between Raddman, Sweden, and Ytternaes, Aland Islands, and between Marishamn, Aland, and Abo, Finland, at an estimated cost of 2,400,000 crowns ($636,000).

THE HEIGHT OF CUNNING.

Paola, Kan., Republican.

Rats are certainly cunning. They have destroyed all the copy for a rat poison that was to be advertised in this paper.

BETTER ENGLISH AIM OF STUDENT NEWSPAPER.

CAMPAIGN FOR MORE REGARD FOR GRAMMAR OPENED IN COLUMNS OF THE LANTERN.

A "Better English" campaign through its news and editorial columns, as carried by the Lantern, Ohio State University Daily, Columbus—Students Careless in Speech.

"A thorough knowledge of current events and engineering does not constitute an education. Neither is the person who thoroughly masters philosophy, history or literature, necessarily educated. The educated person must have all the professional education which is intended to gain him a livelihood, also has a general education in literature and above all an easy familiarity with his mother tongue."

Among faculty members, quoted in a news story, who urged a "Better English" campaign with Professor C. E. Sherman of the department of civil engineering, who said the college of engineering emphasized the importance of correct English that upon installation of the four-quarter plan, an additional requirement of three hours' work in English had been required of seniors.

OLD PAPER CHANGES HANDS.

O. E. Butler, editor of the Tahlequah, Okla., Leader, has purchased the Tahlequah Arrow-Democrat, the oldest paper in that section. The plant was removed to Tahlequah in 1889. For the last three years the Arrow-Democrat has been owned by Bascom P. Glaze.

TEST FOR EDITORIAL CLERKS.

A civil service examination for editorial clerks will be held throughout the country on April 4, to fill vacancies in the departmental service at Washington, and elsewhere at an estimated cost of $2,300.000 for the test in forty-eight cities.

(Continued on Twenty-Fourth Page)
NEW PROPAGANDA CLAIM AGAINST DRY FORCES.

"WETS" BRAND PAMPHLET ON NEW ZEALAND ATTITUDE AS WHOLLY MISLEADING—CAPTAIN STAYTON, HEAD OF "ANTI-ANTIS," ISSUES PUBLIC CRITICISM.

Charges of interchange of misleading propaganda, between the dry leaders of this and other countries, for the purpose of influencing the prohibition sentiment, have been made by Captain W. H. Stayton, founder and head of the Association Against the Prohibition Amendment, in a statement issued from the organization's headquarters at Washington.

Captain Stayton's charges were aimed primarily at a pamphlet issued in advance of the election to the Senate at Washington. The latter's activities in behalf of prohibition in Australia and New Zealand. An attack was particularly made against "Pussyfoot," Johnson in Washington, following the latter's activities in behalf of prohibition in Australia and New Zealand. An attack was particularly made against "Pussyfoot," Johnson in Washington, following the latter's activities in behalf of prohibition in Australia. Johnson has merely done what the Anti-Saloon league and other rabid prohibition organizations have been doing all along," declared Captain Stayton.

"They have their own way of interpreting statistics, pointing out certain names and ignoring others. In fact, the prohibition leaders throughout the world play the game both ways. They are afraid to go into the United States glowing accounts of alleged changes in sentiment in Europe and elsewhere, while the American 'drys' reciprocate with renascent literature describing the wonderful success of prohibition enforcement in America."

Captain Stayton buttressed his exceptions to the claims in the "Pussyfoot" pamphlet with an analysis of the December vote in New Zealand, and a description of conditions there. Almost made by Miss Nellie M. Scanlan, special field representative of the New Zealand Free Lance, the Dominions leading pictorial, who has had the advantage of observing the working of prohibition in America.

According to Miss Scanlan, prohibition has actually lost ground in New Zealand since the elections of 1919, when it was defeated by the narrow majority of 3,012 votes, whereas in the last election it lost by 13,000 votes. It has been in force for the first time in twenty years.

"During the recent election," Miss Scanlan continued, "America was quoted and misquoted. The cablos across the ocean were kept in motion. Both sides were quoting it, and next day a message had to be flashed to have the statement authenticated. Scripture was quoted, requested and misquoted. Statistics were compiled, added up, substracted, multiplied, and made to prove anything you wanted, but the result is expressed in the final figures.

"New Zealand evidently has yet to be convinced that prohibition is a better remedy for the evils of drink than educating toward a voluntary temperance, as indicated by these figures."

"Out there we know nothing of bootlegging; and the liquor trade is subject to government inspection, carrying heavy penalties for contraband."

"The position, however, is definitely stated. The prohibitionists did not gain, but actually lost ground—lost 13,000 votes—during the last three years. New Zealand has watched the American experiment, and expressed her opinion in rejections."

SEVEN MONTHS OLD DETROIT SUNDAY PAPER PASSES 200,000 MARK.

Records which were established in circulation, building by the Detroit Sunday Times during the first few months of its existence were again passed by that paper. The newspaper which is only seven months old, has compiled a circulation of 200,000. Through the period of building the paper has had the guidance of the executive administration of Clarence R. Lindner, general manager of the Detroit Times and Sunday Times.

"Out there we know nothing of bootlegging, and the liquor trade is subject to government inspection, carrying heavy penalties for contraband."

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THE FLEXIDEAL CLOTH  DRY MATS  MAXTYPE

Now For Good Old-Fashioned Service

It is the fixed policy of this company to carry ample stock at all times, thus assuring regular shipments and constant supply.

It is not necessary to stock up and in doing so tie up your funds and take up valuable storage space.

Place your standing order for periodic shipments, giving us routing instructions—and we do the rest. You will have your dry mats as you need them and when you want them.

The initial cost is the lowest, the Quality the best, and with both you get a genuine service which you will appreciate.

It's surely worth a trial.

The Flexideal Co., Inc.
Sole U. S. and Canadian Distributors
15 William Street
New York City,
HOW A.P. DRAGNET COVERS THE NEWS IN THE RUHR.

PARIS, BERLIN AND LONDON BUREAUS DO FINE TEAM WORK IN HANDLING ALL ANGLES — COBLENZ SLANT ON ARMY RECALL REACHED U.S. WITHIN AN HOUR.

With the first indications that the French and Belgians intended to occupy the Ruhr on the declaration of Germany's default in her reparation obligations, the Associated Press made preparations and sent to Coblenz, the American headquarters on the Rhine, two correspondents, George D. Day and James P. Howe, and an assistant, Sergeant Frank W. Smith. With the German Army recall order, Mr. Day was recalled to Berlin for his former position, and Mr. Howe took over his duties. Mr. Smith was retained at Coblenz to continue his work as a correspondent.

The real heart of the Ruhr is Essen, seat of the gigantic Krupp establishment, and this vital center was covered in the earlier days of occupation by Clifford L. Day, Jr., of the Berlin office, who kept in close touch with the German industrialists and was able to reflect in his messages, with which he came through German sources in Berlin, the German attitude toward the occupation, as Mr. Topping and the Paris bureau in their despatches, reporting accurately the facts, also were enabled to present the French viewpoint as to the occupation move and its subsequent developments.

In the Rhineland the presence of Walter S. Hiatt, of the Paris office, at Coblenz, served for a time a double purpose. Mr. Hiatt was recalled to Berlin to cover the departure of the American troops, represented to the Associated Press in the Rhineland by Mr. Day, and he likewise found many occasions to send reports of events in the Rhineland in connection with the occupation which contributed not a little to the general understanding of the situation.

During February Mr. Day was recalled to Berlin for necessary duties and was succeeded by Mr. Howe, who had been assigned to Paris a short time previously. Mr. Howe is no stranger to the Rhineland, either, as he was for a long period in Coblenz while this was the American headquarters on the Rhine.

Another energetic worker in the Rhineland has been Sergeant Frank W. Smith of the Associated Press expeditionary force, stationed at Coblenz, and editor of the Amocc News, organ of the American occupational forces. Sergeant Smith was the local correspondent of the Associated Press during a long period preceding the recall of the American troops. It was Sergeant Smith who first heard of the recall through the Associated Press and who spread the big news through Coblenz to Major General Henry Allen and the doughboys.

When President Harding's order for the recall was issued, a special cable message was promptly sent, at 10:49 a.m., to the Paris bureau. That bureau, in turn telephoned Sergeant Smith at the Amocc News office. He in turn informed General Allen and the news was generally broadcast. Sergeant Smith's reply by telephone to the Army was promptly cabled to New York, so that a Coblenz news story on the withdrawal went out in the early service from the New York office at 11:49 a.m., in time for the early afternoon papers. It was a remarkable instance of quick action and cable communication, the news going over and the reply from Coblenz received in just one hour—with Coblenz more than 3,000 miles away.

In addition to the Associated Press men in the Ruhr and throughout the Rhineland, the London, Paris and Berlin offices have done fine work on the many phases of French, German and Belgian politics and on the business side, including the reparation program and the financial resources of their respective countries. It has fallen to the London office to do much of the coordinating.

The cable editors in New York also had placed showing in the excellent showing made by the report, welding together the many despatches from various sides, reflecting the different viewpoints and often conflicting, and keeping the day and night desk working systematically. They also wrote "leads without date" when despatches from many points required summation at some important juncture, and gave a smooth running finish to the raw material coming by cable and radio.

WASTE PAPER VALUABLE.

At a conference of Wisconsin paper manufacturers at Appleton, Dr. Hugh P. Baker, executive secretary of the American Paper and Pulp Association, told of the following unusual activities of the industry.

Organized a national campaign to bring out larger supplies of waste paper to be reworked into paper, one sere of pulp wood timber being saved by every six tons of waste paper that is reused. This waste paper campaign, he said, helped the housewife and a profitable market for the paper which otherwise had destined for the paper industry. Mr. Baker showed what $50,000,000 for waste paper reworked in 1922, and an equal amount was wasted by not being collected and sold.

ANOTHER PAPER FOR ROE.

The Austin Press, Inc., with Herman Roe, Northfield, Minn., president: A. R. Buckingham, vice-president and F. C. Blackwell, secretary-treasurer, organized recently to publish the Mower County News and engage in commercial and job printing.

NEW REPRESENTATION.

Hilo, Hawaii—Tribune-Herald to Alabama-Seymour Company (East and West). M. C. Mogenson & Co. (Pacific Coast).

West Palm Beach, Fla.—Times to Stevens & Bauman.

CHANGES IN REPRESENTATION.

Lancaster, Pa.—New Era—Examiner from Hamilton-Delisser to Paul Hulck.

West Palm Beach, Fla.—Post from George B. David Company to S. C. Beckwith Special Agency.

MARYLAND PUBLIC UTILITIES HAVE ADVERTISING PLAN OUTLINED AT MEETING.

"Advertising is one of the fundamental factors of selling any commodity or service: and your companies are producing both a product and a service. J. Hampton Baumgartner, president of Baumgartner Advertising Company, told the recent meeting of the Public Utility Companies of Maryland at Baltimore. Therefore, let advertising in the newspapers be employed to sell your industry to the people of this state in a way that would create both better understanding and better business."

"The advertising should be done under the direction of a group of public utility executives in the interest of the industry as a whole. Such advertising, offering a public service, how indispensable good public service is to the happiness and prosperity of the people, the investment and intelligent thought necessary to insure it, etc., should be told to the public in the name of the Associated Public Utilities of Maryland."

"But you might say that this plan would be too general in its scope. In that event, the plan might be localized by the use of advertisements which would explain to the people of the different states what the home company's activities embrace and indicate the service that justifies the charges which the people are called upon to pay."

"These advertisements would be prepared under the direction of a group of executives representing the industry as a whole, with particular reference to conditions developing in different parts of the local situation."

"The public would welcome the information and the opportunity to have this proved in a community that underwent a complete reversal of its attitude toward the utility company as a result of its publicity."

"Educational publicity by the utility companies will take the sting out of complaints and forestall criticism. They would have fewer demands reduced to rates to the point of financial starvation and less opposition to applications for reasonable upward adjustment in rates."

NEWS PRINT PRICE INCREASE BY JULY IS HINTED.

News print for spot delivery is now quoted at $50 a ton, but the contract price is $75. In some cases consumers are assured of their requirements through 1923 at this price, although most of the contracts expire on July 1. The industry, therefore, said it would not be surprising if the contract price meets the current market price at the middle of the year. No immediate advance in price is expected.

Scandinavian News Print

100,000 Tons per Annum

Inquiries Solicited

Newspaper Print Paper Corporation

33 West 42nd St., New York City
Telephone Longacre 1116.
TRADE SURVEY AS APPLIED TO CONSUMER.

Realizing that the sales possibilities of any city as a manufacturing market are based upon the consumption of products by home users, the Milwaukee Journal has undertaken a comprehensive study of the consumer market. In this endeavor, the Journal has employed a new method, which promises to be more accurate and less costly than previous surveys. The newspaper sent out 40,000 questionnaires in place of interviewing 300 to 400 retailers.

The survey involved the study of the consumption habits of 40,000 persons chosen at random from the city directory. The questionnaire contained questions on the weekly use of various products such as clothing, shoes, hats, tobacco, and other items.

The results showed that every product is consumed in a specified length of time, and that the consumption is based on the families' ability to purchase and use them. The Journal has successfully completed this comprehensive survey by using this new method.

The work was accomplished in a period of ten months, employed sixteen persons, and cost the newspaper $20,000. Three questionnaires were sent out to 40,000 persons, and the results were then analyzed to determine the sales possibilities of any city as a manufacturing market.

PAPER HE BEGAN IN SCHOOL HIS FOR 45 YEARS.

JAMES B. BORLAND, PUBLISHER OF FRANKLIN AND OIL CITY, PA., NEWS-HERALD, OBSERVES MOST UNIQUE ANNIVERSARY—AND SAYS HE'LL SEE MANY MORE.

Forty-five years as publisher of the paper started during high school days is a record that few publishers can claim. James B. Borland, publisher of the Franklin and Oil City News-Herald recently celebrated such an anniversary. Employees and brother editors made the occasion one that should not be forgotten soon when they tendered a banquet in the publisher's honor on February 19. A

FALSE USE OF REPUTABLE TRADE NAME DECLARED UNFAIR PRACTICE.

Representing goods to be of a well-known manufacture when such is not the case was declared this week by the federal trade commission to be unfair practice. The commission's order was the result of an investigation by which it was found that the Hutner company induced a retail merchant to purchase a number of coats under the assumption that the coats were made of Salt's Peco Plush, when such was not a fact.

Mr. Borland entered the newspaper business with a small amateur newspaper when he was in high school days. He was not long in the business before competition was set up. Always hard work and a good newspaper guided by Mr. Borland came out ahead. In forty-five years his Evening News was consolidated with the Venango Herald, which was established.

Two years ago, Mr. Borland was speaking about his newspaper career giving much credit to his forefathers. He said that The Fourth Estate that he was in the game for some years to come. Food or housing was something that at that time was being counted out of the game, at that time, by demand, I can 'make up' set time of the evening and the rush.

"I am still hopeful that I may be having a full share in the game when the fiftieth birthday of the News comes around in 1928."

EDITOR APPOINTS MANAGER FOR HIS PAPER.

Russell Scott has succeeded Dennis Beaver as editor and manager of the Mounds, Okla., Enterprise, although Mr. Beaver continues his ownership of the paper. He will devote his time to management of the Kiefer Enterprise.

Are You Covered In New York, Mr. Editor?

AN EXPERIENCED NEWSPAPERMAN WOULD SERVE A LIMITED NUMBER OF DAILYPAPERS AS NEW YORK CORRESPONDENT, COVERING ALL BRANCHES OF NEWS THAT WOULD BE OF INTEREST TO YOUR READERS. WRITE OR WIRE FOR RATES.

REPORTER—Rm. 415
624 Madison Ave., N.Y.C.
INTRODUCING

"Suppressed Desires"
by McTIGUE

A DAILY COMIC PICTURE

Send for Sample Proofs and Terms

C-V Newspaper Service, Borden Bldg., N.Y.C.

WAYS TO IMPROVE
NEWSPAPER ART WORK.

JUDGMENT SHOULD BE USED INSTEAD OF REDUCING
CLASS, AND ART BOUGHT WITH PRINTING AS WELL
AS ART IN MIND—USE DROP-OUTS IF POSSIBLE

By BEN DALICH
Advertising Production Department
The New York Times

Printing has become something more
than merely making an impression.
"A newspaper isn't printed," says a prominent engineer, expert in
newspaper production, "the paper is run over the cylinder, the stereotype is
just flooded with ink and squeezed out of the paper—more or less
printing—just a squeeze." And it is so.

Many thousands of dollars are
spent each year on illustrations for
newspaper production. Artists of un-
usual ability are engaged at great
expense. They produce highly artis-
tic illustrations. Yet when they ap-
pPEAR in the newspaper their true
artistic and attractive appearance, the
very things that gives "pulling" power
are gone. This condition is so gen-
eral that production men are
warranted in their constant fear that all
the money, time and energy expended in preparing an advertisement will be
wasted by a poor reproduction of a
good piece of art.

There are two ways of bettering
newspaper reproduction. One is to
perfect the printing so that when an
illustration is reproduced it will com-
pare favorably with the original
drawing, and eliminate all chance of poor printing results. This requires
time not available under the present
system. The art of producing a
newspaper is not to reproduce an
advertising illustration excellently,
but to print a newspaper quickly,
which is vastly more important than
the advertising.

The strengths of a newspaper de-
generate upon its newsworthiness and
a newspaper can be printed the later
the news and editorial staff can keep
the pages open for late news. That is
what its readers, who are also people, to whom a newspaper is
directed, want. Of course, the pro-
gressive newspapers are making every
effort to improve the appearance of the
irregular columns, but they are
working against almost insuperable
printing difficulties.

The second way is to produce an
illustration that will print under un-
favorable mechanical conditions and
yet be a good reproduction of the
original. Since a newspaper is not to
perfect its process so that it will
overcome the defects of newspaper
printing, we who make the drawings
of expensive artists into cuts must
produce cuts that will print under
these conditions.

It can be done. Compare the
process of job printing with that of
newspaper printing. Tell the average
job pressman, who has no knowledge of
newspaper printing, that beautiful half-tones can be produced without
any make ready, and he will laugh at
you. Despite the fact that he
goes good paper, comparatively slow
presses and good ink, he dare not
produce a half-tone without a make-ready. Yet it is a fact that
beautiful half-tones, wood cuts, line
cuts, illustrations of nearly all kinds
ranged to reproduce newspaper
presses.

(Continued on Twenty-fourth Page)

HONOLULU NEWSPAPER MEN REALIZE CLUB FUND FROM SHOW.

Newspaper men of Honolulu
between hills in the office are
working on the street turned theatrical
magazines a few weeks ago and staged
a midnight frolic in a tent that
would make New York producers
envious. An all star bill was pre-
pared by artists of the city. The
advertising had been con-
cluded or not, the
fourth estate realized $2,000 which is
to be applied toward furnishing a
library for the working men of the
city.

The show was called the "Fourth
Estate Frolic" and it was typical of entertainments of a like nature which
have been staged by the newspaper
men in some of the larger cities of the
United States. As in the States, the
reporters and editors found artists
with great reputations ready to lend a helping hand gratuitously. The
entertainment was held in the Hawaii
theater. Ivan Benkoff, a German
director of one of the nation's most
successful operations, took charge
in staging the show and in addition to presenting his own act
shuffled a number of Honolulu girls in
a special number.

The newspaper men editorially the
effort as well as financially and they
expressed their appreciation for the assistance given them by the artists and other
citizens of the city who went out of
their way to help the members of the
profession.

NEWSPAPER MAN HEADS NEW FEATURE SERVICE.

C. E. Rogers, formerly an Oklahoma
newspaperman, now a member of the
industrial journalism faculty of
Kansas State Agricultural College,
announced the establishment of a new
organization known as Country Weekly
Features of Manhattan, Kan., which is
offering to newspapers in the Far
West, as well as to newspapers in the
surrounding states a weekly cot-
ture and philosophy in prose and
verse.

The column is called "Backyard"
MEMORIES and the editors of the
English department at the agricultural
college. The service, which is to in-
clude other features, is restricted to
one paper in a county.

CREATOR OF "THE GUMPS" VISITS OKLAHOMA CITY.

Sidney Smith, Chicago Tribune
cartoonist, creator of "The Gumps," was a guest in Oklahoma City
recently during the annual automobile
show. Mr. Smith's engagements in
Oklahoma City included a luncheon with the Daily Oklahoman staff, with
the Oklahoma City Rotarians.

A contest in drawing the Gump
cartoons was held for school children, and Mr. Smith did the judging, to
awards of $125 in prizes offered
by the Oklahoma City Times. Mr.
Smith was accompanied to Oklahom
by Arthur W. Crawford, manager of
the Tribune syndicate.

UNIVERSITY WILL HONOR MEMORY OF EDITOR.

The late Dan Cloud, formerly editor of the Montesano, Wash., Vidette
and veteran newspaper man and
publisher of the state, will be honored
by alumni members of Sigma Delta
Chi, professional journalism fraternity. It has been decided to name for Mr.
Cloud the $100 annual prize given by
the writer of the ten best editorials
appearing in the University of Wash-
ington Daily.

Hearst Features
WORLDS GREATEST CIRCULATION BUILDERS

INTERNATIONAL FEATURE SERVICE, INC.
264 West 56th St., NEW YORK

Birmingham Age-Herald
has used one or more of our pages since April, 1901—almost twenty-two
years.

THE INTERNATIONAL SYNDICATE
213 Guilford Ave., BALTIMORE, MD.

Complete your business
page with the latest develop-
ments in the textile and
allied industries.

Daily News Service
Features
Weekly Reviews
Special Articles.

Wire or Write for Particulars
Fairchild News Service
9 East 18th Street, New York City

COLLEGE NEWS BY RADIO.

Students in the department of journalism at the Ohio State Univer-
sity are furnishing the university broadcasting station the high lights
of each day's news of the campus,
for inclusion in the station's daily
radio program.
TEXTILE SELLING THROUGH THE NEWSPAPERS.

(Continued from Fourth Page)

certainly; but he will everlasting persist in employing the same, advertising methods. Nothing seems to discourage repeated mistakes of this kind, because they are the free public record on record of a concern which has made the same miscue twice. Baffled and disappointed, the merchant does retire within their shell with the bitter conviction that national advertising is a delusion and a snare that glib advertising agents can bait with attractive selling talks and perhaps a game of golf or two.

Meanwhile the retail merchant all over the United States is conscious that textiles of the same kind and quality as that offered under a trade name by the advertised manufacturer, in whose assortment of piece goods is just the same, and the truth is that the public, and a large portion of the public, has acknowledged its advertising, and now its national advertising makes little, if any, difference. There are two basic reasons for this, the first of which is that the national advertising, even at its peak, could not develop in the midst of his customer the same buying confidence that the local newspaper, radiating from the local crier, might. The second reason is that the national advertiser has paid too little attention to indexing the retailers to exert that confidence in his behalf.

The smaller may be only a formality in drugs, groceries, or tobacco, but in the textile field he is a major factor. The retail merchant here is not only a formality in drugs, groceries, or tobacco, but in the textile field he is a major factor. The retail merchant here is not only the ultimate consumer and the one most likely to be affected by the advertisement, but he is also the one who is in the best position to judge the quality of the goods advertised. The textile manufacturer is concerned with making the sale in the retail store; and he will not get the sale unless the judgment of both the retailer and the consumer coincide on that particular garment.

So here again we find the same situation, psychological if you like, but to call it such is to face the consumer's purchase of package goods. When she buys a piece of goods, the consumer gives testimony that judgment of the retailer in advising her as to whether the goods were of first quality, was correct. It is plain that the endorsement which he gives the retailer in advising her of the quality of the goods is based on her own personal judgment of quality, her own personal judgment of the goods. She has the goods in her hand. She is her own judge and her own consumer. She is not likely to let the goods out of her hand and touch them to her face, but she will hold them and lift them and judge them according to her own personal judgment.

This is not saying that the presence of a reputable trademark name, either of the garment maker or of textile maker, or both, added to a woman's or man's pride in possession. It is not fundamentally important, however, to template the degree of pride that a label will engender. What the textile manufacturer is concerned with is making the sale in the retail store, and he will not get the sale unless the judgment of both the retailers and the consumer coincide on that particular garment.

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PUBLISHERS TAKE ACTION TO ELIMINATE FREE PUBLICITY.

An effort is being made to secure the cooperation of all press associations in the United States and Canada in a movement to kill the space-graft, as it is believed to be undermining the system of national advertising, the New York World reports.

Wil V. Tofford, secretary of the Inland Daily Press Association, told members of the Illinois Press Association at its meeting on March 8 that the movement was

The Illinois organization, which has a membership of 300, passed resolutions in support of the crusade against the space-graft.

The New England Press Association, and the Georgia Press Association, and other organizations which have agreed to do the same. Mr. Tofford said he was informed that one large appropriation for paid advertising was being held up until the effort to carry it forward as free matter.

The stamp system that the Inland has adopted, returning all free matter direct, means that it will be sent back to the advertiser so stamped, not to the agency sending it out, so it will go direct so the one benefited.

The Illinois members expect to have a headquarters at the Waldorf-Astoria in New York during the meeting of the Publishers' Printers Congress in April, with the secretary in charge, for the purpose of securing permanent information on this matter. The member in charge of the New England Press Association is in charge of the movement for the Central States and Canada with permanent headquarters in Chicago.

TEXAS DAILY MAKES MONEY ON "BEAUTIFUL HOME" STUNT AT LOW COST.

The interest of 30,000 people was commanded by the Fort Worth, Tex., Daily Record, a short time ago when the newspaper opened for public inspection a beautiful home built at the newspaper's discretion. The home, which is furnished from garies to call, of course, by the newspaper to the highest bidder.

In a special section of the Sunday edition of the public's usual details of the house and its furnishings were explained. Advertisements that contributed to the building of the home were attached to the advertisements.

The Record cooperated with a local contractor in building the home. The newspaper investing in the project to back the plan with a good amount of publicity. The sixteen-page "home beautifi" section contained about seventy-five per cent advertising. Previously the newspaper was doing an eight double page spreads in connection with the home.

HERALD-SUN SYNDICATE, 280 Broadway, New York
"It is a momentous, yes, a fearful truth, that millions have no literature, no schools and almost no pulpit but the press. Not one in ten reads books, but every one of us, except the few helpless poor, provides himself with a newspaper. It is parent, school, college, pulpit, theatre, examiner, stockholder, all in one. Every drop of our blood is colored by it. Let me make the newspapers and I care not who make the religion or the laws."

Wendell Phillips.

CARRIER BOY ENTHUSIASM AS CIRCULATION BUILDER.

Too few newspaper publishers and circulation managers are constantly alive to the fact that subscriptions cannot be taken on the delivery cart and that the year in which the paper is to gain ground considerably depends on the list made out at the beginning of the year. New carriers, if taken on the quarter or the year, are not likely to remain as such for more than twenty weeks, and what they will be next week or next month is even more important. Good ideas are worked out every day by circulation managers in the cities where cold circulation figures mean thousands and maybe millions in advertising contracts, but carrier and newsboy cooperation is seldom tried. The circulation manager who neglects to build up this kind of foundation is overlooking a big bet, however, and if his neglect becomes chronic he will find his town lacking carriers to end get enough contests to save the day.

There are any number of good stunts that are used effectively to get the pass out of carrier organizations. The basic requirement is that they offer an inducement for the paper to be delivered. Business prizes and bonuses are the most binding offering.

There is a tendency now to allow the carrier boy the same profit as the newspaper. In this method of distribution each route boy delivers a business man and is held responsible for the delivery. If he fails to make delivery he is a business man and is held responsible for the delivery. The profit is not a measure of anything but the mistake is interesting, for it makes the carrier boy work harder.

Experiments in editorial writing are steadily forging to the front as stimulators of public thought. The reasons are obvious, but a recent editorial in the Minneapolis Journal entitled "Five Modern Fears," is an ideal example of the possibilities for thought that any editor can create in a medium that has the greatest of dimensions in daily development. The list of "gift" prizes is almost inexhaustible.

AN EXAMPLE OF BREVITY'S POWER IN EDITORIALS.

"There is the biological fear that the day is coming when the race will crowd to the wane; the creative expression of individual thought. There is the economic fear that the modern industry has reached itself and is top heavy. There is the social fear that the modern industry cannot keep pace with the growing complexity of industrial problems. There is the moral fear that the younger generation is turning away from the ideals that gave them strength and society.

"It is a momentous, yes, a fearful truth, that millions have no literature, no schools and almost no pulpit but the press. Not one in ten reads books, but every one of us, except the few helpless poor, provides himself with a newspaper. It is parent, school, college, pulpit, theatre, examiner, stockholder, all in one. Every drop of our blood is colored by it. Let me make the newspapers and I care not who make the religion or the laws."

Wendell Phillips.
THE FOURTH ESTATE

March 10, 1923

PUBLISH...
BUSINESS CHANCES

Newspapers For Sale

Sales Appraisals
Newspaper Properties

Palmer, De Witt & Palmer
225 Fifth Ave.
New York

"LISTINGS" Issued Semi-Monthly

IN THIS AD, this will appear but once.

INDIANA EVENING DAILY
Beautiful little city of 11,000. Gross business in 1922 approximately $56,000. Equipment valued at $30,000. Bought and sold by a newspaper man. Will pay $20,000 down payment.

Indiana weekly, over $5,000 a week profit, $12,000 with $5,000 cash. "LISTINGS" will contain information of this paper.

To save Canada's woods.

Arthur Meighen, Conservative leader, in the House of Commons at Ottawa, this week, advocated a heavy duty on wood pulp exports as a means of centring Canada's wealth in natural resources.

For Sale

Stereotype Machinery

Metal Pot, Pump & Pyrometer $200
1 Double Steam Table—Gas Heat $200
1 Treadle finisher $1,000
1 Steam Boiler $230
1 Goss casting box $250
1 Single casting machine with 3 H.P. $250
1 Goss Chipping Block $75
1 Fly Equipoise Casting Box—$300
1 Double custom tube new ladder $125
1 Die Shear—Belt driven $250
114 in. Goss Shaver with 3 H.P. $250
220 volt—15 in 2501 Goss Chipping Block $75
15 in. General Electric Motor—2 phase $250
1 Glow rockercasting box
2501 Goss single cutter tailsaw with 3 H.P. $250
1 60 eye, General Electric Motor 220 volt $250
1 Curved pieces of plate making machinery for 15 in. cylinders, casting box, tube saw, shaver and chipping block.
1 Double cylinder plate making machinery very good condition, discarded to make room for larger equipment.
1 Four-fifths interest available for immediate purchase for $8,500. Best newspaper bargain in the state. Prop. 897x.

THE GOSS PRINTING PRESS

Stereotype Machinery

For Sale

Metal Pot, Pump & Pyrometer $200
1 Double Steam Table—Gas Heat $200
1 Treadle finisher $1,000
1 Steam Boiler $230
1 Goss casting box $250
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THE GOSS PRINTING PRESS

535 South Paulina Street

For Sale

Stereotype Machinery

Metal Pot, Pump & Pyrometer $200
1 Double Steam Table—Gas Heat $200
1 Treadle finisher $1,000
1 Steam Boiler $230
1 Goss casting box $250
1 Single casting machine with 3 H.P. $250
1 Goss Chipping Block $75
1 Fly Equipoise Casting Box—$300
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THE GOSS PRINTING PRESS

535 South Paulina Street
March 10, 1923

THE FOURTH ESTATE

HELP WANTED

Circulation Man

Wanted to take charge of the out of town circulation of a paper in a city 150,000 miles from New York City. Only a hustler who will work and can produce results need apply. Address Box 5333, care The Fourth Estate.

Reporter Wanted

Wanted by a paper in central New York, a reporter who can ride a motorcycle and whose work will be to cover suburban country territory in the summer and city work in the winter. Only a man who knows how to handle and increase circulation in towns, villages and country districts. Man with experience qualifying here preferred. Address Box 5333, care The Fourth Estate.

Executive Secretary

Newspaper publisher having other important interests, and not desiring to sell his newspaper, desires to engage an Executive Secretary of high ability, with knowledge of and experience in the newspaper and advertising fields. Apply in confidence, with details of experience, salary expected, etc. Address Box 5344, care The Fourth Estate.

Advertising Solicitor

We need an advertising solicitor who will eventually be our advertising manager. The man we want is not only a good copywriter who has had two or three years experience of the job, but also a man of good character, with experience of 100,000 population. All replies confidential. Give us full information of yourself, your experience, references and salary expected to start. Address Box 5317, care The Fourth Estate.

Advertising Salesmen

A publication proven profitable for advertisers. Will give the right man $5,000.00 the first year in commission. One salesman earning an average of $10,000.00 a year. Another part-time salesman earning $600.00 a week has brought in a sale of $8,000.00 a month. This is a splendid opportunity for live, energetic salesmen. Salesman in almost every city has been selected territory. Merrill Corporation, Mount Vernon, N. Y.

Failure Man Who Can Sell

Indiana morning newspaper needs local advertising. Needs immediately aggressive salesman, ability to write good copy, make lay-overs essential; permanent, probable connection for man who can prove his merit. Married man preferred; complete information and salary expected in first letter. Address Box 5344, care The Fourth Estate.

Executive Officer

For Ohio evening paper, college town; must be able to copy, sell campaigns, sell contracts. Permanent reasonabe salary. State all about yourself in first letter. News-Journal, Wilmington, Ohio.

Cartoonist

The leading paper in a city of over 100,000, not far from New York City, wants cartoonist who can make a good likeness as well as write. Experience with a camera also necessary. Write, stating experience, age and salary expected. Address Box 5320, care The Fourth Estate.

BOY WANTED

To operate head machine and care for linotype shop; afternoon, daily, place permanent. Fine residence, 12 miles from city. Address Michigan Daily, care The Fourth Estate.

Editorial Work

The publisher of a first-class Southwestern daily newspaper wants to strengthen the editorial staff with a man about thirty-five years of age. Prefer one who is a man and familiar with the Southwest; one who has a good education, good health, good judgment, and who possesses character, dependability and the other necessary qualifications either developed or undeveloped.

This is an exceptional opportunity in a man of the right kind. No one need answer unless he has the capacity to measure up to the stated requirements. The advertiser is not looking for a paragon; but is looking for an individual willing to take advantage of an exceptional opportunity to grow and develop with a good newspaper.

The editor of The Fourth Estate can certify that this is a bonafide advertisement, but is not at liberty to divulge the name of the newspaper. Confidential. Those who reply should give full information in first letter.

Address Box 5316, care The Fourth Estate.

Advertising Salesman and Copy Writer

A good position with well-known newspaper in lake city of 75,000 population. Must be good writer, sales experience, age and salary expected. Address Box 5303, care The Fourth Estate.

Advertising Manager and Solicitor

Who can lay out good copy and sell it. Must be well educated, ambitious and neat in appearance. Will pay straight salary or moderate salary and good commission for increased business. Leading paper in town of 10,000. Write full details, send samples of work, also a picture if possible. Start salary desired. Herald, La Porte, Indiana.

BOY WANTED

With some experience in office of newspaper or advg. agency. Good opportunity to gain valuable knowledge and advancement in newspaper work.

Address Box 5320, care The Fourth Estate.

PENNSYLVANIA PAPERS MERGE

Consolidation of the North Penn Review and the Lansdale, Pa., Reporter on March 1 gives the village one tri-weekly newspaper for the first time, with Chester W. Knight, its publisher. Walter L. Sanborn and William C. Temple, former owners of the Lansdale Reporter have retired from the Lansdale field. Mr. Sanborn is now field secretary for Reading's Weekly Newspaper Association and Mr. Temple has returned to metropolitan newspaper work.

The merged papers will be known as the North Penn Review and Lansdale Reporter. Consolidation of the North Penn Review and the Lansdale, Pa., Reporter on March 1 gives the village one tri-weekly newspaper for the first time, with Chester W. Knight, its publisher. Walter L. Sanborn and William C. Temple, former owners of the Lansdale Reporter have retired from the Lansdale field. Mr. Sanborn is now field secretary for Reading's Weekly Newspaper Association and Mr. Temple has returned to metropolitan newspaper work.

JOURNALISTIC FRATERNITY FOUNDED BY SEVEN OHIO SCHOOLS.

Seven Ohio colleges and universities were represented at Ada in the founding of a new national fraternity to be known as The Journalistic Fraternity. Fusco, Ohio Northern, secretary; Russell Snyder, Akron, treasurer; H. E. Bryer, Baldwin-Wallace, editor of the national publication.

ACTRESS DISAPPOINTS NEWS- PAPER MEN.

The dramatic critics and newspaper men of Hartford, Ct., were disappointed last week when Pauline Frederick, actress, did not appear at a dinner that they were giving in her honor, because, it is said, she was disgusted with some of the press criticism of the play in which she is appearing.

The newspaper men had prepared a lavish menu to dine Miss Frederick, but she never came, although Ralph Wolfe, president of the Hartford Press Club, said he had promised to be on hand.

PATERSON PRESS-GUARDIAN ISSUES ROTARY NUMBER.

The publishers of the Rotary Club movement in Paterson, N. J., was celebrated February 28 with a special meeting at the Press-Guardian. Two special sections of a forty page number were devoted entirely to editorial and advertising copy pertaining to the Rotary activities in that city and in the country. A four-page section with photographs of the officers, past and present, and club meetings was printed on colored stock.

LOUISVILLE AD CLUB USES NEWSPAPER SPACE.

The Advertising Club of Louisville, Ky., is publishing a series of display advertisements in the Louisville newspapers on the value of advertising in the molding of public opinion and the sale of commodities and services. These advertisements will run each week for a period of one year. In a small box in the lower border of each advertisement is an announcement of the club's weekly luncheon meeting.

AD CLUB'S ON-TO-ATLANTIC CITY COMMITTEE.

Herman Halsted, chairman of the Advertising Club of New York On-to-Atlantic City convention of the Associated Advertising Clubs of the World, June 3 to 7, asked the following to serve with him: Harvey C. Wood, president, New Jersey Neighborhood Newspapers; Charles C. Green, president, Charles C. Green Advertising Agency, and Manning Wakefield.

ADVERTISING MANAGER:

For Ohio evening paper, college town; must be able to copy, sell campaigns, sell contracts. Permanent reasonable salary. State all about yourself in first letter. News-Journal, Wilmington, Ohio.

Advertising Manager

For Ohio evening paper, college town; must be able to copy, sell campaigns, sell contracts. Permanent reasonable salary. State all about yourself in first letter. News-Journal, Wilmington, Ohio.

Cartoonist

The leading paper in a city of over 100,000, not far from New York City, wants cartoonist who can make a good likeness as well as write. Experience with a camera also necessary. Write, stating experience, age and salary expected. Address Box 5320, care The Fourth Estate.

Circulation Manager

The best newspaper in the best city in one of the best Southwestern States wants to strengthen its circulation organization with a capable newspaper circulation man who would be interested in a connection that offers to the right man an unusual opportunity; must be an experienced man who has proven his ability by successfully handling a newspaper circulation. Do not want a schemer or stunt promoter, but a business producer who can organize and direct a selling force and produce results. Only first class man of good character and satisfactory references need apply. Address Box 5316, care The Fourth Estate.

Executive Secretary

Newspaper publisher having other important interests, and not desiring to sell his newspaper, desires to engage an Executive Secretary of high ability, with knowledge of and experience in the newspaper and advertising fields. Apply in confidence, with details of experience, salary expected, etc. Address Box 5344, care The Fourth Estate.
SITUATIONS WANTED

**Managing Editor**

Or farm section executive seeks change immediately. Best of reasons. Go anywhere if position is permanent.

-Wire Advertiser, 582 Lathrop Street, Lansing, Michigan.

**Advertisement**

Six years on street; since last May on copy desk of small daily; wire service experience. Age 34. Address Box 5341, care The Fourth Estate.

**Executive Position Sought by Experienced Newspaper Man**

Over 20 years' experience in all departments gives ability increase earnings to maximum, produce a snappy paper on metropolitan lines and to keep expenses down to minimum.

Best of references. All replies confidential. Immediately available.

Box 5341, Care The Fourth Estate.

**NOW READY!**

Having served and qualified in the capacity of foreman, editor, advertising manager, business manager and publisher, the writer is ready to extend this knowledge and ability to a progressive newspaper.

Experience of eighteen years covers metropolitan and smaller cities.

Aged 39, good health, married, highest references. Available in month.

All letters answered in confidence.

Address Box 5339, care The Fourth Estate.

**ART IN ADVERTISING AN AID TO MERCHANDISING.**

An interesting new round table has been organized by Henry Hals, Jr., of the Ethridge Company, which will meet regularly on Tuesdays at the Advertising Club in New York from March 13 to May 15. Ralph Knox of the George Batten Company has agreed to open up the whole subject with a brief talk on March 13 and 23 on "Art in Advertising, an Aid to Merchandising." Mr. Hale will follow on March 20 with a subject, "Suit the Box—or Sell the Public.

These round table meetings will consist of snappy ten-minute talks followed by open discussion. We want to interest business men in the kind of art they should they want the art to sell their goods.

The remainder of the topics in the series are: "How Art in Advertising Attracts Attention; "Hold Interest;" "Creates Desire;" "Closes the Sale;" "Art in Financial Advertising;" "In Direct Mail Advertising;" "In Export Advertising."

**NEBRASKA NEWSPAPER WILL PUBLISH WORKS OF NATIVE WRITERS.**

The Omaha Bee is helping Nebraskans to recognize the literary genius in their midst, by publishing the works of two of the foremost writers, both Nebraskans, in their respective columns today. They are John G. Neihardt, Nebraska's poet laureate, one of whose poems appears daily in the editorial page, and Willa Cather, novelist, whose latest novel, "One of Ours" began recently in the Omaha Bee.

Miss Cather, who was born near Red Cloud, Nebraska, and who spent her childhood in the vicinity, has achieved international fame as a writer. Her novels "My Antonia" and "Youth and the Bright Medusa" are "Youth and the Bright Medusa." 

**ART IN ADVERTISING.**

Use of more art in advertising was urged by W. D. Campbell, supervisor of art in the Columbus schools, at the Advertising Club luncheon in Columbus this week. He gave many examples of the development of artistic appreciation and said there was a larger place for artistic newspaper advertising. He emphasized that a man does not have to be effeminate to appreciate art.

Robert M. Mount, manager of the Columbus Better Business Committiee, analyzed furniture, clothing and optical ads which have been used locally recently. Chairman Tracewell of the "On-to-Atlantic City" committee gave details of the convention of the Associated Advertising Clubs of the World at Atlantic City in June.

**OHIO HIGH SCHOOL PAPERS IN COMPETITION.**

Twenty-six high schools have so far entered for competition in the second annual high school publication contest conducted by the department of journalism at Ohio State University. The entries will close on May 1, and certificates of merit will be awarded the winners before May 25. The competing publications are classified according to the size of the school, magazines and newspapers being judged separately.

**SITUATIONS WANTED**

**Newspaper Executive**

Wanted, in city of size or importance by man of proven executive and sales ability, newspaper position as advertising manager, circulation manager, newspaper man ager or assistant—a place requiring thorough knowledge of advertising and circulation. Address Box 5345, care The Fourth Estate.

**Newspaper Foreman**

An unusually efficient union composing room executive looking for job on evening paper with possibility of buying 40 to 50 men. Unusual references, as to ability, character, etc. Address Box 5337, care The Fourth Estate.

**Manager**

 reporter young woman, twenty-one, wants to connect with advertising department of a medium sized daily or weekly in the East, where he will be given the opportunity to solicit ads, write copy and possibly cover assignments. Was reporter on daily trade paper for one year and has had two years of selling and sales promotion experience. Salary to start $25. Address Box 5336, care The Fourth Estate.

**Advertising Manager**

Six years experience with one newspaper. No wizard, his record speaks for itself. Present executive will vouch for him. Clean cut, enterprising, moral, age 40. Wants a permanent connection. Address Box 5332, care The Fourth Estate.

**MINNESOTA ADDS EXTENSION COURSE IN JOURNALISM.**

Correspondence courses in reporting, copy reading and headline writing, feature writing and article writing, to be given through the extension division of the University of Minnesota, are arranged by R. R. Barlow of the department of journalism and T. E. Steward, editor of the university news service and instructor in journalism at Minnesota. The courses started March 1.
March 10, 1923

THE FOURTH ESTATE

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<tr>
<th>SITUATIONS WANTED</th>
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<tr>
<td><strong>General Manager Available</strong></td>
<td><strong>News &amp; Editorial Executive</strong></td>
<td><strong>Desk Man</strong></td>
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<td>with constructive daily and Sunday—morning and evening newspaper building experience on both small and metropolitan dailies.</td>
<td>News and editorial executive, at present managing editor in city of 200,000, has excellent reason for desiring change. Sixteen years metropolitan and small city experience, the last three devoted largely to organization and reorganization work. Last connection nearly 10 years.</td>
<td>Experienced with local and telegraph copy wants position evening paper. Fast, accurate, dependable. Best of recommendations. Can accept short notice. Address Box 5843, care THE FOURTH ESTATE.</td>
</tr>
<tr>
<td>A successful executive, aggressive, good organizer and result producer in advertising and circulation and thoroughly familiar with business and mechanical details and all functions of newspaper making and management.</td>
<td>Energetic, constructive builder in both news and editorial departments, seasoned executive and trained developer of ideas. Will consider only afternoon or twenty-four hour proposition. In 30's. Married. Address Box 5340, care THE FOURTH ESTATE.</td>
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<tr>
<td>29 years old, married and available for connection on short notice.</td>
<td>Metropolitan Managing Editor Seeks New Opportunity</td>
<td>Reporter</td>
</tr>
<tr>
<td>Credentials prove ability to handle any proposition—medium size city preferred.</td>
<td>Editorial executive wants connection with successful daily.</td>
<td>Young man, 33, ambitious and willing, now doing reporting and front office work on weekly, wishes position offering more experience in journalism. Preference for growing small city over large city. Address Box 5838, care THE FOURTH ESTATE.</td>
</tr>
<tr>
<td>Address Box 5331, care THE FOURTH ESTATE.</td>
<td>As managing editor of one paper, in charge of entire editorial department, including editorial page, built from nothing to 150,000 circulation in 21 months.</td>
<td></td>
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<tr>
<td><strong>Newspaper Executive</strong></td>
<td>Trained as reporter to editor for 16 years in small cities and in Boston, New York, Washington and Detroit.</td>
<td></td>
</tr>
<tr>
<td>A man of experience seeks executive position with large newspaper or a general manager of small city paper. Situation must offer opportunity that will encourage the giving of ones very best efforts. Have been especially successful in securing co-operation of employes. Address Box 5327, care THE FOURTH ESTATE.</td>
<td>Splendid references available. Ready for personal interview anywhere.</td>
<td></td>
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<tr>
<td>Address Box 5328, care THE FOURTH ESTATE.</td>
<td><strong>General Business Manager</strong></td>
<td><strong>Assistant Circulator</strong></td>
</tr>
<tr>
<td>Trained and experienced result producing all around newspaper executive, aggressive, understanding modern methods of business, advertising, circulation and proper direction of all departments of newspaper making, seeks opportunity as General Manager-Publisher. Wide experience in all departments, including one of largest dailies. Highest credentials. Address Box 5328, care THE FOURTH ESTATE.</td>
<td>With 16 years of experience in all phases of circulation work, on a daily of 200,000. Have had 7 years experience with the Pullard-Ailing system of mailing list and would prefer a newspaper using this system. Can furnish best of references from present employer. Married, age 35. Address Box 5825, care THE FOURTH ESTATE.</td>
<td></td>
</tr>
<tr>
<td><strong>Some Trade Paper Needs This Man</strong></td>
<td><strong>Copy Reader</strong></td>
<td><strong>A REAL WESTERN PRESS CLIPPING SERVICE that actually covers the WEST.</strong></td>
</tr>
<tr>
<td>Who is fully experienced as an editor of an industrial and stock page of one of New England's most influential newspapers. Wants a trade publication connection, preferably in New England.</td>
<td>Thirty, wants place, preferably in New York City; can come on trial on one week's notice; almost two years in present position on Washington newspaper; six years desk experience, four years previously reporting; college graduate; consistent and reliable worker; week, minimum. Address Box 5891, care THE FOURTH ESTATE.</td>
<td></td>
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<tr>
<td>He knows the New England States and their bountiful resources and is an able writer. Has corresponded for several trade papers and knows the valuable information that trade papers seek.</td>
<td>Will be glad to arrange interview and furnish references. Address Box 5464, care THE FOURTH ESTATE.</td>
<td></td>
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<tr>
<td>Address Box 5328, care THE FOURTH ESTATE.</td>
<td><strong>Editor</strong></td>
<td><strong>Pacific Northwest Press Clipping Bureau</strong></td>
</tr>
<tr>
<td><strong>Copy Reader</strong></td>
<td>Long, excellent record newspaper and trade journal field, now employed seeks larger opportunity. Don't communicate unless you want high grade man. Box M, Newspaper Club, 123 W. 41st st., New York City.</td>
<td></td>
</tr>
<tr>
<td>Thirty, wants place, preferably in New York City; can come on trial on one week's notice; almost two years in present position on Washington newspaper; six years desk experience, four years previously reporting; college graduate; consistent and reliable worker; week, minimum. Address Box 5891, care THE FOURTH ESTATE.</td>
<td><strong>Mr. Owner; A Man for You</strong></td>
<td></td>
</tr>
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<td><strong>Mr. Owner; A Man for You</strong></td>
<td>Long, excellent record newspaper and trade journal field, now employed seeks larger opportunity. Don't communicate unless you want high grade man. Box M, Newspaper Club, 123 W. 41st st., New York City.</td>
<td><strong>The Capitol Press</strong></td>
</tr>
<tr>
<td>Editorial man, who can qualify as publisher, managing editor or editor, wants to get in touch with the owner of a newspaper in a city of 50,000 to 100,000 inhabitants.</td>
<td>Long, excellent record newspaper and trade journal field, now employed seeks larger opportunity. Don't communicate unless you want high grade man. Box M, Newspaper Club, 123 W. 41st st., New York City.</td>
<td></td>
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<td>Knows publisher's angle. It mature and capable. Address Box 5464, care THE FOURTH ESTATE.</td>
<td><strong>Assistant Circulator</strong></td>
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<td>A REAL WESTERN PRESS CLIPPING SERVICE that actually covers the WEST</td>
<td>With 16 years of experience in all phases of circulation work, on a daily of 200,000. Have had 7 years experience with the Pullard-Ailing system of mailing list and would prefer a newspaper using this system. Can furnish best of references from present employer. Married, age 35. Address Box 5825, care THE FOURTH ESTATE.</td>
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<td><strong>Charles HEMSTREET</strong></td>
<td><strong>Assistant Circulator</strong></td>
<td><strong>The greatest auxiliary news service in the middle west.</strong></td>
</tr>
<tr>
<td><strong>PRESS CLIPPINGS</strong></td>
<td><strong>Pacific Northwest Press Clipping Bureau</strong></td>
<td>THE CAPITOL PRESS</td>
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<tr>
<td>59 Park Place, NEW YORK</td>
<td></td>
<td>Peoria, Ill.</td>
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<tr>
<td>The problem of covering the Canadian Field is answered by obtaining the service of the Dominion Press Clipping Agency which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of Canada. We cover every foot of Canada and Newfoundland.</td>
<td></td>
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<tr>
<td>THE CAPITOL PRESS</td>
<td>Press Clipping Bureau</td>
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<tr>
<td>Peoria, 111.</td>
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<td>74-76 Church Street. TORONTO, CAN.</td>
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<tr>
<td><strong>Seattle, Wash.</strong></td>
<td>Press Clipping Bureau</td>
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<td>The greatest auxiliary news service in the middle west.</td>
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<td>THE CAPITOL PRESS</td>
<td>Press Clipping Bureau</td>
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<tr>
<td>Peoria, Ill.</td>
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<tr>
<td>(Established 1912.)</td>
<td>Press Clipping Bureau</td>
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<td>CHARLES HEMSTREET</td>
<td>Press Clipping Bureau</td>
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<td>The problem of covering the Canadian Field is answered by obtaining the service of the Dominion Press Clipping Agency which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of Canada. We cover every foot of Canada and Newfoundland.</td>
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<td>At your service, THE IMPROVEMENT BULLETIN, reaching architects, contractors, engineers and dealers throughout the Northwest. 9,000 circulation and growing constantly. Our subscription list is a Buyers' List, reputable and virtually hand-picked. Sample of Bulletin sent on request. DAILY CONSTRUCTION NEWS, publishing news of building projects, live leads for salesmen, 550 a year. WESTERN PRESS CLIPPING EXCHANGE, first-class clipping service for trade papers and individuals. Write us at Minneapolis, Minn.</td>
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WAYS TO IMPROVE NEWSPAPER ART WORK.

(Continued from Sixteenth Page)

Consider the pains used in job printing. The paper is carefully selected to suit the particular job in hand. Its weight and type set are made up, made up and locked. The pressman places it expertly on the press and as the ink dries for the few days, it is spent in the making of forms ready for printing. All high lights and shadows of the type are increased with great patience. The pressman watches every movement of the printing, observing that the flow of the ink does not set off and that the inks maintain its proper color at all times.

Now, contrast with that the poor, newspaper stock of uncertain quality, the swift composition, the lack of care in selecting and using make-up, the jamming of the type in the form, the lock-up pressure from both sides, the stereotype (fancy called a lock-up) the rapid stereotyping (the poorest of duplicate plates), and the way the paper — no make-ready — just spring as it comes off the press is run faster than the eye can wink, adding to the poor printing quantities of dots, spaces between the dots of the half-tones and the halftones of the text and the paper, as it receives the ink, which adds a certain amount of ink and takes on a smudgy, unfinished appearance. So it is with other lines cut and halftones.

News print paper is not sized or calendered and so throws off flour or particulate matter on the paper as it runs on the press. The ink gets on the curved stereotyped plate, and the pressman must learn to quickly remove the ink. In doing this by removing the ink without changing the pressure of the inking surface, the pressman must do the job in most cases. Many advertising agencies, to solve the problem of an ad with a back drop, thinking that if they get a clean back drop, the same or better results will be obtained on the press, have their cuts printed on newspaper stock, thinking that if they get a clean back drop, the same or better results will be obtained on the press. Much softer effects can be obtained in close values on printing surfaces presented in most cases.

Many advertising agencies, to solve the problem of an ad with a back drop, thinking that if they get a clean back drop, the same or better results will be obtained on the press, have their cuts printed on newspaper stock, thinking that if they get a clean back drop, the same or better results will be obtained on the press. Advertising agencies even go further and print their entire schedules on newspaper stock, trying to obtain a similar effect. Both methods are misleading. Assuming that the conditions under which these proofs are printed are the same as when the newspaper is run, the proofs put out by the agencies stand that when several thousand impressions are made for proofs only, they will be satisfactory. In fact, when hundreds of thousands of impressions are run off the ink has a tendency to set in the type when the big job is on, and be absorbed by the news stock.

JOURNALISM CUBS EDIT HOME PROSPERITY ISSUE FOR EL RENO AMERICAN.

All the work except the mechanical part in connection with the "home prosperity" edition of the El Reno, Okla., American, Sunday, March 10, was done by the journalism students of the Oklahoma school of journalism at Norman.

Twelve of the students began work Wednesday of last week soliciting and writing advertisements. They were divided into four groups, each of which was given a certain line of work, and all together had to produce an issue for the college to have an advertisement in the contract, and the construction which respondent was entitled to put upon it is this: that in the event of failure to use the full space contracted for, the alternative condition, or the liquidated damage, or the penalty, whatever one wishes to call it, could not be claimed after a "拿到"gate line for display reader advertisement" in the Standard contract, and the absence in the Montreal Star contract.

"After having given careful consideration to the whole evidence, (for which I am indebted to the advertisement and press experts), the court, although believing that the petitioner intended to pass with respondent in the execution of the contract, the failure of respondent to fulfill same, the total amount recoverable should be the plates of the ads in the newspapers in use at the rate of 20 cents per line. All other compensation as might be due for reader advertisement, position and space in the paper. At the same time I hold that therefore the petitioner made its claim in perfect good faith; yet, the increasing cost of labor from the contract, and the construction which respondent was entitled to put upon it is this: that in the event of failure to use the full space contracted for, the alternative condition, or the liquidated damage, or the penalty, whatever one wishes to call it, could not be claimed after a "拿到"gate line for display reader advertisement" in the Standard contract, and the absence in the Montreal Star contract.

"The result is no doubt that, if respondent had not offered any advertisement at all, she might have had nothing to pay whatever; but such a result is foreign to the spirit of the Times contract, and no judgment could be given from the opinion which the court finally derives from the wording of the contract.

"The court also stated that its opinion was the "拿到"line of the petitioner's officers appeared to have interpreted the contract in that manner, as they sent accounts only for $12.

"COURSE IN FARM NEWS.

A course in agricultural news writing is being given this year by Willis L. Beverly, assistant professor of agriculture, University of California.

"THE JOURNALISM SCHOOL AS ONE EDITOR SEES IT.

(Continued from Twelfth Page)

fitness and in which they would reap more benefit and better service humanly. Actual experiences (picked at random) with graduates from journalism courses of four western state universities are as follows.


Reporte C—Fairly accurate, ambitious, tactful and careful. Lacked energy and initiative. Discharged.


PROFESSOR GETS KNOWLEDGE OF VARIED CHARACTER FROM THE TIMES.

T. Sharper Knowlson of the Institute of Individual Psychology, who addressed the weekly conference of the advertising department of the New York Times, mentioned in an address that he had been analyzing the Times to see how many kinds of educational information he could classify in it, and had found that he could classify twenty-six. He said, "that newspapers are not valued to their full extent because the public does not know how to make use of it. Times is a newspaper that after reading it, studying it to find out what it is in what. My idea was to read through a complete education from the Times immediately after an article in education, and I was very much astonished that I could find twenty-six titles of Times articles on a complete and varied education from the Times immediately. They deal with psychology, ethics, fine art, and a great variety; for example, proper and proper, true, and advantageous knowledge, drawn exclusively from the times."

"It was possible to get from the Times much knowledge of a varied character. We, this is all put together I think you will find your work is something much more wonderful than you had imagined."

THE FOURTH ESTATE March 10, 1923
Textile Selling Through the Newspapers.

(Continued from Seventeenth Page)

But the volume of textile advertising in daily newspapers has never been large; in fact, it has always been so small. Aside from a limited use of some of the existing newspaper sections by two or three of the big silk manufacturers, most of the newspaper circulation that has appeared within the last few years has been that of the Boot Mills, and the BT. and B. Knight's "Fruit of the Loom." Why, if the textile manufacturer has money to spend to plumb the depths of his advertising problem, has he not gone to the advertising agencies? Aside from a few cases, the textile manufacturer has always gone to the advertising agencies when he has been forced to carry dependable merchandise. There are two reasons for this: the first is the fact that there is no sufficiently frequent personal solicitation, and the second sufficiently frequent newspaper advertising. Sometimes sensible trade paper advertising.

Once the retailer is sold, the rest of the proposition becomes a matter of approaching the consumer in action-getting media. An advertisement in the newspaper is worth all that is worth. I'll strike the Jones store carries that," but an advertisement in the newspaper is more important than one in a trade paper. It is to be found that well developed, thoughtful, "Next time I go to the Jones store, I'll go there."

The advertising agency at its present stage of development can solve the textile manufacturer's problem if it will, just as it has solved merchandising and advertising problems for manufacturers in every other line of business. With agency efficiency at its present stage it is almost incredible that the textile industry has not been able to get something of the right kind of pressure from behind. The household word means nothing to the textile manufacturer. If a new product is advertised, it happens to be a household word, and the only way of overcoming this is to make the consumer to carry dependable merchandise. There are two reasons for this: the first is the fact that there is no sufficiently frequent personal solicitation, and the second sufficiently frequent newspaper advertising. Sometimes sensible trade paper advertising.

Right now more scrutiny than ever is being attached to national advertising by the firms who employ it. They are no longer dizzied by the egotism that goes with a national reputation built on advertising, unless they have a national distribution that leaves mighty few gaps. Plain common sense has shown them that while the magazine airpline that sweeps the whole map in one meteoretic leap is most spectacular and luxurious, it is in the newspaper, accommodating: making stops almost simultaneously at every city, town, village and hamlet, and even the smallest villages when the service is both needed and expected, and in the place where the product is to be found for sale. The retailer will talk turkey to any manufacturer who submits to him a reasonable and plausible scheme of cooperation within the territory which the retailer serves. It matters little to the merchant what advertising plan for other localities may be, so long as the "Process engraving," "Plate engraving," or "paperless engraving," the "Public good being exerted for his own particular benefit in his own community. He is in the textile merchandising proposition and must make the trade press the backbone of his approach to the consumer market at the outset deserting the straight and narrow path to success in favor of a more devious route that leads to doubt, disillusionment and disappointment.

Economic force as it applies to distribution in the textile field shows the same sort of pressure from the source, not one of suction from the mouth. Making a consumer believe, through advertising, that a particular textile manufacturer is the one that has the best or the latest or the only thing of the right kind of pressure from behind. The household word means nothing to the textile manufacturer. If a new product is advertised, it happens to be a household word, and the only way of overcoming this is to make the consumer to carry dependable merchandise. There are two reasons for this: the first is the fact that there is no sufficiently frequent personal solicitation, and the second sufficiently frequent newspaper advertising. Sometimes sensible trade paper advertising.

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The merchandising department of The News has accurate data on every successful merchandising campaign in this territory for the last six years. This information will help you. Ask for it.

The Indianapolis NEWS

First in OHIO!

The Columbus Dispatch

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The Indianapolis NEWS

First in OHIO!
McKittrick's Directory of Advertisers, their Advertising Managers and Advertising Agent: for 1923

Is Now Ready for Delivery.

108 Fulton Street, NEW YORK

The Cincinnati Community
Consists of an Area of 70 square miles with a population of 400,000.

The Cincinnati Enquirer is the MEDIUM YOU SHOULD USE in this UNPARALLELED MARKET.

Foreign Representative
L. A. KLEIN
90 East 86th St., New York

New Jersey's Famous Manufacturing City

Philadelphia

Boston Post
1922 Circulation Averages
Daily 396,902
Sunday 401,643

KELLY-SMITH COMPANY
Special Representative
Marbridge Building, NEW YORK
Lyon Building, CHICAGO

In ALLENTOWN they say:
"PUT IT IN THE CALL" THEY KNOW THEIR OWN CITY FOLLOW THEIR ADVICE

National Representatives:
STORY, BROOKS & FINLEY
New York, Philadelphia, Chicago
San Francisco

First in San Francisco

CIRCULATORS OF MID-WEST MEET IN KANSAS.

(Continued from Tenth Page)

were sold by carriers at double the price because of extra service in oil fields.

M. W. Hallmecher of the Oklahoma City Oklahoman and Times, urged an allowance to country dealers when papers are not received on time because of extra service caused by railroad companies.

There was a lively discussion on G. V. Allen’s paper, "Temporary cuts in circulation prices advisable?" Many of the members arguing in favor of giving premiums instead of making a fifty per cent cut in price.

Allen is with the Hutchinson News.

Other speakers were Will A. Butler of the Colorado Springs Evening Telegraph, Lloyd Smith, Kansas City Kansas; H. O. Sonderegard, Hutchinson, Kansas; Capper Publications, Topeka, Kan.; Grill R. Fuller, Pueblo, Colo., Chiettian; Claude B. Robinson, Wichita; Walter B. Reynolds, Fremont, Neb., Tribune.

The following round table talks were up for general discussion:

"Advantages and disadvantages of having athletic activities in connection with city carrier organizations."

"Does sampling pay? How long should samples be distributed to prospects before they are solicited? Is the best plan to follow in putting them out? City, evening, and morning.

"Price offers to carriers and newsdealers; newsstand length of time. What is the future? How is circulation profitable? Are prices delivered immediately or at the completion of the contract?"

"Features and their value. What percentage of the paper should be devoted to features? Daily and Sunday."

"Current events; what do you handle on your paper?"

"Get help from the clubs. How often do you handle them? Do you consider them profitable?"

"The newspaper’s organization—its value to a newspaper.

"The last fish offer. Does it have a tendency to lower prices in the long run?"

The next meeting is held at Pueblo the first week in September.

Sidney D. Long is president of the association; W. Boeshans of the St. Joseph Gazette, vice-president; Will E. Boeshans, secretary-treasurer.

BOSTON TIMES

March 10, 1923

THE FOURTH ESTATE

From nothing— to

in Seven months

DETOIT

TIMES

108 Fulton Street, NEW YORK

advertising manager of Dobbs & Co., copies, and P. R. Doulberry, who has been engaged in art work for a number of years.

Charles E. Boughner, until recently agricultural editor of the Tacoma, Wash., Ledger, has joined the Con- trolling Advertising Agent of that city as account executive. Mr. Boughner before going to the Pacific coast was in advertising work in New York, Chicago, Springfield, Ill., and St. Paul, Minn.

A. G. McKnight, formerly with the Gray Advertising Company, Kansas City, Mo., has joined the F. R. Steel Company, Chicago, as a member of its sales staff and account executive.

W. H. Shaw has joined Charles M. Sloan, Chicago, and will have charge of production and space. He was formerly with the J. A. Snyder Company, Chicago.


S. A. de Baer, for the last eight years with the Frederick N. Sommer Advertising Agency, New York, N. Y., as chief of copy and plan, is now engaged in a free lance advertising service in New York. Before join- ing the Sommer agency, Mr. de Baer was advertising manager of R. H. Macy Co., New York.

Harry J. Wendland, who conducted an advertising agency under his own name at Los Angeles, has consolidated his interests with the Macleod Service Agency of that city. Mr. Wendland became chief of the copy department under the new arrangement.

A. E. Archbold, formerly connected with the production departments of the J. Walter Thompson Co. and the Ewing Batten Co., has joined the Charles C. Green Advertising Agency, New York, as manager of the production department.

TO EUROPE.

Charles E. Shull, editor of the Philadelphia Bulletin, and Mrs. Shull, sailed from the Pier of the U. S. Line Wednesday for a visit to France and other points of interest on the Continent.

Successful Merchandising depends upon successful advertising—the ability to reach efficiently and effectively the responsive readers of a particular territory.

The Pittsburg Dispatch is recognized by advertisers as a medium of unequalled value to reach the buyers of the great Pitts- burg district.

The Bulletin

Estab. 1865. 3 days a week. Member A.B.C.

H. D. LaCoste, 50 West 44th St., N.Y.C.

H. W. Shaw has joined Charles M. Sloan, Chicago, and will have charge of production and space. He was formerly with the J. A. Snyder Company, Chicago.


News of Ad Folks.

Carl Fowler of the Boston Transcript, has been appointed president representative of the Boston Club of Printing House Craftsmen.

Frank Preston Johnson, newspaper writer, social worker and editor ad- vertising the Rochester, N. Y., Adver- tising Club Thursday on "Boosting Your Own Community."

Walter C. Freeman, recently advertising manager of the Yawman & Erle Advertising Company, Rochester, N. Y., has been placed in charge of advertising and service work for the John P. Smith Company of that city. Mr. Freeman was at one time advertising manager of the Stromberg-Carlson Telephone Manufacturing Company, also of Rochester.

NEW AGENCY IN NEW YORK.

A new advertising agency to be known as Myers-Beezon-Golden has been organized with offices in the Nasby Building, Toledo, and in the Pennsylvania Square Building, New York.

The principals in the new agency include Willard G. Myers, formerly general manager of the United States Advertising Corporation of Toledo, and previous to that for ten years manager of the Advertising Service bureau of the Class Journal Company; Sterling Beezon, formerly with the United States Advertising Corporation and previous to that operating the Sterling Beezon Company also of Toledo, and Nora H. Golden, formerly secretary and advertising director of the Staten Island Daily Advance and previous to that advertising manager of Lane Bryant, Inc., New York.

OLD NEW YORK NEWSPAPER MAN PASSES AWAY.

A. Richard Hassell, who was for many years employed by James Gor- don Bennett, founder of the New York Herald, and by James Gordon Bennett, Jr., his son, died Saturday in his eighty-sixth year, in Nor- walk, Ct. He was connected with the New York Bureau of the New York Herald for several years and helped in establishing the Paris bureau. Mr. Hassell was born in St. Thomas, West Indies, and came to New York to enter the employ of the elder Mr. Bennett.
The special features of the
BUFFALO TIMES
have made it the most popular newspaper in Western New York.
NORMAN E. MACK, Proprietor VERREE & CONKLIN. Inc.
Special Advertising Representatives New York, Detroit, Chicago, San Francisco

NEWSPAPERS OF CHICAGO

Morning and Evening, is the most widely distributed and read newspaper in the city.
N. Y. M. A. SHERMAN, President

SPRINGFIELD NEWS

ADVERTISING ACCOUNTS NOW BEING PLACED BY THE AGENCIES.
AUBREY & MOORE, Chicago—Planning ad campaign in newspapers for Louie Miller & Co. (designers & mfrs. women's hats), Chicago.


FLETCHER, Chicago—Advertising for the Chicago Tribune, Chicago.


HEWITT-GANNOU & CO., 52 Vanderbilt, N. Y.—Advertising for the Marie Curie Hospital, New York.


KIRCHBAUM-LIGGETT, Cleveland—Advertising for the Cleveland Press, Cleveland.


MCENNELL, Chicago—Advertising for the Chicago Tribune, Chicago.


MCCARTHY, Chicago—Advertising for the Chicago Tribune, Chicago.

McCann, Nat'l City Bank, Cleveland—Advertising for the Cleveland Press, Cleveland.


NEW YORK TIMES

The Sunday World goes into every third home in all Metropolitan New York.

FIRST IN THE CITY FIELD

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each issue over 200,000 circulation

SEATTLE "P-I"

The only seven-day A.P. newspaper in the Northwest.

It pays to advertise in the
ST LOUIS TIMES

New generally recognized as the home newspaper of St. Louis.

The RICHMOND, Va., TIMES-DISPATCH is delivered to 12,000 of the city's daily into 12,000 of the city's best homes.

In all Virginia IT'S THE SAME

STORY, BROOKS & FINLEY, Inc.

New York, Phila., Chicago, San Francisco

BEING PLACED BY

THE AGENCIES.

A NATIONAL MAGAZINE

authority on the business of home-making.


FORD, Austell, Atlanta—Sending orders to newspapers for the Southern Comfort Medicine Co., Chattanooga, Tenn.


HAMILTON, Chicago—Advertising for the Chicago Tribune, Chicago.


KIRCHBAUM-LIGGETT, Cleveland—Advertising for the Cleveland Press, Cleveland.


MCENNELL, Chicago—Advertising for the Chicago Tribune, Chicago.

McCann, Nat'l City Bank, Cleveland—Advertising for the Cleveland Press, Cleveland.


NEW YORK TIMES

The Sunday World goes into every third home in all Metropolitan New York.

FIRST IN THE CITY FIELD

IN EVERY TRADE TERRITORY—One Newspaper Must Lead

The paper which best serves its readers and its advertisers, naturally gains this leadership.

In Houston and South Texas this distinction is held by the
Houston Chronicle

Texas' Greatest Newspaper

M. E. FOSTER, Publisher


Eight-Page Rotogravure Section Every Sunday

IN THE AD FIELD.

THE RICHMOND, Va., TIMES-DISPATCH is delivered to 12,000 of the city's daily into 12,000 of the city's best homes.

First in the city field.

The work in journalism is divided into a day course, which is academic and leads to a degree, and an evening course, which is preparatory for gaining next September, according to Mr. Donovan. The work of the course has been organized under the supervision of George N. Kramer, while the night course has been conducted by T. C. Greenwood, formerly managing editor of the Detroit Free Press, and will be in active charge of the night course.

Other members of the teaching staff will be Mr. B. H. Holsinger, editor of the Detroit Free Press, and J. P. Russell, editor of the Seattle Post-Intelligencer, Record, director of the day school.

INDIANA AD COURSES ARE EXPANDED.

A complete schedule of courses in display and direct-mail advertising is being given in the department of Journalism of Indiana University this semester by Mr. L. P. Pierson, head of the department, and Claude M. Bolier, assistant professor.

The courses include elementary advertising, layouts and copy-writing, direct advertising, house organ, advertising campaigns, research in direct and display advertising, and practical advertising, the last consisting of soliciting and writing advertising for Bloomington merchants.

Each student takes over the entire advertising work of a store or other business firm.

The Detroit Free Press

MICHIGAN'S GREATEST NEWSPAPER

The FREE PRESS has both QUANTITY and QUALITY in CIRCULATION and is the only newspaper speaking for Detroit and surrounding territory.

Special Representative VERREE & CONKLIN

New York, Detroit, Chicago, San Francisco

It pays to advertise in the
ST LOUIS TIMES

New generally recognized as the home newspaper of St. Louis.

Foreign Advertising Representatives

G. LOGAN WYVE CO.

Chicago, St. Louis, Denver, Los Angeles

Paine, Burns & Smith

New York, Philadelphia, Chicago, San Francisco

Expanding.

The periodical is issued three times a week.

1. A. KLEIN, Foreign Representative 60 East 42nd St., New York

SPRINGFIELD NEWS

ADVERTISING ACCOUNTS NOW BEING PLACED BY THE AGENCIES.


BROOKS, CHICAGO—Advertising for the Chicago Tribune, Chicago.


CRITCHFIELD, Brookings, Ohio—Advertising for the Indianapolis Star, Indianapolis.


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1. A. KLEIN, Foreign Representative 60 East 42nd St., New York

SPRINGFIELD NEWS

ADVERTISING ACCOUNTS NOW BEING PLACED BY THE AGENCIES.
The Fourth Estate

March 10, 1923

175,000,000 ANNUAL PRODUCTION
35 MILLION AMMUNITION PAYROLL OF INDUSTRIAL TRENTON
A prosperous NEW JERSEY territory completely covered by the
Evening TIMES
Member A.B.C.
KELLY-SMITH COMPANY, Spec. Rep., Marbridge Building, Lyten Building, CHICAGO

In New Orleans it's the New Orleans Item

THE LOS ANGELES EVENING HERALD
led all newspapers in the entire world in advertising gains 1922 over 1921
GAIN 3,493,854 LINES

FEORIA ILLINOIS JOURNAL (evening) and TRANSCRIPT (morning)
Sold in combination at rates making these papers the best advertising buy in their field. H. M. FINDIK, Inc.

The Julius Mathews Special Agency
New York, Boston, Chicago

INNER CIRCLE HAS GOV. SMITH FOR FIRST "GOAT."

(Continued from Fourth Page)

The Korta . . . C. C. Worden
The Kleder . . . Philip D. Hoyt
Klingjord . . . Charles F. Kepple
H. M. Pindell, Proprietor.

IN PERMANENT PAPER CONTRACT.

PITTSBURGH PRESS HAS THE LARGEST DAILY AND SUNDAY CIRCULATION IN PITTSBURGH
Member A.B.C.

New Haven Register
Largest Circulation in Connecticut's Largest City
Average Daily Paid Circulation over 35,000 copies. Equal to next two competitors combined.

The Julius Mathews Special Agency
Boston, New York, Detroit Chicago

DUTCH PRESS MEN HOSTS.


EXCELLENT RESULTS obtained with tryout copy in the PLAINFIELD, N. J. COURIER-NEWS

CHICAGO TRIBUNE DIRECTS ADVERTISEMENT TO LAND PROSPECT.

No better example of a newspaper's faith than the advertisement that can be given than that shown by the Chicago Tribune which recently used a full page spread in the Toledo Blade for the sole purpose of selling one firm on the market which the Tribune distributes its pages. The page ad was designed to attract the attention of the Champion Spark Plug Company of Toledo.

THE REASON EXPLAINED.

Why editors go crazy, says a contemporary: "There are over a thousand words in a column of a newspaper. If you don't believe it, count them. You would count them and write a column, then a column with a good fellow.

In New Orleans, it's the New Orleans Item..."
THE BUFFALO TERRITORY OFFERS
BIG POSSIBILITIES TO NATIONAL ADVERTISERS

Twelfth American City and second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A.B.C. net paid 85,958, 80% of English-speaking homes.

THE BUFFALO EVENING NEWS
Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY, Reps.
Marbridge Bldg. Lytton Bldg.
New York Chicago

HEAD OF FAMOUS AYER AGENCY IS DEAD.

(Continued from Tenth Page)

The father died in 1871, but the firm continued to function under the name with which it was started, and from its beginning in 1869 with one employee, Mr. Ayer lived to see it prospering, at least, according about 500, with offices located in most of the largest cities throughout the United States.

Mr. Ayer built into the foundation of his business an insistence on absolute integrity and never varied in his refusal of lottery advertising as well as other forms which he considered as questionable. It was in a large measure, observers say, through his injection of sound standards and methods into advertising that the business as a whole developed the high principles with which it is conducted in this country today.

PUBLISHED NEWSPAPER DIRECTORY

Because of the wide importance which Mr. Ayer demanded in the gathering of information, the firm was led early in its career to create the American Newspaper Annual and Directory, which it has issued for many years as a standard book of reference for newspapers and advertisers. It was created primarily to be of the best possible service to the advertisers seeking a medium for their products. Throughout his career, Mr. Ayer led a life of great activity, distinguished for its idealism and its ethical integrity. In addition to his efforts in the business advertising he was leader in the state and national affairs of both the Baptist Church and the Young Men's Christian Association.

In recent years Mr. Ayer devoted himself to philanthropic purposes. He continued until his death as senior partner of the advertising firm, but in the last years of his life, instructed its conduct to his partners, in order to give more time to his other activities.

Mr. Ayer was married in 1875, Miss Rhodena Gilman. There were two daughters, Miss Alice Beadle Ayer, who became Mrs. Hardin H. Wheat and died in 1904, and Miss Anna Gilman Ayer, now Mrs. Wilfred W. Fry. The first Mrs. Ayer died on October 3, 1913. Mr. Ayer was married again in 1919 to Miss Martha K. Lawson, who, with Mrs. Fry, survive him.

DEATH TAKES PUBLISHER OF CLOVER LEAF PUBLICATIONS.

L. V. Ashbaugh, for many years one of the most successful publishers in the United States, and proprietor of the Clover Leaf Publications, town. Ohio. He went to Kansas City about twenty-five years ago and, with F. W. Kellogg, now owner of a string of California newspapers, he founded the Clover Leaf Publishing Company. D. B. Butler, publisher of the Prairie Star, Chicago, was also associated with Mr. Ashbaugh in the organization of the Clover Leaf group.

For the last twelve years Mr. Ashbaugh had conducted the business of these newspapers alone. In 1903 he purchased the Minneapolis Republic, which he sold recently to the Perry-Lloyd-Jones Syndicate.

MEN OF OLD COMMAND FORM ESCORT OF HONOR AT AD MAN'S FUNERAL.

Many newspaper and business friends attended the funeral services for Colonel Howard E. Crall, formerly commanding officer of the Seventh Regiment, New York National Guard, held last Saturday afternoon in Holy Name Church, New York. Colonel Crall died suddenly Monday of last week in Bellesar, Fla. The body was brought to New York and taken to his home at 16 West Seventy-sixth street.

Colonel Crall was president of L. H. Crall Advertising Company. He succeeded his father, Leander H. Crall, a pioneer advertising man and one of the best known members of his profession, upon the death of the latter twelve years ago.

Members of the Seventh Regiment, in command of Colonel Wade Hayes, escorted the body from the Crall home to the church, where services were conducted. Non-commissioned officers of Colonel Crall's former command were honorary pallbearers. After the services, the body was taken by special train to Kenisco Cemetery for burial. He retired from the military service in 1919.

L. V. ASHAUGH,
which comprises the St. Paul Daily News, the Omaha News, the Minneapolis Rural American and the St. Paul Rural Weekly, died Thursday at his home in St. Paul.

Mr. Asaugh was born in Youngsville, Texas, May 29, 1854, and was educated at the University of Minnesota. He entered the newspaper business in 1874 and was for many years general manager of the Minneapolis Tribune. He was also a member of the Minnesota State Senate and served as mayor of St. Paul. Mr. Asaugh was associated with the late Colonel Howard E. Crall in the establishment of the Crall Advertising Company, which conducted the advertising department of the Minneapolis Tribune and the Chicago American. He was a member of the American Society of Newspaper Editors and the Newspaper Association of America.

FORMER HEAD OF "BIG SIX" DIES IN COLORADO SPRINGS.

Marsden G. Scott, former president of the International Typographical Union, died Monday at Colorado Springs after an illness of ten days' duration. He had lived there two years.

Born in Elmira, N. Y., fifty-eight years ago, Mr. Scott was educated there and about thirty-eight years ago entered the printing trades. For eight years he was employed in various shops and newspaper offices, both as a compositor and typesetter. He was born in Youngsville, Texas, May 29, 1854, and was educated at the University of Minnesota. He entered the newspaper business in 1874 and was for many years general manager of the Minneapolis Tribune. He was also a member of the Minnesota State Senate and served as mayor of St. Paul. Mr. Asaugh was associated with the late Colonel Howard E. Crall in the establishment of the Crall Advertising Company, which conducted the advertising department of the Minneapolis Tribune and the Chicago American. He was a member of the American Society of Newspaper Editors and the Newspaper Association of America.
THE DAY-WARHIEIT
America's FOREMOST Jewish Daily
Reaches the cream of purchasing power of the Jewish element in America.
Essentially a home paper—written for and read by every member of the family.

THE DAY-WARHIEIT
"The National Jewish Daily."

Member A.B.C.
Main Publication Office: 183 East Broadway NEW YORK

DALLAS EVENING JOURNAL
Published by The Journal Co.
Covers the afternoon field as completely as does the Dallas News in the morning.

LARGEST AFTERNOON Circulation in the Nation's Capital
FRED IRLAND, dean of the House official reporters, and known to more than a generation of Washington newsgatherers, died last Wednesday morning, from intestinal troubles following an attack of influenza.

Mr. Irland served through the congressional session just closed. He was sixty-three years old, and had been a member of the staff of official shorthand reporters for twenty-five years. He had been a member of the staff of the House of Representatives from the days of "Tom" Reed's speakership, under whose administration he was appointed. He had been studying for his professional service at the Capitol, where he had personally known every member of the lower house of the Fifty-first Congress in 1889.

A native of New York City, Mr. Irland was educated for the law. He was a member of the bar of his native state, of the supreme court of the District of Columbia, of the District of Columbia court of appeals and the United States supreme court. Among the most expert in his profession, Mr. Irland was also a scholar and linguist, speaking and writing Greek, Latin, German and French, and was an authority on the works of Shakespeare and Hurace. He was president of the National Shorthand Reporters Association and a member of the National Press Club. He is survived by a wife, son and daughter.

LARGEST MORNING CIRCULATION in the Nation's Capital
THE WASHINGTON POST
DAILY 5c—SUNDAY 10c
Member A.B.C.
Represented by Paul Black, Inc.
New York - Chicago - Boston - Detroit

MONTREAL
LA PRESSE
thoroughly and completely covers the population of one of the largest French-speaking centers in the world.

With sixty-five per cent of the persons in the city French speaking and reading, the newspaper which covers this class comprehensively supplies a wonderful market to the foreign advertiser.

KANSAS CITY
A rich, responsive field. It is best covered by the
TOPEKA CAPITAL
The only Kansas Daily with a general Kansas circulation.

Distributes a field in a wonderful market, all classes of advertising, news, prestige and reader confidence.

Furnishes reader survey data—does survey work—gives real co-operation.

Arthur Capper Publisher

March 10, 1923
THE FOURTH ESTATE

WINSTON-SALEM, North Carolina'sargest city (U. S. Census)
Twin City Sentinel leads all North Carolina Dailies in Home Circulation.

Member A.B.C.

The Sentinel goes into eight out of every ten homes in Winston-Salem.

WINSTON-SALEM SENTINEL
Representatives

March 9, 1923
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Member A.B.C.

The Sentinel goes into eight out of every ten homes in Winston-Salem.
The Most Complete New England Coverage Ever Offered to Advertisers

Over 500,000 Net Paid Every Sunday

February Average

507,610

(Net Paid)

BOSTON SUNDAY ADVERTISER

If you have New England distribution or if you want New England distribution backed by the largest possible circulation, you can get maximum coverage with the Boston Sunday Advertiser’s Half-Million circulation every Sunday.

Booklet showing complete distribution by population centres forwarded on request.

Address Kendall B. Cressey,
BOSTON ADVERTISER, Boston, Mass.
AN UNLIMITED MARKET FOR AUTOMOBILES

Day by day in every way, to paraphrase Dr. Coue, the Chicago automobile market is growing better and better. Business is good in Chicago and Chicago people buy all kinds of cars liberally.

Somebody is always buying a new car, a better car, another car, a truck, or fleet of trucks.

This tremendous and constantly growing market is reached most effectively through advertising in The Chicago Daily News, as is shown by the fact that The Daily News prints more automobile advertising than any other Chicago daily newspaper.

With its circulation concentrated 94 per cent in Chicago and its immediate suburbs, The Daily News is read by very nearly all the financially competent people in this great market, and they read it closely for buying information. The reader confidence and esteem it enjoys, the result of more than forty-seven years' efficient newspaper service, are shared by its advertisers. Its interesting and reliable automotive features are closely followed by Chicago car owners and users.

To get your advertising message effectively to the vast majority of Chicago automobile buyers, "join the procession" of experienced and successful automobile sellers in Chicago and place your advertising in

The CHICAGO DAILY NEWS

FIRST in Chicago
TWO MORE HUGE HOAXES ON BIG CITY DAILIES.

MOVING PICTURE PRESS AGENCY IN NEW YORK AND WASHINGTON FOOLS KEENEST OF EDITORS — EVEN THE WIRE SERVICES FELL FOR "FLIRT CLUB."

Two more surpassingly clever and embarrassingly effective publicity stunts were entered in the lexicon in New York and Washington this week as the result of crafty planning by motion picture press agents. The number of movie publicity hoaxes in the last few months in New York alone now amounts to a figure that can hardly be far short of the total issue of German marks. Even the most suspicious of city editors apparently fail to smell them, and the orgy of free space has even the press agents dizzy. The metropolis devoted a large portion of its time to appreciative reading of the newspaper stories about the Green Room club’s proposal to entertain Otto H. Kahn with a special private performance of “Reigen,” a play guaranteed to have all the qualities that make of it public relations fanon. From blank ignorance about the play’s merits and demerits, the public sprang into an excellently simulated familiarity with its history, virtues and possibilities. As the populace began to envy Mr. Kahn the entertainment arrangement he had made, and as suspicion Mr. Kahn’s sense of propriety, Story number five was what happened on the night of the entertainment. And a public as unsuspecting as the city editors seemed to be all awry, since it came around day after day for more. “Reigen,” it seems, has been made available and is about to be shown. The first story was the fact that the play was to go on, with Mr. Kahn’s presence as a stimulant. The second story was “Strong Protest Against Flirt,” told in detail by Mr. Kahn’s announcement that he thought he’d better not see the thing. The number four was the Green Room club’s decision to have the play, read, instead, of acted, so as to satisfy Mr. Kahn’s sense of propriety. The number five was what happened on the night of the entertainment. And a public as unsuspecting as the city editors seemed to be all awry, since it came around day after day for more. "Reigen," it seems, has been made available and is about to be shown."

INDIANAPOLIS STAR HAS NEW MANAGING EDITOR.

James A. Stuart, for the last two years editorial director of the Rocky Mountain News and Denver Times, has been appointed managing editor of the Indianapolis Star. Mr. Stuart, who assumed his new duties March 5, succeeded the late Ernest Bross, who for two years was managing editor of the paper. Advance comes to Mr. Stuart as the result of his exceptionally efficient service, and in line with the policy of the Shaffer papers to advance into principal positions the men who have proved their ability by performance in the organization. Mr. Stuart, Hoosier by birth, has been continuously with the Shaffer papers since his graduation from Indiana University in 1901, starting with the Muncie, Ind., Star, then going to the Indianapolis Star where he advanced through step, filling practically every position in the news department, including state, Sunday, and assistant managing editor. From the latter position he was called to the managing editorship. He has made a name for himself as a more than equalled the record made in Indiana.

The Shaffer Group, in addition to the Indianapolis Star, includes the following papers: Chicago Evening Post, Rocky Mountain News, Louisville Herald, Terre Haute Star, Denver Times and Muncie Star.

HEARST NAMES PUBLISHER FOR CHICAGO HERALD-EXAMINER.

George D. Buckley, former president of the Crowell Publishing Company, New York, has been appointed publisher of the Chicago Herald and Examiner, effective today. He has the distinction of being the first publisher of the Herald and Examiner since William Randolph Hearst consolidated the papers four years ago. Mr. Buckley will serve as general manager and George Wheeler Hinman as editor.

SINGER SUES TRIBUNE AND MUSIC CRITIC FOR $500,000.

The New York Tribune and its music critic, Henry E. Krebiiel, have been sued by Mme. Johanna Tauscher, prima donna, for $250,000 each. It is alleged that Mme. Krebiiel wrote libelous matter concerning the plaintiff on February 25, 1923.

WASHINGTON POST "WET LIST" SETS CAPITAL AGOG.

Names of bootleg buyers, found in raid, provide hot news—protests by chagrined citizens fail to stop publication. Army men lead list.

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Names of bootleg buyers, found in raid, provide hot news—protests by chagrined citizens fail to stop publication. Army men lead list.

It is ethical for newspapers to publish the names found entered in the captured list of a bootlegger’s patrons?

Volsteadism has rendered the question postivevless than it would have been, the the appearance of two recent issues of the Washington Post of a "Wet List." The names of more than fifty telegrams were sent during the course of the week to the publisher of the Post, who was in Florida at the time, where he was arrested several times at Mr. Harding and other notables.

The only tangible answer was the second and third names, together with an editorial in the Post, to the effect that the Washington Post has no special interest in such matters, that the Post is not a newspaper of the paper’s settled policy in such matters. The text of the editorial is of interest in connection with it:

There are many varying views as to what a newspaper should be and should not be, but we presume every newspaper in the United States, at least in chief with a function of a newspaper is to print the news. It would not be a true newspaper if it put out any news that was not considered legitimate, colored news or misrepresentations of events. Volsteadism, however, imposes the necessity of publishing the names of bootleggers and their patrons in order to injure private persons or the public welfare. A newspaper, to be true to the people and the public interest, must be fair to all, impartial and devoted to the public interest. There is nothing without fear of intimidation when it publishes the names of the people that they believe the public can support. Hence, if managed properly, it refuses to abuse the public confidence by suppressing true news, by distorting it or by

(Continued on Forty-seventh Page)
Selling sporting goods and outing garments in Philadelphia—
leading sports center of the world

"Philadelphia leads all other American cities in the number of individuals who take part in outdoor and indoor sports."—Dr. E. J. Cattell, former City Statistician.

From one to five or even more teams represent most of Philadelphia's 16,000 industrial plants in various forms of athletics.

Thousands of mercantile and business establishments, clubs, associations, public and private schools, colleges and other educational institutions; public playgrounds, Sunday Schools, etc., are represented in sporting events of all kinds throughout the year.

There is plenty of playing room in Philadelphia.

You can teach this great army of sports enthusiasts to ask for your goods by name or trademark through the Bulletin—the recognized sporting authority and the favorite newspaper of Philadelphians.

Dominate Philadelphia
Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.
Philadelphia's Newspaper

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in America.

1922 net paid average circulation: 493,240 copies a day.
NEW YORK POSTAL CUT AVERTED TEMPORARILY.

BUT METROPOLIS IS NOT YET OUT OF THE WOODS OF RETRENCHMENT ORDERED BY WASHINGTON TO MAKE UP FOR DEFICITS CREATED ELSEWHERE IN COUNTRY.

Serious curtailing of the postal service in New York City, ordered early this week by the postmaster-general, has been averted, at least temporarily, by the rescinding of the order with the explanation that the post office department at Washington had discovered "extra funds." The retrenchment thus averted, New York was prescribed in spite of the fact that the New York post office is returning the Government a profit of $2,000,000 a month. The post office department declared it necessary to make up for deficits created in other parts of the country.

WON'T CLOSE STATIONS.

The change in the order means that there may be no cutting down of the mail deliveries in the New York district. After publication of the order Postmaster Morgan issued a statement which set forth that he had proposed closing of the various post office substations at 6 o'clock in the evening, but it had been rendered unnecessary.

Assistant Postmaster John J. Kiley said that the 1,800 so-called substitute or extra letter carriers, ordered out until July 1, in the early order, would not be laid off, but would be used on the "extra funds" if found, to perfect a plan of reducing the number of mail deliveries for two weeks, and many things may happen in two weeks.

MAY FIND MORE FUNDS.

The additional money that Postmaster-General New has found for the New York district is not sufficient to alleviate all of the trouble that Postmaster Morgan was contending with, but there are rumors that the delivery service too will be rescued within the near future.

The New York post office did a business of $5,016,592.84 last year, with a payroll of $29,000,000, and a fairly good operation.

The cutting down in the service means that New York will be forced to bear part of the burden laid upon the yearly deficit. The 1,800 men who are affected, while rated substitute carriers, are employed almost continuously because the 15,000 regular employees cannot possibly carry on the business.

A REAL EMERGENCY.

"I cannot tell the exact amount to which our expenditures will be limited until the end of the fiscal year, June 30," Postmaster Morgan declared, but we are going to get away with it something of a mystery. In January alone our business increased 17 percent.

"We must get the mail out and we will do it as fast as possible. There is no temporary readjustment of routes and timetables for deliveries and collections. We have a post office plan yet, but we shall do it at once.

"Mr. Morgan said a cutting down of deliveries may be necessary. If the 1,800 men were idle, it would mean that different parts of the city would be cut one, two, or three deliveries a day.

FAMOUS WALDORF LONG MECCA OF PUBLISHERS.

HOTEL'S CELEBRATION OF ITS THIRTIETH ANNIVERSARY WILL STIR MEMORIES OF MANY — RECEPTION THERE BY THE FOURTH ESTATE IN 1896 RECALLED.

Publishers all over the country, who have made the Waldorf-Astoria the center of their activities at conventions, shared the general interest aroused by the celebration this week of the thirtieth anniversary of the hotel. The linking of publishers' interests with the history of the Waldorf, however, began two years before the American Newspaper Publishers Association began holding its conventions there, by reason of a reception given by THE FOURTH ESTATE at conventions.

ARTURO KROCK.

Courier-Journal. He was among the newspaper correspondents who "covered" the peace conference at Paris.

During the 1920 Presidential campaign, in which Mr. Hays was the Republican national chairman, Mr. Krock took an active part in the management of the Democratic campaign as assistant to the chairman of the committee on organization of the Democratic national committee.

WIFE OF PUBLISHER WILL CHRISTEN BOAT NAMED IN HIS HONOR.

The William R. Hearst, the first of three steel ferryboats, the last word in the construction of such craft to be used by the city of New York between Cortlandt street, New York, and St. George, Staten Island, will be launched at the yards of the Staten Island Shipbuilding Company, Marinier's Harbor, at nine o'clock this morning. Mrs. William Randolph Hearst will christen the boat as it slides into the water.

The ferryboat, which is 210 feet long, sixty feet beam and twelve feet draught, will have cost $50,000 when completed. It will be in service in April.

The Hearst and the other two boats which are to be placed in ferry service to be operated especially for ferry service, and are equipped with four runways, instead of two, as on other ferryboats, will be particularly spacious and are also a spacious saloon deck above. The boats are to be electrically operated with turbo-electric engines.

T. L. RYAN SUCCEEDS M. J. LOWENSTEIN AS ST. LOUIS BUSINESS MANAGER.

M. J. Lowenstein, for many years associated with the St. Louis Star, in leaving to publish a new paper to become secretary of the Chicago Newspaper Publishers' Association. He will succeed as business manager of the Star by Thomas L. Ryan, assistant general manager. Mr. Ryan was for several years in charge of the Star's advertising. Mr. Lowenstein will assume his new duties on March 21.

OLYANOA PAPER CHANGES NAME AND OWNERSHIP.

NAME AND OWNERSHIP OF OAHOKA PAPER CAMPS CHANGED TO THE OKLAHOMA SUN WITH THE ISSUE OF MARCH 1, WHEN ONE OF THE BUSINESS MEN WAS ADOPTED TO A R. Garrett, former deputy postmaster at the state penitentiary, Mr. Garrett's brother, A. Garrett, is now the Sun. T. W. Hunter is business manager.

The Oklahoma State Journal, occupying the second floor of the Waldorf on the Fifth Avenue side.

On Wednesday of this week the ousous hotel's anniversary was observed at a luncheon given by L. M. Bloomer, president, and Roy Carruthers, managing director of the Waldorf. The famous Oscar, maître de hotel, and the only one of his staff who has been continuously connected with it since its start, was the lion of the occasion, and for the first time in his long career enjoyed the sensation of sitting through a Waldorf banquet as a guest. Practically the entire staff of the hotel were guests with him, and the affair reached the topnotch of Waldorf democracy, for the waiters and financiers, telephone girls and captains of industry, coat-room clerks and merchant princes sat side by side and swapped reminiscences with each other. Room clerks, dishwashers, silver polishers, "cold meat" men, and others connected with the hotel force for long periods of years were among the guests.

Robert Grier Cooke was chairman of the committee. He sent invitations to the 169 members of the hotel staff who had been a decade or more in its service, and are equipped with four runways, instead of two, as on other ferryboats, and is also a spacious saloon deck above. The boats are to be electrically operated with turbo-electric engines.

LOUISVILLE EDITOR TO BE ASSISTANT TO W. H. HAYS.

Ernest F. Birmingham. Publisher
First!
in Oklahoma—

The Tulsa World
carried more advertising in 1922 than
any other newspaper
in the entire state. . .

9,397,164 Lines

Oklahoma's Greatest Newspaper

TULSA DAILY WORLD
RELIABILITY—CHARACTER—ENTERPRISE
FOOD INFLUENCE OF NEWSPAPERS IMPORTANT.

NEWS THAT AIDS HOUSEWIFE BUILD COMMUNITY FAITH AND ADVERTISING VALUE—SIX PAGES OF FOOD COPY IN SINGLE ISSUE OF THE TRENTON TIMES.

Food news and food advertising are now established among the most important of the services that the daily newspaper renders its readers. The food influence that the newspapers is the natural result of the increased editorial attention which has been given to the housewife and her culinary problems.

One remarkable example of the food influence exerted by newspapers was furnished the other night by Dr. Royal C. Copeland, former commissioner of New York and now United States senator. He told of a section in New York that covers one square mile in area, in which 500,000 people are crowded together. Mexico City, on the contrary, in which in the infant mortality rate is only five per cent, as compared with ten per cent in a certain section in the Riverside Drive zone.

FAITH IN NEWSPAPERS.

This almost paradoxical situation was explained by Dr. Copeland by the faith that the mothers in the crowded tenements have in the food news and the food advertising furnished by their newspapers. His investigators frequently turned up the fact that these mothers, religious to a degree, guard the health of their children as carefully as possible in the face of the many obstacles offered by tenement life, that the newspaper food pages are read religiously.

One representative newspaper that has achieved remarkable results in the food news, cooking suggestions, recipes, etc., is the Trenton Times. In recent issue thirty-four separate food advertisements, representing 160 local food stores, were cut in. The Times makes Thursday its food feature day, and it has built into a feature that is read very regularly; five times, and in some cases, six times a week, as is described above, six pages are required.

NEWS DID IT.

Owen Moon, Jr., business manager of the Times, is convinced that the food news department and the food advertising are two of the strongest features in the paper. The detailed attention given to helping the housewives of the Jersey capital with their food problems is directly responsible for the present power of the Times as a food merchandising paper, Mr. Moon declares.

NORRISTOWN HERALD CHIEF RESIGNS.

Gilbert S. Jones, general manager of the Norristown, Pa., Herald, has resigned to go to California for a long vacation, intended to be a rest cure and to sort out the present newspaper financial situation. Mr. Jones expressed great regret at severing his long connection with Ralph Beaver Strassburger, who purchased the Herald in November, 1921.

MOTHER OF PAUL PATTERSON PASSES AWAY.

Mrs. J. March Patterson, mother of Paul C. Patterson, publisher of the Baltimore Sun and president of the American Newspaper Publishers Association, died at her home in Chicago Thursday. She was born in Jacksonville, Ill., in 1851.

PUBLISHERS' REPRESENTATIVE OPENS COLUMBUS OFFICE.

Robert E. Ward, Inc., publishers' representative of Chicago and New York, has opened an office in Columbus with Harry B. Gramm, well-known merchandising man, in charge. Mr. Gramm will serve as Ohio sales manager and director of research, co-operating with advertisers and advertising agencies. The Ward agency represents the Ohio Select List of Newspapers.

PITTSBURG PRESS CLUB'S BANQUET BIG AFFAIR.

Pittsburg newspaper men, their families and friends, joined in making successful the annual banquet and dance of the Pittsburg Press Club, one of the oldest organizations of its kind in the country, held last week in the Hotel Chatham. More than 300 persons attended the affair.

Dinner was served at 6:30 p.m., when an issue of the Flaming Torch, the publication of the club was released. Reproductions of the front pages of the last issue of the Pittsburgh Dispatch and Leader, with photographs of the employees who were in the service when the newspapers sounded "30," were features of the club banquet. Kin Hubbard, who had been in the service, was in attendance.

Courses of the dinner were interspersed with numbers presented by actors and actresses - from local theaters.

Dancing and cards followed the dinner. A reception at the clubhouse in Fourth Avenue enabled actors and guests to see the first issue of the magazine that had attended the Hotel Chatham event.

STUNT INCREASES WANT ADS PULLING POWER.

To create greater interest in its classified pages the Detroit Evening Times each week offers readers $1.50 for letters, choosing "best" want ads and telling why. Each reader has a chance to submit seven choices of the best advertisements and their reasons why, one for each day of the week.

The first prize is $50, the second $30 and the third $20, with the next five best opinions receiving $10 each. The aim of the paper was to have readers peruse the want ads more closely, to get worthwhile information and to get more want ads.

LARGEST RETAIL ACCOUNT FOUND IN INDIANAPOLIS.

WM. H. BLOCK CO. USES MORE SPACE IN INDIANAPOLIS NEWS THAN ANY OTHER STORE USES IN ANY ONE NEWSPAPER—NEW RECORD LIKELY FOR 1923.

One of the many remarkable features of the advertising department of the Indianapolis News is the recent discovery of the News that, in the advertising space for the William H. Block Company, it has the largest department store account possessed by any one newspaper in the country.

Careful examination of all available records showed that the Block stores runs more copy every year in the News than any other store runs in any newspaper.

Under the direction of Frank T. Carman, advertising manager of the News, the company has developed a relationship with its retail advertisers that is remarkable. The company has meant to the News not only the procuring of information for the national advertiser, but the utilization of its position in the retailer's mind as a merchandising medium, and upon such a foundation that the largest retail account in the country has been built.

Non-cancelable advertising, backing up products either established in or entering into the Indianapolis market, has been placed by the News on a non-cancelable contract basis and with confidence and attention. The retailer realizes that there is not the slightest element of chance in buying in merchandise which has the pressure of assured localized copy behind it.

Mr. Carroll attributes much of the News' success to the non-cancelable contract. "All newspaper advertising has valuable dealer influence," he locates, "and definite promises of space to be used by the manufacturer should not be expected to get more than definite promises of support from the retailer."

The Block department store's merchandising methods have distinguished it among retail establishments. It has a list of regular dealers, with annual price lists and its own trade papers and other authorities as one of the most efficiently merchandised stores in the country. If it maintains its present pace, its 1923 advertising line-up in the News will eclipse that of 1922 by a considerable margin. Business in Indianapolis has been "back to normal" for a long time.

MICHIGAN AD MEN ELECT.

Allen G. Miller has been elected president of the Grand Rapids Advertising Club, and Thomas E. Ward has been named vice-president of the Michigan Advertising Club. The club has been organized for the last twelve years, going to the Post from Toledo, where he was managing editor of the News-Bea.

CHARLES HACKE BUYS LONE TREE REPORTER.

The Lone Tree, Iowa, Reporter, owned and edited by Howard W. Younkin, has been sold to Charles A. Hacket.

The Reporter was established in Lone Tree in 1925 by W. H. Younkin, father of the present owner. Four years ago the son took over the active ownership of the paper and has since conducted it. Mr. Hacket, the new owner, is a former resident of this country. He is a graduate of the University of Iowa and an overseas veteran. For the last two years he has been employed as a superintendent of schools at Stanton, N.D., and at Volga, Iowa.

IDAHO PAPERS CONSOLIDATED.

Ownership of the Grangeville, Idaho, Globe has passed to J. O. Yountkin, publisher of the Idaho County Free Press at Grangeville, who has consolidated the papers.

The Globe was established in 1907 by George S. Smith, at first time as the Grangeville Enterprise.

NEW SOUTHERN PAPER.


DAKOTA PRESS CLUB ELECTS.

The Press Club of the University of North Dakota has elected the following officers: President, Alfa E. Bye of Grand Forks; vice-president, Marguerite Kops; secretary, Ferdina Reinholdt; treasurer, Adin Mann.
Good Pictures Wanted

The reader of yesterday has become the "looker" of to-day. He wants to see — to visualize the news — with just enough reading matter to cover the important points and to explain the pictures. He is in a hurry.

It is strange that America, where all worthwhile printing machinery and processes are invented and perfected, should be years behind European countries in the ability of its newspapers to print good pictures in their daily editions. But such is the fact. London and Paris have many dailies made up largely of good news pictures, beautifully reproduced, the poorest of which, typographically, is infinitely better than the best in America.

Why? Because in Europe, with minor exceptions, all newspapers use the dry mat process of stereotyping, which is admittedly superior to the old fashioned wet-mat steam-table system for reproducing pictures and to give sharp clean printing.

The WOOD DRY MAT (made in America) when tested recently in newspaper plants abroad proved to be as good and in many respects superior to the English and German dry mats, (none of the best of which come to this market) and in consequence WOOD DRY MATS are now being exported.

We stand ready to convince any newspaper publisher or mechanical superintendent that the WOOD DRY MAT, when used with the proper equipment, will reproduce pictures better and give sharper and cleaner printing than will any home-made steam table-dried wet mat.

The newspaper that fails to appreciate the value of good news pictures must soon slip backwards. The public wants pictures, well printed pictures, and plenty of them.

The WOOD DRY MAT is the medium.

WOOD FLONG CORPORATION

501 Fifth Avenue, NEW YORK
The World's Greatest Market

In the metropolitan district, the world's greatest market and the country's greatest center of population, the Newark Evening News, for many years has outranked all other daily newspapers in volume of paid advertising published in week day editions.

Newark Evening News...... 16,567,916
New York Times.................. 14,917,486
New York Evening Journal........ 11,789,500
Brooklyn Eagle.................. 10,447,156
New York Morning World........ 9,777,000
New York Evening Sun........... 9,620,816
New York Evening World........ 8,673,406
New York Herald................ 6,968,860
New York Tribune................ 6,049,898
New York Mail................... 5,388,394
Brooklyn Standard-Union........ 5,906,584
New York Evening Telegram....... 5,859,490
New York American............... 4,841,020
New York Evening Post........... 3,878,688
New York Daily News.............. 2,864,530
Brooklyn Times.................. 2,713,878
New York Commercial.............. 2,627,136

NEW PAPER AT WELDONA.

Mrs. A. Viola Morrison, who established the Seibert, Colo., Seibert in 1907 and who for the last two years has been publishing the Weldon Valley Wonderlander, a paper which she has established at Weldon, Morgan county.

The Weldon Valley Wonderlander is suggested by J. S. Temple, now state treasurer, who also suggested the name of the Seibert Settler sixteen years ago, when he was head of the Western Newspaper Union staff in Denver. The Wonderlander is an eight-page five-column paper, with four pages of home print and four readprint.

RIORDAN BUYS PAPER.

Jerry Riordan, graduate of the University of Washington, 1913, and while a student, a student of the University of Washington Daily, has bought the Sun, Vancouver, Wash., from James Harlan. The Sun, a weekly, publication, made its first appearance under the new ownership, January 12.

ADVERTISING CONFERENCE WITH EXHIBITS AT BALTIMORE.

More than one hundred churchwomen and men, clergy and laity, gathered at Hotel Emerson, Baltimore, last Tuesday on the occasion of the church conference on advertising arranged by the Baltimore Advertising Club.

The conference was opened with invocation by Rev. L. E. McCarley of the Baltimore Federation of Churches. President W. Dwight Burroughs followed with a word of welcome to the church people, after which he turned the confererce over to Wilbur N. Van Sant, chairman of the church advertising committee of the club.

A helpful feature of the conference was the accompanying exhibit of church advertising. These covered many fields in which churches here and elsewhere have launched their activities in coming the highways and hedges. This exhibit occupied one end of the banquet hall of the Emerson, and taking up one-half of the wall space of the big hall.

SOUTHERN PAPER AGAIN COMES TO LFF.

MAKES APPEARANCE UNDER OWNERSHIP OF J. L. HORNE AND J. W. LITTLE WITH J. CRUIKSHANK AS EDITOR AND E. W. SMITH IN CHARGE OF THE BUSINESS END.

PUBLISHER BUYS NEWSPAPER.

D. L. Keith, former publisher of the Correctionville, Iowa, News, and prior to that connected with the Storm Lake Pilot Tribune in Storm Lake, has purchased the Maysville, Ky., News. Held in military service.
Without leaving the keyboards of a Model 24 Text-and-Display LINOTYPE, the operator can set and intermix 10 different faces of text-and-display matter. Of only slightly less range are Models 21 and 22, for text-and-display composition up to full 36 point. There is a model that will exactly fill your needs. Do you realize the waste of setting and distributing display matter by hand? Users of Text-and-Display Linotypes regard handsetting of display as dark-age stuff. Set EVERYTHING on the Linotype.
PRESS NOT TO BE RULED BY STATE COMMISSION.

PROPOSED BODY WOULD HAVE NO JURISDICTION OVER NEWS ASSOCIATION IN NEW YORK STATE, SAYS LOCKWOOD COMMITTEE'S LEGAL ADVISER.

The state trade commission that would be created under the Lockwood committee's bill would have no jurisdiction over the news associations in New York state, Samuel Untermyer, the committee's legal adviser, made plain this week. The associations would not be required to have a license under the bill as they come under associations where labor is the sole constituent.

"The claim is preposterous; especially the grotesque assertion that the commission would have power to refuse a license to a newspaper or agency," Mr. Untermyer said yesterday, answering a query of the New York World regarding the matter.

"The commission's jurisdiction is expressly limited to associations dealing in commodities in common use. Associations where labor is the sole constituent, as with the news gathering associations, are expressly excluded. Even if such associations were required to have licenses, the penalties are not the requirement but are mere form under Section 30. They are not price fixing associations.

"If any man were to doubt this construction, he would gladly approve insertion in the bill of a clause to that effect," Mr. Untermyer said.

The Merchants' Association of New York following the statement of Mr. Untermyer declared that it stood by its opinion that the news associations come within the scope of the bill proposed in legislature. The association in its subsequent statements said:

"Sponsors of the State Trade Commission bill, now pending in the State Senate, have placed themselves in a dilemma as regards the application of the bill to associations of newspapers and magazines and similar matters vital to the publishing business," the committee said. The practice of co-operative advertising, which may be exercised by the proposed State Trade Commission, if it should have any jurisdiction regarding these matters, is very obvious and the sponsors of the bill have been full of explanations since this point was first raised.

BUYS CALIFORNIA PAPER.

J. H. Harris of Greybull, Wyoming has purchased the Newark, Cal., Call from L. B. Tooker.

ALEXANDER WOOLLCOIT.

whether a play is good or not. Generally, however, these men are capable critics and make few mistakes," the speaker asserted.

"Another feeling on the part of the public is that the criticism should be written with big words and long dissertations. In reality the criticisms that live longest are the terse expressions of opinions such as Eugene Field's on a performance of 'King Lear.' He said: 'The leading man played the King all evening and as if he feared some one was about to play the ace.'

"The dramatic critic does not write to please the playwright or the actor but to guide the potential playgoers. This delusion is fostered by the actions of those who are criticized.

"A prima donna was accused once of singing flat came back at the critic this way: 'I'd like to hear him sing it.'

"First night audiences in New York are not cold, clammy and critical. They are a mass of amiable and understanding people. They applaud until hands are calloused as much for a bad play as for a good one.

"In the last instance dramatic criticism is not dishonest. Most of it is as offensive as honest, as the too insistent virgin.

"This is the long run, the only real writing. It is the kind that only the kind that convinces that which is honest. The tone of sincerity in writing is as real as the tone of sincerity in the human voice and as easily recognized."

Mr. Woollcott then told of some of his experiences in editing the Stars and Stripes, the soldiers' paper for the A.E.F. This paper was edited by the enlisted men for the enlisted men, and its pages absolutely spouted sincerity.

$250,000 BAKING INDUSTRY IN SPECIAL EDITION.

The Long Beach, Cal., Daily Telegraph recently welcomed a new industry to East Long Beach with a twenty-four page special section, representing the Long Beach Baking Company, which opened a $250,000 plant. News of the plant and the people who are to run it, as well as feature stories about the construction work and equipment, were conveyed to the public some interesting facts about bread making as an industry. The section was proportionately balanced with display advertising of the baking company itself and the firms that had a part in building and equipping the plant.

PUBLISHER HAS DIFFICULT TIME GETTING OUT PAPER.

"A crazy patchwork sheet" was what Editor Charles A. Tenny of the Holly, Colo., Chief said when, one week in February, he found himself minus the help of the two printers on whom he usually depended. He was obliged to do all the composition and press work with the aid of an apprentice, owing to the departure of his printers and the sudden illness of the men who were to take their places, so he had to omit most of the news matter which was scheduled for publication.

TEXAS DAILY PAYS FARE TO A.A.C.W. CONVENTION FOR BEST WRITTEN AD.

The Houston Post, with the view of stimulating added interest in the members of the Advertising Association of Houston in attending the annual convention of the Associated Advertising Clubs of the World, will hold a round trip ticket including pullman reservation to this convention for the best all around page advertisement appearing in the Houston Post of Sunday, April 8, written by an advertising man in the city of Houston.

Copy is to be regular store copy, and the award which the Post is offering will be made up of the members of the Dallas Advertising Club.

The pages will be cut from the Houston Post of April 8, mounted on cardboard and sent to the Dallas Club, and at their regular meeting they will be analyzed and a vote taken on the consideration of the best all around page advertisement. Roy R. Watson is publisher of the Post and H. W. Allen, advertising director.

SWEDISH NEWSPAPER SOLD.

The Svenska Roman Bladet, Swedish weekly paper published by the Daily Eagle Publishing Company at Red Wing, Minn., has been sold to E. Peterson, publisher of the Daily Eagle, at Minneapolis, who plans to unite the publication with the Family Journal, a monthly paper.

The Roman Bladet was established at Minneapolis in April, 1889, by Leachman & Son, and was sold to C. E. Peterson in 1898. Mr. Peterson published it at Minneapolis until eight years ago, when the paper was sold to the Eagle Company.

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U.S.A.

AD MEN HEAR INTERESTING TALK ON DRAMATIC CRITICISM.

Alexander Woollcott, dramatic editor of the New York Herald, speaking before the members of the Advertising Club of New York last week, said that one of the first delusions is that dramatic critics work as a group to make or break a play.

This cannot be so. They haven't the time. To catch the morning papers the dramatic critics must, as rubbings about 10.26 p.m., beat it rapidly for the awaiting typewriter and crash the criticism with speed so as to get home as early as possible.

As a matter of fact, dramatic critics are often not on speaking terms and have a sort of prima-donna dislike for each other, Mr. Woollcott confided.

"This state of affairs leads to the second delusion that dramatic criticism is not worth while because it is so hurried. Most dramatic critics have about thirty minutes to decide as a fact, if it is good or not. Generally, however, these men are capable critics and make few mistakes," the speaker asserted.

"Another feeling on the part of the public is that the criticism should be filled with big words and long dissertations. In reality the criticisms that live longest are the terse expressions of opinions such as Eugene Field's on a performance of 'King Lear.' He said: 'The leading man played the King all evening and as if he feared some one was about to play the ace.'

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THIS SCOTT DOUBLE-SEXTUPLE MULTI-UNIT NEWSPAPER PRESS

is admitted to be the greatest combination press built for it is operated as three Quadruples, two Sextuples or as one and one-half Octuple Press, as desired. It never missed a mail or an edition in ten years and can be seen in operation any afternoon at the plant of THE NEWARK NEWS, NEWARK, N. J.

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U.S.A.

CHICAGO

1441 Monadnock Block

NEW YORK

1457 Broadway, at 42d Street
NEWSPAPER WORK OFFERS SPLENDID OPPORTUNITIES.

HEAD OF PUBLISHING FIRM DEFINES JOURNALISM AS VOCATION OFFERING "BEST TRAINING FOR ASPIRING AUTHORS AND GENERAL STUDENTS IN AMERICA."

"Journalism today offers greater opportunities to college men and women than almost any other profession," and "Journalism is one of the great liberal arts," said John B. Giblyn, head of the publishing firm of B. J. Giblyn and Company, at the annual banquet of the University of Arkansas journalism students on March 17.

Giblyn defined journalism as the vocation offering "best training for aspiring authors and general students in America."

"Journalism today offers greater opportunities to college men and women than almost any other profession," said Giblyn. "Journalism is one of the great liberal arts." He spoke of the opportunities offered by journalism to college students.

Giblyn also discussed the important role of newspapers in society and the responsibilities of journalists.

"The newspaper world offers as much opportunity for the woman as for the man," said Giblyn. "In journalism, as in any other profession, the important thing is to find the right place for the right person." He emphasized the importance of education and training in journalism.

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CARTOONIST TELLS SERIOUSNESS OF BEING FUNNY.

MUCH THOUGHT MUST BE PUT ON WORDING OF CARTOONS; IDEA MUST BE PUT ACROSS IN SIMPLEST MANNER “RUBE” GOLDBERG TELLS AUDIENCE IN ROCHESTER.

“Some people have the idea that all we cartoonists have to do is sit down with pen in hand and the humor simply drop with the ink. I assure you that is not true. The trouble is that cartooning these days is not as simple as that. There are days when you don’t feel very funny,” he told a Rochester, N. Y. audience a few days ago in a talk on the “Seriousness of Being Funny—Laugh and the World Will Only Follow With You.” He demonstrated with crayon the method of developing his cartoon ideas.

“Being a cartoonist is a serious business, not too serious but serious enough. While the idea for all of our material comes from the study of human nature, its ups and downs and inconsistencies should prove that our work does not deal with the joys of life alone. And that is just where we get most of our material, from those around us.”

You know, I can’t help but feel that there is a good sized place in the world for the cartoonist. I don’t mean that in a conceited way, but we can say things that a minister can’t. People do not like to be lectured, but if you can make them see their little faults by portraying them in a humorous sketch that does not offend them as direct ridicule would be apt to do, they are not accomplishing some good. Our thoughts reach the people, they read them, or we wouldn’t be in the business.”

When asked whether he received many suggestions from persons through the mail Mr. Goldberg said, “a hundred and three, but very few. The great trouble with suggestions of that kind is that they are so often dependent on the humor of some local situation, while I draw cartoons for papers all over the country. I have many ideas but can’t be worked out in pictures.”

In explaining the method of developing Mr. Goldberg said that he drew a week’s work at a time. “A great deal of thought has to go into the wording of the cartoons,” he said. “The idea must be put across in the simplest manner. In the cartoons where there are 12 pictures in the story, it is the same as writing a playlet or scenario. It really is not as simple as one would suppose. Of course, we are greatly aided in our work by the seasons. They give us all kinds of opportunities. Christmas, the Fourth of July, and the like.”

Mr. Goldberg was born in San Francisco, Calif., in 1883, went to the University of California. There he studied mining engineering, but didn’t like it. He entered the cartooning field, and was put on the staff of the Evening Mail, staying with that paper until he left for the McNaught Syndicate. He originated “Foolish Questions.” He also did “Mike and Ike,” “They Look Alike,” “Gove Himself,” and “Life’s Little Jokes.”

CHANGE IN REPRESENTATION.

West Palm Beach, Fla., Post from George B. David Company to Frost, Landis & Kohn.

SUNDAY AD COPY INCREASING IN FAVOR.

TO DISCONTINUE USING THE SUNDAY NEWSPAPERS STEP BACKWARD DECLARES ONE DEPARTMENT STORE AD MAN—PULLING POWER REGISTERS EVERY DAY IN WEEK.

Sunday department store advertising has been placed on a sound foundation in New York and other large metropolitan cities. Discontinuance of the Sunday space is regarded by some of the great department stores of New York, Boston and Philadelphia never have used Sunday copy and enjoy a large volume of business. Some of these same advertising men believe that greater success would reward these stores were they to use space on the seventh day.

The reaction of the Sunday advertising messages do not compare highly with the responses received years ago. Monday specials were offered, store advertising men have admitted. The advertising is equally as effective however as times have changed.

A CHANGE IN TONE.

Prestige building advertisements have given way in many respects in the old time department store advertisements. Evidence that the Sunday copy registers its pulling power is found during the week the Sunday papers have changed with the times and are along the “fancy” line. Many are being made up alone and is proof that the reproduction of Sunday copy and its pulling power is evident by the increases that are being made in the advertising space.

A large Fifth avenue department store recently gave serious consideration to the idea of discontinuing Sunday copy because of the rate. In analyzing the situation the store cited that thirty per cent of its appropriation went for Sunday advertising. This was an increase of twenty per cent over the week’s total. While the store has only 200 per cent of the advertising space it is as amounting to Just as much money.

One of the managers of a Sunday advertising space in New York said: “I see absolutely no reason on any basis to not advertise on Sunday except on the score of religious scruples.”

INDIANA ENROLLMENT JUMPS; FIFTY-FIVE ON STAFF OF COLLEGE DAILY.

For the first time the enrollment in the department of journalism at Indiana University has passed the 200 mark. Exactly 255 students enrolled in courses in journalism and advertising during the first semester.

Fifty-five are taking the course in practical newspaper work on the Indiana Daily Student. This paper, with its pony Associated Press report, serves as a morning paper for the city of Bloomington as well as the university daily.

One of the innovations in the department of journalism this year is a two-quarter course in the small college daily and the country weekly given by Associate Professor Norman M. Radder. The course covers the editorial, advertising, circulation, business, and mechanical problems of the smaller papers.

EMBRYONIC JOURNALISTS AT AGRICULTURAL COLLEGE ISSUE PAPER.

Publishing of an issue of a newspaper as a final exam was the assignment given to students in the journalism course at the North Dakota Agricultural College at Fargo, by R. O. Nafrager, instructor.

The embryonic journalists got out the March 9 issue of the Weekly Spectrum, college publication, and their marks for the term of work will be awarded according to the showing they made.

The students were required to secure and write up all the stories, write the heads, lay out the pages, read the proofs, and secure enough advertisements to pay expenses. An organizing editor was appointed who used the twenty-five members of the journalistic class as his staff and made special assignments to cover all important college news stories breaking at that time.

STOCKHOLDERS MEET.

At a meeting of the stockholders of the Bemidji, Minn., Pioneer Publishing Company, G. E. Carson was re-elected president of the company, M. W. Pierce, vice-president, Louis Rudy, director succeeding E. H. Denu on the board of directors: A. J. Wilte, managing editor and secretary. Mr. Wilte was formerly superintendent of the Hibbing, Minn., Daily News. He was at one time owner of the Bagley Independent.

Fred Fraser continues as advertising manager. The few changes which were made in the company were brought about through the recent withdrawal of E. H. Denu as managing editor, secretary and manager, after an association of thirteen years.

NEW MEXICO NEWSPAPERS CONSOLIDATE.

Consolidation of the Las Cruces, N. M., Rio Grande Republic and Organized Farming has been effected, under the name of the Rio Grande Farmer. The publication claims the distinction of being a farmer’s newspaper controlled and supervised by farmers. It has for its slogan “To make the home farmer prosperous.”

Consolidation of newspapers in the state has been going on for some time. The Colorado Farmer and the Heart of the West, have already merged and the Colorado Farmer is now in its second year.

COLORADO SPRINGS FARM NEWS MOVES INTO MORE MODERN HOME.

The Colorado Springs Farm News, the publication of John Green and Judge W. C. Cunningham, has moved into its new home at 780 North Nevada avenue, a short distance from the location which it has occupied since 1910.

In the new location the Democrat Publishing Company has one of the best equipped and most modern printing establishments in the state of Colorado. Nearly twice as much floor space is available, as compared to that afforded by the old site.

The mechanical and editorial rooms have been so arranged as to make for increased efficiency. Better natural lighting facilities have been made possible by special building plans, the lighting system has been specially planned.
WHAT F. W. AYER DID TO BUILD ADVERTISING.

BEGAN LONG, CONSTRUCTIVE CAREER AT TIME WHEN BUSINESS MEN REGARDED ADVERTISING AS A SNARE—WON TRUST AND CONFIDENCE BY SINCERE DEALING.

A man who, untrumped, did much to make American business and particularly American advertising honest and responsible was F. W. Ayer. Ayer, writes B. C. Forbes, business editor of the New York newspapers, was John Wasamaker's more responsible man for an advertising business than any other man for bringing about honorable undertakings in high finance, and for being responsible than any other man for bringing about truth and honesty in every business.

BELIEVED IN ADVERTISING.

"Not long ago," says Mr. Forbes, "I spent a day or two with Mr. Ayer at his unique dairy farm and milk and butter factories in eastern New York, where he has, through many years' interest, revolutionized farming and brought prosperity in his hard work hardship to all farmers over a wide area. Mr. Ayer, he said to me, the first time he had ever done so, he declared."

"Here is how Mr. Ayer described to me his very first introduction to advertising by a publisher in Philadelphia:"

"'He beckoned me to come and look out of a window. As he pointed down to a business street he said with great conviction: 'All the way down the street people are engaged in business. They are buying, selling, dealing, providing, eating, clothing, entertaining. They have to buy, sell, deal, provide, eat, wear, entertain. All these occupations involve the carrying on of business, and that means advertising.'"

"'The man who, untrumpeted, has made the most of the advertising business, is the man who has done most to make advertising a recognized profession.'"

"'My dissatisfaction with the advertising agencies and the manufacturers and publishers is not with the agencies and the manufacturers and publishers, but with the man who is in business and in a community and who has not used advertising as a means of building his business and of being honest and of being responsible.'"

"'Advertising is the business of telling people what they want to know. It is the business of giving people the facts. It is the business of informing people.'"

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SOVIET ECONOMICS AND AMERICAN NEWS PRINT.

RUSSIA WILL BECOME LARGE IMPORTER OF ALL KINDS OF PAPER WITHIN NEXT TEN YEARS — BOLSHEVISM HAS RUINED INDUSTRY IN AFFLICTED COUNTRY.

By F. T. Harris, Assistant Vice-President, International Paper Company.

As the new economic policy of the Soviet government of Russia will apparently in the not distant future affect either directly or indirectly every paper manufacturer on the North American Continent, it seems timely to survey briefly the Russian paper industry and its economic background, and then to determine what will be the effect of the new policy on our own industry.

Although before the war Russian paper mills supplied only eighteen percent of the total domestic consumption of all kinds of paper, yet it is obvious that Russia's enormous forest wealth and waterpowers will ultimately place the country among the great paper-producing nations of the world. This will not be realized, however, for over a decade, as the rebuilding of Russian industry must proceed by districts, and a return to normal industrial life on a national basis cannot possibly be expected within that period. Then, too, the eventual construction of paper mills can only be accomplished with the support of the government, as the greater part of the forest area is owned by the state.

During the next ten years Russia must therefore be an importer of paper on a vast scale. The latest authentic information available shows that imports of paper are consistently increasing monthly. Finland, as before the war, again leads; and Russia's paper supply, and the German, Czechoslovakia, and Estonian are showing a marked increase.

When one considers that before the war, in 1913, Russia produced 424,000 tons of papers of all kinds; of which 30,000 tons or one, one receives a vivid picture of how Bolshevism has ruined a large number of paper manufacturers and other industries. And the picture becomes more vivid when it is known that the production of all kinds of paper decreased from 34,688 pounds per man per year in 1920, to 20,000 workmen, or only twenty percent less, produced 40,800, ninety percent less paper. One of the causes of this lowered individual productivity is the inferior physical condition of the workmen. In addition to the physical hardships they must suffer, the workmen, as a good part of their wages, about forty percent being taken for the workman, have therefore been in the past unable to organize. We must not be surprised if in the coming years the Russian movement for labor conscription is increased. Workers, however, will fight for their own industry, for the greater part of the forest area is owned by the state.

The new economic policy of the Soviet government of Russia will affect either directly or indirectly every newspaper in the United States. Although before the war Russian paper mills supplied only eighteen percent of the total domestic consumption of all kinds of paper, yet it is obvious that Russia's enormous forest wealth and waterpowers will ultimately place the country among the great paper-producing nations of the world. This will not be realized, however, for over a decade, as the rebuilding of Russian industry must proceed by districts, and a return to normal industrial life on a national basis cannot possibly be expected within that period. Then, too, the eventual construction of paper mills can only be accomplished with the support of the government, as the greater part of the forest area is owned by the state.

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HOW REWARDS OF NEWSPAPER WORK ARE REACHED.

REPORTERS URGED TO "READ, READ, READ," AND STICK TO SIMPLICITY AND TRUTH—MAN ON STREET PIVOT OF NEWSPAPER SUCCESS, AND TRAINING IS VITAL.

"Reporting at Home and Abroad" was the subject of an address by Philip Kinsley of the N. Y. Daily News to reporters in Columbus, Ohio. The address was given on March 17, 1923, and was published in the Columbus Dispatch on March 18.

Kinsley urged reporters to "read, read, read," and to stick to simplicity and truth. He pointed out that the man on the street is the pivot of newspaper success, and that training is vital.

Kinsley said, "The simple news story is best. Words must be second to a half knowledge. Credit your readers with imagination. Restrain the writer." He emphasized the importance of accuracy and fairness in reporting.

Kinsley also spoke about the importance of reading. He said, "You will not be a good reporter unless you read a great deal." He recommended reading the works of other good reporters, as well as books and other sources of information.

Kinsley concluded his address by saying, "Do not mislead your city editor. Be careful in money affairs. Stand up for yourself as a reporter. And read, read, read."
"Suppressed Desires"

by 

McTigue

A DAILY COMIC PICTURE

Send for Sample Proofs and Terms

C-V, Newspaper Service,
Borden Bldg.

"Fifty Famous Features"

Adams Features are standard products. They shine like stars in their places in the columns of hundreds of newspapers. "Adamservice" offers the most unique and original collection of features in existence, since it is a non-competing group. Let us send you a full set of samples of the Adams "Fifty Famous Features," including some of the best comics sold.

The George Matthew Adams Service
8 West 40th st.—New York

MAIL NEWS AND Features

WORLD-WIDE NEWS SERVICE

J. J. Bosdani
15 School St. .Boston, Mass.

"The Healthful Life"

by JOHN B. HUBER, A.M., M.D.
127 Fourth Street, New Brighton,
New York.

A Week Day Feature.

"Dr. Huber discusses health topics in a plain, practical and sympathetic fashion—he is a public benefactor."

America's Best Magazine Pages

Daily and Sunday
NEWSPAPER FEATURE SERVICE
611 W. 68th st., NEW YORK CITY

NEWS WRITING TO PUT OVER FUND DRIVE.

De Pauw University Sets Journalism Students at Work Pounding Out Copy for $1,500,000 Endowment A Hell to Alumni and Friends.

News writing at De Pauw University, Greencastle, Ind., will be one of the important factors in the $1,500,000 endowment drive that the college has just launched. C. W. Crist, campaign director, has entrusted the publicity end of the drive to the class in news writing editing under the direction of Professor E. Mitchell, head of the Journalism Department.

Through the news bureau that the class operates stories will be syndicated to newspapers and journals in different parts of the country. In this way alumni and friends of the university will receive timely information about the progress of the campaign.

Every two weeks the class appoints a managing editor and a city editor. These editors make up the daily public service, copy a scrap book of all stories written by the other students, and send out items to the various papers.

No city daily is too large.

Classes in feature writing and advertising will assist the news editing class in its publicity work.

To test the efficiency of this arrangement, the Journalism Department will keep a scrap book of all stories printed during the drive. At the close of the campaign this book will be displayed.

De Pauw's official publication in journalism courses has been rapid at De Pauw. Several years ago aspiring reporters had nothing to work with except a pad and typewriter or two. Now through the addition of a new printing press, a systematic bulletin board, and more typewriters, the little journalism laboratory has acquired the real newspaper atmosphere.

JOURNALISM SCHOOL TO GIVE STORY WRITING COURSE.

Magazine and short story writing will be features of the summer work of De Pauw University of Washington school of journalism next summer.

The courses will be taught by Nelson Omnipresent Crawford, head of the department of journalism at Kansas State Agricultural College. Mr. Crawford formerly was secretary of the American Association of Journalism Teachers, and has been a contributor to the Nation, the Bookman, the Dial and the Midland magazines.

During the last two years, students in these courses in the University of Washington have sold between twenty-five and thirty manuscripts.

WASHINGTON "DEADLINERS" TO HEAR LECTURES.

Members of the "Deadline Club" of the University of Washington have arranged a series of addresses on "The Newspaperman's Authority on News, Editorial, Libel Laws, Advertising, Circulation and Mechanical Equipment." The second lecture scheduled for next week, will be delivered by a prominent lawyer on the subject of "Local Law as it Affects Columbia." New members admitted at the last meeting were Walter D. Haight of the Washington Herald and Milton Mackaye of the Washington News.

SCARED NEWSPAPER WORST OF ALL 'FAIDY CATS, COLUMNIST OPINES.

Jay E. House, the versatile conductor of the "On Second Thought" column of the Philadelphia Public Ledger, doubts the infinite wisdom of the rival editorial column on his own paper, as also those of other papers. In the opinion of Mr. House, "His editorial boys" frequent the "straddle" serious public questions, not so much because they admit they don't know the answer as because they are afraid to take sides.

Mr. House was led to his dis- creetion by the refusal of as readers to be informed which set of newspapers was right about the penetration of the Ruehl by the French—those who approved or those who approved or those who condemned. Thus Mr. House in reply:

"We don't know much about the Ruehl—muddling—this for the editorial boys—and we shall probably make the fact apparent in discussing it. But we don't think it is a question officially frowned upon by this Government. It's something the Government can't do anything about.

"We haven't the slightest excuse or reason for muddying it, and so we did mess into it we could do nothing. It is not, in its present manifestation, a political question. It's a peculiar one.

"The gentlemen in Washington, who, in a manner of speaking, run this country, know it and they are, wisely, we think, keeping out of it. "We don't think, either, that the newspapers are one in condemning it. We know one—our favorite newspaper, by the way—that has come as far in the direction of the French as diplomacy warranted. The trouble with the newspapers that are against it is that they're afraid of self-scrapping. They are scared stiff they'll violate precedent and lose a couple of subscribers."

A scarred newspaper—and despising those who believe hundreds of them—is the biggest 'fraidy cat in the world. It's always scared of what the public is going to think. Whereas, our notion of the way to run a newspaper is to make the public think of what it is going to think. But we may be wrong. At any rate we own no newspaper."

BANKER TELLS DAKOTANS NEWSPAPER ADVERTISING BRINGS BEST RESULTS.

Competition in business is coming back into the world with a vengeance and the merchant, manufacturer or banker who expects to get ahead from this time must fight his way upward, declared George Woodruff of Chicago, vice-president of the National Bank of the Republic, in an address before the South Dakota Bankers Association.

Advertising, he asserted, is the most effective of all weapons in the fight for business and among the various kinds of advertising, newspaper advertising is unquestionably the "big Bertha" of them all.

First, you must secure interest," he continued for the advertiser must be so well laid out, so attractive, advertising is unquestionably the "big Bertha" of them all.

Secondly, you must create in the mind of your prospect the desire to patronize your bank and make use of your facility. You must show how and why it is advisable from the reader's viewpoint to save money. "Granting that your advertisement has aroused interest and created desire, if it is to obtain maximum re-

WIRE NEWS

FOR EVENING AND SUNDAY NEWSPAPERS

INTERNATIONAL NEWS SERVICE

21 Spruce Street, NEW YORK

INTERNATIONAL FEATURE SERVICE, INC.

246 West 59th St., NEW YORK

A new three-a-week sports feature Training for TRACK and FIELD by "Bob" Simpson

Head Track Coach University of Missouri.

THE INTERNATIONAL SYNDICATE

216 Guilford Ave. BALTIMORE, MD.

Complete your business page with the latest developments in the textile and allied industries.

Daily News Service
Features
Weekly Reviews
Special Articles.

Wire or Write for Particulars

FairchildNewsService
8 East 11th Street New York City
WHAT THE AGENCY
WANTS SMALL PAPERS TO DO.

FOUR A's SECRETARY OFFERS
VALUABLE SUGGESTIONS TO
NEBRASKA PUBLISHERS —
AUTHENTICATED FACTS, IN
TELLIGENTLY PRESENTED,
WILL WORK WONDERS.

Wise and interesting counsel is furnished small town and country newspapers as to ways and means of selling advertising space in a letter from James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies to Ole Buck, secretary of the Nebraska Press Association. Mr. O'Shaughnessy holds that there is a most encouraging future for the country papers in the field of national advertising, and makes several concrete suggestions that will tend to make the small canceller better understood by advertising agencies.

Making specific suggestions for Mr. Buck for members of the Nebraska association, Mr. O'Shaughnessy said:

"First, the weekly papers of Nebraska should be completely listed. Second, rates should be given. Third, circulation should be given. These three things done, and you then can offer the total country circulation or a purchasable quantity. That quantity is much more saleable than the same publications scattered and incompletely listed could ever be.

PROPER PRESENTATION.

"When your association can say here is every established country newspaper in Nebraska; here is the circulation; here is the rate per inch of each, and every member of our association endorses the circulation and the figures of every paper on the list"—when you can say that, then you have a splendid offer to make to the advertising agency placing national business.

"As you know, the trouble is in getting information to the country weeklies. We have trouble getting the rates; we have trouble getting the circulation figures; we even have trouble getting subscriptions of weeklies to verify the fact that the paper is still in existence.

"This is the association you how valuable would be such a list covering the entire state. That list should be placed in the hands of every agency. I am enclosing copy of our revised roster. We will supply this roster to all of your members. The work of handling orders is a big and complicated task for a list as large as yours.

PRIZES FOR READERS WHO
GUESS CIRCULATION.

The Buffalo Times has begun a circulation estimating contest that has some new features. Readers are asked to estimate the average daily circulation for the period from March 5 to April 21. Blanks are numbered consecutively beginning with number one on March 5, and each contestant must turn in at least one blank from any one day's issue as he chooses, which gives him a chance to make the list more complete. The campaign was in charge of John C. Montgomery.

The Troy, N. Y., Times has started a similar contest, which is run under the direction of John C. Montgomery. Automobiles and cash prizes will be giveniffsuring the most votes issued in paid in advance subscriptions.

NEWS NOTES OF
CIRCULATORS.

The Rocky Ford Tribune took advantage of Colorado-made goods in their week-long campaign of a paper edition recently. The edition was well patronized by the manufacturers and retailers of Colorado-made goods and proved well worth the energy and initiative which its production demanded.

The English section of the Day, New York Jewish daily, has started a contest for high school and college students, in which prizes will be awarded once every month for the best contributions which are based on subjects chosen by the editor.

Newshawks who deliver the St. Paul, Minn., Daily News were entertained a few evenings ago by Eugene O'Brien, screen and stage star, during the actor's engagement at a local theater. The affair took place at the Ryan hotel.

Milton S. Meacham, circulation manager of the Salisbury, N. C, Evening Post, reports a net gain of 1,228 net paid circulation within the last six weeks. Mr. Meacham reports his subscribers, by having his carriers deliver promptly each afternoon, collect every two weeks, and instructing carriers always to be courteous to the subscribers.

"AD" SERVICE IN CANADA.

The Advertising Service Company of Montreal and Toronto, will act as Canadian representative for the United States Advertising Corporation of Toledo, Ohio, Ward M. Canaday, president, giving service in Canada to those clients of the Toledo agency that market their products in the Dominion. The first large advertiser to be affected by the affiliation is Willys-Overland. Schedules for the first large ad are now being prepared.

BOSTON SUNDAY ADVERTISER

over

500,000

(Net Paid)

Greatest Circulation that Boston has ever known.

W. W. Crew, 1819 Broadway, New York
A. H. Holinsworth, 509 Hearst Bldg., San Francisco
W. H. Wilson, 292 Broadway, New York

The Pittsburg Chronicle Telegraph is the new paper this week.
Furnished full page matrices, black alone, black and red, and black and three colors; or, as the first page of a printed comic section.

HERALD-SUN SYNDICATE,

280 Broadway, New York
He who moulds public sentiment goes deeper than he who enacts statutes and decisions; he makes statutes and decisions possible or impossible to be executed.

Abraham Lincoln.

of safety, and it ought to go up one hundred per cent in every state while the legislature is in session.

THE ONLY WAY TO FIND THE ANSWER.

Discussing the irrepressible question as to whether American or British advertising writers are superior, the New York Evening Telegraph makes a very pertinent and diverting suggestion that an interesting group of ad writers might provide the answer. And the Telegraph goes on to indicate that it has the utmost faith in the home talent.

The statement is credited to Sir Charles Higham, well-known British advertising expert, on his last visit here. The writer of advertising put greater punch in the copy is open to argument, the Telegraph declares. Sir Charles specified that the English writer excels in clearness of expression, but the American art of picturization is superior.

"This is singular," the Telegraph comments, "not to say paradoxical, seeing that much of the advertising abroad is prepared by British copywriters. But this is the common complaint, the accompanying reading matter lacking in clearness or less attractive and appealing than that in the London publications?"

EDITORIAL VIRTUE AGAIN GOES UNAPPRECIATED.

Long-suffering newspaper editors have been subjected to a storm of criticism the other day when the "record fever" of 114 developed by Miss Emma Lyon's of San Francisco, who put the aid of a hot water bottle was found to be a fraud. Although this singular young woman had succeeded for three weeks in deceiving a dozen physicians, the more frequent ones were put upon the part of the public to blame the newspapers for giving space to her.

It is impossible to estimate intelligently how many newspaper readers would have been too useful for themselves and realize that this is the entire exposition of the alertness and thoroughness of the American press. It is safe to vent its spleen at the object that happened was small, for human nature tends to vent its spleen at the object that happened was large.

There was an example of the American newspaper right on the job to carry news of a happening of interest to the public. However, the proposition was small, for human nature tends to vent its spleen at the object that happened was large. It is safe to vent its spleen at the object that happened was small.

"What marvelous interest the newspapers have shown in his history," Mr. Smith declares. "If newspapers did not know what to do with the information they read, they would not be so interested in the information they read. But they read nothing but the newspapers these days. People are interested in the newspapers, and the newspapers are interested in people."

The papers could lift the nation if they would look for these cases."

One favorably disposed critic of the press has come forward in the person of Rev. Christian F. Reisner of New York, who has written: "The American press has the courage and the imagination to produce a national product..."

Encouraged by the result of the last year's advertising, the American Chicle Company has started an even stronger publicity campaign for 1923. Extensive newspaper campaigns are to be used in newspapers throughout the year, featuring brands that have already established a national reputation.

The newspaper campaigns will feature different brands in each territory, and the copy is to be supplemented with humorous pictures portraying the antics of the "Flavory Flour". These "Funniest" ads are designed to attract immediate attention.
March 17, 1923

THE FOURTH ESTATE

PURELY PERSONAL

James E. Pollard, director of the Ohio State University news bureau at Columbus, has been elected to membership in Pi Delta Epsilon, honorary journalistic fraternity at the university. Miss Mary Stein, formerly with the Charleston, S. C., News and Courier, is now advertising woman and will give special attention to advertising space for newspapers. She had been connected with the Book of Mormon's chamber of commerce publication. Dean H. Dickason and Harvey T. Sechman, graduates of the University of Colorado, and recently employed on the Rocky Mountain News, are members of a world touring party which is now in Italy. The young man became associated with Frank C. Clark of New York, who organized the tour, and secured enough Colorado members of the party for Mr. Clark in making them guests of his concern on the trip.

Mrs. George Sylvester Viereck, wife of the editor of the American Monthly, with her two children, returned this week from a visit in Europe. Former state senator James F. Allen, editor of the Dover, Del., State Sentinel, has been named in a bill pending before the legislature of Delaware as one of two commissioners to control the new state police force.

George Carter, editor of the William, Del., Evening Journal, has been appointed to the Young People's League of St. Thomas Episcopal Church, Newark, Del., which is holding a special series of Sunday night meetings in the church. H. M. Crooks, formerly connected with the Columbus, Ohio, Dispatch, has left newspaper work to engage in the realestate business. Robert W. Worthington, owner of the Columbus Ohio State Journal, has returned from a sojourn in California.

F. H. Bartholomew, business manager of the Daily News of the western division is in New York for a conference with Fred S. Ferguson, vice president of the news department. He arrived in New York Thursday after a trip to the coast.

F. X. Wholley, director of the Washington Better Business Association, has been appointed to the hospital since an attack of pneumonia.

CHARLES S. YOUNG PUBLISHER OF SEATTLE P-I

News from the Hearst organization this week included the appointment of Charles S. Young as publisher of the Seattle Post-Intelligencer. Lester J. Clarke, newly appointed, is now the executive editor of the News.

Miss May Stranathan is one of the best known women writers in Pennsylavnia. She is the author of several books and a contributor to a number of newspapers and magazines. She once published a newspaper of her own in Ohio, and was for a number of years president of the Woman's Press Club of Pittsburgh. Before going to Honolulu, Miss Stranathan will visit friends in New York.

HEARST'S INTERNATIONAL APPOINTMENTS

Stanley V. Gibson, formerly advertising manager of Cosmopolitan, and more recently with the Butterick Quarterlies, is now advertising manager of Hearst's International in New York.

Fred H. Gillespie, at one time with Erwin, Wasey & Co., Chicago, and since then Western representative of the New York American, has been made Western advertising manager of Hearst's International, and will make his headquarters at Chicago.

Mr. workers with the J. Walter Thompson Company and after a time of leave of absence, during which they have been on a trip around the world. Particular interest in conditions in China led Miss Boughton to make a trip into the interior, 1,600 miles up the Yangtze River. They returned.

NEW YORK AD WOMEN BACK FROM WORLD TRIP

Miss Alice C. Broughton and Miss Margaret King have resumed their work for the New York Times. Miss Broughton has been appointed advertising manager of Columbia and Current Opinion.

STAFF CHANGES

James G. Ralston has been appointed advertising manager of the San Francisco Chronicle, succeeding Herbert B. Dyer, who has recently been with Foster & Kleiser, San Francisco. Mr. Dyer had been with the Butterick Publishing Company, and the advertising department of Foster & Kleiser, San Francisco, for many years. He is now with the Housewife, all of New York.

The San Francisco Journal has appointed Miss Mary Stein advertising manager in charge of advertising. She is no longer with the Chicago, Milwaukee & St. Paul railroad, which she left in 1919. She returns to the Journal after a stay in California.

Well-known woman writer going to Honolulu

Miss May Stranathan, editorial and feature writer on the Pittsburgh Dispatch, will join the staff of the Honolulu Advertiser.

MEMBERS OF DISCONTINUED PITTSBURG PAPERS IN NEW POSITIONS.

O. T. Young and women thrown on the editorial labor market by the absorption of the Pittsburgh Dispatch and Sun. Leader recently, by the other newspapers of that city, many have been employed by the remaining dailies.

Charles Anderson, editorial writer on the Dispatch, and Paul M. Young, associate editor of the Dispatch and Sun, have joined the staff of the Pittsburgh Sun.

Frank J. Riley, Dispatch financial editor, is now writing for Wallace Brock, the manager of W. M. Crowe, and David Campbell is with the Pittsburgh Gazette Times; Photographer W. M. Crowe, manager of the photography department of the Pennsylvania Railroad, is also with the Dispatch, and John M. Crouch is with the Dispatch, and John M. Crouch is with the Dispatch, and John M. Crouch is with the Dispatch.

Leonard Faulkner is on the copy desk of the New York Herald and has been writing a free lance work in New York.

J. A. Zehnder is with the Tri-State Gas Co., Pittsburgh, and Daniel Campbell is with the Pittsburgh Gazette Times; Photographer W. M. Crowe, manager of the photography department of the Pennsylvania Railroad, is with the Dispatch, and John M. Crouch is with the Dispatch, and John M. Crouch is with the Dispatch.

For the Leader, is with the Dispatch Press; Jack A. Simons and George L. McCoy, representatives of the Leader staff, is with the Pittsburgh Chronicle-Telegram, and Harry Camins has joined the staff of the Daily News.

Miss Louise Landis of the Leader staff, is doing publicty work; J. W. Simons, Pittsburgher, is with the Catholic Observer, and Joseph M. Crouch is with the Catholic Observer.

Mr. Hauser, after his graduation from Ohio State University in 1920, became the member of the editorial staff of the Philadelphia Record as a political writer and expert. When the Press was absorbed by the Philadelphia Public Ledger, in 1920, he became the latter in a like capacity.

OCHS TO WED

Milton D. Ochs, publisher of the Chattanooga, Tenn., Times and Mrs. Ochs have announced the engagement of the daughter of Mr. and Mrs. E. Ochs. The engagement of the daughter of Mr. and Mrs. E. Ochs was made public by the Chattanooga Times.


BABY BOY

Mr. and Mrs. Harry Miller of Bloomington, Ill., are the parents of a baby boy born March 8. Mr. Miller is managing editor of the Bloomington Daily Morning Post.
BUSINESS CHANCES

Campaign for Circulation

On or about June 1 National-wide newspaper publicity will start on a subject of the widest and most general interest to all Women, and will continue indefinitely.

In order fully to utilize this valuable publicity the advertising agency, as the result of long and continuous experience in ATT-ACHING AND HOLDING READERS, decides to cooperate in the operation of a Weekly or Monthly Magazine of the better class in the various towns where it has worked, which it has worked out in detail.

The Periodical entering into such an arrangement with the advertiser will be enabled to ensure itself of full protection of its interests.

Address: Box 5334; care THE FOURTH ESTATE.

Wanted to Buy

Model C or Model M Linotype or Model M Linotype with motor attached (D.C.); must be fully equipped for advertising work and in good condition. Apply Box n3^4, care The Fourth Estate.

Copy Man and Partner

Opportunity for able advertising writer to secure interest in advertising agency in one hundred fifty thousand city near New York business. Present own era power in local advertising. Address Box 5355, care The Fourth Estate.

Copy Man and Partner

WANTED TO BUY, Your Farm News, printed. Address: Box 6416, care THE FOURTH ESTATE.

Copy Man and Partner

PACIFIC COAST NEWSPAPER EXCHANGE

Unusual Opportunities

Harwell & Cannon

Newspaper Properties

Times Building, New York

Established 1910

PACIFIC COAST NEWSPAPERS

Bought and sold by

PACIFIC COAST NEWSPAPER EXCHANGE

Monadnock Building, San Francisco

Write for list and special information. References given.

For Sale

We want your newspaper. If you want to sell, our aggressive, persistent methods will bring results. We have a large list of buyers for newspapers. Address: Box 6158, care THE FOURTH ESTATE.

We want your newspaper. If you want to sell, our aggressive, persistent methods will bring results. We have a large list of buyers for newspapers. Address: Box 6158, care THE FOURTH ESTATE.

Linotype Machines

For sale two Model No. 4 Linotype machines, excellent condition. What is your best offer? Address: Box 6158, care THE FOURTH ESTATE.

Goss Clipper

For Sale

Eight Page Goss Clipper. Will print in sections of 4 and 8 pages. Also complete stereotype equipment for same. Address: Box 6158, care THE FOURTH ESTATE.

LINOTYPE MACHINERY

FOR SALE

Metal Pot, Pump & Pyrometer $200
1 Microscope Steam Table—Gas Heat $300
1 plate finisher $1,000
1 Dross Reducing Pot $250
1 Cast box $250
1 Goss rocker casting box $250
1 Goss single cutter tall saw with 3 H.P. 2 Phase 50 cycle General Electric Motor 220 volt—15 in. $250
1 Hose Equipoise Casting Box $300
1 Hose Double cutter tall saw belt drive—15 in. $200
1 Hose Sheaver Belt $200
1 Hose chipping block $75

4 curved pieces of plate making machines—all cylinders. Casting box, tail saw, shaver and chipping block.

Observer-Dispatch Inc.
Utica, N.Y.

Mailing Machine

Rapid addressing machine, in good condition, discardable to make room for larger equipment. Low price for quick sale.

Address: Box 6158, care THE FOURTH ESTATE.

Linotype Machines

For sale two Model No. 4 Linotype machines, excellent condition. What is your best offer? Address: Box 6158, care THE FOURTH ESTATE.

Goss Clipper

For Sale

Eight Page Goss Clipper. Will print in sections of 4 and 8 pages. Also complete stereotype equipment for same. Address: Box 6158, care THE FOURTH ESTATE.

PUBLISHERS SERVICE BUREAU

Established (1916)

119 N. Bowman St., Mansfield, Ohio

Owned and Managed by Experienced NEWSPAPER MEN

THE NATIONAL TYPE FOUNDRY

Bridgeport, Conn. Guaranteed foundry metal in large variety. 14 size Specimen sheets and catalog on request. Old type taken in exchange for new.

For Particular Printing, come to the ALLIANCE PRESS

110-114 West 35th Street, NEW YORK
HELP WANTED

Executive Secretary

Newspaper publisher having other important interests, and not desiring to sell his newspaper, desires to engage an Executive Secretary of high ability, with knowledge of and experience in the newspaper and advertising fields. Apply in confidence, with details of experience, salary expected, etc. Address Box 5344, care The Fourth Estate.

Circulation Manager

The best newspaper in the best city in one of the best Southwestern States wants to strengthen its circulation organization. One salesman earning an average of $10,000 a year. Another salesman earning $8000 weekly.

Advertising Salesmen

A publication proven profitable for advertisers. Will give the right man $5,000.00 the first year in commission. Write for details. Apply in confidence, with details of experience, salary expected, etc. Address Box 5319, care The Fourth Estate.

Advertising Solicitor

We need an advertising solicitor who will eventually be capable of becoming an advertising manager. Write for details. Apply in confidence. Address Box 5230, care The Fourth Estate.

WANTED—Competent Machinist & Operator

To operate band machine and care for five others. Unorganized shop; afternoons, half-time. Permanent, fine residential city, near Michigan Daily, care The Fourth Estate.

Editorial Work

The editor of The Fourth Estate can certify that this is a bonafide advertisement, but is not at liberty to divulge the name of the newspaper. Correspondence confidential. Those who reply should give full information in first letter.

WANTED

Publisher of other newspaper having other important interests, desires to engage an Executive Secretary of high ability, with knowledge of and experience in the newspaper and advertising fields. Apply in confidence, with details of experience, salary expected, etc. Address Box 5317, care The Fourth Estate.

BOY WANTED

With some experience in office of newspaper or advg. agency. Good opportunity to gain valuable knowledge and advancement in newspaper work.

Address Box 5230, care The Fourth Estate.
### SITUATIONS WANTED

#### Executive Position Sought by Experienced Newspaper Man

Over 20 years' experience in all departments gives ability increase earnings to maximum, produce a snappy paper on metropolitan lines and to keep expenses down to minimum.

Best of references. All replies confidential. Immediately available.

Box 5341, Care The Fourth Estate.

### NOW READY!

Having served and qualified in the capacity of foreman, editor, advertising manager, business manager and publisher, the writer is ready to extend this knowledge and ability to a progressive newspaper.

Experience of eighteen years covers metropolitan and smaller cities.

Aged 39, good health, married, highest references. Available in month.

All letters answered in confidence.

Address Box 5339, care The FOURTH ESTATE.

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Aged 39, good health, married, highest references. Available in month.

All letters answered in confidence.

Address Box 5339, care The FOURTH ESTATE.
General Manager Available

with constructive daily and Sunday—morning and evening newspaper building experience on both small and metropolitan dailies.

A successful executive, aggressive, good organizer and result producer in advertising and circulation and thoroughly familiar with business and mechanical details and all functions of newspaper making and management.

29 years old, married and available for connection on short notice.

Credentials prove ability to handle any proposition—medium size city preferred.

Address Box 5331, care The Fourth Estate.

News & Editorial Executive

News and editorial executive, at present managing editor in city of 200,000, has excellent reason for desiring change. Sixteen years metropolitan and small city experience, the last three devoted largely to organization and reorganization work. Last connection nearly 10 years.

Energetic, constructive builder in both news and editorial departments, seasoned executive and trained developer of ideas. Will consider only afternoon or twenty-four hour proposition. In 30's. Married. Address Box 5340, care The Fourth Estate.

Metropolitan Managing Editor Seeks New Opportunity

Editorial executive wants connection with successful daily.

As managing editor of one paper, in charge of entire editorial department, including editorial page, built from nothing to 150,000 circulation in 21 months.

Trained as reporter to editor for 16 years in small cities and in Boston, New York, Washington and Detroit.

Splendid references available. Ready for personal interview anywhere.

Address Box 5328, care The Fourth Estate.

Managing Editor

Or farm section executive seeks change immediately. Best of reasons. Go anywhere if position is permanent.

Wire. Advertiser, 588 Lathrop Street, Lansing, Michigan.

Reporters

Six years on street; since last May on copy desk of small daily; wire service experience. Age 27. Address Box 5847, care The Fourth Estate.

Advertising Manager

Copy Writer

Salesman

Available on Short Notice

14 years as solicitor, copywriter and advertising manager with two newspapers in cities of forty to sixty thousand. Age 46; married. Prefer advertising or business management of progressive daily in Central or Western States where there is a chance of buying substantial interest in a reasonable time.

Address Box 5835, care The Fourth Estate.

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PROPAGANDA FROM A CONGRESSMAN'S VIEWPOINT.

MONDELL INCLUDES PRESS IN CATEGORY OF THOSE WHO TRY TO EXERT PRESSURE ON CONGRESS—LONG LIST OF NAMES IN PETITIONS MEAN LITTLE, HE SAYS.

The relation of organized propaganda to legislative activity formed one of the themes discussed by Congressman Frank W. Mondell, Republican from Ohio, in his report on the 67th Congress.

Mr. Mondell touched on its various aspects, indicating what in his belief often inspired sincere appeals received by members of Congress in letters from their constituents. In many cases he traced the propaganda to "organized minorities," as the agitation against the use of ice men to be less difficult to conduct than getting an advertisement into any one of them.

"Gentlemen in public office do sometimes get their feelings tried. Sometimes they cry out about it. But in my own experience I have been pretty well convinced that the judgments of the press are apt to be just judgments, and that the malicious tone is a rarity.

The public officer who at least means to promote the public good, and who is interested to gain the good temper of the public, is apt to get along fairly well with the newspapers, and suffer nothing from their discipline.

I have seen the thing which happens so often in business, that the body of one of the city's great papers, with a little of public office on each side of that particular periodical enterprise, has a natural want of personal knowledge and to touch that the city's newspapers—I, for example, have in my experience—honest and fair in their methods of news-giving, that their editorial treatment is intended to be as impartial as the judgments of a court, and that when it comes to the business side, it would be less difficult to conduct a camel through the proverbial needle's eye than to get an advertising copy into any one of them.

SCRUTINY FOR AD COPY.

"Rare, indeed, are the cases in which even the news tone can be affected by advertising printed on the opposite side of a newspaper, and where this comes in good temper is apt to get along fairly well with the newspapers, and suffer nothing from their discipline.

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AD WOMEN WILL DINE AND DANCE NEXT TUESDAY.

Everything is ready for the 11th annual dinner-dance of the Advertising Women of New York at the Savoy Hotel, this evening. As the event will take place March 20, the day before the first day of spring, the theme of the evening will be the "Awakening of Spring."
BUFFALO EXPRESS

Everybody who knows anything about Buffalo knows The Express is its leading newspaper. Local and foreign advertising rates are identical.

ASK ANY LEADING ADVERTISING AGENCY

FRAILICK & BATES, Inc.
Representatives in National Field
NEW YORK CHICAGO
The Indianapolis
NEWS

Frank T. Carroll, Advertising Manager
New York: Dan A. Carroll, 150 Nassau St.
Chicago: J. E. Luts, The Tower Building

NEW YORK TIMES BUSINESS STAFF HONORS MISS FLORENCE WEINBERG.

Miss Florence Weinberg, advertising manager of the New York Times business page, was guest of honor at a dinner given by friends and business associates at Stanley's Monday evening on the occasion of her twenty-fifth anniversary of her association with the Times. Miss Weinberg was for a number of years secretary to Louis W. Hamilton, business manager of the Times.

Hugh O'Donnell was toastmaster, and there were speeches by Miss Weinberg and Mr. Wiley, Arnold Sanchez and others. The committee in charge of the dinner were Miss Rose Hickey, Mrs. D. K. Purdy and William Penney. Messages were received from Adolph S. Ochs, Ben C. Frank, Dorothy Davy, Charles Hat and others unable to be present.

WOMAN WRITER TO MAKE TWENTIETH TRIP ABROAD.

Miss Constance Drexel, the only woman member of the International Association of Journalists, will soon make her twentieth trip to foreign lands. Drexel will go through Central Europe to Italy, reaching Rome in time for the International Woman Suffrage Alliance Congress in May.

The Boston
American

Is showing two gratifying results of its three-cent price:

It has the Largest Circulation in New England at that price.

It is taking on a Higher Grade of Advertising every month.

QUALITY AND QUANTITY Go Hand in Hand.
The Fourth Estate

March 17, 1923

The Cincinnati Community

Consists of an Area of 70 square miles with a population of 600,000

CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this UNPARALLELED MARKET.

NEW YORK - 50 East St., New York 544 Fort Dearborn Bank Bldg., Chicago

New Jersey's Famous Manufacturing City

PATERSON PRESS

Its BIG GUARDIAN Newspaper

G. LOGAN PAYNE COMPANY

Chicago, St. Louis, Detroit, Cleveland, New York, Boston, and London.

The National Representative:

Bueno Payne, Burns & Smith

New York and Boston

and July, 1919. Two years later, Mr. Frohman became advertising manager of the Durant Motor Corporation in New York, and more recently has been in charge of production at the New York office of the London & Harford Company, Rochester.

Wortman, Corey & Pettie have added their staff G. P. Hebard, at one time with the New York Tribune.

Hugh McVey of the advertising agency in Wichita, Kan., which bears his name, has been elected president of the Inter-States Products Exposition to be held in that city in September.

Robert A. Wallace, formerly with Lord & Thomas and the Gardner-Glen Buck Company, and Frank Brobeck, formerly with Sears, Roebeck & Co., Chicago and Douglas E. Ewan Company, Cincinnati, have been added to the staff of the Campbell-Ewald Company, Detroit.

Lynn B. Dudley, recently advertising manager of the Federal Motor Truck Company, Detroit, has been appointed secretary of the Campbell-Ewald Company, Detroit.

R. L. Cary has joined the copy and service staff of the E. P. Remington Advertising Agency of Buffalo. He was formerly managing manager of the Buffalo Times.

Edward I. Wallerstein has joined the staff of Ralph Drombrower, Richmond, Va., as account executive. Julius C. Meyer is in charge of the art department.

J. O. Pingry has joined the Manus agency, Detroit. He was recently advertising manager of the Company. Charles B. Roth has been appointed advertising manager of the Mountain States Banker, Denver, succeeding J. Marion Price, now general agency manager for the company. Since graduating from the Denver University in 1922, after having served three years in the army during the war, Mr. Roth has been supplying articles on financial subjects for the Mountain States Banker.

C. L. Pritchett has been appointed advertising manager of William Taylor & Son, Cleveland. He has been executive in charge of advertising and sales for the William Hengerer Company, for the last five years.

EDWARD D. KLEIN

544 Fort Dearborn Bank Bldg., Chicago

YORK, POPULATION 60,000, An ideal manufacturing city, a city of ideal homes and labor conditions.

"YOU'D LIKE TO LIVE IN YORK"

NEWS OF THE AD

AGENCIES.

Getting Student Trade Is

less Problem.

If you want College or High

School trade we can get it for you. Seven years' exclusive dealing with student papers has given us the greatest knowledge of the vast student buying power to be found anywhere.

Scribes Would Reorganize

Range Press Club.

The reorganization of the Range Press Club, to mold it into one of the most influential of its kind in the Northwest, is suggested in a letter received by Hibbing, Minn., newspaper men from Phil Litman of the Queen City Sun staff of Virginia, Minn.

Range newspaper men have an organization which, although not functioning recently, nevertheless accomplished considerable good during its life. A bill recently passed by the state legislature, which makes it a misdemeanor to give a news writer information with malicious intent, was due to the efforts of the Range Press Club. The new organization would contain only bona fide newspaper men, men who are devoting all their time to the editorial end of the paper.

Hartford Ad Club to Hear

Successful Merchandising.

Successful Merchandising depends upon successful advertising—the ability to reach efficiently and effectively the responsive readers of a particular territory.

The Pittsburg Dispatch

is recognized by advertisers as a medium of inestimable value to reach the buyers of the great Pittsburg district.

Successful Merchandising.

President: WOODY McCORMICK

Sole National Representative

S. C. BECKWITH SPECIAL AGENCY

New York, Chicago, Detroit, St. Louis, Kansas City, Atlanta, Los Angeles, San Francisco

First in San Francisco.

NEWS OF AD FOLKS.

Harry Hammond Beall, publicity director, advertising agent and theatre exploiter, general offices to Hollywood, Cal. The principal of Beall advertising is the organization which will be located in the Paramount Theatre Building, 5328 Santa Monica Boulevard.

Charles Maloney, recently of the advertising department of the Denver Post, has taken a similar position with the Trinidad Picketwire, successor to the Picketwire, which was with the Picketwire as advertising manager for several years. Mr. Agrin has taken over the publications of the Trinidad Free Press, a weekly formerly published by D. J. Penno.

Charles B. Roth has been appointed advertising manager of the Mountain States Banker, succeeding J. Marion Price, now general agency manager for the company. Since graduating from the Denver University in 1922, after having served three years in the army during the war, Mr. Roth has been supplying articles on financial subjects for the Mountain States Banker.

Walter L. Houghton, formerly vice-president of the Redfield Advertising Agency, New York, has joined the Luxite Silk Products Company, Milwaukuee, as advertising and sales manager.

Allan Franklin, previously with the Class Journal Company and International Studio, New York, is directing the advertising for the Federated Engineers Development Corporation of Jersey City, N. J.

C. L. Pritchett has been appointed advertising manager of William Taylor & Son, Cleveland. He has been executive in charge of advertising and sales for the William Hengerer Company, for the last five years.

Hartford Ad Club to Hear Louis Victor Eytinge.

Louis Victor Eytinge will be the speaker at a meeting of the Hartford, Ct., Advertising Club, March 23, at the Hotel Bond in that city, his first general meeting in the land of his birth, and I sincerely trust it is the last," she says. She expects to be about and doing within a week or so after the dressings have been taken from her face.
The special features of the BUFFALO TIMES have made it the most popular newspaper in Western New York.

NORMAN E. MACK, Proprietor, VERREE & CONKLIN, Inc. Special Advertising Representatives New York, Chicago, San Francisco

NEWS LEAGUE OF OHIO DAYTON NEWS SPRINGFIELD NEWS The papers with the big circulations and commanding prestige. I. A. KLEIN, Foreign Representative 39 East 60th St., New York

IN THE AD FIELD. ADVERTISING ACCOUNTS NOW BEING PLACED BY THE AGENCIES.

AFTIN-KYNETT, 1328 Walnut, Philadelphia.—Again placing schedules with newspapers for G.H.P. Co. (El Product Cigar), Phila.


BABER, Wrigley, Chicago.—Sending orders to newspapers for Chas. Kaufman & Bros. (Campus toga), Chicago.

BARNARD, Monroe, Chicago.—Sending out copy on Lester Rose Co. (women's apparel), Chicago.

BIRCHFIELD, 110 W. 40th, New York.—Sending orders for newspapers for E. V. Conn (photographers), Baton Rouge, La.

BLACK, 35 S. Dearborn, Chicago.—Sending out orders for Beran Typewriter Co., Chicago.

BRADFORD & CONKLIN Special Advertising Representatives New York, Chicago, San Francisco

Buffalo News goes into every third home in all Metropolitan New York.

First in the city field.

In Every Trade Territory—One Newspaper Must Lead To the paper which best serves its readers and its advertisers, naturally goes this leadership.

In Houston and South Texas this distinction is held by the Houston Chronicle Texas' Greatest Newspaper

M. E. FOSTER, Publisher

STEVE KELTON, Mgr. National Adv. (Eight-Page Rotogravure Section Every Sunday)

JOHN M. BRANHAM, Nat. Rep.

TODAY'S HOUSEWIFE A NATIONAL MAGAZINE

authority on the business of home-making.

mmercial photographers), Batou Rouge, La.

CHICAGO, 35 S. Dearborn, Chicago.—Sending out orders for Beran Typewriter Co., Chicago.


CORNING, 89 E. 40th, St., New York.—Reported will make up list of newspapers during March for Gordon & Ferguson (bats, caps, etc.), St. Paul.

Doremus, 44 Broad, New York.—Placing orders with newspapers for Republic Rubber Co., Youngstown.

ERWIN, WASEY, 58 E. Wash. St. Chicago.—Reporting obtained account of Torbenso Axel Co., Cleveland.


GUENTHER, BRADFORD, Chicago.—Sending out orders for Internat'l Heating Co., St. Louis; Dr. Coffee, Davenport, Iowa; and Standard Tire Co., Chicago.


HICKS, Vanderbilt, New York.—Handling advertising for Parfumerie de Ramses, Cairo, Egypt.

In the Ad Field.

Read in FIFTY PER CENT OF ALL HOMES OF Metropolitan New York

Eighty Per Cent of The WORLD'S Circulation, Morning and Evening, is in Metropolitan New York. A morning or an evening World goes into every second home in the city, and into Eastern County (Jersey City, Hoboken, etc.).

The Sunday World goes into every third home in all Metropolitan New York.

FIRST IN THE CITY FIELD.

The Kansas City Star MORNING—EVENING—SUNDAY EACH ISSUE OVER 200,000 CIRCULATION

It Pays to Advertise in the ST. LOUIS TIMES Now Generally Recognized as the HOME NEWSPAPER OF ST. LOUIS

Foreign Advertising Representatives PAYNE & Co. St. Louis, Detroit, Los Angeles

PAYNE, BURNS & SMITH Boston

The Richmond Va., TIMES-DISPATCH is delivered 12,000 daily into almost every home.

In ALL VIRGINIA IT'S THE SAME STORY, BOOKER FINLEY, Inc.

New York, Phila., Chicago, San Francisco

The Free Press "MICHIGAN'S GREATEST NEWSPAPER"

The Free Press has both QUANTITY and QUALITY in circulation and is the only morning newspaper serving Detroit and Southwest Michigan.

Special Representative VERREE & CONKLIN New York, Detroit, Chicago, San Francisco

born supply Co. (toilet preparations), 1358 Clyburne av., Chicago.


Ross, 119 W. 24th, N. Y.—Placing orders with N. Y. newspapers for Consolidated Cigar Corp. (Harvester cigars), N. Y.

SnoDRASS & GAYNE's, 483 W. 45th, N. Y.—Placing orders with N. Y. newspapers for Swedenia Tobacco Co. (Swedish tobacno), N. Y.

Stack, Heyworth, Chicago.—Issuing orders to newspapers for Standard Oil Co.

Thompson, Lytton, Chicago.—Placing orders with newspapers that have rotogravure sections for American Crayon Co. (Kroma pakets), Sandusky, O.

TOUZALIN, Tribune, Chicago.—Making contracts with newspapers for Stewart-Warner Speedometer Corp.

UNITED STATES, 1415 Madison Ave., New York.—Placing contracts for advertising in New York papers.

Wald, 61 Park, N. Y.—Making contracts with newspapers for American Tobacco Co. (Lucky Strike cigarettes), New York.

The Detroit Free Press

The Detroit Free Press "MICHIGAN'S GREATEST NEWSPAPER"

The Free Press has both QUANTITY and QUALITY in circulation and is the only morning newspaper serving Detroit and Southwest Michigan.

Special Representative VERREE & CONKLIN New York, Detroit, Chicago, San Francisco
March 17, 1923

THE FOURTH ESTATE

175,000,000

ANNUAL PRODUCTION

35 MILLION

ANNUAL PAYROLL OF INDUSTRIAL

TRENTON

A prosperous NEW JERSEY territory completely covered by the
Evening TIMES

Member A.B.C.

Marbridge Building, NEW YORK
Lyons Building, CHICAGO

In New Orleans

it's the

New Orleans Item

service and twenty-two who have been trying to do our bit to get to-
gether like this face to face, shore and shore, here and here. I wish we
could eat together like this often in friendship.

TRIBUTE TO MR. BOLDT.

Oscar said John H. Patterson, of

Merritt Smith, hotel telegraph chief, who personally took the first

cash register celebrity, once had asked him to what he attributed

message wired into the Waldorf, and Pat

his success. "I told him," Oscar re-

Sheridan, head houseman, who came

peated, "to honesty, hard work and

on the very heels of Oscar. Lizzie

no doubt to whom referred as his master," for he went on to say,"I

Dunn, coat room clerk, has a record

loyal to the press management,

of Joe" Taylor, famous to travelers

but I never can forget George

of twenty years. Ever since I came to

C. Boldt, Sr., began to make the Wal-

G. Boldt, Sr.,."

dort famous. Joe was head bartender.

In Oscar's private office in that

He still is employed in the beverage

doctor's report. Augustus Nulle,

hotel there hangs on the wall a splen-

ding likeness of the elder Boldt, the

head of the executive office force; Theodore

face illuminated by a flood of
electric light. After luncheon he showed it
to some of his friends. "There," he

Meyer, head waiter; Joseph E. Smith,

latter is cut, and the clock is set

said, "is he whom I shall always

to his credita quarter of a century or more of

house detective; John Brune, super-

call my master.

serve and twenty-two who have been trying to do our bit to get to-

together like this face to face, shore and shore, here and here. I wish we
could eat together like this often in friendship.

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of twenty years. Ever since I came to

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In Oscar's private office in that

hotel there hangs on the wall a splen-

ding likeness of the elder Boldt, the

face illuminated by a flood of
electric light. After luncheon he showed it
to some of his friends. "There," he

said, "is he whom I shall always

call my master.

Other speakers were Francis H.

Sisson, vice-president of the Guaranty

Trust Company; Edward M. Tierney,

president of the American Hotel

Association; Frederick A. Muschen-

heim, president of the city organi-

tation and proprietor of Hotel Astor;

Colonel Michael

G. Boldt, Sr.,.

At the close of the luncheon a
guest with a cake and three
candies, was cut. After each

luncheon guest had received a slice there

was plenty left and a wedge of the
delicacy was served to every guest

of the hotel who registered there-

after.

The Waldorf all day long echoed

to the music of a generation ago."Little

Buttercup,""Pinafore,""Sweet Rosie O'Grady,""Annie Rooney" and

"Two Little Girls in Blue" were powerfully


THE PITTSBURGH PRESS

HAS THE LARGEST

DAILY AND SUNDAY

CIRCULATION IN PITTSBURGH

Member A.B.C.

Foreign Advertising Representatives:

I. A. KLEIN

50 East 42nd Street, New York

76 West Monroe Street, Chicago

A. J. NORRIS HILL

Heubig Building, San Francisco

New Haven Register

LARGEST CIRCULATION IN CONNECTICUT'S LARGEST CITY

Average Daily Paid Circulation over 35,000 copies. Equal to next

two competitors combined.

The Julius Mathews Special Agency

Boston, New York, Detroit, Chicago

public should have a chance to say how, in its opinion, the

newspaper should be run.

NEW JOURNALISM BUILDING ACTED

ON FAVORABLY.

EXCELLENT RESULTS

obtained with tryout copy in the

PLAINFIELD, N. J.

EXCELLENT RESULTS

obtained with tryout copy in the

Plainfield, N. J.

Courier-News

Member Audit Bureau of Circulations

and United Press

Alcorn-Seymour Co., Representatives

New York, Chicago and St. Louis.

TUT-ANKH-AMEN

TREASURES

First official Times photographs of individual objects taken from the
tomb of Tut-ankh-Amen (king of Egypt 3400 years ago), are reproduced
in three full pages in The New York Times Rotogravure-Picture Section,
Sunday, March 26. The pictures portray in detail many treasures of
priceless value unrivaled in the annals of archaeology.

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Sunday, March 26. The pictures portray in detail many treasures of
priceless value unrivaled in the annals of archaeology.

The New York Times Rotogravure-Picture Section

SUNDAY, MARCH 18.
Twelfth American City and second in number of smokes and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effect of these two factors on the desirable market is the big, popular, home newspaper—A.B.C. net paid 105,958,80% of English-speaking homes.

THE BUFFALO EVENING NEWS
Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY, Reps.
Marbridge Bldg.
Lytton Bldg.
New York
Chicago

HEAD OF DETROIT AD AGENCY DIES AFTER SHORT ILLNESS.

William Ralston Batch, a newspaper man of wide experience in Europe and this country and author of the War Chronicle in the columns of the Boston Transcript during the world war, died in Boston Wednesday. He was 71 years old. He started newspaper work in the West and later served as resident head of the Central News Company, the Philadelphia subsidiary of the Associated Press. He was the brother of Patrick Farrelly, in 1904 he succeeded him as managing head of the company, with headquarters in New York, serving as active manager until he became ill last Sunday night. During all this time he was associated with Samuel S. Blood, now president of the company.

JEROME BONAPARTE LUCKE, 81 years old, a printer employed by the Columbus, Ohio, Dispatch about thirty years, died last week from complications resulting from a fall on the ice two years ago.

THOMAS E. YOUNG, 69 years old, died a few days ago at his home in Llanarch, Pa. He was a native of the late R. Henry Young, for many years superintendent of the Wilmington Every Evening.

JEROME BONAPARTE LUCKE, 81 yearsof age, and for forty years with the New Haven, Ct., Journal-Courier, died Monday at his home in that city. He had been manager of the Journal-Courier and New Haven Palladium, and reported the first election returns in shorthand in Connecticut. For many years he was New Haven correspondent of a number of New York dailies. He was a corporal in the Thirtieth Connecticut. Volunteering during the Civil War and wrote several historic volumes.

After the Civil War Mr. Luncle entered the newspaper profession although he prepared for the bar at Yale law school.

HENRY WILLIAMS, 81 years old, a printer employed by the Columbus, Ohio, Dispatch about thirty years, died last week from complications resulting from a fall on the ice two years ago.

THOMAS E. YOUNG, 69 years old, died a few days ago at his home in Llanarch, Pa. He was a native of Wilmington, Del, where he spent most of his life. He was one of the early newspaper publishers of that city. Later, for many years, he was cashier of the Bank of Wilmington, retiring a few years ago. He was a brother of the late R. Henry Young, for many years superintendent of the Wilmington Evening News.

JAMES J. GURNSEY, former publisher of the Rome, N. Y., Republican, died suddenly Thursday. He was a veteran of the Civil War and entered newspaper work at his close. He was one of the early newspaper publishers of that city. Later, for many years, he was cashier of the Bank of Wilmington, retiring a few years ago. He was a brother of the late R. Henry Young, for many years superintendent of the Wilmington Evening News.

STEPHEN FARRELLY, 80 years old, a vice president and general manager of the American News Company, New York, died March 5 of influenza. Mr. Farrelly was born in Ireland, coming to this country in 1843.

In 1866 Mr. Farrelly founded the National News Company, which two years later was merged with the American News Company. He became a director of the amalgamated company and later served as resident head of the Central News Company, the Philadelphia subsidiary.

EDWARD H. CLARK, the second oldest employee of the New York American, died last week at his home in New York. Mr. Clark, in conjunction with his wife, conducted the employes' restaurant of the paper.

JAMES LAWRENCE GARTLAND, for the last four years assistant city editor of the Salt Lake, Utah, Tribune, and at one time sports editor of the Rocky Mountain News, died suddenly at his home in Salt Lake City.

F. J. TERRY, 43 years old, well-known newspaper man of wide experience in Europe and this country and author of the War Chronicle in the columns of the Boston Transcript during the world war, died in Boston Wednesday. He was 71 years old. He started newspaper work in the West and later served as resident head of the Central News Company, the Philadelphia subsidiary.

Mr. Upperman formerly was night manager of the Associated Press and twenty-two years ago he joined the staff of the World.

FRANK D. WEBB, Advertising Manager Dan A. Carroll, New York Representative J. E. Lute Chicago Representative
March 17, 1923

THE FOURTH ESTATE

THE DAY-WARHEIT
America's FOREMOST Jewish Daily
Reaches the cream of purchasing power of the Jewish element in America.

Essentially a home paper—written for and read by every member of the family.

THE DAY-WARHEIT
"The National Jewish Daily.

Member A.B.C.
Main Publication Office: 183 East Broadway
NEW YORK

DALLAS EVENING JOURNAL
Published by A. H. Bolo & Co.
Covers the afternoon field as completely as does the Dallas News in the morning.

LARGEST AFTERNOON Circulation
D. LORENTZ, Manager Eastern Dept.
728 Tribune Building
NEW YORK

PAPERS TAKEN IN
BY MOVIE PRESS
AGENT.

(CONTINUED FROM SECOND PAGE)

"Her first move was to call the three afternoon papers and tell them that she and the other girls had decided to fight the filthy tactics of naughty men on the highways. All three papers carried stories on the first page of their final editions that day. Two of them spread big pictures of the stern young ladies across their pages.

"That evening the Daily News detected the odor of a rodent and dropped the tale of Anti-Flirts like a hot spud. But the next day a story ran that the city police had picked up the girls and jounced them in the back seat of a paddy wagon.

"Tomorrow the whole show will appear in the Rialto's advertisements for the coming week, ending one of the most successful publicity campaigns of press-agent history."

NEWSPRINT AND THE ADS.

(cont'd from Second Page)

"The person who throws away a newspaper or magazine after glancing over its pages probably has no conception of the enormous consumption of time its rejection involves. At least two hundred thousand words are printed on the single sheet of American type paper, corner and corner of the country.

"In a report sent from Montreal it is stated that last year the United States manufactured 1,489,000,000 tons of news paper, breaking all previous records. The total production on the continent of North America was 2,710,000 tons, including 60,000 tons made in Newfoundland and 4,000 tons produced by the lone paper mill of Mexico.

"The amount of news print paper used reflects the growing prosperity of the country. In advertising, larger Sunday papers, and a greater volume of circulation.

"One editor reports of newspapers to a far greater extent than magazines or books. This fact has made the newspapers a favored person as an indication of the responsibility which rests upon newspapers in educating the public.

"The increase in newspaper advertising in the leading cities of the United States during 1922 was reported "fair," but showed a decrease from 1920. Magazines suffered more than newspapers. It is stated that of $900,000,000 spent for advertising, larger Sunday papers, and a greater volume of circulation in 1922, newspapers received approximately $500,000,000, striking proof of the value placed on the press as a medium of publicity.

AN OLD-TIME NEWSPAPER.

The value of the newspaper as a preserver of history is well demonstrated again recently at Boulder, Colo., where the Boulder News office a copy of the Boulder County Chronicle published on December 31, 1873, almost a half-century ago. The paper was filled with the interesting news of that day, the language of the News-Herald, was preserved as though printed last week, attesting to the quality of print paper, which editors were able to get in those days without mortgaging their plants."

KANSAS is a rich, responsive field. It is best covered by the TOPEKA CAPITAL

The only Kansan Daily with a national circulation

The only Kansas Daily with a national circulation

The only Kansas Daily with a national circulation

(Continued from Second Page)

designed to lead the trade and public to believe that the product so labeled was manufactured by a French concern, whereas such was not the fact. Orders to desist from the use of such labels and from advertising for sale were issued without any unusual protest, despite the proposition of zinc manufactured by the French concern, were issued by the commission.

Misleading advertising was charged against the Roller Oil & Company, Inc., of Mexia, Tex., in a citation issued by the commission, charges being made of use of advertising material by the company containing misrepresentations concerning ownership of oil, advertising stationery as "real relief engraving" when the process used was not what is generally understood to be used in engraving.

Charges of similar unfair methods of competition were contained in a complaint against the J. B. Harris-Mexia Trust of Fort Worth, Texas.

Admission ticket is a product when such is not the case was charged in a complaint issued by the commission against the Hygienic Laboratories of Chicago. The result was that it was allowed thirty days to answer the charge.

Like action was taken by the commission in its complaint against Turner & Porter, Inc., of Buffalo, N. Y., charged with unfair method of competition as "relief-engraving" when the process used was not what is generally understood to be used in engraving.

The respondent was charged by the commission with using, with such results that in printed material, the appearance of stationery which has been impressed from an engraved plate, whereas the commission alleges that the cost of the method used is much lower than when engraved plates are used, and that the "relief-engraving" is its original attractive appearance, as will impressions from en
guared.

ERICSSON RELICS SENT TO

WINSTON-SALEM, North Carolina's Largest City (U.S. Census)

Two City Sentinel leads all North Carolina Dailies in Home Circulation.

WINSTON-SALEM SENTINEL

Representatives

H. W. KASTOR & SONS
Advertising Co. ST. LOUIS

An organization of merchants highly specialized in the solution of advertising problems.

G. LOGAN PAYNE
PUBLISHING COMPANY SPECIAL REPRESENTATIVES

550 Tower Bldg., CHICAGO

WINSTON-SALEM NEWS PRINT AND THE ADS.

Representatives

HERMANN H. LLOYD & CO.

Represented by Paul Block, Inc. NEW YORK CHICAGO BOSTON DETROIT

THE WASHINGTON POST

LARGEST MORNING CIRCULATION in the Nation's Capital

DAILY 2c—SUNDAY 6c
Member A.B.C.
Represented by Paul Block, Inc.
New York Chicago Boston Detroit

WASHINGTON, D. C.

The Walter Evening Times

(N. J.)

Offers Real Reader Influence and Purchasing Power.

Representatives

STEVENS & BAUMAN, Inc.
47 West 34 St. Higgins Bldg., Chicago 1st Nat'l Bank Bldg., New York Chicago Higgins Bldg., Los Angeles

TWIN CITY SENTINEL

WINSTON-SALEM, North Carolina's Largest City (U.S. Census)

Twin City Sentinel leads all North Carolina Dailies in Home Circulation.

WINSTON-SALEM SENTINEL

Representatives

FROST, LANDIS & JOHN
New York Chicago Atlanta

WINSTON-SALEM, North Carolina's Largest City (U.S. Census)

TWIN CITY SENTINEL

WINSTON-SALEM SENTINEL

Representatives

FROST, LANDIS & JOHN
New York Chicago Atlanta

WINSTON-SALEM, North Carolina's Largest City (U.S. Census)

TWIN CITY SENTINEL

WINSTON-SALEM SENTINEL

Representatives

FROST, LANDIS & JOHN
New York Chicago Atlanta

WINSTON-SALEM, North Carolina's Largest City (U.S. Census)

TWIN CITY SENTINEL

WINSTON-SALEM SENTINEL

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New York Chicago Atlanta

WINSTON-SALEM, North Carolina's Largest City (U.S. Census)

TWIN CITY SENTINEL

WINSTON-SALEM SENTINEL

Representatives

FROST, LANDIS & JOHN
New York Chicago Atlanta

WINSTON-SALEM, North Carolina's Largest City (U.S. Census)

TWIN CITY SENTINEL

WINSTON-SALEM SENTINEL

Representatives

FROST, LANDIS & JOHN
New York Chicago Atlanta
March 6, 1923.

Dear Mr. Cone:

We offer you our congratulations on the striking progress made by your agency, demonstrated by the volume of advertising placed in The New York Times in 1922,—$231,089.00.

We hope that the mutual good will which has distinguished our relations will be maintained in the future, and that continued prosperity will mark the career of your agency.

With cordial greetings,

Very truly yours,

THE NEW YORK TIMES,

Frederick H. Cone, Esq. Pres.
Andrew Cone Advertising Agency
Tribune Building, N. Y. City.

Those advertisers who look for something beyond “good copy” should be economically interested in the specific knowledge and experience of an advertising agency that enables it to invest its clients’ appropriations on a merchandising basis.

Our agency has been giving sound merchandising service and placing intelligent advertising copy for 32 years.

Many of our national and local clients have endorsed the success of our service over a long period of years by continuously increasing appropriations.

A discussion of CONE SERVICE involves no obligation.

Andrew Cone General Advertising Agency
ESTABLISHED 1890
Member American Association of Advertising Agencies, Associated Advertising Clubs of the World
Audit Bureau of Circulations
Telephone: Beekman 2791-2792-3235
Tribune Building, New York City
MAKING GOOD BUSINESS BETTER IN CHICAGO

As reflected in that infallible mirror of business in Chicago—the advertising columns of The Chicago Daily News—the "good business" of the latter half of 1922 is growing into better business in 1923.

Both in volume and in proportion of gains, advertising in The Chicago Daily News for the first two months of 1923 shows a tremendous increase over the same period of 1922. This is indicative of booming business in Chicago and reveals one of its great contributing factors—liberal advertising by shrewd and experienced business getters in that medium to which the greater part of Chicago and its suburbs looks for advertising information and guidance—The Chicago Daily News.

The following statement of display advertising for the months of January and February, 1923, is striking evidence of The Daily News' leadership, among the daily newspapers of Chicago, in the following important classifications:

**BOOKS**
- The Daily News First: 24,910 lines
- The Post next: 13,744 lines

**CHURCHES**
- The Daily News First: 11,563 lines
- The Daily Tribune next: 3,904 lines

**CLOTHING**
- The Daily News First: 317,623 lines
- The Daily Tribune next: 285,474 lines

**DEPARTMENT STORES**
- The Daily News First: 971,355 lines
- The Daily Tribune next: 442,903 lines

**DENTAL**
- The Daily News First: 5,288 lines
- The Daily Herald-Examiner next: 4,982 lines

**EDUCATIONAL**
- The Daily News First: 15,241 lines
- The Daily Tribune next: 14,892 lines

**"OUT OF THE LOOP" STORES**
- The Daily News First: 148,499 lines
- The American next: 53,411 lines

**FOODSTUFFS**
- The Daily News First: 131,942 lines
- The American next: 118,255 lines

**FURNITURE**
- The Daily News First: 147,249 lines
- The American next: 86,908 lines

**HOUSEHOLD UTILITIES**
- The Daily News First: 30,292 lines
- The American next: 18,772 lines

**JEWELRY**
- The Daily News First: 19,385 lines
- The American next: 15,403 lines

**Total Display Advertising**
- The Daily News First: 2,345,096 lines
- The Daily Tribune next: 1,794,334 lines

In these two months The Daily News gained 332,649 lines of display advertising over the same period of last year, as against a gain of 236,996 lines by the Daily Tribune, the newspaper having the next highest score.

These facts and figures confirm with emphasis the judgment of experienced advertisers in the Chicago field who today, as for many years past, rank

THE CHICAGO DAILY NEWS

*First* in Chicago

Figures supplied by the Advertising Record Co., an independent audit service maintained by all the Chicago newspapers.
POST OFFICE HOGTIED, IS NEW'S EXPLANATION.

BUT PUBLIC CAN'T FIND OUT WHO TIED THE HOG — MUST WE SUFFER FOR THREE MONTHS MORE BECAUSE OF EREGRIOUS BLUNDER IN OPERATION?

Post office department shortcomings, to which the attention of the whole nation was directed by the curtailment of service ordered in New York, seem to be growing more serious instead of being improved. Postmaster General S. New, in a message received this week practically insisted that the department is hogtied and unable to provide anything like adequate service to meet the demands of American business, which have been and are increasing by leaps and bounds.

Post officedepartmentshortcomings, to which the attention of the whole nation was directed by the curtailment of service ordered in New York, seem to be growing more serious instead of being improved.

Postmaster General New this week practically insisted that the department is hogtied and unable to provide anything like adequate service to meet the demands of American business, which have been and are increasing by leaps and bounds. Physical and financial resources of the department have been taxed to the utmost by this business revival, according to Mr. New, who says there is no way in which the additional postal revenues which have come into the department can be applied to extending service. It is also impossible under the budget act, he says, to re-appropriate the funds of the department from one account to another.

Postmaster General New, who has been in office only since March 4, is in an embarrassing situation requiring him to explain an anomalous situation without in any way reflecting upon his predecessor. The explanations and excuses which have come from the post office department have thus far been profuse and plausible, but they have not been sufficient, in Mr. New's opinion, to give the nation the satisfaction that is due from the post office department.

In a speech at Baltimore before the Merchants and Manufacturers Organization, Postmaster General New called attention to the helplessness of the post office department.

A business man or a corporation makes its estimates with the beginning of the year — so much for taxes, so much for insurance; so much for advertising; so much for many items necessary to the carrying on of the business. If an emergency arises as the result of which the public business concerns feel that it might expend more for any particular item than was originally estimated, its board of directors may provide for additional sums by mere resolution of authority, but the post office department had insufficient funds. If it had insufficient funds it was not able to pay for the service that was required. It will be necessary to reduce the service.

Post officedepartmentshortcomings, to which the attention of the whole nation was directed by the curtailment of service ordered in New York, seem to be growing more serious instead of being improved.

New York Postal Reduction Modified.

Curtailment, however, will be felt in Metropolis — Big Boom in Nation's Business Caught P.O. Short of Funds, New Explains.

After conferences with Postmaster Morgan, Postmaster New this week announced that it was impossible to make up for the deficits created elsewhere by closing all stamp, money order and inquiry windows in postal stations in New York and the Bronx except at the General Post Office and the City Hall branch, at six instead of eight o'clock, will not be carried into effect. Mr. Morgan told First Assistant Postmaster General Bartlett that these windows could be kept open until eight o'clock for the balance of the Government fiscal year, or until June 30, by an addition of $1,000 to the postal allotment, and he was authorized to expend $66,000 instead of the $65,000 allowed.

Mail delivery in residential sections of Manhattan and the Bronx will be curtailed by one delivery in the four downtown residential districts and three. It may be necessary to reduce delivery in the usual four districts to three.

ROBERT KENWORTHY HEADS CRALL SPECIAL AGENCY

At a reorganization meeting of the L. H. Crall Company, special representatives, following the sudden death of Colonel Howard Elmer, special representatives, following the sudden death of Colonel Howard Elmer, was elected a member of the board of directors. The agency has offices in Chicago and New York.

GALVESTON NEWS, OLDEST TEXAS DAILY, SOLD.

J. L. Moody announced as purchaser of News-paper from Belo interests—paper owned in same family long period—eighty years old in 1921.

The Galveston News, the oldest daily newspaper in Texas and one of the most influential, has been sold by the Belo interests to J. L. Moody at that city, according to a message received by The Fourth Estate just at the time of going to press.

The News was established in 1842 and has been operated almost continuously by the same interests.

Thomas W. Dealey, who was its secretary and treasurer until his retirement in 1906, was thirty-six years in the publication and instrumental in its growth. The friendship which existed with the other interests of the paper at that time was emphasized when A. H. Belo, then president, made him an honorary director. Both Mr. Dealey and Mr. Belo died early in the same year. Mrs. A. H. Belo succeeded to the presidency.

(Continued on Sixth Page)

KING FEATURES SYNDICATE APPOINTS CONNOLLY TO MANAGEMENT.

J. V. Connolly has been appointed to the general management of the King Features Syndicate and its affiliated organizations.

Mr. Connolly has been promotion manager of the King Features Syndicate and his appointment is a decided recognition of his work in creating the unusually effective promotion and advertising features of the King Features and its associates services.

J. V. CONNOLLY.

The unusual effectiveness of promotion and advertising features of the King Features and advertising services.

Mr. Connolly's home is in New Haven, Conn. He started at the bottom as a cub reporter, was given a desk in the Register, and was later on the reporting staff of the Union. Five years ago Mr. Connolly joined the staff of the New York Sun. He enlisted in the service when the war broke out and served as second lieutenant. After the war he returned to his place on the Sun and later joined the Hearst forces.
Wealth of Philadelphians increased last year.

Philadelphia is the third largest city in America.

The table below gives the real estate and personal property valuations certified as taxable for 1922 by the Board of Revision of Taxes of the City of Philadelphia, compared with the corresponding returns for 1922:

<table>
<thead>
<tr>
<th></th>
<th>1922</th>
<th>1923</th>
<th>Gains 1923 over 1922</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real Estate</td>
<td>2,158,300,000.00</td>
<td>2,320,411,499.00</td>
<td>162,111,499.00</td>
</tr>
<tr>
<td>Personal Property</td>
<td>714,749,723.58</td>
<td>722,841,312.73</td>
<td>8,091,589.15</td>
</tr>
<tr>
<td>Totals:</td>
<td>2,873,049,723.58</td>
<td>3,043,252,811.73</td>
<td>170,203,088.15</td>
</tr>
</tbody>
</table>

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

**The Evening Bulletin**

Philadelphia’s Newspaper

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in America.

1922 net paid average circulation: 493,240 copies a day.

NEW YORK
Dan A. Carroll
166 Nassau Street

DETROIT
C. L. Watkin
Vesper & Cowell, Inc.
117 Lafayette Blvd.

CHICAGO
Vesper & Cowell, Inc.
88 East Jackson Blvd.

SAN FRANCISCO
Allan Hofmann
Vesper & Cowell, Inc.
481 Market Street

LONDON, M. Bryans, 158 Pall Mall, S.W. 1

(Copyright 1923—Bulletin Company).
DOLLARS INVESTED IN ADVERTISING YIELD MOST.

BUY MORE THAN ANY OTHER DOLLAR, BUSINESS MAN EXPENDS, O’SHAUGHNESSY TELLS BOSTON CHAMBER OF COMMERCE — RATES OF PUBLISHERS SOUND.

A dollar invested for advertising buys more than any other dollar that the business man invests.

Such was the message that James O’Shaughnessy, executive secretary of the American Association of Advertising Agencies, delivered to several hundred Boston business men at the luncheon of the Boston Chamber of Commerce in the Copley Plaza Hotel Thursday noon.

Immediately after making this statement he added: "As for the newspapers of Boston, I say that with especial emphasis."

"His talk was the fourth in the series of talks under the heading of "Allies of Industry." He told of what a powerful ally advertising is for industry and emphasized the necessity for intelligent use of this ally.

"Advertising is that part of industry which has grown so rapidly and so large that its place and even its relation are not completely understood," Mr. O’Shaughnessy declared.

"The fundamentals of advertising are sufficiently known to every business man. It is the larger need for advertising and the wider use of it that makes ground for discussion.

"To ask a business man if he believes in advertising is to impugn his intelligence. To discuss with him the proper application of it to his business is to render service to him.

"Since the management of every business differs in ability, in finances and in outlook, even in the same lines, the form of advertising must shape to meet every variance. An advertising plan, however successful, cannot be borrowed and profitably used by another advertiser than the one for whom it was constructed."

"Every advertising campaign, however, helps to light the candle. Every advertiser is a support to every other advertiser."

JAMES O'SHAUGHNESSY.

NEW PROMOTION MANAGER FOR KING FEATURES.

C. M. Sheridan has been appointed promotion manager of the King Features Syndicate, and will have charge of the promotion and advertising of the various corporations of which the King Features is the selling agent.

Mr. Sheridan is not new to the Hearst organization, having formerly been promotion manager of Hearst's International.

He was engaged twelve years in the national advertising field, having been connected with the Wyckoff advertising agency and with the Frank Presley agency. He has been associate director of the department of public information, war department, and publicity director of the American Social Hygiene Association.

NEWSPAPERS OF WEST INDIES PROSPEROUS; FURAY FINDS; TWO NEW U.P. CLIENTS.

J. H. Furay, foreign editor of the United Press, who returned to New York this week from Porto Rico, closed contracts with two of the leading newspapers in the West Indies to take United Press service.

Mr. Furay reported that newspapers in the West Indies are enjoying unusual prosperity. El Mundo, he said, claims to have the largest circulation in Porto Rico and is now contemplating the erection of a six-story building which will be the largest to be occupied by a newspaper on the island. El Imperial.

Mr. Furay said, at present has the largest circulation in the United States, and, combined pleasure with business during his visit to Porto Rico.

PUBLICITY IN ANNUAL REPORT.

The American Sugar Refining Co.'s annual reports are appraised by the company as a valuable medium of publicity, says a writer for the Boston News Bureau. The reports are in the fact that they do not contain the least amount of statistical matter on sugar which each issue contains. President Babcock, in his annual report of the corporation, states that the reports are yet not easy of calculation. It is doubtless substantial, nevertheless. As an officer of the company he feels the cost to keep clean streams of information regarding the "industry".

NEW CALIFORNIA DAILIES.


The Morning Obispo has entered the market at Ojibpo, Cal., It carries the United News morning service.

NEW SOUTH SHORE PAPER.

A weekly publication bearing the name of South Shore Times will make its appearance at Great Kills, Staten Island, N. Y., Friday. The publication office is located on Amboy road.

The Tottenville Transcript, will be the editor and publisher. This is the first newspaper the central South Shore.

NEW CONNECTICUT WEEKLIES.

The Winsted, Ct., Times, eight-page, six-column weekly newspaper, described as an independent publication, is soon to appear field in the Winsted, Ct., T. For twenty-one years managing editor of the Winsted Citizen, to be editor of the Times. Others identified with the publication are Clarence Durand, well-known in Connecticut newspaper circles, and Robert Doherty, formerly identified with the Hartford Courant, who will be in charge of the mechanical end.

The Westport, St., Standard Company, organized to publish a weekly paper in that town, this week filed its certificate of incorporation with the Connecticut secretary of state. The authorized capital is $15,000, business to be begun with $1,000. Incorporators are Ira O. Gregory, Dorothy L. McClane and Marie T. Weinigers.

No. 157

THE FOURTH ESTATE, which is published every Saturday at 2S2 West 59th St., New York City, was established March 5, 1879. The Yearly Subscription Price is Four Dollars, and the price of Single Copies is Ten Cents.
As a Wise Advertiser, you can readily realize the importance of the fact that the

TRENTON TIMES

SPECIALIZES in FOOD ADVERTISING

For Example: In one day (March 8) no less than 160 local Food Stores in the Capital City of New Jersey advertised their Food Supplies in its columns, as follows:

21 Local Advertisements 12 Single Food Stores
13 National Advertisements 2 Wagner Food Stores
34 FOOD ADS 2 White Market Food Stores

Six Food Pages!

Food Pages—devoted exclusively to Food News, Food Recipes and Food Advertising are a fixed Thursday feature of the TRENTON TIMES—4 pages regularly, 5 pages frequently, 6 pages occasionally.

HERE’S THE POINT. Housewives are the home buyers of ALL else that goes into the home—as well as buyers of food. Men may earn the money but the women spend the money for the home.

Consequently A Great Food Medium is also a Strong Medium for any Product.

Such a Medium is the TRENTON TIMES
Four Wire Services: A.P., U.P., I.N.S., Consolidated; and A.B.C.

CHICAGO
Lytton Building

KELLY-SMITH CO.

NEW YORK
Marbridge Blg.
RED TAPE ABROAD
NOW DELAYING
NEW CABLES.

BOTH FRANCE AND PORTUGAL
HAVE STILL TO ANSWER
COMMERCIAL COMPANY'S
NEGOTIATIONS—LANDING OF
TWO ATLANTIC LINES ON
THIS SIDE ARRANGED.

Although the state department has come to an agreement with the Commercial Company regarding the landing in this country of cables from the Azores and France, the laying of the cables has not begun, owing to delays in the negotiations with the French and Portuguese governments for landing rights on the other side. The Commercial Pacific Cable Company's proposal to lay a Far East line has been rejected definitely by the state department.

The American cable to the Azores is planned to go from New York to Lisbon, now owned and operated by the German Atlantic Cable Company. The German Atlantic Cable would run from New York to France, via the Azores, and negotiations with both the French and Portuguese governments must be concluded.

The delay in securing these landing licenses has prevented the completion of the respective cables, which is to be regretted in view of the urgent need for new cables from the United States and Canada to foreign countries.

On August 11, 1922, a direct wire from London to Rotterdam, Holland was leased to the Commercial Cable Company by the British and Dutch governments, thus giving direct service from South America to Holland. The Commercial Company has opened an office at Rotterdam in the United Kingdom, and transmission of their cable business is to be transferred from Holland to the United States.

Many newspapers agree to wage increases.

NEW SCALES FOR HANDMEN AND OPERATORS CALL FOR RAISES RANGING FROM $1 TO $5—OKLAHOMA CITY PUBLISHERS DROP BONUSES AND GIVE ADVANCE.

Wage increases for newspaper handmen and operators, ranging from $1 to $5 a week, are reported from many cities. A pay raise of two dollars provided for in an agreement with newspaper workers at Hoboken and Jersey City, $25 for forty-six hours and $35 for fifty-four hours and fifty-five hours. This is the highest paid week work and forty-five hours. These increases are to be effective on January 1, with a wage of $35 for forty-six hours and $42 for forty-four hours.

An agreement with newspaper handmen and operators in Perkinsville, N. Y., for a two dollar week increase brings the wage rate to $35 for forty-two hours and $45 for forty-five hours.

A two dollar week increase for union members in Kenosha, Wisc., brings the scale to $36 for day and $44 for night work for a year and expires January 1, 1924.

A two year agreement between the publishers and handmen of the Minneapolitic, Enterprise, sets the scale at $41 a week. A proviso provides that a week work during the first six months of the year is to be paid at the rate of $44 per week, and the first six months of the year is to be paid at the rate of $44 per week.

A three year agreement at Barton, N. Y., sets the scale at $46 a week. A four week increase brings the scale to $50 a week, and after October 1 the scale is to be $48 a week.

IOWA EDITORS TO MEET AT COUNCIL BLUFFS APRIL 6.

The annual convention of the Western Iowa Editorial Association will be held in Council Bluffs April 6, according to the arrangements made by the Council Bluffs secretary-treasurer, and John M. Henry of the editorial committee.

A questionnaire will be sent to the publishers of that section of the state to be printed in the program. The answers will be made up the program for the meeting.

SIXTY-FIFTH BIRTHDAY.

G. G. Thompson, editor and publisher of the Pembina, N. D., Pioneer-Express, said to be the oldest weekly paper paper published in North Dakota, with which he has been for forty years, is celebrating his sixty-fifth birthday.

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REPEAT ORDERS ARE THE BEST RECOMMENDATION

The Cleveland Plain Dealer, after having used, for four years, Two Hoe Superspeed Octuples, equipped with the Hoe Patented Automatic Pump System of Ink Distribution, has given the best possible endorsement of Hoe Superiority by ordering Three Superspeed Decuple Presses, and two additional Superspeed Units to make the Octuples into Decuples, thus giving it a plant of Five Superspeed Decuples, all equipped with Hoe Patented Automatic Pump System of Ink Distribution. With this equipment the Plain Dealer will have the largest plant of up-to-date newspaper presses west of New York and Philadelphia.

The New York Times, after having used Hoe Superspeed Presses since 1915, has ordered Four more Superspeed Double-Sextuples, all of course equipped with the Hoe Patented Automatic Pump System of Ink Distribution.

The New York Times has also ordered Five more Hoe Double-Width Two-Roll Intaglio Presses to supplement the Five Hoe Intaglio Presses installed in 1917.

The San Francisco Chronicle, which recently ordered Ten more Hoe 16-page Superspeed Units, after having used a Hoe Superspeed Octuple for five years, has added to the order a Hoe Fifteen-Cylinder Universal-Unit Multi-Color Press.

The Columbus Dispatch, which has used a Hoe Straight-Line Octuple Press for four years, has just ordered a duplicate Hoe Machine.

The Oakland Tribune, for which we are rebuilding a Ten-Cylinder Universal-Unit Multi-Color Press and Two Decks for their present Hoe Presses, has added to their order a Hoe Five-Deck Decuple Press.

The Allentown Call, The Boston Globe, The Jewish Journal, The Newark Star-Eagle, The Montreal Gazette, The Ottawa Citizen, The Ottawa Journal, The Toronto Star, The Pittsfield Eagle, The Sydney Times, The Utica Press, The Wilkes-Barre News, The Wilkes-Barre Times-Leader, and many other papers, all of which have been users of Hoe Presses, have recently placed large repeat orders with us. All of these have been received in 1923 and are in addition to the tremendous volume of repeat orders taken in 1922.

For more than a Century R. Hoe & Co. have been the pioneers and leaders in the developing and perfecting of Printing Machinery, and practically every important invention and improvement that has made the modern Newspaper Press possible is the result of Hoe initiative and Hoe ingenuity. That this leadership is still maintained is evidenced by the fact that the volume of orders now in hand for Hoe Rotary Presses is larger than ever before in the history of the industry, and exceeds the total of all other manufacturers combined.

R. HOE & CO.
504-520 Grand Street, New York City
7 So. Dearborn St. 109-112 Borough Rd. 7 Water Street
CHICAGO, ILLINOIS LONDON, S.E. 1, ENG. BOSTON, MASS.
Upon the Second Anniversary of the establishing of the Advertising Agency of Grandin-Dorrance-Sullivan, Inc.

The name of the corporation is changed to Dorrance, Sullivan & Company

This change affects the name only, the staff, personnel, accounts handled and branch offices operated remaining the same.

DORRANCE, SULLIVAN & COMPANY

130 West 42d Street
NEW YORK

McCormick Building Main at Colfax
CHICAGO SOUTH BEND

February 7, 1923

INDIANAPOLIS NEWS GIVES VETERAN EMPLOYEES SERVICE BUTTONS.

From William T. Ellis, the dean of them all, down to the youngest employee with five years' service, all the employees of the Indianapolis News who had been on the rolls five years were presented with service buttons at a big jubilee party at the Claypool Hotel March 12. The party was sponsored by the news management.

Entertainment was provided by the News Glee Club, which is nine years old, and by the News newsboys' band, which has had the services of more than 1,300 newsboys in its twenty-three years existence.

In the forty-five years class are William T. Ellis, W. T. Taylor, Charles E. Hunt and Edward A. Woelz. In the forty years class are Susan Caylor, Hilton U. Brown, general manager of the News, and Edwin Sulgrove.

Frank E. McNamara is the oldest in service in the thirty-five years class, Edwin F. White in the thirty year class, Charles E. Tracy in the twenty year class, William A. Green in the fifteen year class, and Henry G. Barringer in the five-year class.

LEGION WILL BUY WEEKLY.

The Minnesota department of the American Legion will buy the newspaper, formerly the Hennepin County Legionnaire, now the Minnesota Legionnaire, from the Hennepin county central committee.

The paper has been tried out for several months as official state legion organ and found satisfactory. A corporation will be formed to take it over and maintain it, with the present staff.

ENGRavers TO CONVEnE IN CHICAGO NEXT JULY.

The annual meeting of the American Photo-Engravers' Association for 1923 will be held in Chicago, July 19, 20 and 21.
BUREAU SCRUTINY AFFORDS MANY SURPRISES.

MERCHANTS SOMETIMES FIND THAT THEY HAVE BEEN FOOLED THEMSELVES IN THEIR OWN ADVERTISING.

— HOW RETAILERS’ COPY IS CAREFULLY CHECKED.

The enforcement of honesty in the sale of securities and merchandise, and the prevention of fraud upon buyers, was discussed last week at a meeting in New York of the members’ council of the Merchants’ Association. This subject is rapidly acquiring great importance throughout the country. For the purpose of checking frauds, safeguarding the buyer, and preventing unfair competition through misrepresentation, machinery is being created in the form of better business bureaus in the larger cities.

How these bureaus work and the plans for the future were described by Seymour L. Cromwell, president of the Better Business Exchange and Louis E. Kirstein, vice-president of William Filene’s Sons of Boston.

Mr. Kirstein described the humorous vein of the experiences of his firm with the better business bureau of Boston, which is the one of that city that his firm was one of the first to subscribe for the carrying on of the work of the bureau. The experience, he said, was a happy one, even when he personally was much surprised and somewhat chagrined to be called upon so soon after his firm’s entrance on the bureau by Edward L. Green, the manager of the Better Business Bureau commission, who told him that he had called to check up his store.

Before making this statement Mr. Kirstein read a paragraph, evidently generally circulated throughout Filene’s, to the effect that no misrepresentation, no false statements, or no language should be used in any of the publications passed by his store.

The speaker then went on to tell the story of the Hudson seal fur, how trade names were given to the public as to the character of the fur sold under the name of Hudson seal and under others which was not the real Alaska seal, which is sold at double the price.

The better business commission employs a number of buyers, not expert buyers or others who have an expert knowledge of the products, but just people representing the average buyer, to go around among the stores and examine the merchandise offered and see if it checked up with the advertisements, which, after all, had been made, the firm was supposed to have made correct representations. The merchandise is not represented by a calling card, were sent to the store, to indicate that everything was to be on the square.

On the contrary, when advertising was found to have misrepresented the goods, an order was sent. In the case of Filene’s, during a stated period of 105 of these slips were received by the better business commission, fifty-two of which were pink. Mr. Kirstein said that no firm can check up itself on its advertising.

It requires the outside independent judgment of a witness to determine the fact. The firm had been delinquent in advertising in any one of the cases that it had ever been delinquent in advertising, but every effort was made to have the advertising absolutely straightforward and honest.

Herein, Mr. Kirstein affirmed, laid the value of the work of the better business bureaus of the country. Mr. Kirstein urged upon the merchants of New York to give a better business bureau every support possible to aid the managers in the work; that the more believable advertising is the greater the public good that will result. He said that the enforcement of honesty in advertising, and the prevention of fraud upon buyers, was the aim of all honest advertising.

Mr. Kirsten declared that statute books were being stuffed with useless laws in an endeavor to regulate business and prevent crime. There were enough laws on the statute books today, he asserted, to take care of every situation that needs judicial control that is liable to arise in business.

Mr. Cromwell declared himself as opposed to the idea of licensing brokers, on the ground that swindlers probably would be able to secure licenses through misrepresentation and be in a position to more safely prey upon the public than they can at present.

The speaker then outlined the functions that the Stock Exchange performs in the marketing of securities. Wash sales made by a name subject to that name that will be of the greatest possible advantage to the public, and that as the work progressed and more funds were needed, an effort should be made to secure what was necessary to further the interests of the bureau.

The real difficulty encountered by the army of newspaper reporters and photographers who covered the country with the Ku Klux Klan at Bastrop and Mer Rouge, La., was the lack of telegraph facilities. Almost immediate co-operation, however, was received from the telegram companies and temporary offices opened both in Mer Rouge and Bastrop. A telephone company opened headquarters in a home in the shoe repair shop. Some of the instruments were placed on the shoe repair machine, as room for them was none.

For almost twenty hours a day the instruments were kept busy. On the shifting of the scene to Bastrop, Hector J. Haddock, the Associate Press staff man from Memphis, obtained permission from the police jury of Bastrop to use the Associated Press wire to be cut into the courthouse. The judge gave the correspondence room a free hand, and L. E. Tinsley, A.P. operator at Monroe, La., arrived in Bastrop, ready to co-operate with Mr. Tinsley had much to do with the efficiency with which the news was handled.

During the early stages of the investigation of the Ku Klux Klan, the Associated Press presented the A.P. With the opening of the hearing January 5, he said, Mr. Haddock, of Southern division headquarters at Atlanta, Mr. Durward handling leads and Mr. Irvin the running testimony. The hearing convened daily at 10 a.m. The Associated Press offices were kept open 24 hours a day. From 5,000 to 7,000 words were moved during the hearing hours every day. The Associated Press had a key to the Mississippi-Louisiana circuit to New Orleans, where the hearings were held. After court recessed for the day, the night leads were cleared and the early morning stories ready.

The Associated Press is the most reliable news association in the world, and often goes far out of its way to see that a story is given to both sides of a controversy.

JOINS SEHL AGENCY.

Otto N. Frankfort has just joined the Sehl Advertising Agency, Chicago. Mr. Frankfort was recently general manager of the Elevated Advertising Company and was at one time general manager of Morris, Mann & Reilly, Chicago.
The Fourth Estate
March 24, 1923

AD WOMEN GREET SPRING WITH FESTIVITIES.

DINE AND DANCE AT ANNUAL ENTERTAINMENT AMID GAY DECORATIONS — SPECIAL PROGRAM OF MUSIC AND SONGS — BEAUTIFUL FAVORS AWARDED.

More than six hundred guests attended the eleventh annual dinner-dance of the League of Advertising Women last Tuesday at the Hotel Pennsylvania, with the tip-top of expectation. Mrs. Grace Crainley Oakey, chairman of the dinner committee, and also publicity manager for the hotel, saw to it that the dinner was of unusual excellence.

It was impossible to obtain quiet when President Helen M. Hill introduced Kenneth Clark of the Recreation & Playground Association, who had come as a guest to lead the community singing. Several old favorites were sung, among them, H. H. Cooke, and C. D. Jackson were invited to the podium to help draw the numbers for the doors to be opened. There were seven prizes, four for the women and three for the men.

A silver flower holder, full of flowers, presented by Miss Ada Clarke, was awarded Miss Mabel McVilly. A ribbon corsage bouquet was won by Mrs. Mary Smith, and Mrs. Royal F. Smith won a string of pearls. Arthur Freeman was given an Auto Strop and two prizes were not claimed. A. J. Powers made the announce ment.

The book of the program, included a list of the members' names, their occupations and addresses, with a history of the league, officers' menu and entertainment list, and the Thank You for the many charming souvenirs.

This was the work of the William Green Press Company, designed by George J. Fisher. It was a bound book done in a blue-gray Japan paper covered with gold, and gold back, with a spring picture tipped on, twenty-four pages. One second page also having a tipped-on charming spring picture.

RAILROAD OFFICIAL AT HEAD OF REMINGTON AGENCY.

Ralph C. Caples, who recently became president of the H. E. Remington Advertising Company of Chicago and New York, was from 1921-22 chairman of the federal traffic board of Washington.

He is director of the East and West Coast Railroad, Norfolk, Va., and was formerly city passenger agent at New York of the Delaware, Lackawanna & Western Railroad, gen-

I.P. AND MERGENTHALER HEAD PROTESTS AGAINST STATE TRADE REGULATION.

Philip T. Dodge, president of the International Paper Company and the Mergenthaler Linotype Company, this week wrote Governor Smith of emphatic protest against the Lockwood bill to create a state trade commission. As he has been pointed out in The Fourth Estate, this is the measure so inclusive in terminolo gy as to bring publishing associations and newspapering organizations under the regulatory power of the proposed commission.

"As president of the International Paper Company and the Mergenthaler Linotype Company — both New York corporations employing many thousand men and having many millions of dollars invested in business, I beg to urge your opposition to the so-called state trade commission bill," Mr. Dodge wrote the governor.

"Industry, financially and politically, the whole world is disorganized and every man who is in his own capital or administering the capital of others is constantly asked as to what the future holds and what it is wise to do.

"It has happened to have do with the administration of industrial matters in Europe as well as in America. I have returned from a tour of inspection. There are very grave apprehensions ahead in Europe and it is more than possible that a war may be impending. These matters have a direct and increasing influence on American business conditions.

"We have already too much interference by incompetent, untrained officials with business matters. There should be laws holding business men to rigid integrity and reasonable control. Anything beyond this is injurious to the owners, to the public and especially to the workmen."

PROVIDENCE NEWS WINS BEECKMAN LIBEL SUIT.

(Continued from Second Page)

"Beeckman and his staff caught in open bidtry with payment of $1,500 to Democrat." The grand jury also refused to indict Herve J. Lagace of Woosoommet, charged with obtaining money under false pretenses.

Former Governor Beeckman based his complaint on an article published in the News alleging payment to Lagace in the Providence Biltmore Hotel of $1,500 by J. Henry Reuter, manager of Mr. Beeckman's campaign against Mr. Gerry.

Mr. Beeckman also accused the publishing company and President Hennessey and Secretary Hamilton of criminal libel, and Messrs. Hennessey and Hamilton, Luke E. Keenan, business manager, and Lagace of conspiracy to commit criminal libel.

In the criminal libel charge mention was made of a heading in the newspaper which used the words: "Beeckman and his staff caught in open bidtry with payment of $1,500 to Democrat." According to the articles published in the News, Lagace, known as a Democrat, negotiated with Reuter and a meeting was arranged at which three $500 bills were paid to Lagace. It was represented, according to the newspaper, that the payment was made on the understanding that the money would be used to influence Democrat voters in Mr. Beeckman's favor.

PONY AUTOPLATE ANNOUNCEMENT

We beg to announce that we have just added an automatic plate cooling device to our Pony Autoplate Stereotyping Machine.

The Pony Autoplate now casts, finishes, and cools its printing plates, and delivers them ready for press.

It thus replaces all of the plate making apparatus in a foundry, from casting box to cooling tub, including finishing blocks. Hand finishing is no longer necessary.

It may be operated by one man. The price remains the same.
NEW YORK POSTAL REDUCTION MODIFIED

(Continued from Second Page)

the number of deliveries in the business districts was cut to five. To meet the situation most, if not all, of the 1,800 substitute carriers and clerks employed by the company would be furloughed or placed on part time.

Department officials quoted by newspapers as saying that post offices generally would be required to put economies into effect by September 1, 1923, when new appropriations will be available. It was explained, however, that, on account of the importance of New York as the principal business center and the galaxy for foreign mail, every effort would be made to give that city preferential treatment in making the necessary economies.

According to Postmaster General New and other official statements, the reduction is unprecedented and could not have been foreseen.

A statement issued by Postmaster General New was directed primarily to complaints as to the contemplated curtailment of service.

The statement follows:

Articles published in some of the newspapers within the last day or two have caused some concern to the public concerning the purposes of the post office department with respect to the curtailment of service.

The truth is that the volume of business with the public has increased to such an extent that the existing facilities of the post office department are not sufficient to handle the increased volume of mail.

The department has been forced to cut down its service to meet the increased volume of mail.

The business of the country has never expanded with such suddenness and to such extent as it has within the last few weeks. Reports from the fifty largest cities for the month of January show a corresponding increase of about twenty per cent, and the indications are that this rate still continues.

There is nothing remarkable about the fact that the volume of business with the public has increased to such an extent that the existing facilities of the post office department are not sufficient to handle the increased volume of mail. The only question involved is whether the appropriations made by Congress are sufficient to meet the increased volume of mail.

It has been the experience of the department, the appropriations committee and the department itself to budget, anticipate any such growth, for, as before remarked, it is without precedent in the commercial history of the country.

In this situation the post office department is endeavoring to do all but perform the impossible. It has had to do the best it could to meet the demands of a great emergency. It may be necessary to forego some of the improvements that the department would like to do until the next year's appropriations are available. July 1: The department has already cut down by one-third in the number of carriers in each of the seventy-five principal post offices to meet the extraordinary situation.

There has been no reduction in rates of pay, although we have had to do instantaneous overtime to the extent of a great emergency. Though there is no policy to make up a deficiency at the expense of the service of the carriers or of the efforts of its employees, to whom every possible consideration is given and any talk to that effect is without foundation.

The deficiency appropriation made by congress amounted to $4,800,000, immediately available. The bill became a law on March 4. A month before that time curtailment of allowances for postal workers in San Francisco, Detroit, Boston, Chicago, St. Louis, St. Paul, Minneapolis and several other cities had been ordered on account of lack of funds. This unprecedented delay in handling all classes of mail increased the volume of mail by about ten per cent added to the difficulties of the postal service.

BARTLETT TELLS HOW LIMIT IS IRRETRIEVABLY FIXED ON POST OFFICE FUNDS.

"Imprisonment, fine and removal from office are the punishments which stare in the face of any Government official who spends more money and time in wasteful contracts, purchase and operating expenditures,"

First Assistant Postmaster General John H. Bartlett told the American Postal Union in a speech at Charleston, W. Va. His explanation shows why the post office department was forced to economies in the New York post office, despite the big increase in business in the district and practically all parts of the country.

"It may be said further that this coming next month we have a new legal dead letter," said Mr. Bartlett, "since it has been pointed out to many of the public that the inordinate and exhausted appropriations, have been seeking additional funds to tide over the present fiscal year, namely, until July 1. This criminal act amounts to a crisis in the postal system of the country at the present time.

"The post office department has been allotted by Congress, in the form of an appropriation, a very definite and fixed amount of money, with each cent with which to pay its city letter carriers. This is an appropriation and if more is needed for their operation it is not associated with any other appropriation and no other appropriation can be added to it or mixed with it.

"Congress has adjourned and left the department an appropriation for city mail carriers which is proving inadequate to deliver the rapidly increased volume of mail.\n
We are not employed to speak beyond the limits of our budget, but if you will look into post offices of the country, you will see that the carriers are working long hours and to the extent heretofore done.

"Working carriers over time does not mean that the money is being spent, for in accordance with the statute. The public is not being the benefits of the amount of mail they can bring to our post offices for dispatch; in fact, no one would have the time, and yet, the capacity of the carriers is limited and the amount of money is limited. There is no flexibility in this appropriation whatsoever. Moreover, it is contrary to law to employ men and not pay them, or not pay them until next year. All that is provided for by the statute.

"There is no rule to make up a deficiency at the expense of the service of the carriers or of the efforts of its employees, to whom every possible consideration is given, and any talk to that effect is without foundation.

"There is no policy to make up a deficiency at the expense of the service of the carriers or of the efforts of its employees, to whom every possible consideration is given, and any talk to that effect is without foundation."
The importance of service above money making was stressed by William T. Mullally of the Mullally agency, New York and Boston, in an address before members of the New York Herald and Sun this week. He declared that the strongest selling force was to appeal to a man through pride in his business. Advertisers should get away from the idea of expecting immediate results, he said, and should look for results in a larger and more lasting sense.

“We need to get firmly fixed in our minds the fact, that distribution is the secret of commercial success,” said Mr. Mullally. “The Standard Oil Company did not make its money out of oil. They made their money out of a distribution of oil, from the possession of important and vital pipeline and well located distributing centers that accomplished the success of this great corporation.”

“A great many people will continue to associate the term advertising with nothing more than the writing of copy and the making of layouts whereas we might more truthfully term ourselves ‘Engineers of Distribution.’

“The advertiser's attitude.

“If we could only get advertisers away from the idea of expecting immediate results and get turned to look for results in a larger and more lasting sense we shall be doing a much better service for advertising and for advertisers themselves as well.”

“Any man who is interested in going into an auditorium and talk to the readers of the Herald and Sun every day has a little prospect of his making a direct sale to any one in that audience.”

“I am sure you have found it as true in your experience as I have in mine that those with really progressive forward-looking men we do not find them judging the results of their advertising by the actual number of inquiries traceable to each advertisement. The truly progressive business man is building for the future seeking to project himself and his name into the next generation.”

“If you will permit me, I should like to make a few criticisms of newspaper representatives—criticisms that apply to advertising agents as well. It is quite appalling how superficial and solicitations of a great many newspaper and magazine representatives are concentrated on fewer accounts, but studied them so thoroughly that when we talked with the prospect we knew something about his product, his markets and his marketing methods.

“It is surprising to sit on the other side of the table with one who does not know the true values of the newspaper medium, and who does not know his own publication. It always gives me a feeling of despair when I speak to me. ‘What have you got for me today?’

“The good salesman always keeps service in his mind as the first consideration, selling as simply the by-product of service.

“Buy-motives have been classified as a desire for profit, utility, caution, pride and weakness. It is always well to bear these in mind and to study your prospect and appeal definitely to one of these motives. In selling advertising we have the greatest appeal of all—the appeal of pride. To appeal to a man through his pride in his business is the strongest selling revolve I know of.

“Above everything else do not forget to see that the open door for a return visit is always to be preferred to the order gained, and resentment afterwards.

“You who represent the Herald and Sun have a particularly fine product to sell and a great tradition of service and ever-increasing good will behind you. They say that every business is the elongated personality of some great man. The Herald and the Sun have interwoven in their pages the great Bennett, the immortal Dana and the magnificent Munsey.

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“Surely the idea of service which I have been trying to impress upon you can not be better exemplified than in the lives and example of these great men.”
REFORESTRY NEED ACUTE SENATE IS ADVISED.

Importations of wood and pulp care for only 14 per cent of all paper made in this country, Dr. Baker says—points out ways to remedy.

Testimony before the senate committee on reforestation at hearings recently held in Washington brought out the alarming state of the future of the paper and pulp industry of the country unless a definite policy of reforestation is shortly adopted.

The seriousness of the situation was emphasized to the committee by Hugh P. Baker, representing the American Paper and Pulp Association. Some relief is afforded by wood or pulp shipments from Canada, Mr. Baker said, but that represented only about fourteen per cent of the material made into paper by American mills, and he predicted that eventually this addition to the American supply would be cut off through an embargo.

"Here in the United States," he said, "is enough idle forest land east of the Mississippi River and north of the Ohio, if it is producing a cord an acre per year, to make the country independent of importations.

"One-third of New England is not being farmed. In New York there are millions of idle acres. In Pennsylvania, out of 28,000,000 acres, we are farming only 10,000,000 acres. In Ohio there are 3,000,000 acres. In other words, we have plenty of forest land on which to grow the forest to take care of our needs."

Mr. Baker told the committee of experiments undertaken by the paper manufacturers in the Adirondacks, where spruce grows readily. Assistance of the Government and increased interest of private owners would be necessary, Mr. Baker said, to insure the maintenance of the paper industry, which, he declared, was "facing lean years" between the present and the time the newly planted forests began to give return.

"The difficulty with us," said Mr. Baker, "is that we tax upon what we consider the value of the standing timber each year. So the lumberman will say, 'I have to cut that timber if I get out on it all,' and he cuts it before it is ready, sometimes. I am not sure that a change in our tax laws in the timber-yielding states is not more vital than fire protection."

TO ISSUE JEWISH TRADE PAPER.

To assist advertising clients of the Jewish World to reach the Philadelphia Jewish market, its merchandising service department will begin April 2 the monthly publication of the Jewish World Trade News. The paper aims to teach modern sales methods, the value of selling advertised and branded products and how to "cash-in" on advertising campaigns. Paid welcomes will not be accepted in the new publication as it is issued in the interest of advertisers and prospective advertisers in the Jewish World.

NEW MAGAZINE SECTION.

The New York Herald has an innovation in its Sunday magazine sections with a twenty-four tabloid insert. Half of the section is devoted to illustrations and the other half to reading matter.

NEW YORK TIMES' NEW HOME IN MODEL.

Modeled to the scale of one-eighth of an inch to a foot, this plaster cast shows exactly how the New York Times Annex on Forty-third street will appear when completed. The model is three and a half feet high. Work on the building is progressing rapidly.

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NEWS PRINT PRODUCTION FOR 1922.

The following figures of news print paper produced in United States and Canadian mills for February, 1923, together with shipments and stocks on hand at mills, represent practically 96.6 per cent of the total produced by all mills and are taken from the News Print Service Bureau monthly Bulletin No. 62.

UNITED STATES AND CANADIAN MILLS

**QUALITY - PRODUCTION**

<table>
<thead>
<tr>
<th>Month</th>
<th>Max. in Tons</th>
<th>Actual in Tons</th>
<th>Per Cent.</th>
<th>Total Per Month</th>
<th>Per Month</th>
<th>Per Day</th>
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<tbody>
<tr>
<td>1923 - January</td>
<td>282,145</td>
<td>8,407</td>
<td>96.1</td>
<td>214,238</td>
<td>8,080</td>
<td>317</td>
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<tr>
<td>February</td>
<td>284,481</td>
<td>8,406</td>
<td>96.6</td>
<td>214,238</td>
<td>8,080</td>
<td>317</td>
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<tr>
<td>1922 - 2 Months</td>
<td>467,680</td>
<td>8,119</td>
<td>84.0</td>
<td>420,200</td>
<td>8,080</td>
<td>317</td>
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*Represents Average Daily Production During Best Three Months of 1922, With Allowances For Changes in Machines.

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**FIVE DOLLARS A TON RAISE FOR NEWS PRINT BODED.**

Indications point to eighty dollars a ton news print after contracts expire July 1. The current market price is quoted at that figure but manufacturers are meeting contract orders at seventy-five dollars a ton. Since the first of the year demands have brought paper prices much higher in all grades. Book paper has advanced from five to ten dollars a ton, to twenty dollars a ton, according to the grade.

The absence of agitation in the labor situation in the industry is notable. Paper officials are reticent about predicting news print prices after the middle of the year but insist that it would not all be surprising if eighty dollars a ton would be the price for the last half of the year.

**SCANDINAVIAN NEWS PRINT**

Scandinavian News Print

100,000 Tons per Annum

Inquiries Solicited

Newspaper Corporation

33 West 42nd St., New York City

Telephone Longacre 1116.
WHAT THE MUSIC CRITIC NEEDS TO KNOW.

EVERY THOROUGH NEWSPAPER MUST DEVOTE ATTENTION TO MUSIC-LOVING READERS—MERELY REPORTING WONT DO, AND REVIEWER MUST BE REAL AUTHORITY.

When one takes an inventory of the evidences of the public’s interest in music, there is one item often overlooked, and that is that every newspaper that aspires to a respectable reputation has someone to report on the musical doings of the community. In other words, while there may be many in the community who care nothing for music, those who do, make up a large enough constituency for the newspapers to consider it worth while to give the subject a regular place in their pages. Writer-Lindsay B. Longacre in the Denver Rocky Mountain News.

In spite of the authority which many readers attribute to anything appearing in print, these reporters are neither omniscient nor infallible. Some of the matters they are called upon to report are straightforward matters of fact which anyone could easily verify.

REPORTING VERSUS CRITICIZING.

With reference to a concert, for instance, he can state where and when it was held, whether the audience was large or small, and whether the program was straightforward or one that called for a certain amount of interpretation. He can report any changes in the program or in the persons announced for performance, whether there were bushels of flowers passed over the footlights, or whether a fire brought the concert to a sudden end, or anything else that simply happened. On such subjects there is no room for his opinions, they are matters of fact.

While these references belong to his report, however, it is not chiefly these that constitute his excuse for being. He is expected to make some comment upon the character of the performance and give some estimate of its excellence. Here the question is less of fact and more of opinion. Of course, some performances may be so wretched that there is a practical unanimity of opinion on the part of all present that it was a fiasco.

The important thing is to have something to say and an opinion to express. The reviewers equipment in this respect will depend upon several qualifications. For instance, the well-equipped man will know something about the form and structure of music; indeed, he ought to know a good deal on these subjects if his opinion is to have any value.

HOW MUSIC IS APPRAISED.

His estimate of the quality and character of an unfamiliar composition will depend largely upon his recognition of the way it is built up, the nature of its basic themes, whether they are used in the composition, whether they be in the strict manner of the classicalists or the free manner of the moderns; the character of the harmony; the instrumentation; and other elements that go to make up any composition worthy of serious attention.

In addition, to his knowledge of music as such, he should have a fairly wide acquaintance with the literature, that is he should be able to make a high score if he entered a "memory" contest such as was conducted in the schools last year in music week; only his contest should include ten times the number of works submitted to the school children.

EXHAUSTIVE STUDY REQUISITE.

In other words, he should have acquainted himself with as much as is possible of the all the good and great music that has been composed, and he must be so interested in the great classic dramas, by essays, novels, as well as with current literature, if his opinion is to have any real value. And, since in the realm of music, one opinion will have twice the weight of another, which is acquainted with the great works of that art, upon which alone standards can be set.

Again, the reviewer should know something about the essentials of a good performance by a singer, pianist, a violinist or an orchestra. Anyone who has worked in any of these fields knows that the study and development of any one of them is inexhaustible and subject, and the fact does not absolve the reviewer of the obligation to inform himself with as much accuracy as possible in all of them. The bowing and stopping of the violin, the tone production of the singer, the position of the touch of the pianist, the tone quality and expressiveness of the orchestra, are all matters on which a reviewer's judgment must be based.

A PLEA FOR 10-POINT TYPE.

The National Committee for the Prevention of Blindness, New York, is sending out an appeal to editors and publishers not to use type smaller than 10-point, on the ground that the use of such small type "not only has a harmful effect on the eyesight of the reader, but often defeats its own purpose by compelling the potential reader who realizes that the reading of such type hurts or tires his eyes."

The amount of money lost by advertisers and publishers through the wrong circulation that results from the use of type faces difficult to read because of smallness or design, the committee says, is probably greater than the cost of the extra space and paper stock necessary if larger type is used.

The committee says: "The ultimate abolition of the use of all 6-point and smaller types of any style is urged by the committee. Publishers, printers and the advertisers who have on hand large stocks of such small types are urged to use them only when their use is unavoidable, and to scrap such types at the earliest opportunity."

MANY LINOTYPES ORDERED.

More than 425 linotypes have been shipped recently by the Mergenthaler Linotype Company to newspapers all over the country, and hundreds of others have been received by publishers.

The Bridgeport, Ct, Post has ordered fourteen Model 8s; the Milwaukee Journal, ten Model 8s; the St. Paul, Minn., Advocate, five Model 1s; two model 14s and a model 22; the Trenton, N. J., Times, four model 8s; the Indianapolis Star, three model 9s; Jackson, Mich., Citizen-Patriot, five model 8s and a model 14; Cincinnati Times, four model 1s and a model 21; Washington Star, three model 8s and two model 21s. Seven more multiple-magazine linotypes, of model 6, four model 9s and two model 21s, making twenty-four new linotypes recently ordered by The New York Tribune, have been installed by that paper.

HUBER'S ROTOGRAVURE INKS

Are long on covering capacity

HUBER'S Colors in use since 1780

J-M-Huber

Main Office

65 W. Houston Street, New York

For PROMPT SERVICE TYPE Printers' Supplies Machinery

in Stock for Immediate Shipping by

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS COMPANY

Atlanta

Baltimore

Detroit

Pittsburgh

Boston

Denver

Rochester

Buffalo

Kansas City

Providence

Denver

N. Y. DAILY NEWS

HALF TONES

Best in the World

Made by

POWERS

NEW PROCESS
16 March 24, 1923

**The Fourth Estate**

**Announcing**

the affiliation of the

Incomparable Publicist

Dr. Alexander Irvine

with

C . V. Newspaper Service,

Borden Bldg.

N. Y. C.

**ADVERTISING THE BEST SELLING FORCE.**

**CONDITIONS, HOWEVER, MUST BE FAVORABLE TO BRING RESULTS EXPECTED.**

FRANK LEROY BLANCHARD TELLS NATIONAL INSTITUTE OF BUSINESS ADMINISTRATION.

"Admitting that advertising is the greatest selling force available in the marketing of merchandise, it is an established fact that unless conditions are favorable to the use of advertising it will not accomplish what is expected of it," said Frank Le Roy Blanchard, advertising manager of Henry L. Doherty & Co., New York, in an address to be before the National Institute of Business Administration at the Hotel Pennsylvania.

One reason why advertising sometimes fails to bring the results expected, is that those who are using it do not take the necessary pains to prepare themselves for the writing of the advertisement.

**HOW CAMPAIGNS ARE PREPARED.**

"It is to help assure the success of an advertising campaign that the system of market and consumer analysis now employed by the leading advertising agencies of the country, and by some of the far-sighted manufacturers, was introduced. No advertising campaign should be undertaken without thorough preparation. In putting a new article on the market it is absolutely necessary that we should find out what its probable sale will be, and this can be done if we go about it in the right way.

Among other things we must know if there is a demand for the article, or if a proposition to manufacture or a demand can be created as a result of an educational campaign. Of course, before taking this step it is necessary to ascertain whether the article we contemplate manufacturing is one that is likely to fit into the wants of the general public, or any portion of it."

**PUBLICITY STUNT PLANNED TO CREATE INTEREST FOR MERCHANTS' CONVENTION.**

A monthly publication giving news of interest to merchants and advance news of the market week was presented by W. F. Romans, secretary of the merchants' bureau of the Spokane Chamber of Commerce and as an original publicity "stunt" in explaining the program for the fourth annual merchants' convention last week.

The dates of the convention are August 14-16, and beginning April 10 the Spokane Market Week News will be published monthly and mailed to the merchants of the Inland Empire. It will be four pages, having six columns, twenty inches long, and carrying about fifty per cent advertising.

The chairman of committees already appointed are: J. W. Bailey, publicity; George Ketchum, program; Glenn Powell, exhibit; Frank Irvine, reception.

**TIGER'S HUMOROUS PAPER ELECTS EDITORS.**

Walden Pell 2d of New York has been elected managing editor of the Tiger, Princeton University's humorous publication. He will supervise the publication until next October, after which he will sail for England as a Rhodes scholar at Oxford.

**AD MAN ADDRESSES JUNIOR CLUB ON “FACTS FIRST—THEN ADVERTISING.”**

Joseph Richards, founder and head of the Joseph Richards Advertising Agency, New York, was the guest and speaker at the Junior Advertising Club's meeting last night. Mr. Richards spoke on "Facts First—Then Advertising," and explained his methods of market analysis and securing of preliminary data on which he bases the advertising of his clients. The meeting was open to all advertising men between the ages of twenty and thirty.

**LEASE IOWA PAPER.**

Percy R. Carney and George A. Crane have leased the Dexter Sentinel, published at Dexter, Dallas county, Iowa, where they have been employed for some time.

**HEARST FEATURES WORLD'S GREATEST CIRCULATION BUILDERS**

**INTERNATIONAL FEATURE SERVICE INC.**

246 West 59th St., NEW YORK

**WIRE NEWS FOR EVENING AND SUNDAY NEWSPAPERS**

**INTERNATIONAL NEWS SERVICE**

21 Spruce Street, NEW YORK

**The Providence Sunday Journal has taken on our RADIO**

218 Guilford Ave.

Baltimore, MD.

The Dallas News is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as the first page of a printed comic section.

**HERALD-SUN SYNDICATE, 280 Broadway, New York**
March 24, 1923

THE FOURTH ESTATE

EUGENE FIELD HAD UNIQUE WAY OF WORKING.

HAD KEEN SENSE OF HUMOR BUT MANY OF HIS ECCENTRICITIES WERE AFFECTED FOR BENEFIT OF THOSE WHO WERE LOOKING FOR THE UNUSUAL.

Eugene Field had a way of working that was distinctly his own, says James C. Young in the New York Times Magazine. After he had settled down for his day's labor, he occupied a little cubby-hole off the editorial room, and his sanctum was a place worth hammering upon the tin with a ruler, on the theory that violence must overcome violence. He also used this method of summoning office boys. Field's first action on reaching the office was to take off his shoes and don a pair of big slippers, made to fit his expansive countenance, with deep blue eyes, surmounted by a big dome on a head which once had a thin covering of hair but became bald.

A great many writers believe that they work best in a certain position or according to a certain method. One of Field's was working in his shirtsleeves, without a collar. He had a strangely white, often coquettish face, blue eyes, surmounted by a big dome on a head which once had a thin covering of hair but became expansively bald.

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Paul Dutcher, recently elected president of the South Dakota Press Association, has been active in the newspaper business for nearly thirty-three years and has been one of the heads of the Brookings, S. D., Register, weekly, of which he was also one of its original editors. With the other two, M. J. and J. E. Brooking have commanded much of Mr. Dutcher's attention but never to the extent that his newspaper was joked with life.

Field, above all else, was one who joked with life. He had many visitors and was enough of an actor to understand that they came to him to be in a certain position or according to a certain method. One of Field's was working in his shirtsleeves, without a collar. He had a strangely white, often coquettish face, blue eyes, surmounted by a big dome on a head which once had a thin covering of hair but became expansively bald.

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Paul Dutcher.

How London Sketch goes about job of doubling its circulation.

American circulation managers will be interested in the English method of intensive circulation stimulation, as exemplified in the London Daily Sketch. According to the Advertising World of London, it has been attended already by a very considerable measure of success.

The big circulation "drive" started on February 1, and in order to help the boom some splendid new features have been introduced. For instance, the paper has increased its circulation by 10,000 in free new paper offerings, and they are thus making a special appeal to the thousands of people who are delaying getting married because of the cost of living.

Secondly, the opening installment appeared the same day of a new serial, "The Loser's Cup," by Mary Roberts Rinehart, a story which has been very favorably received and which is in itself to increase considerably the circulation of the paper.

$5,000 was paid for the rights.

Thirdly, a large picture is put as "the world's loveliest woman" is now giving beauty hints to women, advertisers.

Conservatively, one new feature the London Daily Sketch has been attended already by a very considerable measure of success. The big circulation "drive" started on February 1, and in order to help the boom some splendid new features have been introduced. For instance, the paper has increased its circulation by 10,000 in free new paper offerings, and they are thus making a special appeal to the thousands of people who are delaying getting married because of the cost of living.

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"GET KENDALL to handle your next one!"

Invariably, that's the advice one receives from a fellow publisher who has used Kendall's services.

One crew available April 1st. Wire or write, W. S. KENDALL (Winfield S. Kendall), Subscription Campaigns, 104 N. Bailey Ave., Louisville, Ky.
WHY MAKE NEW YORK POST OFFICE GOAT?

With astonishing resignation, New York has suffered its postal service to be seriously curtailed in order that the postal service at Washington may even up for deficits incurred by unprofitable operations in other parts of the country. The fact is that the New York post office is returning a profit of $500,000 a month. It is true that the New York post office has not been overworked, but the service has not been under worked. The task of the New York post office is to deliver mail to the people of New York, not to profit. Postal workers in New York, like those everywhere in the country, give the fullest possible measure of work in return for the pay and conditions that they have. They should not be expected to work harder or longer because the New York post office has been overworked.

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March 24, 1923

THE FOURTH ESTATE

PURELY PERSONAL

Franklin P. Alcorn, president of the Alcorn-Seymour newspaper company, is receiving congratulations on the birth of a son, who arrived on March 14. The child has been named Frank Strickland Alcorn.

Chester S. Lord, formerly managing editor of the New York Sun, has been succeeded as president of the Lotos Club, New York, by Nicholas Murray Butler, president of Columbia University. Mr. Lord declined renomination. Mr. Lord had been president for the last three years.

Herbert L. Bridgman, business manager of the Brooklyn Standard-Union, is now on his way to Honolulu, carrying letters of introduction to the Honolulu Chamber and to Governor Wallace Farrington of Hawaii, formerly publisher of the Honolulu Star Bulletin.

A. E. McKee, editorial writer for the Columbus Ohio State Journal, will be one of speakers at the annual dinner of the McFquigg Society next Tuesday, at the state school for the deaf.

Mrs. Nan Terrell Reed of New Haven, Conn., has made a contract with a syndicate for exclusive control of all of her poems for five years, to be published in some one hundred daily newspapers and in book form.

Frank E. Anderson, former editor of the Wausau, Neb., Gazette, has left newspaper work to become a pastor of the Lutherans Church at Wooduff, Ill. For eight years he was editor of the Omaha Posten, a religious publication, and later entered the country newspaper field.

Charles F. Dodd, recently general manager of the Brooklyn Standard Union, has become associated with the Childs-Brown Motors Company, Newark, N. J., as secretary-treasurer.

CHANGE IN PLANS ON SEATTLE P.I. MAKES ROSEWATER NEW PUBLISHER.

Through a last minute shift, it was announced this week that Charles S. Rosewater has been appointed publisher of the Seattle Post-Intelligencer in place of Lester J. Clarke, who is now on the Hearst general staff.

Charles S. Young, business manager of the Oakland Post Enquirer was to have succeeded Mr. Clarke, but the plans were shifted.

Mr. Rosewater is a son of the late Edward Rosewater of Omaha. He left New York Wednesday to assume his new duties.

NEW ADVERTISING COUNSELOR FOR FAIRCHILD PAPERS.

W. S. Graham will become associated with the Fairchild Publications, New York, as advertising counselor. The organization's future advertising counselor received his commercial education with the great textile house of Arthur & Co., of Glens Falls. Coming to the United States in his twenties, Mr. Graham became associated with Schoff, Fairchild & Co. He entered business for himself in 1909 and handled many well known accounts as selling agent.

TIMES SUNDAY EDITOR.

Lester Markel, for the last two and a half years assistant managing editor of the New York Tribune, has succeeded Ralph Graves as Sunday editor.

STAFF CHANGES.

Crawford Wheeler, formerly assistant managing editor of the Tulsa Okla. Tribune, has been made managing editor to succeed Mr. P. F. Barlow, who has been transferred to the position of general managing editor of the Post-Dispatch group of newspapers.

H. R. Schneider, formerly of the Pittsburg Dispatch, has become telegraph editor of the Ohio State Journal, Columbus.

John R. Hanlon, formerly of the New York Sun, has joined the reportorial staff of the Ohio State Journal, Columbus.

Nelson Riley of Columbus, Mo., who has been connected with several newspapers in California, is now on the reporting staff of the Peoria, Ill., Morning Transcript.

Rurick K. Anderson, recently with the St. Louis Post-Dispatch, has joined the staff of the Peoria, Ill., Evening Star.

John G. Carey has left the sports department of the Cincinnati Post to join the sports department of the Chicago Herald and Examiner.

O. F. Burge, recently of the Wichita, Kan., Eagle, has joined the copy desk of the Peoria, Ill., Morning Transcript.

Leland G. Swarts, telegraph editor of the Springfield Illinois Star Register, has become associated with the Scripps-McRae publications at Memphis, Tenn., and has shifted to Springfield from Danville, Ill.

Miss Sylvia Turman, well-known in the book publishing field, and for the last three years executive head of the office of Thomas Seltzer, Inc., has joined the New York Daily, a Jewish daily.

The St. Louis Post-Dispatch has appointed H. N. Miller, manager of its merchandising service. Mr. Miller was until recently with the sales department of the Baker-Vawter Company, Benton Harbor, Mich.

Frank A. Haskins, formerly with the Chicago Daily News, has joined the advertising staff of John B. Woodward, publishers’ representative, New York.

The Omaha Bee has added to its staff T. G. Devaney.

Claude C. Smith, formerly with Campbell-Ewald Company, Detroit, and more recently with Henry Decker, New York, has joined the New York sales organization of the Capper Farm Press, Topeka, Kan.

Joseph L. Baker, formerly with the Washington bureau of the Daily News, has earlier connected with the publicity staff of the Democratic national committee, has gone with the advertising staff of John B. Woodward, publishers’ representative, New York.

The Times Daily Star has added to its staff T. G. Devaney.

The Chicago Daily News has the advertising staff of John B. Woodward, publishers’ representative, New York.

The Omaha Bee has added to its staff T. G. Devaney.

The Michigan League of Home Dailies will hold its next meeting at Grand Rapids on Thursday and Friday, May 17 and 18, the days following the Inland Daily Press Association meeting at Chicago, May 16 and 17.

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A.P. MAN TO DO PUBLICITY FOR COMMERCE BODY.

Kirk L. Simpson, one of the Washington staff of the Associated Press, who has been covering the state and navy departments, has been given a furlough of two months, during which he will be connected with the United States Chamber of Commerce.

Mr. Simpson will have charge of the publicity attendant on the annual meeting of the national chamber, which takes place in New York City in May.

Mr. Simpson was the winner last year of the Pulitzer $1,000 prize for the best newspaper article written during the year. The award was based on the story of the ceremony conducted over the body of the Unknown American soldier at Arlington.

LESTER MARKEL.

editor of the New York Times. He had been connected with the Tribune for about eight years.

NEW MANAGING EDITOR OF INDIANAPOLIS STAR.

James A. Stuart.

WEDDING BELLS.

Alexander Scott Warden, sports editor of the Great Falls, Ont., Tribune, and Miss Hebe Frances Leggett were married recently in Boston.

The marriage of French Lane, sports writer for the Chicago Tribune, and Miss Marie Strehlow of Peoria, Ill., will be solemnized at the home of Miss Strehlow March 28. Miss Strehlow was formerly editor of the Peoria Journal-Transcript and Mr. Lane was formerly managing editor of the same paper.

Chandos Castle, city editor of the Merced, Cal., Evening Sun, and Miss Edith Heacox were married recently.

PUBLISHER GOES ABROAD.

Former Governor Henry J. Allen, publisher of the Wichita, Kan., Beacon, sailed this week for a two and a half month’s stay abroad. He is on tour to Constantinople to investigate conditions there as a special commissioner for the Near East Relief.

HENRY J. ALLEN.

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HAROLD MacD. ANDERSON IS ELECTED HEAD OF THE AMEN CORNER.

Directors of the Amen Corner at the annual meeting at the Waldorf-Astoria Hotel, New York, Thursday, elected the following officers for the year 1923-24: President, Harold MacD. Anderson; vice-president, and secretary, Thomas O. McGill; treasurer, William Leary. James J. Montague was elected a member of the executive board to fill the vacancy caused by the death of former President Patrick T. Rellihan.


VACATIONING IN FLORIDA.

John H. Perry, president of the American Press Assn., is enjoying a short vacation in Florida, accompanied by his wife and family. He is visiting in Palm Beach and Miami.
BUSINESS CHANCES

Campaign for Circulation

On or about June 1 Nationwide newspaper publicity will start on a subject of the widest and deepest interest to all Women, and will continue indefinitely.

In order fully to utilize this valuable publicity the advertiser, as the result of long and continuous experience in attracting and holding readers, desires the cooperation of a Weekly or Monthly Magazine to start a better class in a Campaign for Circulation which he has worked out in detail.

The periodical entering into such an arrangement with the advertiser will be enabled to assure itself of full protection of its interests.

Address Box 5534, care The Fourth Estate.

Copy Man and Partner

Opportunity for able advertisement writer to secure interest in advertising agency in one hundred fifty thousand city near New York without financial investment. Next enough to handle New York business. Present owner a power in local area.

Address Box 5535, care The Fourth Estate.

PACIFIC COAST NEWSPAPERS

Bought and sold by PACIFIC COAST NEWSPAPER EXCHANGE

Monadnock Building, San Francisco

Write for information. References given.

PUBLISHERS ORGANIZE GROUP 14 BODY; ELECT OFFICERS.

Publishers of the three counties of Clarke, Skamania and Klickitat recently organized themselves into what will henceforth be known as the University of Washington, addressing the editorson the subject, "Community Building." Group 14 will meet April 9 at

SOUTHERN DAILY

(morning and evening combined).

Only paper in city of 13,000 population. Wealthy trading territory. 1922 profits over $28,000. Equipment ample—no replacement needed. Price $105,000. Reasonable terms.

Palmer, DeWitt & Palmer

Newspaper Properties

225 Fifth Ave. NEW YORK

Pacific Coast Representatives:

M. C. Moore, 615 Canon Drive, Beverly Hills, Calif.

This adv. will appear but once.

Semi-Southern City Evening Paper

Owing to the confidential nature of this proposition, we cannot give facts in this advertisement. Rest assured if you are interested in buying a prosperous paper in a gate-way city of about 30,000, and have a reasonable amount of money to expend, you will find this a rare opening. Prop. 1086X.

Observer-Dispatch Inc.

Utica, N. Y.

Linotype-Machines

For sale two Model No. 6 Linotype machines, excellent condition. What is your best offer?

THE ARGUS CO., Albany, N. Y.

WIFE BEATER GIVEN NEWS

"I'll give you enough time in jail so you can learn to read American newspapers instead of Bolchevick papers," stated a Columbus, Ohio, judge sentencing a man to thirty days in the workhouse on a charge of assault and battery.

The prisoner is allowed to have his wife over the head when she reproached him for reading "red literature." She told the court her husband was a Bolchevick and all he read was Russian papers.

Woman Writers Breakfast

Announcement of the annual "Authors' Breakfast" at the New Willard Hotel at Washington on April 21 has been made by the League of American Pen Women.

NOW BEING BUILT FOR EARLY DELIVERY

Write for Literature and Prices.

THE GOSS PRINTING PRESS C.A.P.

1535 South Paulina Street

STEREOTYPE MACHINERY FOR SALE

Metal Pot, Pump & Pyrometer $200

1 double Steam Table—Gas Heat

2 plate finishers—1,000

1 Cross Refining Pot

2 Class box

1 Goss rocker casting box

1 Goss single cutter tall saw with 3 H.P. 2 phase 60 eye. General Electric Motor 220 volt—15 in.

1 Goss Shaver with 3 H.P. 2 Phase 60 eye motor

1 Goss Chipping Block

1 Hoe Equipoise Casting Box

1 Hoe Double cutter tall saw—145 in.

1 Hoe Shaver—Belt drive

1 Hoe Chipping Block

4 curved pieces of plate making machinery for 14½ in. cylinders. casting box, tall saw, shaving and chipping block. Low price for quick sale.

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Executive Secretary

Newspaper publisher having other important interests, and not desiring to sell his newspaper, desires to engage an Executive Secretary of high ability, with knowledge of and experience in the newspaper and advertising fields. Apply in confidence, with details of experience, salary expected, etc. Address Box 5344, care The Fourth Estate.

DOLLARS INVESTED IN ADVERTISING YIELD MOST.

(Continued from Fourth Page)

than the investment he makes in his raw materials.

He has learned out of his experience that his advertising investment is the soundest for the protection as well as the growth of his investment. Witness the recent period of deflation, and you will find out of the tangibles of the properly advertised business there was left the advertising result of good will; the only unimpaired asset upon which to reorganize the business.

"Advertising over a wide market is a serious undertaking. The number of advertisers and the extent of advertising is increasing, and it is putting advertising out of the class of simple activities. Local advertising still remains a more or less primary operation."

"National advertising calls for much work of preparation. The thing to be advertised must be studied in order to determine whether it should be an advertisement. The market must be surveyed, whether present or potential, and it should be investigated. The time to be selected, the season to be advertised in, must be determined. All of the buying conditions must be explored, whether the time is one to be created or diverted, and the problems of delivery must be minutely studied."

"These must be predicated upon the knowledge of the factors, practices and methods in the selling channels in order to erect a productive plan. A technical, detailed knowledge of the media to be used for the advertisement is essential to their proper projection into a successful campaign. The character, the influence, the physical requirements of the media and the costs must be studied and analyzed. The circulation must be known as to quality and location, as well as to potential. All this which is made necessary by the highly developed conditions must be done by skilled hands.

It is in the execution of the campaign which is far along in the advertising operation, that we come to that point which is first in the inexperienced eye, the circulation or the advertisement, the thing the public must see."

"To meet the responsibilities that have devolved upon them, the agents have organized the American Association of Advertising Agencies, composed of the forward and competitive agencies of the country. They have large and small, who favored open competition, who wanted and who organized this association, in brief, is to safeguard the advertising dollar. The first efforts of this association have been to increase the efficiency of its members, to reduce waste costs in operations. As a result the advertising dollar buys more and produces more.

"The association has written ethics for this new business, establishing standards for the protection of every fair interest."

"The ethical rules of the agencies, are, therefore, in a position to assure the business men of America that advertising has its proficient counselors in every considerable city."

"The members of the association are handling advertising appropriations of five thousand of the leading national and local newspapers for the current year aggregate upwards of a quarter of a billion dollars, or about one-tenth of the amount of the desirable total."

"Each one of these advertisers is spending in the average, fifty thousand dollars a year."

"The advertising agency must make the advertising appropriation profitable to the advertiser when he passes out of the scene."

"Our business profession, therefore, is one that must account for every cent devoted to it and in addition to that, for every cent the advertiser expects to get in profits."

"The advertising agency is a tollaising business, it is raising interest and informing of all mistakes. But it is wonderful, because it is always the work of building; building fortunes, reputation and advancing civilization by developing the wants of the people."

PUBLISHER’S ESTATE VALUED AT "MORE THAN $50,000." L. V. Ashbaugh, publisher of the St. Paul Daily News, who died March 8, left an estate valued at "more than $50,000." according to a petition to prove his will filed in probate court by his widow, Mary McCurdy Ashbaugh, who is named executrix of the will. Widow and daughter, Mary Louise Ashbaugh, sixteen years old, are the only heirs.

After a bequest of $10,000 to the daughter, the remainder of the estate is left to the widow for life and at her death it goes to the daughter.

CALCUTTA DAILY’S ADVERTISING INCLUDES NUMEROUS AMERICAN PRODUCTS.

Many kinds of merchandise from the United States are finding a market in India through newspapers advertising. Automobiles, typewriters, fountain pens, lanterns, automobile tires, photographic machines, books, soaps and ointments, and moving pictures are a few of the items found advertised in a recent issue of the Calcutta Englishman. Copy is distinctively American and is conspicuously illustrated in American style.

The heaviest advertising in India appears to be that of american made automobiles and tires. Pleasure cars are advertised with the same zeal that characterizes their presentation here. Listed among the used automobiles for sale are many American made cars that are not so widely advertised in the newspapers.

Moving pictures made in California and other states are popular in appeal to the residents of India, both the natives and English speaking. In a recent issue of the Englishman was found a large advertisement of a movie that had a popular run on Broadway several months ago.

Apartments, which have ceased to be advertised extensively in the United States since the advent of electricity, are brought to the attention of India residents in good sized advertisements. Fountain pens and pencils of a well-known American manufacturer are advertised in that country as strongly as it appears, as in the United States and the firm is finding India a good market for its wares.

Walter Smith of London, England, is advertisement manager of the Englishman, and is well-known among advertising men in this country where he has made numerous visits. Mr. Smith is in attendance at the 1923 convention of the A.A.C.W. in Milwaukee and is contemplating attending this year's sessions in Atlantic City. He was for many years stationed in India in charge of the local advertising of the newspaper he now represents in the foreign field.

GOVERNMENT CIRCULATION STATEMENTS OFTIMES DECEIVE ADVERTISERS.

If the proprietor of a store decided to buy a new piano, in the classified advertisements of a newspaper a list of pianos might be found. If he should find the right piano for him, it would be a simple matter for him to make sure that he got all the space he had paid for. The advertisement would state the number of the instrument, the name and address of the dealer and the price. When the advertiser in a newspaper, hears a problem arises, says the Spokesman, Wash., Chronicle. He has no way to reckon how many of his advertising dollars he is losing except by knowing the circulation of the paper. Under the present system circulation figures are no more than a state-ment of circulation, under the law of the nation; but no system of checking up is employed to see whether his sworn statement is true or false. Whether he tells the truth or commits perjury the government neither knows nor cares.

The awards it for granted that the semi-annual statements are subject to federal investigation and therefore made to the line is left to have unconfirmed in dishonest publications. The federal system is an improvement of the present one, and then leaves him unprotected. It is an aid to fraud.

NEGRO EDITOR GETS NOTE SIGNED "K.K.K.

John E. Robinson of Freeport, L. I., formerly editor of the New Amsterdam News, a negro newspaper, has received a letter signed by "K.K.K." In January Mr. Robinson started a movement in Nassau county to work for the uplift of the negro. A meeting was held in Freeport on February 12, attended by a large number of colored people. The letter he received was signed by "K.K.K." and it was presumed that he had been placed by the Ku Klux Klan as a means of intimidation.

In the letter received by Mr. Robinson, the writer adverse the impression that the Klan planted the cross opposite the auditorium in which he made a speech, and in a vacant lot, and it was assumed that they had been placed by the Ku Klux Klan as a means of intimidation.

The letter says it appreciates Mr. Robinson's efforts to better the standing of the race.
Executive Position Sought by Experienced Newspaper Man

Over 20 years' experience in all departments gives ability to increase earnings to maximum, produce a snappy paper on metropolitan lines and to keep expenses down to minimum.

Best of references. All replies confidential. Immediately available.

Box 5341, Care The Fourth Estate.

$100 Reward!

If I can't handle your telegraph city and news desks better than the two or three men you are now paying $60 a week up. Either this is a bluff which will cost me some money or you are going to cut your payroll a considerable amount. Address Box 5868, care The Fourth Estate.

A NEWSPAPER EXECUTIVE SEeks CHANGE

My experience consists of eighteen years as advertising and circulation director. Am at present directing the advertising and circulation department.

Leading paper in its field. Prefer South or Midwest. Best of references. Address Box 5856, care The Fourth Estate.

Executive—Business, Advertising or Circulation

Wants newspaper connection requiring first-class man capable of organizing, selling and promoting. 18 years varied experience, large and small cities. Prefer circulation in large city, advertising in medium city, or business connection in smaller city of importance. Address Box 5869, care The Fourth Estate.

Composing Room Foreman

Experienced with evening (8 edition) daily, Sunday and building; thoroughly competent, sober and industrious (united); handling battery of 20 linos, 9 monos., and Thoosons; running day, night and lobster shifts, employing 90 to 100 journeymen. A-l references. Address Box 5856, care The Fourth Estate.

Senior Reporter

By young woman over three years college, including journalism courses. Six months' experience on community weekly. References. Prefer Midwest. Address Box 5850, care The Fourth Estate.

A NEWSPAPER MANAGER Sought for Town of 10,000 Population.

Youth, vigor, and initiative are my bywords. Six years' experience handling newspaper business, city, rural and business connections. Want to locate permanently. If you need such a man let me go into detail. Address Box 5857, care The Fourth Estate.

Editor

Newspaper man of mature experience seeks editorial connection with a live, up-to-date, progressive, business-minded paper. Willing to go into any desirable line of work, with interest in medicine and surgery, education, civics, biology, economics, psychology, general scientific developments. A. C. Olmstead, Elwell, Michigan.
SITUATIONS WANTED

General Manager

Available

with constructive daily and Sunday—morning and evening newspaper building experience on both small and metropolitan dailies.

A successful executive, aggressive, good organizer and result producer in advertising and circulation and thoroughly familiar with business and mechanical details and all functions of newspaper making and management.

29 years old, married and available for connection on short notice.

Credentials prove ability to handle any proposition—medium size city preferred.

Address Box 5331, care The Fourth Estate.

Experienced Reporter

Seeks position with newspaper in city over 200,000.

Graduate of School of Journalism. Can furnish references.

Address Box 5866, care The Fourth Estate.

AD WOMEN GREET SPRING WITH FESTIVITIES.

(Continued from Tenth Page)

The A. J. Fowlers Reproduction Company made the color plates for these pictures. In addition to this lovely souvenir, at each place was a dinner list and collecting the money. There was special electric lighting during the Spring Dance and during the dancing the lighting effect was reminiscent of spring evenings.

Miss Jane J. Martin, former president of the league, was the guest of honor at a big table made up of Mrs. Louise Rogers, Miss Frances Buente and Miss Ethel McCune. There were many out-of-town guests, and several of the special and advertising agencies and newspapers were represented in large groups.

The problem of covering the Canadian Field is answered by obtaining the services of the Dominion Press Clipping Agency, which gives the clippings on all matters of interest to you, printed in over 500 newspapers and publications of Canada. We cover every foot of Canada and Newfoundland.

59 Park Place, NEW YORK

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WHEN YOUNGSTERS PRINTED THEIR OWN PAPERS.

Fossils Were One of First Amateur Organizations and Had Many Prominent Publishers as Members — Other Similar Associations Formed.

Do you remember way back when the boy's printing press was comparatively new, and to own one of them was the paramount ambition of many a boy in those days?

The owner at once went into the printing business, generally combining the printing with a literary career in order to have something to print. Of course, he had a staff of a publication, filing such offices as editor, business manager, reporter, printer's devil and newsboy.

It was from the ranks of the amateur publishers that an organization known as the "Fossils," formed with the singular purpose of keeping sacred the traditions of the boy's printing press and the boy editors of fifty years ago. Included among the charter members were Cyrus H. K. Curtis, owner of the Philadelphia Public Ledger and other publications; former Governor William C. Sprague, publisher of the Chester, Pa., Times; Joseph Daniels, owner of the Raleigh, N. C., News & Observer; Thomas A. Edison; Charles Scribner and Son; George Higgins Moses, formerly president of the American Publishers' and Statesmen, Co., were also included among the charter members.

The Fossils is a worldwide organization, and at least six hundred amateur papers printed. Two of the most successful of these publications were Young America, published at Dyerville, Iowa, by Anton F. Klinker, now of Dubuque, and the Commentator, published for many years by L. J. Cohen, both of Des Moines.

While the Fossils are still active, other similar association have, in the meantime sprung up, and an organization known as the "Pioneers," formed with the singular purpose of keeping sacred the traditions of the boy's printing press and the boy editors of fifty years ago.

The "Pioneers" is a nationwide organization, and at least six hundred amateur papers printed. Two of the most successful of these publications were Young America, published at Dyerville, Iowa, by Anton F. Klinker, now of Dubuque, and the Commentator, published for many years by L. J. Cohen, both of Des Moines.

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RECEIVER FOR CHAMPAIGN HERALD.

A bill filed by C. T. Vaughn, president of the Champaign, 111., Herald, resulted in the appointment of E. S. Swager as receiver by the circuit court.

TRAYMORE TO BE NEW YORK HEADQUARTERS OF A.A.C.W. AT ATLANTIC CITY.

The New York advertising folk who attend the convention of the Associated Advertising Clubs of the World in Atlantic City June 3 to 7 will make those headquarters arrangements. A convention committee, composed of members of the Chicago Advertising Club, has been formed to take care of all the arrangements. The convention will be held at the Traymore Hotel and is to be in charge of the Advertising Club of New York, which is to be the chairman of the convention.

MODEST PUBLISHERS.

Sedro-Woolley Courier-Times. Editor Beaumont of the Mt. Vernon Herald is noted for his bashful-ness and retiring disposition. In the recent issue of his paper he states in big type that the Herald has "reached a peak of publicity." The saturetation of any country paper in Washington is this, he says. The Courier-Times does not wish to appear as bashful as this, so the editors are planning to increase the circulation of the Courier-Times has more bonds paid upon subscribers in Sedro-Woolley, Bellingham and Vancouver, Wash., than any other newspaper published on this earth or any other planet.
BOSTON'S newest and fastest growing paper the TELEGRAM

Largest Evening Circulation in Metropolitan Boston

Represented by
BENJAMIN & KENTNOR CO.
Van Nuys Bldg. Los Angeles
Mailers Bldg. Chicago
Van Nuys Bldg. NEW YORK

HOOVER INVITES MAN TO JOIN DEPARTMENT.

(Continued from Eighth Page)

3. If the latter, which department?
4. Should we plan to make available information on the federal trade commission?
   (a) its organization?
   (b) its attitudes and decisions?

5. Should we plan to make available information about the pure food and drug division of the department of agriculture?
   (a) its requirements?
   (b) its label and packagerestrictions?
   (c) its cases and attitudes?

6. Should we plan to make available information of the department of commerce?
   (a) its attachés and trade counselors, etc., in 110 countries who can obtain information and sell American advertisers in their problems.

7. Should we plan to make available information from the congressional library on copyright?
8. Should we plan to make available information from the patent office on trademarks and patents?
9. Should we plan to keep in contact with the post office both in the fields of first and second class mails and violations of postal regulations, etc?
10. Should we plan to make legislation developing either in the senate or in the house of representatives, affecting advertising, merchandising, and distribution?

11. Should we plan to make the information about the bureau of foreign and domestic commerce?

The department at present is largely restricted to foreign activities, but has available more than 3,000 personal attachés, trade counselors, etc., in 110 countries who can obtain information and sell American advertisers in their problems.

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The term "United Kingdom" is itself a contraction for the description of the British Isles as the United Kingdom of Great Britain and Northern Ireland. For business men who are concerned with definite places and districts, a complication of the term "United Kingdom" results, as the Irish Free State are not included. It is true that the Irish Free State are now answering in Parliament by the secretary, and various government departments have been approached with a view to giving a definite ruling as to the status of the Irish Free State, no such definition seems yet to have been accorded.

There is, however, general agreement that northern Ireland remains, in any case, within the United Kingdom now really stands for the United Kingdom of Great Britain and Northern Ireland. For business men who are concerned with definite places and districts, a complication of the term "United Kingdom" results, as the Irish Free State are not included. It is true that the Irish Free State are now answering in Parliament by the secretary, and various government departments have been approached with a view to giving a definite ruling as to the status of the Irish Free State, no such definition seems yet to have been accorded.

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The Indianapolis News

Frank T. Carroll, Advertising Manager

Lampson Family Has Been Publishing Paper for Forty Years.

The Jefferson, Ohio, Gazette has been in the Lampson family since 1883, when it was bought by E. L. Lampson, later governor of Ohio. The present owners are C. E. Lampson, editor, and R. D. Lampson, business manager. The Gazette has no reporters and no office assistant, the partners attending to all of these details. The paper employs four men and five women, six of whom can operate linotype machines. Editor Lampson says he can never have any labor trouble, and has paid wages in full every Saturday night for the past quarter century.

Major Putnam Guest of Advertising Men.

Members of the Advertising Club of New York last Wednesday heard an interesting discussion on "What We Owe the Republic," by Dr. C. E. Lampson, vice-president of the League of Nations. Major George Havens Putnam of G. P. Putnam's Sons of New York and London, Major Putnam, is the guest of the Advertising Men.

The New York American.

Is showing two gratifying results of its three-cent price:
- It has the Largest Circulation in New England at that price.
- It is, as stated in The Fourth Estate, a theTaking on a Higher Grade of quality and Quantity purpose. It has the largest circulation in the country for 50% more Daily and 100% more Sunday than any other New York morning paper.

The Columbus Dispatch.

First in Ohio!

Reps. O'Mara & Ormsbee, Inc.
New York, Chicago, San Francisco

It’s the Buying Power Represented in Circulation That Counts.

Pittsburgh Leader.

Readers of this Paper are the Big Wage Earners

National Representatives:
STORRS BROOKS & FINLEY
New York, Chicago, San Francisco

Burlington, Leading City of Vermont

Cover it comprehensively through the EVENING NEWS.

Bryant, Griffith & Brunson
Spec. Reps., New York, Chicago, Boston

Cleveland Leader.

Burris Jenkins, whose story, "The Magic Pipe," appeared in Scribner's for February, and is to be followed by "In Lay'n Miss Stories," his story of Kansas City, and the book of "Princess Salome" and "The Bracegriddles," published respectively in 1921 and 1922, he has also published a number of books pertaining to religion and the late war.

In 1917 and 1918 he was a correspondent of the Pembroke County Standard and the Kentuckian. In 1920 he was a correspondent of the Kansas City, and the former West Chester, Pa., Daily News, to Howland and Howland.

The Washington Post.

Largest Morning Circulation in the Nation's Capital

Newspaper Man Now with Des Moines Firm.

A. L. Russell, for the past five years connected with the Mantak, Minneapolis, Free Press in the capacity of sales manager, and in that section of the country, has taken a similar position with the American Lithographing Company, Des Moines, and will represent the company throughout Southeastern Iowa.
March 24, 1923

From nothing—to
200,000
in Seven months

DETOET
Sunday
TIMES

YORK, POPULATION 60,000
"You'd Like to Live in York"
THE FOURTH ESTATE

YEOK'S ONLY EVENING PAPER

YORK'S ONLY EVENING PAPER

NEWS OF THE AD AGENCIES.

Carr & Columbia, New York, have added to their staff R. M. Beach, formerly advertising manager of St. Nicholas Magazine.

Maurice L. Hirsch, formerly with the Sebring-Oseahorn Company, New York, has joined the advertising agency of Irwin Jordan Rose, New York, as account executive.

James G. Brownlow, president and for many years secretary of the Binghamton Chamber of Commerce, has been placed in charge of the Binghamton, N. Y., branch of Goldman-Carrigan & Co., New York.

J. Findlay Sullivan, Mrs. E. M. Moyer, David Jackson and P. Acland have been added to the staff of the Thornton Purkis agency, Toronto.

F. L. Meulendyke, until recently general manager of the James Advertising Agency, is now with Marshall & Pratt, a new advertising agency at 49 West Forty-fifth street, New York.

Charles C. Green Advertising Agency, New York, has appointed A. E. Archibald manager of the production department. Mr. Archibald was formerly with George Batten Company and the J. Walter Thompson Company.

William P. Tuttle has become vice-president and general manager of the Ronalds Press & Advertising Agency, Montreal. He had previously been engaged in advertising agency work.

McKittrick's
Directory of Advertisers, their Advertising Managers and Advertising Agent: for 1923

Is Now Ready to Delivery.
BUFFALO TIMES

have made it the most popular newspaper in Western New York.

NORMAN E. MACE, Proprietor
VERRILL & CONKLIN, Inc.
Specifications and Advertisements
New York, Detroit, Chicago, San Francisco

NEWS LEAGUE OF OHIO
DAYTON NEWS
SPRINGFIELD NEWS

The papers with the big circulations and commanding prestige.

I. A. KLEIN, Foreign Representative
422 Fort Dearborn Bank Bldg., Chicago

THE FOURTH ESTATE

March 24, 1923

The special features of the BUFFALO TIMES

have made it the most popular newspaper in Western New York.

NORMAN E. MACE, Proprietor
VERRILL & CONKLIN, Inc.
Specifications and Advertisements
New York, Detroit, Chicago, San Francisco

NEWS LEAGUE OF OHIO
DAYTON NEWS
SPRINGFIELD NEWS

The papers with the big circulations and commanding prestige.

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422 Fort Dearborn Bank Bldg., Chicago

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW BEING PLACED BY
THE AGENCIES.

AYRE, 300 Chestnut, Phila. — Placing orders with Pennsylvania newspapers for Atlantic Refining Co. (Parowax), Phila.

Handling advertising for Chersay (Capezio products), Philadelphia.

Placing orders with N. Y. newspapers for E. F. Hodgson Co. (portable electric lights), 57-3 Federal st., Boston.

BATTEN, 381 4th, N. Y. — Re-issuing advertising for newspapers in the United States.

Sanford, Me.

BAKER, 184 Bay, Toronto—Placing advertising for Canadian Postum Cereal Co., Toronto.

BLACK, 151 W. 42d st., N. Y. — Placing orders with N. Y. and vicinity for New Jersey Zinc Co. (Maple), 160 Front st., N. Y.

Placing contracts with Southern newspapers for Southern Cotton Oil Co. (Wesson Salad oil & Snowdrift shortening), 120 Broadway, N. Y.

Placing orders with New England newspapers for Washburn Crosby Co. (Gold Medal flour), Minneapolis.

CAFEHART-CAREY, Times, N. Y. — Placing orders with N. Y. newspapers for Stendaford Corp. (reducing liquid), 500 7th av., N. Y.

CHAMBERLAIN, 119 Orleans, N. Y. — Secured account of Watson, Williams & Co. (investment brokers), New Orleans.

& others. Local newspapers are being placed.

CHESMAN, 130 W. 42d, N. Y. — Placing orders with N. Y. newspapers for Whitman Mfg. Corp. (radio), Washington, D. C., & 7th av., Long Island City, N. Y.

CHESMAN, 1127 Pine, St. Louis — Sending orders to newspapers for Eddeine Mfg. Co. (No-Rin chloride), Chicago.


DUNLAP-WARD, Cleveland—Re-issuing advertising for Cleveland papers.


DYER, 42 Broadway, N. Y. — Re-issuing newspaper contracts for U. S. Tar Co., N. Y., etc.

ERICKSON, 381 4th, N. Y. — Placing orders with newspapers in the United States.

Placing orders for bonded metal, 35, 25 4th st., N. Y.

Placing orders with N. Y. newspapers for E. P. Reed & Co. (Mattress Mfg. Co.), Rochester, N. Y.

Re-issuing newspaper contracts for Valentine & Co. (Valpari varnish), 456 4th av., N. Y.

FREEMAN, Mutual, Richmond, Va. — Placing advertising for Aragon Coffee Co., Richmond, Va., in Southern newspapers.

Also placing 28 lines display advertisements for California papers in Ohio R. W. in Canadian publications.

Placing contracts with California dailies for 5,000 lines for Peanut Growers Ass'n.


GARDNER-GLEN BUCK, 1627 Locust, St. Louis — Sending orders to newspapers for Glenco Products Co. (Glenco Dustaway mop), Quincy, Ill.

HICKS, 52 Vanderbilt, N. Y. — Placing advertising for London and North Eastern Railway of England and Scotland.

HILL, 8 W. 40th, N. Y. — Handling advertising for London and North Eastern Railway of England and Scotland.

HILL, 250 W. 54th st., N. Y. — Handling advertising for Geo. Korn (cooked meats), 350 W. 38th st., N. Y.

HOWARD, 33 W. 42d st., N. Y. — Placing orders where they have distribution with Penna. newspapers for Geo. Korn (cooked meats), 350 W. 38th st., N. Y.

In Every Trade Territory — One Newspaper Must Lead

The paper which best serves its readers and its advertisers naturally goes this leadership.

In Houston and South Texas this distinction is held by the Houston Chronicle.

First in the City Field

The WORLD'S Circulation, Morning and Evening, is in Metropolitan N. Y. A morning or an Evening World goes into every second home in all Five Boroughs and Hudson County (Jersey City, Hoboken, etc.), New Jersey. The Sunday World goes into every third home in all Metropolitan New York.

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March 24, 1923

THE FOURTH ESTATE

175,000,000 ANNUAL PRODUCTION

35 MILLION ANNUAL PAYROLL OF INDUSTRIAL

TRENTON

A prosperous NEW JERSEY territory completely covered by the
Evening TIMES

Member A.B.C.

KELLY-SMITH COMPANY, Spec. Pub., Marbridge Building, NEW YORK.

In New Orleans it's the New Orleans Item

CODE OF ETHICS FOR BUSINESS PLANNED.

(Continued from Fourth Page)

to the end that the organization publish a book on "American Com-
mercial Standards," which would be
come an annual publication. It would be
the work of the council to stimu-
late interest in buying papers of
preparation, Cleveland and New York; Linn Products Co., Chicago.

JULIUS MATHEWS, Special Rep.
BOSTON NEW YORK CHICAGO

ADVERTISING CLUB NAMES
NOMINATING COMMITTEE.

The following members of the Ad-
vertising Club of New York have been ap-
pointed to the nominating com-
mittee: F. Huber Hoge, chairman, Huber Hoge, Inc.; James O'Shaugh-
snessy, American Association of Ad-
vertising Agencies; Walter Drey, Forbes Magazine; Jason Wetherfield, librarian, New York Stock Exchange; David Lee, Lee & Williamson; Al-
bel Gibson, Adobney Company; George French, Montclair, N. J.

The committee will make its report in writing on or before May 1 to the directors on the officers and di-
torates it nominates for election for the coming year.

Financial Advertising Lead

The New York Times in January and February published 491,248 agate lines of financial advertising, an excess over the second New York newspaper of 255,009 lines.

PITTSBURGH PRESS

HAS THE LARGEST DAILY AND SUNDAY

CIRCULATION IN PITTSBURGH

Member A.B.C.

Foreign Advertising Representatives:
I. A. KLEIN
60 East 42d St., New York
W. T. Monroe, Chicago

New Haven Register
LARGEST CIRCULATION IN CONNECTICUT'S LARGEST CITY

Average Daily Paid Circulation over 35,000 copies. Equal to next two competitors combined.

The Julius Mathews Special Agency
BOSTON, NEW YORK, DETROIT, CHICAGO

Now newspaper is considered to be a newspaper which has no advertising, but in the United States, according to Dr. Oris Caldwell, school principal of New York, said:

"We clipped 3,061 stories upon biological subjects from 492 newspaper offices during a period and out of that number only fourteen articles contained an inaccuracy. That is a record for most books can show."

Indeed it is; and also it is a record of how a man can make his name! for, none more aware than he of the eccentricity and church, and of all men, knows the score of perils a single fact must traverse in the sanctuary of the printed page. Error in transmis-
sion, poor typewriting, improper startling are the main staples of most books.

MONEY AND ADVERTISING.

"The only man who makes money without advertising in the newspaper is the fellow who coins it in the United States Mint," says J. H. Mc-
Lennan, an electrical advertising ex-
pert for many years. He has been showing electrical dealers all over the country how to make money, and has lectured before many women's clubs on the advantages of modern electrical working with devices.

EXCELLENT RESULTS

obtained with tryout copy in the
PLAINFIELD, N. J.

Courier-News
Member Audit Bureau of Circulations and United Press.

Alcorn-Seymour Co., Representatives
New York, Chicago and St. Louis.

The Fourth Estate

DOMINATE BRIDGEPORT

98 per cent of the circulation of The Telegram and Post is concentrated within a mile of the City Hall. You can completely cover this great industrial market with one newspaper through the TELEGRAM and POST.

The only A.B.C. Newspapers in
Bridgeport, Conn.

Cover NEW HAMPSHIRE with the
MANCHESTER UNION & LEADER
Guaranteed
Over 25,000 Circulation

JULIUS MATHEWS, Special Rep.
BOSTON NEW YORK CHICAGO

New preparations), Cleveland and New York; Linn Products Co., Chicago.

JULIUS MATHEWS, Special Rep.
BOSTON NEW YORK CHICAGO

January and February pub-
lished 491,248 agate lines of financial advertis-
ing, an excess over the second New York newspaper of 255,009 lines.
THE BufFaLO TERRITORY
Offers
big possibilities to national advertisers

Twelfth American City and second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular home newspaper—A.B.C. net paid 165,958, 80% of English-speaking Homes.

THE BufFaLO EVENING NEWS
Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY, Reps.
Marbridge Bldg. Lytton Bldg.
New York Chicago

DEAN OF MUSIC CRITICS, WHO SERVED ON THE TRIBUNE FORTY-THREE YEARS, DIES.

Henry Edward Krehbiel, dean of American musical critics and for forty-three years music critic of the New York Tribune, died suddenly out the winter. But ten days previously he had entered his seventieth year. The veteran critic had spent forty-three years on the pages of the Tribune. His published books comprise more than twenty-five volumes, and he has written, in correspondence, various occasional pamphlets, annual series of lectures at the Institute of Musical Art and twenty years' writing of the program notes of the New York Philharmonic Society.

Mr. Krehbiel was born March 10, 1854, at Ann Arbor, Mich. He was educated in the public schools of his native state and in Ohio, where he studied law—1877-79—in Cincinnati. There, too, he took violin lessons and studied musical theory and harmony. From 1874 to 1889 he was a reporter on the Cincinnati Gazette, rapidly becoming a special writer on music, though in later years he told of many experiences as a general news editor along the Ohio River front.

Coming to New York in 1889 as music critic of the Tribune, he had for the past twenty-five years contributed daily and weekly articles to that paper with only an occasional interruption. He wrote as late as two Sundays ago a discussion of "American Native Choruses," following his last public appearance as a guest with Mme. Sembrich and Dr. Walter Darnoch on March 3 at the Intercollegiate Glee club contest in Carnegie Hall.

His vigorous denunciation of tendencies he believed to be of ill effect in the musical world were well-known. In the last days of his life they resulted in a libel suit brought against him by Mme. Gandakski-Tanscher, based on an article in which allusion was made to her in connection with German rejoicing over the sinking of the Lusitania. She asked $125,000 each from the Tribune and its music critic.

Mr. Krehbiel was twice married. Mrs. Krehbiel, who died in 1919, was married to the critic in 1886.

CORRIERE D'AMERICA
Luigi Barzini, Editor.
Illustrated Italian Daily, in tabloid size.
24 pages daily.
40 pages Sunday with rotogravure section.
Reaches all classes of Italians.
509 Lafayette Street, New York

THE SYRACUSE POST-STANDARD
is the big, powerful result-producing medium of Central and Northern New York. Average Seven-Day Paid Circulation 53,278.
For Six Months Ending Jan. 1, 1923 Greatest daily circulated newspaper published in this part of the country.
Represented by Paul Block, Inc. New York, Phila., Chicago, San Francisco

THE JOURNAL
is the only morning and Sunday paper published in Dayton, Ohio.

STORY, BROOKS & FINLEY, Inc.
New York, Phila., Chicago, San Francisco

HENRY EDWARD KREHBIEL.

Tuesday in New York, after an illness of three days. He had been actively at work almost to the day of his death, although his friends knew that he had been ailing throughout the winter. But ten days previously he had entered his seventieth year. The veteran critic had spent forty-three years on the pages of the Tribune. His published books comprise more than twenty-five volumes, and he has written, in correspondence, various occasional pamphlets, annual series of lectures at the Institute of Musical Art and twenty years' writing of the program notes of the New York Philharmonic Society.

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PROMINENT CAPITAL SCRIBE DIES AS RESULT OF OPERATION.

John R. Smallwood, news manager of the Washington Star, and for seventeen years on that paper, died Monday, following an operation.

Mr. Smallwood was born in Erie, Pa., in 1852. Graduating from Cornell in the class of 1903, he worked for a short time on the Buffalo Inquirer, but soon went to Washing-

Newspaper Censuses.
Washington, D. C.

The latest house to house canvas reveals the extent to which Washington Newspapers are read in the homes.

DAILY
The Evening Star... 84% 2nd Newspaper... 35% 3rd Newspaper... 34% 4th Newspaper... 22% 5th Newspaper... 18% 6th Newspaper... 19%

The Sunday Star... 78% 2nd Newspaper... 49% 3rd Newspaper... 47% 4th Newspaper... 19% 5th Newspaper... 20% 6th Newspaper... 20%
March 24, 1923

**THE FOURTH ESTATE**

**THE DAY-WARHEIT**

America's FOREMOST Jewish Daily

Reaches the cream of purchasing power of the Jewish element in America. Essentially a home paper—written for and read by every member of the family.

**THE DAY-WARHEIT**

"Kte National Jewish Daily."

Member A.B.C.

Main Publication Office:

188 East Broadway

NEW YORK

**DALLAS EVENING JOURNAL**

Published by A. H. Bolo & Co.

Covers the afternoon field as completely as does the Dallas News in the morning.

LARGEST AFTERNOON Circulation

D. Lorentz, Manager Eastern Dept.

728 Tribune Building

NEW YORK

**POST OFFICE CAN'T EXPAND WITH BUSINESS.**

(Continued from Second Page)

to which the department would gladly conform were it not for the fact that there is a statute making it a criminal offense, with imprisonment as the punishment, for expending money in excess of the appropriations. And it is perhaps well enough that this should be so.

"We have lately adopted the budget system and the postmaster general cannot legally spend more money in any line of postal activity than is estimated by the budget and appropriated by congress for that specific line. For instance, the appropriation for the railway mail service is adequate, but not a dollar of it may be diverted to the payment of post office clerks or for letter carriers, for either or both of which the appropriation may be inadequate, and there are specific appropriations for each of these items."

"The great rapidity in the business revival that is now everywhere manifest has resulted in very greatly increasing the volume of mail that has to be handled. This is not the first time that this has occurred, but it has never occurred so early in the year and never anything like as sharply as at the present moment."

"The post office can get money in but one way and that by appropriation by the congress. Congress has adjourned, leaving the sum subject to our check until the end of the fiscal year—June 30."

**BOSTON SUNDAY ADVERTISER**

over 500,000

(Net Paid)

Greatest Circulation that Boston has ever known.

HARRY S. NEW.

without exception, to this situation and insist that they shall help it by practicing the strictest economy and doing all they can to meet the demands of this year's emergency.

"We positively must get along with the amount appropriated. There is no other way. In addition to the appropriation for clerks and carriers, there is given us an auxiliary, or emergency fund, and that may be employed as emergency requires but it, too, is limited and does not aim to meet the demands of this year's emergency.

"All this being the case, it has been necessary for the postmaster general to direct attention of the postmasters all over the country to which the department would gladly conform were it not for the fact that there is a statute making it a criminal offense, with imprisonment as the punishment, for expending money in excess of the appropriations. And it is perhaps well enough that this should be so.

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"The post office can get money in but one way and that by appropriation by the congress. Congress has adjourned, leaving the sum subject to our check until the end of the fiscal year—June 30.

**MONTREAL LA PRESSE**

thoroughly and completely covers the population of the largest French speaking cities of the world. With sixty-five per cent of the 700,000 persons in the city French speaking and reading, the newspaper which covers this class comprehensively supplies a wonderful market to the foreign advertiser.

**THEOPEKA CAPITAL**

The only Kansas Daily with a general Kansas circulation

Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.

Furnishes market data—does survey work—gives real co-operation.

Arthur Capper Publisher

**THE JEWISH MORNING JOURNAL**

An American newspaper read by the more intelligent and responsive element of Jews in New York City.

**WINSTON-SALEM SENTINEL**

Representatives

Frost, Landis & Kohn

Chicago

Atlanta

H. W. KASTOR & SONS

ADVERTISING CO. ST. LOUIS

An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE COMPANY SPECIAL REPRESENTATIVES

Fifth Avenue Building, NEW YORK

401 Tower Bldg., CHICAGO

Kress Building, DETROIT

100 Boyston St., BOSTON

801 Main Street, LOS ANGELES

**VERVE & CONKLIN** PUBLISHERS' REPRESENTATIVES

200 Madison Avenue NEW YORK

117 Lafayette Boulevard DETROIT

825 E. Jackson Boulevard CHICAGO

1 Market Street SAN FRANCISCO

S. C. THEIS COMPANY SPECIAL REPRESENTATIVES

NEW YORK CHICAGO ATLAS.

FRED J. TERRY, seventeen years connected with the mechanical department of the Atlanta Georgian, is dead in Atlanta of pneumonia, aged forty-three.

FREDERICK EMMONS CHAPIN, Washington attorney and former newspaper man, died Tuesday in Washington of paralysis after an illness of two weeks. He was sixty-three years old. He was formerly on the editorial staff of the New York Tribune, and had been business manager of the Washington Post.

Other Obituary Notes.
Unprecedented Gains in Pensacola—

Publishing an independent newspaper of merit, The Pensacola Journal is making unprecedented gains, since becoming one of the Perry-Lloyd Jones Newspapers. Giving the people ALL of the news, the best features and fearless editorials, is the policy of The Journal and one that has quickly reflected itself in gains in both circulation and advertising.

Circulation Gains—

73% Gain Daily
Sept. 30, 1922 ...3,146
(A.B.C.)
Feb. 8, 1923 ....5,469
73% Gain .. 2,323

62% Gain Sunday
Sept. 30, 1922 ...3,866
(A.B.C.)
Jan. 28, 1923 ...6,267
62% Gain . . 2,401

—And Every Copy Is Paid For

Advertising Gains—

Nearly a half million lines of advertising have appeared in The Journal in the quarter ending Jan. 31. This is a tremendous gain in volume.

Local Display ................. 299,362
Foreign ....................... 102,732
Classified .................... 96,138

Total .......................... 498,232

"A circulation as good as gold"

You can cover the Pensacola territory best with the one newspaper that reaches everybody—THE JOURNAL

The Pensacola Journal

Founded 1897

CONE, HUNTON & WOODMAN, Inc.
Representing
THE PENSACOLA JOURNAL

GEO. A. RILEY, Foreign Advertising Manager
225 W. 39th St., New York City
Co-operating with Representatives

PERRY-LLOYD JONES
NEWSPAPERS

Minneapolis Daily News
Tulsa Tribune
Jacksonville Journal

Readnig News-Times
Charleston, S. C., American
Pensacola Journal
JOHN B. WOODWARD

announces

the removal of his office from

810 TIMES BUILDING

to

Room 1512
THE BOWERY SAVINGS BANK
BUILDING
110 East 42nd Street

March Twenty-Sixth
NINETEEN HUNDRED TWENTY-THREE

Telephone
VANDERBILT 3983-3984

Representing

THE CHICAGO DAILY NEWS
THE BOSTON GLOBE
THE BALTIMORE SUN
THE CLEVELAND PLAIN DEALER
THE MINNEAPOLIS TRIBUNE
THE PHILADELPHIA NORTH AMERICAN
HEARST BUYS BALTIMORE NEWS AND AMERICAN
MUNSEY OWNERSHIP ENDS APRIL 1
SUNDAY AMERICAN TOMORROW TO CARRY HEARST WEEKLY
J. E. CULLEN IN CHARGE FOR MR. HEARST.

The Baltimore News and American will April 1 come into the possession of W. R. Hearst, the details of the transfer from Frank A. Munsey having been arranged this week.

The Hearst features, including the American Weekly, will appear tomorrow morning in the Baltimore Sunday American and the News, and Wisconsin News and Milwaukee Journal at Milwaukee, will have charge of the Baltimore publications. Mr. Cullen's home is in Baltimore.

The Munsey possession ceases with the publication Saturday afternoon of the News.

ADVERTISERS NOT INDEMNIFIED BY PUBLISHER.

RESORT HOTEL LOSSES ACTION TO RECOVER DAMAGES OF $3,000 FROM THE BROOKLYN EAGLE—CHARGED ERRORS IN COPY AND INSERTION CAUSED BUSINESS LOSS.

The Brooklyn Daily Eagle has just emerged from a legal controversy as novel and unique as it has ever affected the business of any newspaper.

A summer resort advertiser of long standing forwarded his insertion order by typewritten letter at the Eagle's solicitation, during May, 1922. He quoted his advertisement in a local newspaper of a like type, requesting a "Catskill Mountains" classification and agreed to four insertions a week to September 15. He has a fine hotel at Eddycove, N. Y., and enjoys prosperous years previously due primarily to the direct results obtained from Eagle advertising.

This advertisement was published during the summer of 1922 and through a series of errors, was incorrect approximately on fifteen different occasions. Some of these errors were placing the advertisement under the incorrect classification, others in the manner of the advertisement, and perhaps the most serious was the fact that on numerous occasions the advertisement was entirely omitted.

Suit was commenced against the Eagle for claiming damages of $3,000 from the Brooklyn Eagle—charged errors in copy and insertion caused business loss.

NEWSPAPER RADIO SCOPE WILL BE ENLARGED.

CONFERENCE RECOMMENDS TO HOOPER OPENING UP OF WAVE LENGTH LIMITATIONS—EXTENDED FIELD, 222 TO 545 METERS ALLOWED FOR BROADCASTING.

The opening up of a new wide band of waves by the Government and the Congress for radio communication to broadcasting stations was recommended to Secretary of Commerce Hoover today by the National Radio Conference as a solution to growing difficulties encountered in radio already depression the country, following the close of the 89th Congress at Washington at the end of last week.

The following was the report of the conference.

NEWSPAPERS IN CLASS A.

Proposition for newspaper stations is made in the recommendations for the highest power Class "A" stations, which will use wave lengths between 288 meters and 545 meters.

Newspaper interests scored another victory through the concurrence of the committee in their contention that the reading of letters and telegrams by broadcasting stations, permitting where the signer is not addressed in the name and text is of general interest.

Many of the large newspapers' concerns in broadcasting services are affected by this concession, it is much as they have built up "censored" lists which they turn over to the paper in the hands of his sister, William Goddard, while he moved north to establish a postal system, which was the germ of the great postal system of today. She continued in control for ten years.

SAME CHANGED IN 1795.

Early in 1795, William Pechin of Philadelphia bought the Journal and changed its name to the Baltimore American and Commercial Intelligencer. In 1799 it became the property of Alex. Martin, and on May 13 of that year it appeared as the American. In 1815 the paper was transferred to F. P. Hemmings, which continued in control until 1853, when the late C. C. Fulton obtained a controlling interest and made his management the paper prospered.

When he died, in 1883, General Felix Agnus, his son-in-law, became the publisher, and he had conducted the American up to the time it passed into Mr. Munsey's control.

The American took a conspicuous part in the Revolutionary War. During the civil war, it was a Union paper, and subsequently always a staunch advocate of principles of the Republican party. The history of the nation is written in the records of the American. To its agitation and recommendation were due the establishment of the Maryland Historical Society, the Maryland Institute for the promotion of mechanical arts, the foundation of public schools for colored children, and educational enterprises.

The one-cent war of the Springfield, Mass., daily newspapers will come to an end on the first anniversary of its inauguration, and the newspapers will be sold for six cents.

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DOMINATE PHILADELPHIA

About 3,000,000 people live in the Philadelphia trading zone, of which 2,000,000 live in Philadelphia and Camden. You can reach practically every home, store, factory and farm in this territory, at one cost, if you will concentrate your advertising in

The Evening Bulletin
Philadelphia’s Newspaper

No prize, premium, coupon or other artificial methods of stimulating circulation are used by The Bulletin.
SPRINGFIELD UNION SOLD TO GEO. VON L. MEYER.

COL. A. P. Langtry and J. D. Plummer sell entire capital stock — LATTER REMAINS AS PUBLISHER, WITH BURT L. HUNT REPRESENTING NEW OWNER.

The Springfield, Mass., Union, morning, evening and Sunday, has been sold and the capital stock, except for three voting proxies, has been transferred by John H. Plummer and Colonel A. P. Langtry, the former holders, to George von L. Meyer of Hamilton, Mass.

The announcement issued by the new company and printed in the Union was:

"Mr. George von L. Meyer of Hamilton has acquired a controlling interest in the Springfield Union Publishing Company, and will take the place of A. P. Langtry as president of the company besides serving as treasurer. Mr. J. D. Plummer will continue as publisher of the Union. M. S. Sherman as editor, and H. N. Bowman as assistant treasurer. There will be changes in the policies of the paper."

Mr. von Meyer becomes president and treasurer of the new company, and with Mr. Plummer, Mr. Bowman and Mr. Sherman and formulate the board of directors.

Mr. von Meyer's accession to the Springfield Union Publishing Company occurs to the surprise of many people, but it is understood that the sale price was considerably below that figure.

Mr. Plummer, who has been the publisher, has been retained by the new owner, in the same active capacity; H. N. Bowman, who has been managing business manager for many years, has been made assistant treasurer; and M. S. Sherman, who has been editor, continues in that capacity.

COMMITTEE APPOINTED FOR CONVENTION OF ROCHESTER ADVERTISING AFFILIATION.

The Advertising Club of Rochester, N. Y., has voted to hold its annual convention at the Statler Hotel in Rochester, N. Y., on Saturday, September 21 and 22, to the annual convention of the Advertisers Club of Cleveland, Buffalo, Toledo and Hamilton, Ohio.

William A. Smith is chairman of the general committee which will include the following members of the club, appointed by President Samuel R. Parry:


It is expected that time will also be saved in delivering the newspaper onto the streets and to the railroad terminals from the new site. The old building is not being entirely abandoned, however, as the Tribune will maintain a business office there for the convenience of its old neighborhood.

The sale was negotiated by Burt L. Hunt of Boston, representing Mr. Meyer, and he will, temporarily, be Mr. Meyer's representative on the paper.

Mr. Meyer, the new owner, is the only son of the late George von L. Meyer and was born in 1891, and was prominent in Harvard social and club life, and from which institution he graduated in 1913.

Mr. Meyer is a member of the wool firm of Linder and Meyer of Boston. He is a member of the board of governors of the Boston City club, director of the Boston Maune Pitching Club, Boston and Lowell railroads, a member of the corporation of the Boston Lying-in hospital, a member of the board of managers of the Boston Children's home, a member of the Essex Republic club, director of the Old Colony Trust Company and the Puritan Mortgage Company.

Mr. Meyer is active in the Republican party in Massachusetts. He

TRIBUNE TO MOVE BIG PLANT IN 21 HOURS.

ORGANIZATION PERFECTED WITH MILITARY PRECISION TO PERFORM RECORD RUSH ORDER—POLICE ENLISTED TO KEEP TRAFFIC LINES CLEAR FOR TRUCKS.

The entire plant of the New York Tribune will be transferred from its old home on Nassau street to its new home on West 13th street on Saturday, April 14. Plans have been made to accomplish the feat in 21 hours, and the organization for the task along military lines has been perfected.

The first edition will still be running off the presses in the old building at about 1 a.m. when the three hundred workmen employed for the final shift begin moving the presses and loading it onto trucks drawn up to the back door.

Ten seven-ton trucks, working on exact schedule, will be employed to move the machinery, fixtures and furniture; and these trucks will follow a route mapped by the police in order to insure the least possible delay in transit. The work must be completed by six o'clock Saturday night as the Monday morning editions must be composed and printed from the new plant.

This building is ready for occupancy, with three of the new presses ready in advance of the process of being installed. Twenty four new linotype machines are in order, and the paper will be moved from the old plant.

Several tons of type matter are in the paper storage room, elevators are in operation, telephone, telegraph and newspaper tinker instruments will be in working order before the paper begins to move.

It is apparent from its enlarged equipment that the coming Tribune expansion will be so great that the capacity of the press room will be increased more than fifty per cent with its three new presses, and moving belts running under the long tables in the delivery room make that part of the paper specially important.

While chutes will conduct the bundles of papers from the right where they are sorted to the trucks.

It is expected that time will also be saved in delivering the newspaper onto the streets and to the railroad terminals from the new site. The old building is not being entirely abandoned, however, as the Tribune will maintain a business office there for the convenience of its old neighborhood.

Mr. Howard Davis, business manager of the Tribune, will be in charge of the moving. Assisting him will be George A. Barger, superintendent of the composing room, and Jack Lynch, superintendent of the press room.

NEW A. P. DAY MANAGER IN CUBA.

A. R. Hopkins, editor and general manager of the Havana Daily Telegram, has been made day manager of the Associated Press for the island. The Associated Press was represented in the Cuban capital by a special representative, but on account of retracement made necessary by several Spanish newspapers dropping the service the representative, A. V. Sevillo, was withdrawn.

PUBLISHERS MEET IN NEW YORK APRIL 23-27.

AD BUREAU DINNER WILL BE HELD THURSDAY NIGHT.--S ENATOR PEPPER, FORMER AMBASSADOR GERARD AND WILL ROGERS TO SPEAK.

The annual meeting of the Associated Press, will be held at the Waldorf-Astoria, April 24. The retiring board will meet Monday on April 27. The dinner will be held Thursday night. The annual meeting will be held immediately by the convention of the American Newspaper Publishers Association on April 25 and 26. According to custom, the announcements of the complete programs will not be made until shortly before the conventions begin.

Mr. von Meyer becomes president and treasurer of the new company, and with Mr. Plummer, Mr. Bowman and Mr. Sherman and formulate the board of directors.

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What Influences the Dealer in Buying Your Merchandise?

The retailer is interested primarily in a *profitable volume*. He must meet the demands not only of varying seasons and styles, but for new brands which are constantly coming on the market. The Wm. H. Block Company do not stock a newspaper-advertised product just to be good fellows. Primarily they are interested neither in the success of a manufacturer nor a newspaper. But they will stock a product or reorder an old one for which adequate advertising has been scheduled in The News on a non-cancellable basis because they know that there will be a demand for it. They know that it would be bad business not to be able to meet that demand. No successful retail merchandiser, however, will carry the "gamble" on a new product. He will not stock it on a promise of advertising that is contingent upon a certain volume of goods being absorbed by the market. Newspaper advertising has a valuable dealer influence, but the indefinite promise of space should not be expected to get more than an indefinite promise of support from the retailer.
JULY 9, 10, 11 DATES FOR CONVENTION OF S.N.P.A.

WHITE SULPHUR SPRINGS TO BE HOST TO PUBLISHERS—ROOMS WITH PRIVATE BATH QUOTED AT RATE OF TWELVE DOLLARS PER DAY BY HOTEL AT RESORT.

The Southern Newspaper Publishers Association is to hold its twenty-first annual convention at White Sulphur Springs, W. Va., July 9, 10, and 11. This is the same week as that in which various conventions have been held—the week after the Fourth of July. An effort was made to co-ordinate the S.N.P.A. convention with the convention of the Associated Advertising Clubs of the World by holding the convention during the last half of the week of June 27 and the following week. Other conventions scheduled for White Sulphur Springs made it impossible to secure adequate accommodations during these weeks.

The last week in May was available, but it was thought that this would be a bad week, and it took close after the A.N.P.A. convention. The management of White Sulphur Springs has been assured that the convention of the S.N.P.A. would be well taken care of during the second week of July.

It was recognized that July is a vacation month with the association and as the conventions of previous years have been held during this month, it is expected that many will plan their vacations in connection with the S.N.P.A. convention.

ROCHESTER AD CLUB APPOINTS NEW SECRETARY.

Glen Cook Morrow, Rochester, N. Y., newspaper man, has been appointed secretary of the Advertising Club of Rochester. Mr. Morrow is twenty-nine years old. He was graduated from the University of Rochester and served for two years as a captain in the army. Following demobilization he worked in the Industrial Relations Department of the Eastman Kodak Company, where he made a fine record in organizing the employees and in helping get out the company magazine.

ANKOKU MORROW.

Ford A Probable Candidate in 1924 Race.

John H. Perry interviews automobile maker and says answer will be yes if nation calls—Jacksonville Journal has real scoop.

If the people of the United States want him, Henry Ford is sure to be a presidential candidate in 1924. That is the conclusion of John H. Perry, president of the Perry-Lloyd Johnson campaign, who has visited the president, in response to an invitation from the secretary of the interior and the governor of Alaska, the Brooklyn Eagle is organizing an Alaskan tour this summer. The chief purpose of the trip is to dedicate Mt. McKinley National Park, a state tourist travel over the new Alaska railroad, and to serve as a business man and newspaper man. The Eagle has organized a group of sixty easterners, and has stabilized Brooklyn to make the trip. The party will leave for the coast near the Canadian Railroad on June 22.

Canadian government authorities have invited the Eagle to Jasper National Park in the Canadian Rockies, and have invited the dedication of the new Jasper Park Lodge.

Secretary of the Interior Hubert Work expects to be with the Eagle party in Alaska to represent the State Department at the dedication at McKinley National Park, which will take place on July 12 or 13.

This will be the Brooklyn Eagle’s third national park tour. Eagle parties having dedicated Grand Canyon National Park and Hawaii National Park in 1921. This tour is being organized and will be managed by H. V. Kaltenborn, editor, who has been in charge of all recent Eagle tours.

The governor of Alaska is Scott C. Bone, a former newspaper man.

E. D. GIBBS.

NORRISTOWN HERALD ELECTS SECRETARY-TREASURER.

John C. Dye, formerly auditor of the Norristown Herald, has been elected secretary-treasurer of the Norristown Herald Printing and Publishing Company to succeed Gilbert S. Jones.

DISTRIBUTION THE THEME FOR AD CLUB CONVENTION AT ATLANTIC CITY.

Distribution will be one of the main points of discussion at the Atlantic City convention of the Associated Advertising Clubs of the World, according to present plans.

The department of commerce, other federal departments, and many leading authorities of the country admit that the foremost problem in American business life is distribution, and the advertising fraternity, being the principal factor in this field, is taking up the burden of undertaking its obligations, the statement says.

President Lou E. Holland, during the last year has undertaken many plans, all of which will be toward the solution of the distribution problem of American business, and the twenty-three different associations of the associated advertising, such as the American Association of Advertising Agencies, the American Newspaper Executives, the Association of Retail Advertisers, Financial Advertisers’ Association, Direct Mail Association, Graphic Arts, etc., will all bring the best minds of their business there prepared to solve present difficulties in the United States.

The national advertising commission, headed by W. Frank McClure, will make a report on the plans which the various associations in the commission have to recommend to the government the burden, and officers from the department of commerce of agriculture, and other Government units are expected to be present to lend their aid in the meetings of the convention.

LEAVES GOODRICH TIRES.

E. D. Gibbs, for the last four years advertising director of the B. F. Goodrich Company, Akron, Ohio, is leaving that company and will locate in New York as advertising counselor. Mr. Gibbs, during his term of office has been active in civic affairs and at the present time is chairman of the publicity committee of the Greater Akron chamber of commerce. He was also president of the Associated Advertising Clubs of the World and at one time a director in this field of the National Cash Register Company.

KANSAS DAILY EXPANDS.

The Coffeyville, Kan., Journal is installing a new rotary press, and a new stereotyping outfit.

TRADE PAPER SOLD.

The Hardware Dealers’ Magazine, New York, has been purchased by the publishers of the American Exporter and will hereafter be conducted by them. The Hardware Dealers’ Magazine was founded in 1894 by Daniel T. Mallett, who is retiring from the publishing field. Roy F. Soule, former editor of Hardware Age, will be editor of the Hardware Dealers Magazine under the new management.

E. D. GIBBS.
The NEWARK LEDGER has recently written to us, reporting on the success of the Model 21, Text and Display Linotype, which it installed in its plant a few months ago.

"Our standards of efficiency have been tremendously enhanced."

"Our product is decidedly better."

"Time is consistently saved."

"The output is greater."

"The process is easier and less tedious and cumbersome."

"The type is cleaner and clearer; it is ever new and attractive."

"The make-up is more varied and more artistic."

"It has given our Sunday Magazine Section a decidedly new tone."

"I am enclosing samples that I am sure will bear out my statements."

[Signed] J. R. WATERS
Business Manager
Newark Ledger
NEW PUBLISHER OF
GALVESTON NEWS
A NATIVE TEXAN.

HAS LARGE INTERESTS IN
GALVESTON WILL CONDUCT
NEWS ON HIGH STANDARD
MAINTAINED BY THE BELO
INTERESTS—L. C. ELBERT
APPOINTED MANAGER.

The personnel of the Galveston Daily News, the oldest daily newspaper in Texas, which was sold by A. H. Belo & Co., publishers of the Dallas News and Journal, to William J. Neves of Galveston, will remain practically unchanged.

George B. Dealey, president and general manager of A. H. Belo & Co.; Thomas Fitz, Jr., editorial advisor, and Walter Dealey, assistant general manager, all of Dallas, and Ennis Cargill of Houston, a director, concluded the deal.

Louis C. Neves, whose entire business career of twenty-three years has been spent in the service of the Belo Company, was named general manager of the paper under the new ownership. Until the sale of the paper he was editor.

The new owner of the News is a native of Galveston Parish, Freestone County in 1863, and from infancy Galveston has been his home. He is large and various interests greater in that city. He has been a member of the firm of W. L. Moody & Co. and Tompkins, Jr., a editor, editor, and treasurer, Galveston Cotton Compress and Warehouse Company, president of the City of Galveston. He is also interested in a number of other prominent organizations.

Mr. Moody expects to conduct the paper upon a business-end that has been maintained at all times throughout its long career, a period of eighty-one years, and the seeming necessity of making the Galveston Daily News practically a duplicate of the Dallas Morning News so long as common ownership subsisted, notwithstanding the disparity in the potentialities of the respective cities.

The Galveston Semi-Weekly Farm News was not included in the sale to Mr. Moody, and on April 1 it will be consolidated with the Dallas Semi-Weekly Farm News.

John F. Rubben, who from 1906 has been manager of the Galveston Daily News, will assist in the reorganization. The treasurer of A. H. Belo & Co., will remain in his present position, and the company, going to Dallas with the removal of the Belo home office. J. H. Lorentz will continue to represent the News in the East and W. J. Scott in the West.

A. C. JARNAGIN LEAVES DES MOINES CAPITAL.

W. C. Jarugina has left as managing editor of the Des Moines, Iowa, Capital. At the present time

If the subscriber paid direct

Suppose that every Monday morning all the people who have a hand in furnishing your telephone service came to your door for your share of their pay. From the telephone company itself, would come operators, supervisors, chief operators, wire chiefs, linemen, repairmen, inspectors, installers, cable splicers, test-boardmen, draftsmen, engineers, scientific and bookkeeping personnel, commercial representatives, stenographers, clerks, conducting men and many others, who daily serve your telephone requirements, unseen by you.

There would be tax collectors to take your share of national, state and municipal taxes, amounting to over forty million dollars. There would be men and women coming for a fair return on their money invested in telephonestocks and bonds—money which has made the service possible.

Then there are the people who produce the raw materials, the supplies and manufactured articles required for telephone service. They would include hundreds of thousands of workers in mines, smelters, steel mills, lumber camps, farms, wire mills, foundries, machine shops, rubber works, paint factories, cotton, silk and paper mills, rope works, glass works, tool works, and scores of other industries.

When you pay your telephone bill, the money is distributed by the company to the long line of people who have furnished something necessary for your service. The Bell System spares no effort to make your service the best and cheapest in the world, and every dollar it receives is utilized to that end.

"BELL SYSTEM"

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy, One System, Universal Service, and all directed toward Better Service

SAVANNAH STARTS PUBLICITY CAMPAIGN.

FLORIDA NEWSPAPERS, IN ADVERTISEMENTS, TELL ADVANTAGES OF GEORGIA CITY AND TRAVELERS ARE URGED TO RETURN VIA SAVANNAH.

Capping the efforts of the various civic bodies to advertise Savannah and its advantages to the traveling world so that a large number of tourists may be induced to go to Savannah, the board of trade has placed in operation what promises to be a very effective advertising plan by buying space in more than a dozen Florida newspapers to induce the Florida tourists to stop at Savannah on their return trip.

This advertising was released in most of the Florida newspapers a few days ago. The advertisements, which were written by the Savannah board of trade management and told in a very concise form the numerous advantages offered at Savannah for tourists, are expected to be expeditious for all travelers, whether moving by boat or auto, to stop there. The first advertisement appeared in the Jacksonville Journal, Tropic, Orlando Sentinel, St. Augustine Record, St. Petersburg Independent, Lakeland Reporter, Tallahassee Tribune, West Palm Beach Post, Bradenton Herald, Clearwater Sun, Oakland Eastside Leader, Pensacola News, and the Fort Meyers Press.

The advertisements were written by the Savannah board of trade management and told in twenty inches, single columns. All the ads stressed that Savannah is a place that will prove attractive to travelers seeking accommodations. In addition to advertising that appeared in Florida newspapers mentioned in the newspaper and not mentioned the effort to bring tourists from Florida to Savannah is augmented by a board of trade press service. The city of Savannah will furnish these newspapers with live news stories about Savannah. Arrangements have been made for the city to supply such stories for publication through the papers and it is thought that this part of the plan in conjunction with the press campaign will bring the desired results—more visitors to Savannah.

WHY CAMPAIGN IS LIMITED.

In speaking of the plan E. B. Walker, board of trade manager, said that two reasons why the advertising is being limited to Florida newspapers were given. The first idea is to get the bulk of returning automobile tourists looking towards Savannah as a place where the same attractions are offered as in Florida.

N.A.C. TO MEET IN CLEVELAND.

The National Advertising Commission will meet April 24 and 25. Officers of the Advertising Club of Cleveland are now cooperating with Chairman W. Frank McCullough of the commission in arranging for the meeting.

Plans have been made for a big program for the public on one day and a big program for the business world on the other day. Dr. Christian F. Reiser of New York, president of the club and past president of the Advertising Club of Cleveland, will be the principal speaker.

The plan in conjunction with the regular advertising is to conduct the cheering service conference on the second day. The ministers of Cleveland are to cooperate in this movement.

Lynn Jordan, advertising manager of the International Correspondence Schools, Scranton, Pa., is one of the speakers engaged specifically for the general sessions.
MUNSEY INVITES PUBLISHERS TO GREET CECIL.

BRITISH GODFATHER OF THE LEAGUE OF NATIONS IS LUNCHEON GUEST — TALKS OF VIEWS TO GATHERING REPRESENTING WHOLE OF NATION'S JOURNALISM.

Newspaper publishers and editors were guests Thursday at a luncheon given by Frank A. Munsey, publisher of the New York Herald and Sun, at the Ambassador Hotel, in honor of Lord Robert Cecil, champion of the League of Nations, and British member of its committee on disarmament, who arrived in this country Tuesday on the Majestic, as the guest of the Foreign Policy Association.

At the luncheon were present about seventy-five newspaper publishers and principal heads of staff of the newspapers and trade papers of the city, representing the owners and principal heads of staff of the New York dailies, representatives of the press associations, trade papers, and others.

In a remarkably graceful speech, Mr. Munsey presented former Ambassador John W. Davis to his guests. As a former representative of Lord Robert's personal friends, Mr. Munsey will be editor of the New York City News, at which the guests will be editors of journals of opinion. A dinner for Lord Robert's personal friends will be given at the home of Thomas W. Lamont on April 8.

A BUSY PROGRAM.

On Thursday evening he was honored at a dinner given by Art Page to meet owners and editors of national weeklies and monthly periodicals at the University Club. Tomorrow Mrs. Willard Straight will give a luncheon for Lord Robert at which the guests will be editors of journals of opinion. A dinner for Lord Robert's personal friends will be given at the home of Thomas W. Lamont on April 8.

Lord Robert's program is arranged by Mr. Munsey in accord with his policy of giving the readers of his newspapers whatever they properly wish to have. Although the Herald and Sun have opposed the League of Nations, Mr. Munsey undertook to give his readers the best thought on the other side of the question by thus communicating with the man who, with the possible exception of Woodrow Wilson, did more than any other to establish the league as a working body in the interests of world peace.

The volume of advertising to be presented to the public this year promises to set a record. Advertising programs worked out by advertising managers throughout the country, announcements by agencies handling national newspapers and individual newspapers to the American Association of Advertising Agencies indicate that the volume of advertising appeared in New York newspapers last year. This made a total of 3,000,000 lines and more than 10,000,000 more lines than were used in 1921. The record set in 1920 was 77,108,253 lines. It was doubled, however, in many matters as well as in total.

Advertising in New York city advertising in 1920 was due solely to a healthy business condition. Many belief that advertising in 1921 will be at least as large as that in 1920.

The Clark luncheon was arranged by Mr. Munsey in accord with his policy of giving the readers of his newspapers whatever they properly wish to have. Although the Herald and Sun have opposed the League of Nations, Mr. Munsey undertook to give his readers the best thought on the other side of the question by thus communicating with the man who, with the possible exception of Woodrow Wilson, did more than any other to establish the league as a working body in the interests of world peace.

Thomas W. Lamont, former owner of the New York Evening Post, Hamilton Holt, former publisher of the New York Independent, greeted Lord Robert with a luncheon at the White Star pier. During his visit in New York he is the guest at the Lamont residence in last Seventh street.

Although besieged by reporters in- tent upon obtaining the impressions of his first visit to America, Lord Robert subjected himself willingly and affably to the American custom of interview or conversation.

The round of formal duties that has been arranged as part of Sir Robert's program in furtherance of the League of Nations began Thursday with Mr. Munsey's luncheon and does not end until he sails for England on April 8.

PART TELEPHONE PLAYS IN NEWS GATHERING.

An editor's questions.

In a brief speech, Lord Cecil outlined the purposes of his visit and the present status of the League of Nations questions as he understood it. Lord Cecil then announced the visit to the American press associations, trade papers and others present. The number of meetings in various cities is increasing.

SWING TO NEWSPAPERS EVEN MORE PRONOUNCED THIS YEAR THAN LAST.

From time to time reports on the furtherance of the League of Nationsbegan Thursday with Mr. Munsey's luncheon and does not end until he sails for England on April 28.

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Havana Spanish Newspapers Suspend.

Removal of Subsidy Puts Four Publications Out of Existence—Havana Telegram, operated by Americans, is Finding Profitable Field.

Withdrawal of government subsidies ranging from $500 to $4,000 a month has resulted in the suspension of the Spanish language newspapers in Havana suspending within the last six months. In a city of Cuba a government budget for newspapers was not yet implemented.

J. B. SHERRELL.

The advantages of meeting in the new building of the Telegram, as they have been selected in a measure because at that season the rhododendron and mountain azalea are in their prime.

PUBLISHERS CO-OPERATE IN LABOR NEGOTIATIONS.

To obtain co-operation in negotiating with the various printing trades unions, the Texas Newspaper Publishers Association has evolved a labor plan which calls upon G. J. Palmer, commissioner of the association, to attend and assist in the negotiation of every contract with the unions. Mr. Palmer is familiar with every condition in the various cities and is able to answer every claim or question raised by the unions as to bonus, time measurement or other working conditions not apparent on the face of the contract.

In this manner every publisher knows just why any concession in wages or working conditions is made in any other place, though the conditions justifying these conditions might not apply in his city. The plan, likewise, prevents the insertion of "jokers," intentionally or unintentionally, in the contracts.

INDIANA NEWSPAPER ADDS ANOTHER WIRE SERVICE.

The South Bend News-Times, within the last month, has added the United News Service to the three direct wires it had been carrying. The announcement of the addition to its news gathering facilities is the result of history and acknowledgment of the need to add to its news gathering facilities. They are the Associated Press and the United Press for the morning edition of the News-Times; and the United Press and the International News Service for the afternoon edition of the News-Times. The News-Times also maintains one page of comics daily, and on Sunday it has a four-page colored comic section and a rotogravure supplement. All of its editorials are written by Floyd Gurley, editor. Joseph W. Stephenson is publisher of the News-Times, which is represented by Lorenzen & Thompson.

Scribes Organize to Lift Soviet Censorship.

(Continued from Second Page)

The North Carolina Press Association is to hold its summer meeting at Blowing Rock June 20, 21 and 22. J. B. Sherrill is president of the association and Miss Beatrice Cobb is secretary. Miss Cobb emphasizes her desire to see the association grow and flourish.

Lands O'Lakes Board to Start Advertising.

An advertising campaign of $10,000 will be started by the Wisconsin Lands O'Lakes Association to bring the beauties and opportunities of upper Wisconsin to the attention of millions of people in the middle western states. The purpose is to "sell" upper Wisconsin's resort, agricultural and industrial opportunities. For the initial campaign, newspaper advertising will be used exclusively. James W. Martin of the Kooch Agency, Milwaukee, is in charge of the advertising.

Abstracts of the Press

The Scott Multi-Unit Press has an ink distribution that never clogs or gets out of order. It has large passage ways between the cylinders, and is accessible for setting color or rollers.

Every Part of The Press is within the reach of the operator who can adjust any part of it from the floor level. There are many other features on the Scott Multi-Unit Press that appeals to the practical man.

Send for Multi-Unit Press Catalogue.

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U.S.A.

CHICAGO

1441 Monadnock Block

NEW YORK

1437 Broadway, at 42d Street
March 31, 1923

THE FOURTH ESTATE

WOODWORTH BUYS INTEREST IN NEW YORK BUREAU.

Melvin J. Woodworth, for more than twenty years associated with the New York News Association, has purchased a substantial interest in the newspaper advertising business. He has been elected chairman of the executive committee and executive head of the association. In making an official announcement of the entrance of Mr. Woodworth into the organization the bureau said:

"The same officials of the New York News Bureau as heretofore will continue in their present capacities.

OVERDOING DETAIL IN NEWSPAPER ADVERTISING.

W. D. Boyce Company, Chicago, has joined Health, Chicago, as advertising and circulation manager.

Payne Heads Committee Considering Means for Advertising Washington.

Pledges in advertisements must be kept, Sylvan King of King's Palace, Washington, told the Washington Advertising Club at its weekly luncheon last Wednesday. The essence of every job lies in solving the difficulties of the position, Mr. King said. "The ambitious advertising man, therefore, does his best to get best results from his ads by turning up store service. "The merchandise must be good, and the display must be truthful. Courtesy is the watchword, and satisfaction is the creed."

A committee headed by G. Logan Payne of the Washington Times and Washington Herald, to consider means for advertising Washington nationally, was announced at the luncheon. The committee will be a clearing house for suggestions from members of the club.

"One-time" programs and similar advertising mediums of questionable value are to be investigated by a committee of the club, headed by J. O. Martin.

ADVERTISING AGENTS TO BE GUESTS OF ASSOCIATED BUSINESS PAPERS.

Members of the American Association of Advertising Agencies will be guests at a luncheon meeting to be given at the Hotel Astor, New York, on April 10, by the Associated Business Papers, at which A. D. Backer, president of the latter association, will speak.

Among the speakers will be Harry Tipper, chairman of the association's relations committee; John Benson, president of the A.A.A.A., and M. L. Wilson, chairman of the A.A.A.A.'s committee on advertising business papers.

In short, illustration, properly used, can be made to harmonize with the entire plan, but—"The heat" is scored.

NEW HEALTH AD MANAGER.

C. A. Darling, formerly with the W. D. Boyce Company, Chicago, has joined Health, Chicago, as advertising and circulation manager.

Payne buys Waycross, Ga., paper.

Jack Williams, who has been in charge of the Waycross, Ga., Journal-Herald for a number of years, has purchased the paper from Volney Williams. The new owner has done much to make the Journal-Herald one of the most prosperous papers in the South.
ADVERTISING GETS MANY GIFTS FOR ORPHANAGE.

BUSINESS PRINCIPLES ARE APPLIED TO CHARITY — MANY BEQUESTS MADE IN WILLS AND CONTRIBUTIONS RECEIVED FOR BETHESDA ORPHAN HOME.

That advertising pays, even when the object advertised is something that cannot bring tangible returns measured by dollars and cents, is proved by the campaign to interest people in the Bethesda Orphan Home, which George A. Mercer, president of the Union Society of Savannah, Ga., has been in charge of for the past two years.

Mr. Mercer, who believes that if you have anything worth selling you can sell it on the basis of liberal advertising, measured the idea two years ago of advertising Bethesda just as he would advertise investments. He had advertised Bethesda and its needs, he thought, if they began to think about this home on the liberal terms, and were made to feel that the opportunity of giving to the privilege of its support and progress would be a good investment for their money into it even though it brought no profit to themselves except the satisfaction of doing a generous thing in a worthy cause.

STARTED WITH $1,000.

So Mr. Mercer began to advertise Bethesda at his own expense. He took regular advertising space every Sunday in the Savannah Daily News. The first year he spent $1,000 in “selling” Bethesda to the world. It paid. The second year he felt so strong a response had been made that he decided to continue the advertising. He was assisted the first year by Fred C. Cockrell, who contributed half the amount needed, $500. Bethesda in the Morning News every Sunday has become familiar to everyone. There, with occasional pictures of the boys themselves, are heart-to-heart talks about Bethesda.

People first read the story about Bethesda, with its human appeal, and then they read the paragraph in fine print which tells them what to do about it.

The practical results of the advertising has been that numbers of people in Savannah and out of it, have added a bequest to their will, leaving Bethesda a substantial amount. The bequests vary from $500 to $1,000, $2,000 and even $50,000.

THE SPONSORS.

How he came to undertake the advertising campaign which he has found so profitable it is told by Mr. Mercer in his last annual report.

"During the year, I decided to make a trial advertising campaign of advertising to raise funds for Bethesda and to educate people to feel that they should recognize this most worthy charity in their last will and testament. The advertising has produced excellent results in both cash donations and a number of wills being drawn in which Bethesda is specified. The money for the purpose was not charged to current funds of the association, but was contributed by two friends of Bethesda. The success of the plan is so evident that I deem it advisable to continue along the same line for a year and possibly put it into permanent effect. It keep Bethesda constantly before the public and will result in many donations and legacies in favor of the home."

JOINS SPECIAL AGENCY.

Frank Pita, well-known in the New York and national advertising field, will, on April 2, join the staff of Hammond & Wolcott, who represent the Minneapolis News, St. Paul News, Omaha News, Clover Weeklies and the Chicago Journal under the national management of C. D. Ber-...
U. S. Investigates Markets for Advertisers.

**Department of Commerce is Making Extensive Survey to Aid Sales Campaigns — Plans to Broader Scope of Domestic Service.**

Extensive investigations into advertising conditions abroad are now being made by the bureau of foreign and domestic commerce of the United States department of commerce. The object of the bureau, according to Dr. Julius Klein, director of the bureau, is to be able to advise against casually neglecting foreign and domestic markets which might yield profit to American manufacturers.

**Finds Value of Media.**

Dr. Klein points out that the facts may show that in some countries and from some commodities motion picture advertising is better or poorer than billboards or that certain newspapers are more effective. The data may show that the competitor from another country is using the best advertising methods available to him. The advertising managers of large American companies are free to work out their own advertising policy.

**Public School Training of Printers Unsatisfactory, Committee Finds.**

Training of printers in the public schools has been found to be unsatisfactory, according to an investigation made by the committee of the association of university printers. American in the Press Club of New York.

**Ruhr Presses Silenced as French Expel Editors, Put Ban on Newspapers.**

One important feature of civilized life has almost completely disappeared from the Ruhr. The press no longer exists. In its present form. The French general in command at Buer held a "paper chase" on March 21. Sixty citizens and a number of newsboys in possession of the forbidden papers were rounded up. All were arrested and have been ordered court-martialed.

**Advertise Ban Unfair, Shields Declares.**

At a meeting of the Salt Lake City Advertising Club, Attorney General Dan B. Shields of Utah declared that the advertising ban was unfair to local and state newspapers, inasmuch as out-of-state publications circulating within the state carried these same forbidden advertisements.

**Editors Disapprove Press License Bill.**

Disapproval of the bill to license newspaper editors introduced by Senator Chilton W. Eustis, is expressed by D. M. Stivers in the Grand Forks, N. D., Herald. Mr. Stivers writes: "Just to get in an editorial. A proposed bill to 'license' newspaper editors and reporters, seeking to deny the civil rights of such 'dipломats' and the ostensible object of eliminating the newspaper in the cheapness of the news is a profession," this column has to say first. That the first and cardinal qualification of a newspaperman is his training to learn what is libel is so that he may avoid it; and, secondly, that a newspaperman is a professional, except in a few sparse settlements like Eufaula, the editor of newspapermen may be rightly regarded as a profession for 200 years.

**After explaining the provisions of the bill, the editorial says: "The bill aims to redefine the law of libel so that only number plates by those sucessfully passing Mr. Nichols' test of journalism may be 'licensed.' The publication of a libelous article in a newspaper with a libelous defamatory character, treating a person in such a manner as to create a false impression of his character, is a libelous article in the United States. The object of the bill is to increase the public advantage out of every legal proceeding, and to increase the public advantage out of every libelous article it may be necessary to test the law of libel in a court of law."

**Editors' Address.**

W. P. Davies, editor of the Grand Forks, N. D., Herald, spoke on the "personality of the editor" at a meeting of the Press Club of the University of North Dakota last week. Mr. Davies told of the "unfair" treatment of the newspaper from the inside viewpoint, of the "infrequent function" of the modern newspaper, and also told of the Associated Press and its service. His address was inititated into active membership.

**Advertising: Ban Unfair, Shields Declares.**

At a meeting of the Salt Lake City Advertising Club, Attorney General Dan B. Shields of Utah declared that the advertising ban was unfair to local and state newspapers, inasmuch as out-of-state publications circulating within the state carried these same forbidden advertisements.
NEWS PRINT IMPORTS GAIN 23,571 TONS.

Imports of news print paper for November, 1922, were 98,115 tons, or a gain of 23,571 tons over the November, 1921, figures. The exports amount was 74,546 tons, or a loss of 1,237 tons against 75,783 tons in 1921. The figures are as follows:

Nov. 1922 Nov. 1921

Imports of News print (total) 98,115 74,546

From Canada 82,527 63,267
Germany 4,380 2,295
Sweden 6,057 5,416
Finland 1,099 1,110
Norway 2,437 1,756
Other countries 1,715 720

Exports of News print (total) 1,280 1,206

To Canada 87 163
Mexico 64 91
U.S.A. 291 61
Colombia 100 29
Philippine Islands 284 31
Japan 159 3
Other countries 295 803

PAPER MADE FROM GRASSES TOO COSTLY.

In the current issue of the bulletin of the American Paper and Pulp Association, W. G. MacNaughton, secretary of the technical association of that body, reviews the question of the practicality of using the fibre of various grasses for the manufacture of paper. He states that, while paper is being made from a variety of grasses in other countries, the determining factor here would be the cost of production. Generally speaking, the lower grades of paper would be in competition with those now made from mixed waste paper, and quoted in the New York market at from twenty-five dollars a ton; while in the higher grades, the California forest service, for example, would have to compete with soda pulp, quoted at eighty-five to ninety dollars a ton.

Mr. MacNaughton believes that, due to the high cost of collecting the grasses, and the relatively low percentage of fibre obtained from the raw grasses, the paper pulp from any material other than waste papers is not likely to be a commercial success as long as the materials are available.

PULP TIMBER IN TONGASS FOREST, ALASKA, ADVERTISED FOR SALE.

Announcement of the advertising for sale of 334,000,000 cubic feet of pulp timber on the Tongass National Forest, Alaska, has been made by the forest service of the agricultural department.

Involved in the proposed sale are the largest timber belts one 260,000,000 cubic feet and the other of 74,000,000 cubic feet. The smaller belt lies within a 3.5 miles on Cascade Creek, one of the best waterways in Alaska. The larger belt is forty miles distant on Kupreanof and Kuliu Islands. Navigable and sheltered waterways are said to afford cheap and ready means of towing the logs to Cascade Creek without hosts. The largest belt is primarily Sitka spruce and the other Sitka spruce and hemlock.

The advertisement states that low priced timber that can be considered are sixty cents per hundred cubic feet for Sitka spruce and thirty cents per hundred for hemlock and other species. Three-fourths of the pulp wood is Sitka hemlock and the remainder Sitka spruce.

NEWS PRINT PRODUCTION GAINS.

Total news print production for February showed an increase of eleven percent over February, 1921, while standard showed a gain of ten percent. The production of total news print for February, 1922, was the same as for February, 1921.

Both total news print and standard news print showed a decrease of about one percent. In February, 1922, standard news shows a decrease of about one percent. In February, 1922, standard news shows a decrease of about one percent. In February, 1922, standard news shows a decrease of about one percent.

LITTLE TIME LOST IN MILLS.

No paper machines were shut down during February, 1923, on account of lack of orders. Two machines, however, were forced to shut down fifty-seven hours on account of repairs. Other reasons caused nine machines to be idle, a total loss of 1,832 hours.

PUBLISHERS AND AD MEN TO AID SALVATION ARMY.

The following chairmen have been appointed to organize committees for the collection of contributions in the advertising and publishing business for the annual campaign of the Salvation Army in New York, beginning February 1, 1923.

Chairmen are:

- Mrs. Franklin, wife of Golden Goodwin, manager of the New York Sun and Herald, newspaper division, Bruce Barton, Dursting & Otis, advertising agents division; S. S. MacArthur, McFerence's Magazine, magazine publishers division.

UNIVERSAL ADDS SIX PAPERS.

The Omaha Bee, Fort Worth Record, Wichita Falls, Tex., Times, Philadelphia Pa., Indian, Star, and Reading, Tribune, are recent additions to Universal Service leased wire clientele.

BUSINESS PUBLISHERS MEET.

At the regular monthly meeting of the New York Business Publishers Association of New York, last night, Leon Allen, service director of the Dry Goods Economist, spoke on the subject of "Selling the Market Before the Paper." Irving Seliger, business manager of Chemical and Metallurgical Engineering, spoke on "Surveying and Visualizing the Market for the Individual Prospect."

Scandinavian News Print

100,000 Tons per Annum

Inquiries Solicited

Newsprint Paper Corporation

33 West 42nd St., New York City

Telephone Longacre 1116.
LIONS CLUB GIVEN FIVE ESSENTIALS IN ADVERTISING.

VALUE OF ADVERTISING AND TIME AND HOW BUSINESS MEN MAY TAKE THE WASTE TIME OUT OF EVERY UNIT OF BUSINESS ACTIVITY IS DISCUSSED BY A. SWENSEN.

"We must advertise," the efficacy of advertising cannot be questioned," Mr. E. Swensen, district commercial manager of the Western Telephone Company, Minneapolis, told members of the Lions Club in that city. Mr. Swensen and his Basel heard a speaker declare that out of the 10,000 business failure 84 cents of time, then was not used or advertising.

"Business conditions have sown a discouraging seed of doubt about the future. When we ask how much the work being done in high schools in journalism writing is of the opinion of H. Elmer Harrington, director of the Medill School of Journalism at Northwestern University, expressed to the American Association of Teachers of Journalism.

"We come to see that every unit of our time and how business men may take the waste time out of every unit of business activity is discussed by A. Swensen.

University and college instructors in journalism can no longer sit in the comfortable position that they can afford to do. They must adapt themselves to the actual business of the world. Great efficiency in business means nothing more nor less than making the best possible use of time. Time is money."

Our High Schools Should Teach Journalism.

DIRECTOR OF MEDILL SCHOOL WELCOMES AID TO SECONDARY SCHOOLS CAN FURNISH—a GOOD PLACE TO START TRAINING, BUT THEY CAN'T DO THE WHOLE TASK.

"The purpose of the high school instructor in journalism should be to direct students interested in journalism into right methods of writing, to be reflected in the making of the school paper and in the English composition courses. Journalism in the high school should be considered as a matter of a new approach, not as vocational preparation for the newspaper office. Its larger purpose is to vitalize the high school English by compositions by giving students the urge to use their own ideas, not to follow a law of composition. This has been given an incentive; the teacher should have a flair of teaching. It is for us to face it, not to attempt to annihilate the fact with cross-grained criticism," Mr. Harrington declared.

"It is not our feeling that these courses should, however, train for vocational ends, since we recognize that to that end the writers need ample mental reserves, well known facts and methods of the trade. No high school boy is ready to be graduated into the newspaper office, for he needs acquaintance with college and men to broaden his experience."

"The school paper has 300 copies printed each week, which are given to members at the Sunday morning service. The local newspaper also has an interest in the high school and can use the paper to supplement the work. It is ready to be graduated into the newspaper office; he needs acquaintance with college and men to broaden his experience.

"Journalistic writing courses are displacing the old-fashioned composition courses to make of them narrative, conversational terms and to the making of literary essays, disassociating the writer from the paper. The school paper gives students an interest in their work through the prospect of seeing it in print.

"Students learn the value of getting news straight and writing it as they see it, to be red by people they know and actual situations and happenings that interest them and that they have taken across of their horizon of experience. The larger reservoir of their personal lives has served them well. They have learned how to work to make the world a better place to live in."

"But the high school teacher in English is a well-trained and appreciative by their fellows in the form of printed information. They know and of actual situations and happenings that interest them and that they have taken across of their horizon of experience. The larger reservoir of their personal lives has served them well. They have learned how to work to make the world a better place to live in."

"The fifth is the biggest element of all, in it, the idea of a good business man. Greater efficiency in business means nothing more nor less than making the best possible use of time. Time is money.

Danish Editors Biographies

A series of biographies of Danish newspaper editors in the United States is being published in the Journalisten, official organ of the Dansk Journalistforbund, Copenhagen.
Announcing
the affiliation of the
Incomparable Publicist
Dr. Alexander Irvine
with
C-V Newspaper Service, INC.
Borden Bldg., N. Y. C.

"Fifty Famous Features"
Adams Features are standard products. They shine like stars in their places in the columns of hundreds of newspapers. "Adamservice" offers the most unique and original feature services in existence, singly or in expense-saving Groups. Let us send you a full set of samples of the Adams "Fifty Famous Features," including some of the best comics sold.
The George Matthew Adams Service
8 West 40th St.—New York

MAIL NEWS AND Features
WORLD-WIDE NEWS SERVICE
J. J. BOSDAN
15 School Street...Boston, Mass.

America's Best Magazine Pages
Daily and Sunday NEWSPAPER FEATURE SERVICE
841 W. 58th St., NEW YORK CITY

Complete your business page with the latest developments in the textile and allied industries.
Daily News Service Features
Weekly Reviews Special Articles.
Wine or Write for Particulars
Fairchild News Service
8 East 10th Street New York City

REPORTER IN THE SENATE FIFTY-FIVE YEARS.
VETERAN ENGAGED BY NEW YORK HERALD BY SENIOR BENNETT IN 1866 AND HAS REPORTED EVERY SESSION OF CONGRESS SINCE THAT TIME; 78 YEARS OLD.

Theodore F. Shuey, who has just completed fifty-five years as a member of the stenographic reporting corps in the senate, sees nothing unusual in his long record in the senate, nor in the fact that at all times he has not been compelled to absent himself for a single day cause of illness. At seventy-eights he is as alert as most men of fifty; he is fitly dressed, his face is ruddy and his hair is only tinged with gray. He is confident that he will be on hand for many more sessions of congress.

Mr. Shuey went to work on the senate reporting staff in 1866, soon after the civil war, when twenty-three years old. He has reported every session of congress since that time, on the floor with his notebook, taking notes on the daily floor, getting an actual transcript of the proceedings later to be printed in the Congressional Record. He is just as active today as he was on the first day, full of ideas, new discoveries, and doing a full day's work without a break. Among many men, he is widely known as a man of his work and a man of business.

When I joined the reporting corps in the senate, says Mr. Shuey, "there were fewer reporters, but there were just as many who went to work full time. The work was harder, and the money was better. The memory of those old days is a great asset to me. I have been reporting since the days of the late Senator D. O. Lewis, who was one of the states which had left the Union at the time of the civil war and had not returned. Among them were Louisiana and Virginia. Those days were not so long ago. In Alabama, Mississippi and the Carolinas, their problems with the soldiers and the carpetbaggers. The membership of the senate was a little more than sixty, as compared with ninety-eight today.

It is impossible to say with accuracy how the membership of the senate in the days when I first went there as a reporter was of higher calibre than today. The memory of those days is somewhat of a different type, however. There were fewer members in the senate, and I am inclined to think that, while there seem to be fewer outstanding figures, man for man the average is superior now.

The truth is that the senator of today has much more to do than the senator of earlier times. The rush of business has been reflected in elections just as in everything else; there is a greater attention to politics. I doubt if there is a senator who is not willing now to let a letter go unanswered, or in writing to his constituents, recognizing the fact that he is dealing with the electorate. The written word is required to be read by his constituents, even though it means that he devotes less time to the study of public affairs.

In the old days when the members were elected through the legislature, the senator did not have the necessity of keeping up a great political organization and the many public offices that are wanted by a senator. The old days were the days of the party boss, where the party controlled all the offices, where the party was the boss. The people who wanted to get into the legislature had to do so by choosing a legislature that would turn in the control of the state to the party of their choice. Today that is not the case, inasmuch as the voter is the boss.
AD MAN AEXPLAINS IMPORTANCE OF SERVICE.

USE NEWSPAPERS TO BUILD UP GOOD WILL, PROSTIGE AND CONFIDENCE. INAIN THIS WAY GET CUSTOMERS EDWIN B. WILSON TELLS ATLANTIC CITY CHAMBER.

Personal newspaper advertising, combined with informative booklets, followed up by sales letters and personal solicitation, are assured methods by which financial institutions, as well as any other lines of business, can build up their business by telling the public what they have to offer, declared Edwin Bird Wilson, head of the New York newspaper advertising agency bearing his name, in an address before the Atlantic City Chamber of Commerce and the Advertising Club.

"Service, intangible, yet as real as personality, is one of the most valuable things in the world," said Mr. Wilson. "It is an appraisable commodity of commercial value, and can be bought by advertising. People want it, are willing to pay for it, and the success of any endeavor to build up good will is measured largely by the number of persons it serves and the quality of its service."

"Service is all that the banking and fiduciary institutions have to sell, but the customer will not buy many of those who do not sell it. They let the public by in and it is all the public buys only a little of it. This class of an institution either confines itself to the public announcement of an attractive card, without selling value, or else it does not advertise at all. Naturally, the public gets nothing.

"But the service-rendering kind of banking concerns that desire to be called great and are selling their services to the public are doing so, not of all, by advertising in their local newspapers persistently, humanly, interestingly and sincerely. And they are adding to the list of such institutions.

"The soundest advice that I can give to those who are in the service of financial institutions or other businesses is to put themselves to the task of becoming advertising agents they can find. Rely on his advice as you would on the advice of your lawyer, architect, or your engineer. Follow his recommendations. Have him make a budget, and lend him to stick to it, avoiding the temptation to spend for every this-or-that advertising scheme that comes along.

Use the newspapers, by all means, to build up local interests with purpose and confidence, and to get new customers. If your business is of national or international scope, use a selected list of the best magazines. Supplement this with the newspapers, with interesting, attractive, informative booklets, and distribute them judiciously.

"Follow up your leads with good, friendly, sincere letters and personal calls. Keep up your good work. You will sell your service if it's worthy of the name of service."

NEWSPAPER MAN LEAVES ESTATE OF $88,500.

John B. Smallwood, news manager of the Washington Evening Star, who died at his home at 1410 Rhode Island Ave. on March 19, left an estate valued at $88,500, according to a petition for letters testamentary filed in the court by his widow, Lola E. Smallwood, this week. Mrs. Smallwood was named as sole beneficiary.

IRISH JOURNALIST ADVISES STUDENTS TO WRITE SIMPLY AND SINCERELY.

Students in the University of Washington school of journalism, as guests of Dean M. L. Spencer, at his home in Seattle last Saturday, were treated to a lecture by Jack Goddard, journalism student, and who spoke informally on "The Writing Game." He was accompanied with a lecture tour.

"Journalism is a field for original thinkers," Mr. Desmond told the journalism students. "Creative writing is the test for original thinking. Journalism comes next."

"Write sincerely. Write your own ideas. Get the interest in the opening paragraph. Don't allow your staff to run into long paragraphs. Keep your ideas in your story. Study. Human nature. Learn the little stories of the people you meet. Don't be afraid of being simple. When you are simply, it is a single aspect of daily life, focused on a single screen."

NEWSPAPER MEN'S BASEBALL TEAM IN TRAINING.

IRISH JOURNALIST ADVISES STUDENTS TO WRITE SIMPLY AND SINCERELY.

Eric Palmer, president of the Brooklyn Press Club, this week issued a warning to businessmen and especially lawyers against a young man who has been calling on Brooklyn lawyers and asking money to "aid a broken-down newspaper man."

"His story is that his newspaper has tuberculosis and that money is needed to send him to Southern California for treatment."

"The man is a fraud," said Mr. Palmer. "I was substantially the same story wherever he calls, and he has victimized a dozen or more Brooklyn lawyers. He represents himself as a member of the Brooklyn Press Club and says that the broken-down reporter is a member of the club. He should be handed over to the police."

EDITOR TO BE TRIED AGAIN.

Harry Sutphin, editor of the borough Bulletin, a weekly newspaper published in Queens, N. Y., must appear in Queens supreme court before Justice Dike on April 2 to face a charge of second degree assault on an indictment, charging manslaughter in the first degree. Notice of the trial was served on his attorneys Tuesday.

Mr. Sutphin, 38, last year was tried for manslaughter in the first degree in the death of Miss Betty Williams, 11, daughter of Misses Louise and Henry Williams, of Jamaica, shot and killed in the rear of a garbage cart in a quarrel. He was tried for manslaughter in the first degree last December, but the jury disagreed. He has been out on bail since.

THE STERLING ADVOCATE

Sterling, Colo.

The new paper this week.

Purified full page matrices, black alone, black and red, and black and three colors; or, as the first page of a printed comic section.

HELD-UP SYNDICATE

280 Broadway, New York
The journalist's opportunity is beyond estimate. To him are given the keys of every study, the entry to every family, the ear of every citizen, when at ease and in the most receptive moods—powers of approach and of persuasion beyond those of the Protestant pastor or the Catholic professor.

"The journalist's opportunity is beyond estimate. To him are given the keys of every study, the entry to every family, the ear of every citizen, when at ease and in the most receptive moods—powers of approach and of persuasion beyond those of the Protestant pastor or the Catholic professor."

Whitelaw Reid.

A STITCH IN TIME THAT CAN SAVE THOUSANDS.

"If you could be around this office and see how often someone wants to know what the country papers are saying about matters of importance, it would be a good thing for every newspaper. Whether the retailer does it or the publisher does it, it cannot be brought about too soon."

James C. McNally.

NOTE AND COMMENT.

In the last six years there have been twenty-nine suspensions and consolidations among the larger newspapers of the country, and according to figures compiled by the Cleveland Citizen, at the lowest calculations, a total of 289 newspapers in the United States. The old-time press, in the hands of the International Typographical Union, has been thrown out of employment in many cases. But Mr. Rorke, the Typographical Journal, observes that these figures do not really mean that a thousand newspapers have been eliminated, but rather that the merged papers through the provision of business absorbed many of those affected.

American and British newspapers will be the first to make practical use of radio telephony. Guglielmo Marconi, inventor of the wireless, declared recently in London that radio telephony might be used for newspaper work. "Until messages can be sent in the daytime," he said, "regular commercial service is hardly practicable. Business men will not get up at five o'clock in the morning to send messages. But it could be used for newspaper work at night. Editors on both sides of the water could then send in the first edition and the reporter in New York could be sent instructions to correspondents.

"God bless the newspaper men," declared Professor Robert W. Rogers, Orientalist from Drew University, and Princeton, in discussing the discovery of a tomb at a dinner of the Essex Club in Newark.

"Lord Carnarvon put the news in telegrams to the press, then came to dinner and announced that the professor said, 'They did more for the study of the ancient world than all the scholars could do. The discovery of Tutankhamen caught the imagination of the world.'"

"If you could be around this office and see how often someone wants to know what the country papers are saying about matters of general interest, you would be more apt to think of editorial page in every newspaper," declared Field Secretary Ole Buick of the Nebraska Press Association. "A printed editorial page cannot help but have more prestige than those that never express any opinions at all. I know that I am not asked some such questions, but it is embarrassing to me to have to say that most of the papers have not said anything.

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"His nose for news.

His nose for news, an organ wondrous wise. Made him a rare, young "cub", and bound to rise;

He covered Hicksville haunts by night and day,

And cornered many a "scoop" of giantsize.

He saw life's bliss and woe with clear, blue eyes; looked its gold and gray, its changing guise;

And kept quite clean, along the narrow way.

His nose for news.“

March 31, 1923

James C. McNally.
PURELY PERSONAL

John H. Perry, head of the Perry-Lloyd Jones Newspapers in Des Moines, Iowa, and Dr. Albert Shaw and Albert Shaw, Jr., were the guests last week of Mr. Perry’s parents, Mr. and Mrs. S. Perry, at Des Moines. Dr. Shaw and his son are en route to California.

Robert Kenney, who recently returned from a trip to the West Coast, has been appointed to the post of executive secretary of the Ten Thousand Lakes of Minnesota Association, succeeding Ivan Copp.

PRESS WOMEN ENTERTAIN ENVOY’S WIFE.

Mme. Wroblewska, wife of the Minister of Poland, was the guest of honor at a luncheon of the Women’s National Press Club in the coffee shop of the New Willard Hotel at Washington recently.

PUBLISHER MADE SECRETARY OF THOUSAND LAKES GROUP.

H. C. Houling, secretary of the National Editorial Association, and publisher of the Blue Lagoon Enterprise, Mapleton, Minn., has been appointed executive secretary of the Thousand Lakes of Minnesota Association, succeeding Ivan Copp.

NEW MANAGING EDITOR OF KNICKERBOCKER PRESS.

Allen Eddy, one of the best known newspaper men of New York State, has resigned as news editor of the Syracuse Herald. He has been on a long trip through the South, and on his return this week entered on new duties as managing editor of the Albany Knickerbocker-Press, where he will be associated with Frank W. Clark, with whom he worked in Syracuse.

STAFF CHANGES.

Edward deC. Logan, until recently head of the copy desk of the New York Tribune, has been promoted to the editorial board of the Tribune. Ted Olson, who came to the Tribune from the San Francisco Chronicle, succeeded Mr. Logan in the slot.

Charles J. McGill, formerly of the Philadelphia Record, has taken charge of the copy desk of the New York Tribune.

Rod K. Payne, well-known on the Pacific Coast, has been made managing editor of the United States Press, Cuba, Evening Telegram. The Telegram claims the most up-to-date plant on the island.

A. J. Bamforth, formerly, connected with the Miami, Fla., Herald, has joined the business staff of the Richmond Dispatch, now connected with the Springfield Republican.

Edward Faust, formerly in charge of advertising promotion for the New York Times, has been appointed promotion manager of the Washington Post.

William F. Oakley, at one time national advertising manager of the New American and more recently with Motor Life and Automobile Blue Book in the eastern territory, has joined the advertising staff of the American Press Association, New York.

United News, New York, effects a number of staff changes this week in bureaus throughout the country. Tracy W. Byers, formerly with the San Francisco bureau of the United Press, is now in charge of the San Francisco bureau of the United News.

FASCISTI TO HONOR FORMER SPECIAL AGENT.

Vincent Richards, national tennis doubles champion, has joined the tennis staff of Universal Service.

WASHINGTON SCRIBE.

John O’Brien, a former Washington newspaperman, now with the Dawes interests in Chicago, is to be decorated by the Army, in a ceremony in which to discuss world affairs. Some of these young men later became leaders in the Fascisti movement, and they feel that O’Brien should be awarded. The former newspaper man was appointed Italian Ambassador, on his next visit to Chicago, will be highly honored if Mr. O’Brien will permit him to present the decoration personally.

SPECIAL REPRESENTATIVE IN NEW QUARTERS.

John B. Woodward, special representative of the New York Times, has removed his office from the Times Building to the Bowery Savings Bank Building at 111 East 4th Street. Mr. Woodward has enlarged quarters in a beautiful new building on the Central Terminal, which will be remarkably convenient for publishers visiting the city. Mr. Woodward had been a tenant of the Times Building since it was built.

WASHINGTON SCRIBE.

Henry Waddington, Jr., formerly with the Philadelphia Record, and more recently in the advertising department of the Philadelphia Telephone Directory, has become associated with Powers & Stone, publishers’ representatives, in their New York office as solicitor of national advertising.

NEWSPAPER WOMAN TO WED GENEOSE LAWYER.

The engagement of Miss Betty Adler, well known Iowa newspaper woman, and Henry Waterman, prominent attorney of Western Illinois, has been announced. Miss Adler has been associated with the Davenport, Iowa, Times, of which her brother, E. P. Adler, is publisher, editor of the society page and women’s clubs, and feature writer. Her work took her overseas as special correspondent for the Lee Newspaper Syndicate in 1919 and on her return home she published an interesting book of her letters. She is a member of the Iowa Press and Authors’ Club.

Following her marriage in the early spring, Miss Adler expects to edit the book review page of which she was recently had charge, and some special feature writing, incidental to the newer duties of housekeeping. Miss Agnes Abrahamson of Moline, who has been society editor for several years on the Times-Rock Island page, will take Miss Adler’s work in the Davenport office.

Mr. Waterman was graduated from Cornell University, taking a law course at Yale. He received his degree of doctor of civil law from Illinois College of Law. After practicing for six years in Chicago, he became in 1922 President of the Kiwanis Club, and now is district trustee of the club.
** halves the production costs of the manufacturer,” he declared. “That's the objective of every campaign for circulation which he has worked out in detail. The Periodical entering into such an arrangement with the Periodical company would use that as a basis for its sales campaign. Why ADVERTISED BRANDS

**NEWSPAPER COMPANY**

**NEW YORK, March 28, 1923.** The Board of Directors have declared a dividend of $1.25 per share on the common and $2.50 per share on the preferred stockholders of record at the close of business April 9th, 1923. 

OWEN SHEPHERD, Treasurer.

**A Novel Feature**

**something new just put on the market.** An explanation of the idea won't cost you a cent. Priced to suit you. 

**HOwARD NEWS SERVICE, R. B. HowARD, Mgr.” Wilmington, Ohio.**

**To Buy —**

**Daily Newspaper**

$10,000 as first payment on evening daily paper. Address Box 8950, care The Fouth Estate.

**A Novel Feature**

**something new just put on the market.** An explanation of the idea won't cost you a cent. Priced to suit you. 

**HOwARD NEWS SERVICE, R. B. HowARD, Mgr.” Wilmington, Ohio.**

**WHY ADVERTISED BRANDS**

**ADD TO RETAILER’S PROFIT**

**20 March 31, 1923**

**THE FOURTH ESTATE**

**Editor-Partner Wanted**

**$10,000 to $15,000 to go in with advertising manager and buy evening paper. References exchanged. Address Box 8570, care The Fourth Estate.**

**WANTED — STEREOTYPE MACHINERY**

**to buy anything in practically up-to-date stereotyper machinery. New Method Matrice & Plate Company, 473 Broome street, N. Y. C.**

**ADVERTISERS**

**WHO wants to buy a Liberty Folder for pamphlet and booklet work. The Times Company, Bath, Maine.**

**NEWSPAPERS TRY TO ASSIST**

**in solution of common problems.**

**"Modern tendencies in American newspapers are away from sensationalism and towards a more objective presentation of economic theories. The average citizen is seeking authori- zed and trustworthy information to help him solve the problems which the world faces, and the first place he looks for it is in the newspapers," says the Dalihat News-Tribune.**

**the best service which a modern newspaper can render its community and its nation is to discuss calmly, dispassionately and fairly the eco- nomic and political issues which are puzzling the wisest of statesmen.**

**THE BETTER BUSINESS BUREAU**

**ADDS STOCK EXCHANGE TO**

**MEMBERSHIP.**

**At a meeting of the Better Business Bureau membership committee of the New York Stock Exchange, Chairman James C. Archbishop reported that 315 members of the exchange had already joined the bureau and had paid in $11,215 in membership fees. Seymour Cromwell, president of the exchange, was among the speakers.**
Stereotyped Machinery

FOR SALE

Metal Pot, Pump & Pyrometer $200

1 double Steam Table—Gas $300

1 plate finisher $1,000

1 Dross Boiler $250

1 Cast box $250

1 Goss rocker casting box $250

1 Goss casting box with 3 H.P. 2 phase 60 cycle General Electric Motor 220 volt—15 in. 250

1 Goss Shaver with 3 H.P. 2 phase 60 cycle motor 250

1 Goss casting box 250

1 Hoe Equipoise Casting Box 300

1 Hoe Double cutter tail saw blade—drive $150

1 Hoe Shaver-Belt drive 200

1 Hoe chipping Block 75

Metal Pot, Pump & Pyrometer $200

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1 Goss casting box 250

1 Hoe Equipoise Casting Box 300

1 Hoe Double cutter tail saw blade—drive $150

1 Hoe Shaver-Belt drive 200

1 Hoe chipping Block 75

4 curved pieces of plate making machinery including Casting box, tail saw, shaver and chipping block.

Observer-Dispatch Inc. Utica, N.Y.

PART TELEPHONE PLAYS IN NEWS GATHERING.

(Continued from Ninth Page)

be lost if men had to be brought all the way from headquarters. Some years ago, at the time that both political parties were...
Executive Position Sought by Experienced Newspaper Man

Over 20 years' experience in all departments gives ability to increase earnings to maximum, produce a snappy paper on metropolitan lines and keep expenses down to minimum.

Best of references. All replies confidential. Immediately available.

Box 5341, Care The Fourth Estate.

$100 Reward! Can't handle your telegraph city and news desks better than the two or three men you are now paying $50 a week up. Either this is a bluff which will cost me some money or you are going to cut your payroll a considerable amount.

Address Box 5863, care The Fourth Estate.

Executive—Business, Advertising or Circulation

Wants newspaper connection requiring first-class man capable of organizing, selling and promoting. 18 years varied experience, large and small newspapers. Prefer circulation in large city, advertising in medium city, or business in smaller city of importance.

Address Box 5858, care The Fourth Estate.

Composing Room Foreman

Experienced with evening (6 p.m.) editions of Sunday and daily newspapers; thoroughly competent; sober and industrious, (union): handling battery of 65 linos, 6 monos, and Thompson; running day, night and lobster shifts; employing 90 to 100 journeymen.

A-1 references. Address Box 5860, care The Fourth Estate.

SITUATIONS WANTED

Executive Advertising Manager

Can inspire salesmen, especially trained to handle large metropolitan inside detail; experience covers promotion, classified, circulation; resourceful result getter, now employed, desires change. Highest references, both character and training.

Address Box 5362, care The Fourth Estate.

Assistant Advertising Manager

A NEWSPAPER EXECUTIVE SEeks Change

My experience consists of eighteen years near advertising and circulation director.

Am at present directing the advertising and circulation departments.

Leading paper in its field.

Best of references.

Address Box 5353, care The Fourth Estate.

Advertising Solicitor

Who produced good results on metropolitan dailies covering a period of eight years desires position with progressive newspaper.

Will go anywhere. Address Box 5358, care The Fourth Estate.

Editor

Newspaper man of mature experience seeks editorial connection with weekly or monthly magazine. Willing to grow into any desirable line, but favor human interest in medicine, education, civics, biology, economics, psychology, general scientific developments.

A. C. Olmstead, Elwell, Michigan.

FORMER GOVERNOR ALLEN'S DAILY LETS CONTRACT FOR NEW HOME

The Wichita, Kan., Beacon has let the contract for a new modern addition to its plant on South Main Street to the George H. Niethoff Construction Company for $125,000. A contract was also made for a new press building for $85,000. Henry J. Allen, the owner of the Beacon, is now in Europe.

The Wichitan and Scott Fullerton are the architects. Building operations are to be started at once.

SITUATIONS WANTED

Assistant Advertising Manager

Can inspire salesmen, especially trained to handle large metropolitan inside detail; experience covers promotion, classified, circulation; resourceful result getter, now employed, desires change. Highest references, both character and training.

Address Box 5362, care The Fourth Estate.

Executive Advertising Manager

Can inspire salesmen, especially trained to handle large metropolitan inside detail; experience covers promotion, classified, circulation; resourceful result getter, now employed, desires change. Highest references, both character and training.

Address Box 5362, care The Fourth Estate.

Assistant Advertising Manager

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Am at present directing the advertising and circulation departments.

Leading paper in its field.

Best of references.

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Advertising Solicitor

Who produced good results on metropolitan dailies covering a period of eight years desires position with progressive newspaper.

Will go anywhere. Address Box 5358, care The Fourth Estate.

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The Wichitan and Scott Fullerton are the architects. Building operations are to be started at once.
SITUATIONS WANTED

For Sale a Punch in Your Display Advertising Space

by a "hot shot" Salesman with ten years experience. No results from last ad, and then turn loose on that crowd. I will "show your former records every month. Working but up ladder I go. My speed is 1000 inches from a grocery store in one week, who does an average business of $2800 on Saturday. Let him tell you. A man's store whose cash register can sell a mighty tale. A drug store that is keeping a lively pace.

I carry a rugged range of English, French and German. I turn out "hot" copy. I can write a beautiful letter, but I haven't any time. I write copy that is a genuine joy for your bookkeepers and your customers. I can make good copy, anywhere. Good organizer with best references. Address Box 5804, care THE Fourth ESTATE.

SITUATIONS WANTED

News & Editorial Executive

News and editorial executive, at present managing editor in city of 200,000, has excellent reason for desiring change. Sixteen years metropolitan and small city experience, the last three devoted largely to organization and reorganization work. Last connection nearly 10 years.

Energetic, constructive builder in both news and editorial departments, seasoned executive and trained developer of ideas. Will consider only afternoon or twenty-four hour proposition. In 30's. Married. Address Box 5340, care THE Fourth ESTATE.

General Manager

Efficient executive with long experience, city and country; good organizer, expert in advertising and mechanical ends. Can make good figure from start in city up to 100,000. Will go anywhere. Age 40. Available April 15. Address Box 5884, care THE Fourth ESTATE.

Newspaper Foreman


Editor and Business Manager

London and New York City experience with trade newspapers, desirable position. Address Box 5859, care THE Fourth ESTATE.

Manager

Large Southern morning daily responsive to proposition from afternoon publisher. Tired of night work for desiring change. Experienced newspaper executive. Entirely satisfactory to present employer. Established reputation for organizing editorial department at minimum cost and maintaining efficiency. Know how to make newspaper attractive to reader. Address Box 5851, care THE Fourth ESTATE.

SITUATIONS WANTED

START RIGHT.

To those who intend entering the publishing field I offer the benefit of my practical experience of twenty-five years in the trade paper field. I CAN FIND THE REASON.

If you are now printing a weekly or a monthly and it is not as successful as it should be I can TELL YOU WHY.

A practical printer, with successful circulation, advertising and office management experience. Write confidentially to Joseph A. Savad, 100 Targee street, Stapleton, N. Y.

A REAL WESTERN PRESS CLIPPING SERVICE that actually covers the WEST.

Pacific Northwest
Press Club Bureau
Seattle, Wash.

The greatest auxiliary news service in the middle west.

THE CAPITOL PRESS
Peoria, Ill.
(Established 1912.)

CHARLES HEMSTREET
PRESS CLIPPINGS
50 Park Place, NEW YORK

The problem of covering the Canadian Field is answered by obtaining the service of the Dominion PRESS CLIPPING AGENCY which gives the clippings on all matters of interest to you, printed in over 90 percent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.

74-76 Church Street, TORONTO, CAN.

At your service, THE IMPROVEMENT BULLETIN, retailing to contractors, engineers and dealers throughout the Northwest. 2500 circulation, and growing constantly. Sample of the Bulletin sent on request. DAILY CONSTRUCTION NEWS, publishing news on building projects, live leads for salesmen. 50+ year old WESTERN PRESS CLIPPING EXCHANGE, first-class clipping service for trade papers and individuals. Write to Minneaplots, Minn.

FELT BASE ADVERTISING FOR YEAR PLANNED BY ASSOCIATIONS.

The Floor Covering Association of America, which is limited exclusively to manufacturers of felt base goods, is planning for a comprehensive advertising campaign covering the period April, 1923, to April, 1924.

The policy of this association is not to seek mere memberships, but to make each member who joins take an active part in the programme. The Floor Covering Association of America has outlined a program which will include a complete study of trade customs, and under this general term is included all facts relative to nomenclature as it affects this industry in the naming of fabrics, the coming of descriptive phrases and the establishing of distinctive trade marked names or coined phrases. They could give a product the inferred right to be known as a felt base floor covering. It will be the work of the association to act promptly against any trade infringements.

The Felted Products Corporation, Congoleum Company, Bilt and the Bilt-Lap Company, and other companies, constituting the leaders in the Floor Covering Ass.-cia of America, will conduct independent lines of technical research in the various phases of the production of their covering declared.

JOINS ST. LOUIS AGENCY

Earle Glenn Deane, former sales promotion and advertising manager of the Twingles Sales Company, St. Louis, has joined the staff of Yost, Gratiot & Co., of that city.
WHAT GRAVEYARD OF LEGISLATIVE ORATORY COSTS.

CONGRESSMAN KAHN'S VISIT TO REPORTERS' SESSION WITH HUGHES LEADS TO INTERESTING DISCUSSION OF COST OF RUNNING CONGRESSIONAL RECORD.

Congressman Kahn of California called at the state department one day not long since at the hour in which Secretary Hughes was then present. In his daily interview to the members of his district he said:

"Walk right in, Mr. Kahn," breathed Mr. Hughes. Gentlemen, Mr. Kahn is one of the professors he contributes to the greatest of all American newspapers—the Congressional Record.

"Yes," admitted Congressman Kahn, adding gravely, "and the least read."

The esteemed Congressional Record has temporarily suspended publication, it has been stated, in order to settle its own outstanding arrears. A comeback will hopefully be made by it on April 4 at the hour in which Mr. Kahn was present that Monday of next month, however.

John Greene, deputy public printer, has stated that the cost of a number of the Fourth Estate some statistics regarding this "greatest of all American newspapers" is about $1,058,750. The average size of the Daily Record is about 80 pages. An average issue takes about 9,000 pounds of paper, which costs $425.

The Congressmen are the most costly publication printed in the quiet offices of the Government printing office. There are 3,000 copies of the daily and 4,000 of the bound permanent issue in the Reference Library. The Congressmen are rapidly perished. From thirty to one hundred of them are delivered in twelve hours from 7 p.m. and 1 a.m.

The fiscal year 1922 the Record totaled 27,050 pages. The cost of the daily bound and unbound numbers for that year was $71,015.97. The total cost for the years 1919 to 1922, inclusive, was $2,644.104.21, or an average cost of $424.362.14 per year.

The Congressional Record and index for the fourth session of the Sixty-seventh congress, ended March 15, will cost nearly $300,000, a comparison for one for the relatively short third session of the same congress. The total number of pages in the Congressional Record for the record session was 6,200 as compared with 5,000 for the short session.

The longest speech ever made in congress was by Senator La Follette on May 4, 1914. It occupied 366 pages in the Daily Record, most of it being tabulated matter.

The average size of the Daily Record is about eighty pages. An average issue takes close to 9,000 pounds of paper, which cost $425.

EDITORS APPROVE INVASION OF RUHR BY LARGE MAJORITY.

Of 332 editors of Associated Press newspapers throughout the State who have responded to a mail questionnaire sent out by the district attorney of New York, now explaining the invasion of the Ruhr by the German National Intelligence, which was not long ago engaged in the publication of a report of the debates. Mr. Shuey had a soldier in Virginia, looking for a job. Mr. Shuey had been a soldier in the service of the United States.

The practice of the Senate reporters is to divide the time on the floor into two divisions, the reporter taking his turn in the debate. When his turn is up he goes to the reporters' office, just around the corner from the senate chamber to read his notes into a recording disk, which later is placed in a machine for a typist.

The completed manuscript is then returned to the reporter, who is free to make notes. He takes full liberties with the copy and is thanked for being bound on the record. Some few Senators insist on seeing copies of their speeches, but not on having them read. They appear to stand by the judgment of the reporters. It is not free to alter the verbatim as they desire, so long as the sense of the speech is retained, nevertheless, the reporters of the Congressional Record just as they are delivered the Congressional Record just as they are, delivered to the reporters of the speech.

Mr. Shuey said in describing the word "taxpayer" to his audience that, "I am just as fit to-day as when I started in with the work," said he. "I have become a part of the organization of the taxpayers of the District of Columbia." An old-line member of Congress, Mr. Shuey was described as a hard worker for the taxpayers of the District of Columbia. Of the Senate reporters in addition to Mr. Shuey—five of them—have figured prominently. Three of them are not dead. The most prominent of these, Mr. Shuey, became a reporter there in 1848 at the age of twenty-five, and is the only one of the five who is still living.

EDUCATION TALKS ON LIBEL LAWS.

A lecture on the libel laws of the state of Pennsylvania was delivered before a Deadline Club, an organization of newspapermen, by William J. Lambert, attorney. The lecture followed by a quiz on the part of his audience. The lecture is the first of a series of education talks to be given this year.

REPORTER IN THE SENATE FIFTY-FIVE YEARS.

(Continued from Sixteenth Page)

in making the change the people departed from one of the fundamental purposes of the original system of government—that of a balance weight in popular legislation.

"The day of oratory in the senate— oratory as we knew it in the past—seemingly has gone. The speeches today are less studied, far less of a popular appeal. They are far too long for the general average size of the Daily Record is about eighty pages. An average issue takes close to 9,000 pounds of paper, which cost $425.

GUIDIAN APPOINTED FOR PUBLISHER'S WIDOW.

James D. Carton of Asbury Park, N. J., has been appointed temporary guardian of Molly Covington Hanna, widow of Dan R. Hanna, of the Constantinople, married to another woman in the District of Columbia.

The Harrison widow of Dan R. Hanna, of the Constantinople, married to another woman in the District of Columbia.

The Harrison widow of Dan R. Hanna, of the Constantinople, married to another woman in the District of Columbia.

The Harrison widow of Dan R. Hanna, of the Constantinople, married to another woman in the District of Columbia.

THE OLD MICHIGAN WEEKLY SOLD.

Lapeer County Clarion, owned and published for seventeen years at Gaylord, Mich., by Congressman L. C. Cranston, has been sold to Forest Township. The Clarion is one of the weekly newspapers in Michigan, having been established in 1854.
The only journal outside of the United States published in the interest of newspaper men.

The 40 Pages Weekly NEWSPAPER WORLD

(Established 1898)

Annual U. S. Postal Subscription $3

Specimen Copy Sent Free

Address: 14 CROSS STREET.

FINSBURY, LONDON, ENGLAND

the Advertising Club strives to point out to the business men.

"It wasn't long ago that almost any one who advertised and the public fleeched. Fake medicines, bogus oil stocks, fake gold and stocks, etc., were unloaded on the unsuspecting public today. Advertising is not legitimate or the would-be purchaser of advertising space experimented in buying it.

"This is especially true in regards to high grade newspapers and magazines. A great deal has been reached at the point where a newspaper can be judged by the class of advertising carried. Many publishers carry advertisements that they themselves don't advertise or buy it generally due to the fact that the local merchants don't give the paper enough. But, if the buyer doesn't enable the local merchants to come in and make it profitable to advertise, the local merchant should be even more profitable. The reason the mail order man and the mail order man, are the schoolmen, many times fail to combat the mail order man's selling arguments.

"The systems of business are so closely tied up with advertising that it is almost imperative that business men be given the opportunity to learn more about advertising.

"Here is where the advertising club does its best work. It offers an opportunity for busy business men to attend a weekly afternoon course in advertising. In Indianapolis we have speakers every week who are in active advertising and selling. Not only is the advertiser benefited by this active and practical course, but he is enabled to serve the public because of the knowledge gained.

"Truth In Advertising" is the slogan of advertising clubs throughout the world, and it has had its effect on the community by making advertising believable or else it doesn't pay.

"Truth-in-advertising and business integrity are now recognized as the principles that are embodied in the code of business management. But, there are big fellows who cannot be intimidated by a club, but who have been striving to respect the aims of the combined clubs of the A. A. C. W. for instance.

"In unity there is strength. Every advertising club should belong to the Associated Advertising Clubs of the World.

BUCKET'S THE TRUTH ESSENTIAL

IN ADVERTISING, SAYS HUNTER.

BUSINESS MEN ARE BOUND TO VERACITY IN THEIR INTERESTS, INDIANAPOLIS SECRETARY DECLARES—TELLS OF VALUE OF AD CLUBS IN CHECKING FRAUDS.

Business men who protect their own interests are bound to use advertisements that carry the truth, declared Edward W. Hunter, secretary-manager of the Advertising Club of Indianapolis, in telling a group of business men at Kokomo, Ind., Tuesday what the Associated Advertising Clubs of the World are doing to wipe out freeloading advertising. Mr. Huler emphasized the value to every community of having an advertising club that offers an opportunity for busy business men to learn more about advertising and act as a check on fake promoters.

"Advertising is a market builder and a market insurer," Mr. Hunter said. "Those who sell merchandise are bound by their own best interests to see that advertising is properly and truthfully presented. There should be no ambiguous or misleading statements made. This is more important in advertising than it is in oral salesmanship, because there are no chances for explanations. The advertisement is there and its message cannot be changed afterwards for that reason. If for no other, advertisements should be written in plain understandable English. It is just such lessons that BUSINESS EDITORS HEAR TALKS ON TRANSPORTATION. Publishers and editors of business papers in New York city to the number of about 100 attended an luncheon at the McAlpin Hotel recently to hear a presentation by Colonel A. C. Barber, chairman of the transportation subcommittee of the Committee of Commerce of the United States, as to the plans that are being worked out for the convention of the chamber in New York city, May 7 to 11.

Judge Andrew C. Pearson, treasurer of the United Publishers Corporation and chairman of the Associated Advertising Clubs Conference, presided at the luncheon. In addition to Colonel Barber, an address was made by Col. George A. Post, chairman of the Transportation Committee of the American Chamber of Commerce, and G. A. McDevitt, secretary of the Associated Advertising Clubs.

"Judging by the results which are shown whenever quizzes on current events are attempted, it would seem that our younger generation stands in need of some instruction on how to read.

"The quiz just cited is only a symptom of a widespread state of mind. The importance of the newspapers in the checking of contemparaneous is not sufficiently comprehended. We hope that educators will give more time and thought to the problem of how they can turn out a group of students trained and equipped to read newspapers properly.

BOOKLET ON THE MAKING OF A NEWSPAPER. Detroit and the News is the name of an attractive booklet issued by the Detroit News and giving information on newspaper making of value to teachers of newspaper management.

WHY OUR SCHOOLS SHOULD TEACH NEWS READING.

BUFFALO EXPRESS

Everybody who knows anything about Buffalo knows The Express is ITS LEADING NEWSPAPER. Local and foreign advertising rates are identical.

ASK ANY LEADING ADVERTISING AGENCY

FRALICK & BATES, Inc.

(Representatives in National Field)

NEW YORK CHICAGO

The Telegram

The only newspaper in the United States published in the interest of newspaper men.

The 40 Pages Weekly NEWSPAPER WORLD

(Established 1898)

Annual U. S. Postal Subscription $3

Specimen Copy Sent Free

Address: 14 CROSS STREET.

FINSBURY, LONDON, ENGLAND

The only newspaper in the United States published in the interest of newspaper men.

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Specimen Copy Sent Free

Address: 14 CROSS STREET.

FINSBURY, LONDON, ENGLAND

The only newspaper in the United States published in the interest of newspaper men.
In Indianapolis, people do not read an evening newspaper on the streetcar, but at home. The News goes home. It is in and to the home that sales are made.

The Indianapolis

First in OHIO!
The Columbus Dispatch

Frank T. Carroll, Advertising Manager
New York: Dan A. Carroll, 100 Nassau St.
Chicago: J. E. Luts, The Tower Building

HEADS COMBINE CONTROLLED
BY LATE SAMUEL PRATT.
Leonard Dreyfuss has been elected president of the United Advertising Corporation and subsidiary companies, operating 15 of the largest groups of advertising companies in the country, covering over 400 cities and towns, with executive offices in New York.

Mr. Dreyfuss, who is thirty-six years old, ascended to the presidency of the United companies when the estate of the late Samuel Pratt was settled in New York this week. He was previously vice-president and acting head of the United companies, and Mr. Pratt died in February while on his way to Europe.

The other officers are: Vice-president, Milburn Hobson, Dallas, Texas; treasurer, A. V. Van Beuren, New York; secretary, Edgar B. Wolfe, Newark, N. J.; assistant secretary-treasurer, Joseph A. Burrell, Newark.

The new president is treasurer of the Outdoor Advertising Association, a member of the national commission of the Associated Advertising Clubs of the World, and a member of the Sphinx Club, Advertising Club of New York, Advertising Men's League, Newark, and other prominent organizations.

FORMER PUBLISHER BACK IN THE BUSINESS.
Henry S. Rosecrans, former publisher of the Oskaloosa, Iowa, Times, is again in the newspaper business.

FORMER EDITOR SECRETARY OF COAL ASSOCIATION.
Harry L. Gandy, former congressman and newspaperman, has been appointed secretary of the National Coal Association. Mr. Gandy was at one time owner and editor of the La Grange, Ind., Democrat. He later acquired the Kendallville, Ind., News, a weekly paper, with which he converted into a daily publication.

Selling his Indiana papers in 1907, he went to Rapid City, S. D., where he became editor of the Rapid City Register, which he sold in 1908. He was business manager of the Rapid City Register Printing Company and director of the Gate Local Club. In 1910 he removed to Wasta, S. D., where he purchased the Gazette, continuing its ownership until August, 1918. In addition to holding other public positions, Mr. Gandy served as a member of the South Dakota legislature.

FORMER PUBLISHER BACK IN THE BUSINESS.

The Boston American

Is showing two gratifying results of its three-cent price.

It has the Largest Circulation in New England at that price.

It is taking on a Higher Grade of Advertising every month.

QUALITY AND QUANTITY Go Hand in Hand.

Low Millrate Line
St. Louis
Globe-Democrat
Largest Daily Circulation of any St. Louis Newspaper
F. S. J. RICHARDS, NEW YORK
GUY S. OSBORN, CHICAGO
J. R. SCOLARO, DETROIT
C. K. KROGNESS, SAN FRANCISCO

PICTORIAL DAILY HAS YOUNG SUNDAY EDITOR.

Roberta Yates Armstrong, who has recently been made Sunday editor of the New York Daily News, is said to be one of the youngest Sunday editors in America.

Beginning her journalistic career about three years ago, she has followed the print from Indianapolis, her birthplace, through Lebanon and Clarksville before coming to New York.

"I began editing the Sunday of the Cincinnati Post," Mrs. Armstrong said when reporters started joining the army, "I was given a chance. It was hard work in those days and among other things I had the interesting task of love-letters." About two years ago I followed the call to the East. I began with the News covering general assignments, and then I did feature work. For a time Mrs. Armstrong was the Sunday editor of the Chicago Tribune.

Ralph Armstrong, Mrs. Armstrong's husband, is also a member of the Sphinx Club. His pseudonym is Industrialist. He began his newspaper career on the Chicago Tribune, too, returning recently to New York.

NORTHEAST MISSOURI PRESS ELECTS E. E. SWAIN PRESIDENT.

Selecting Moberly, Mo., as their next place of meeting and July 16 as the commencement date, members of the Northeast Missouri Press Association closed the thirteenth convention of the organization in Moberly, Mo., last Monday, after electing the following officers: President, E. E. Swain, of the Kirkville Observer; vice-president, E. R. Shofoot, editor of the Edina Sentinel; secretary-treasurer, W. H. Bart, of the Macon Daily. Mr. Bart was also the president of the Macon Daily Chronicle-Herald, was made publicity director. A large number of editors and publishers attended the meeting.

OKLAHOMA REPORTER WRITES BOOK OF HUMOR.

"As a Man Thinketh So Izzy, Prof. Gum's Improved Method of Oughta-Suggestion." is the title of the book written on the order of the "Art Gun" committee of the Oklahoma City Times, which has been published by H. I. Bold Mueller, reporter on the Times, and writer of "Art Gun." In the preface it is stated that Art Gum is authors of "The Mirrors of Bradstreet," "The Thirteen Man," "The Inside of the Outline," "The Truth About Follywood," and other unpublished works.

WELL-KNOWN WRITER "WINS O. HENRY PRIZE FOR BEST SHORT STORY.

Irvin S. Cobb has won the O. Henry prize for the best short story under, 1,000 words written last year. The prize carries with it $1,000 in cash.

PITTSBURG LEADER

Readers of this Paper are the Big Wage Earners

National Representatives:
STORY, BROOKS & FINLEY
New York, Phila., Chicago, San Francisco & Los Angeles

ADVERTISER NOT INDEMNIFIED BY PUBLISHER.

(Continued from Second Page)

1922, that the weather during the same summer had the greatest amount of rainfall since commencement of the weather bureau, that there was a business and financial depression during the entire year, that the proprietor had made certain mistakes as to the locality of his hotel, that all the hotel's business was all out of proportion to the expected profits, that the advertiser had received exactly correct advertising from various Aberdeen publications circulated in the through the state, and, finally, that the defendant newspaper was neither a guarantor nor insurer of the business of the plaintiff. This latter defense was the most important. It was necessary to admit all the errors, but the newspapers spoke for themselves.

After a jury trial the verdict was rendered in favor of the defendant, the Brooklyn Daily Eagle, on the ground that there was no cause of action.

The proof by the plaintiff was to the effect that during the summer of 1921 he was not only able to fill his own hotel from the advertising, but that it was completely filled, with no surplus, an adjacent hotel. He produced witnesses who proved that the board of trade business was better in 1922 than in 1921 and also produced evidence to better business conditions in the greater bank deposits, increased tax business, increased tax real estate, development of the ice cream business and other beverages mainly, by vacationists and proved that his profit per person was eight dollars.

Harold St. L. O'Dougherty, a Brooklyn attorney, defended the action for the Eagle.

CHANGES ON CAROLINA DAILY.

Stanton Martin, editor of the Winston-Salem, N. C. Journal, has purchased the Daily Record, R. D. Copeland, who has left. Mr. Martin continues as editor. Russell R. Richmond, who has been associated with the Journal, has been appointed business manager.

LARGEST MORNING CIRCULATION in the Nation's Capital.

THE WASHINGTON POST

DAILY 2c—SUNDAY 5c
Member A.B.C.
Represented by Paul Block, Inc.
New York Chicago Boston Detroit

It's the Buying Power Represented in Circulation That Counts.
March 31, 1923

From nothing— to
200,000
in seven months
DETROIT
Sunday
TImES

York, PopuLaTion 60,000
An ideal manufacturing city of ideal homes and labor conditions.

THE CINCINNati CoMMUNITY
Consists of an area of 70 square miles with a population of 600,000.

THE CINCINNATI ENQUIRER
is the medium you should use in this UNPARALLELED MARKET.

New Jersey's Famous Manufacturing City

News of the Ad Agencies.

Richard Ziesing, Jr., has been appointed manager of the media plan department of Fuller & Smith, Cleveland. Mr. Ziesing and G. W. Belsey have jointly borne the responsibility during the past. Mr. Belsey will devote his time to other phases of the agency's work.

R. R. Glenn has joined the advertising forces of the Central Advertising Agency, Wichita, Kan.

Harry H. Crowell, formerly advertising manager and director of the Rykes Muller Company, Ltd., advertising and merchandising service, Montreal, has been elected secretary of the Montreal Publicity Association.

M. L. Mullay has returned to Columbus, Ohio, to become associated with the Robbins & Pearson Company, St. Louis.

Kenneth Bridges has been appointed account supervisor of the Campbell-Ewald Company, attached to the New York office of the agency. Mr. Bridges has had advertising and merchandising experience as well as experience in the advertising departments of various trade publications.

The Cleveland Press

In Allentown they say:
"Put it in the Call" and they know their own city.

The Bulletin

First in San Francisco

Tim Beauty Eytling will speak before the Advertising Clubs of the West, Columbus, Ohio, next Monday at the Chitten-don Hotel.

Kenneth Warden has been appointed advertising manager of the Lever Brothers Company, Cambridge, Mass., to succeed Ralph Foote. Mr. Warden joined the company in 1921 as associate advertising manager. He had previously been with the George L. Dyer Company at New York.

L. T. Wischerath, formerly with the Wendt Publishing Company, has succeeded John Doughan as advertising manager of the Buffalo Foundry and Machine Company, Buffalo.

Harold J. Mostyn, recently advertising manager of the Maritime Association of the Port of New York, has joined the staff of the Miller Freeman Publishing Company, New York.

The Galion Iron Works and Manufacturing Company, Galion, Ohio, has appointed an advertising manager, Mr. Bumpus for the last four years has been in charge of advertising of the Smith & Sons Manufacturing Company, Kansas City, Mo.

George V. Christie, who has been with the promotion and advertising department of the Charles Williams Stores, New York, has left to join the staff of Johns-Manville, New York.

Horace W. Fea, formerly assistant advertising director of Critical & Co., Chicago, has been appointed advertising manager for Powers Regulator Company, Chicago.

Oliver A. Life has been appointed advertising and sales promotion manager of the Durant Motor Company, St. Louis. For the last six years he has been sales and advertising manager for the Detroit Display Company, St. Louis.

John J. McCarthy, formerly with the promotion and advertising department of the Detroit Motor Company, Elizabeth, N. J., has joined the advertising department of the Indian Refining Company, New York.
The special features of the BUFFALO TIMES have made it the most popular newspaper in Western New York.

NORMAN E. MACK, Proprietor VERREY & CONKLIN, Inc. Special Advertising Representatives New York, Detroit, Chicago, San Francisco

NEWS LEAGUE OF OHIO DAYTON NEWS SPRINGFIELD NEWS

The papers with the big circulations and commanding prestige.

The Sunday World goes into every second home in all Five Boroughs and Hudson County (Jersey City, Hoboken, etc.) New Jersey.

Today's HOUSEWIFE

A NATIONAL MAGAZINE

authority on the business of home-making.

In Every Trade Territory—One Newspaper Must Lead

To the paper which best serves its readers and its advertisers, naturally goes this leadership.

In Houston and South Texas this distinction is held by the Houston Chronicle Texas' Greatest Newspaper

M. E. FOSTER, Publisher STEVE KELTON, Mgr. National Adv.

(Eight-Page Rotogravure Section)

JOHN M. BRANHAM, Nat'l Rep.

THE FOURTH ESTATE

March 31, 1923

The only seven-day A.P. paper in the Metropolis of the entire Northwest. The one paper in the entire West without competition in its field. It reaches into the homes of most prosperous people on earth.

Represented on the National Field by

W. W. CHEW

W. H. WILSON

American Circle Bldg.
New York, Chicago

The only seven-day A.P. paper in the entire West without competition in its field.

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

EACH ISSUE

OVER 200,000 CIRCULATION

SEATTLE “PI”

The only seven-day A.P. paper in the Metropolis of the entire Northwest. The one paper in the entire West without competition in its field.

Petroleum Mutual Fire Insurance Co.

RANKIN, 1 W. 37th, N. Y.—Placing advertising for Libby Hotel Co. N. Y.; N. Y. rubber heel corp., N. Y.; N. Y. Smith, Studios & Co., N. Y.—Placing advertising for Tom Smith (knitted jackets & swimming suits), and St. N. Y.—Placing advertising for Tom Smith.

SNITZLER-WARNER, Chicago—Placing advertising in newspapers for Happy New Year Rubber Heel Corp., N. Y.

BUFFALO

CHURCHILL-HALL, N. Y.—Handling advertising for Ames & Rollinson (engrossers).

CAMPBELL-MOSS, 21 E. 40th, N. Y.—Obtained account of Van Cleef Bros. (autosupplies, rubber cement), Chicago.

KASTOR, Vanderbilt, N. Y.—Placing advertising for England and Scotland. Represented on the National Field by W. W. CHEW

KLING-GIBSON, Chicago—Handling advertising for Oak Flooring Bureau, Chicago.

HICKS, Vanderbilt, N. Y.—Launching seasonal advertising campaign in newspapers for Asbury Mills of England and Scotland.

MORSE, 449 4th, N. Y.—Sending out renewal contracts on Woodward Products Co. of that city.

WHITE, Chicago—Acquired account of Baer Mfg. Co. (luggage carriers and other accessories for automobiles), Rock Island, Ill.

CENSOR THE NEWSPAPERS AND GAG THE NATION.

"An international movement is under great headway to emphasize in all climes and among all peoplesthe human rights of the press. The executive committee of the Press Congress of the World is directing the campaign, and it is concentrating its efforts on the high idea that the press must be completely free.

"The press is an institution," says the Green Bay, Wis., Gazette. "It is a human institution; human, in the sense that it is not only the organ which transmits major and minor news, but human in the sense that it is the forum in which the people may express the thought tower that holds all the noble ideals which mean human happiness and prosperity. Clearly, the press is a public necessity. It charges for one kind of service. There are two phases of this public necessity. One is the news; the other is advertising, which is also news. It is quite obvious that the press could not subsist as a business venture unless it fulfilled its duties as a public, a literary institution. The press is a success only as the public's representative.

"Inasmuch as the press is the facility which keeps the public fully informed on political and civic, as well as all other matters, and publishes honest opinion, besides live news, it is entitled by right to the fullest freedom. It must be untrammeled. It must be enabled to collect the news that may be unstrained in the dissemination of news. Moreover, it must be at liberty to present opinion, in addition to information.

"The press may be trusted to refrain from publishing what it should not publish. It needs no prohibitive law, no curtailing censorship, to deceive, prey upon, and undermine the laws that are those that correspond with public opinion. The press is commercial and editorially responsible to the people, which implies that it must conduct itself as a public servant.

"It is more particular to the interest of the public, than to that of the press, that the press should have full freedom in gathering and publishing news and opinion. These are phases of public opinion. The people rule or are striving to rule. If the people could not defend or advance their rights and privileges, they could not preserve their liberty, without a free press."

It Pays to Advertise in the ST. LOUIS TIMES

Now Generally Recognized as the HOME NEWSPAPER OF ST. LOUIS

Foreign Advertising Representatives

G. LOGAN PAYNE & CO.
Chicago, St. Louis, Detroit, Los Angeles
PAYNE, BURNS & SMITH
New York

The RICHMOND, Va., TIMES-DISPATCH is delivered to 12,000 of the city's daily into its own homes.

In ALL VIRGINIA IT'S THE SAME STORY, BROOKS & FINLEY, Inc.
New York, Phila., Chicago, San Francisco

In Houston and South Texas this distinction is held by the Houston Chronicle Texas' Greatest Newspaper.


to all Five Boroughs and Hudson County (Jersey City, Hoboken, etc.) in New Jersey.

The RICHMOND, Va., TIMES-DISPATCH is delivered to 12,000 of the city's daily into its own homes.

In ALL VIRGINIA IT'S THE SAME STORY, BROOKS & FINLEY, Inc.
New York, Phila., Chicago, San Francisco

The only seven-day A.P. paper in the entire West without competition in its field.

THE AGENCIES.

ABBEY & MOORE, Chicago—Planning advertising campaign for Rambouillet Bumper Co.

BAUERLEIN, Hibernia, New Orleans—Obtained account of the Lorraine Mfg. of New York (Lorraine seersucker and other accessories). A general Southern newspaper campaign will be conducted this summer.

Have also issued orders to papers in forty Southern cities for Dunbar Mollaces & Syrup Co. of New Orleans.

BLACKMAN, 116 W. 42d, N. Y.—Will place advertising for Sherwin-Williams Co. (paints, varnishes, dyes, etc.), Cleveland, effective July 15.

CAMPBELL-MOSS, 21 E. 40th, N. Y.—Starting newspaper campaign for Asbestos Table Co. (Aztec brake lining), N. Y.

CHAMBERS, Maison Blanche, New Orleans—Planning advertising for Caro. Laboreo (Castor oil shrink paper), Union, S. C. Newsprint & news media are used.

CAMPBELL-MOSS, 21 E. 40th, N. Y.—Obtained account of the Laun-dry-ette Sales Co. of N. Y., & White & White (shirt specialists).

CHURCHILL-HALL, N. Y.—Handling advertising for Ames & Rollinson (engrossers).

COLTON, 165 Broadway, N. Y.—Using newspapers in this country to advertise tricentenial exposition which will be held at Gothenburg.

H. LOGAN PAYNE CO. Chicago, St. Louis, Detroit, Los Angeles

In Houston and South Texas this distinction is held by the Houston Chronicle Texas' Greatest Newspaper.

"An international movement is under great headway to emphasize in all climes and among all peoples the human rights of the press. The executive committee of the Press Congress of the World is directing the campaign, and it is concentrating its efforts on the high idea that the press must be completely free.

"The press is an institution," says the Green Bay, Wis., Gazette. "It is a human institution; human, in the sense that it is not only the organ which transmits major and minor news, but human in the sense that it is the forum in which the people may express the thought tower that holds all the noble ideals which mean human happiness and prosperity. Clearly, the press is a public necessity. It charges for one kind of service. There are two phases of this public necessity. One is the news; the other is advertising, which is also news. It is quite obvious that the press could not subsist as a business venture unless it fulfilled its duties as a public, a literary institution. The press is a success only as the public's representative.

"Inasmuch as the press is the facility which keeps the public fully informed on political and civic, as well as all other matters, and publishes honest opinion, besides live news, it is entitled by right to the fullest freedom. It must be untrammeled. It must be enabled to collect the news that may be unstrained in the dissemination of news. Moreover, it must be at liberty to present opinion, in addition to information.

"The press may be trusted to refrain from publishing what it should not publish. It needs no prohibitive law, no curtailing censorship, to deceive, prey upon, and undermine the laws that are those that correspond with public opinion. The press is commercial and editorially responsible to the people, which implies that it must conduct itself as a public servant.

"It is more particular to the interest of the public, than to that of the press, that the press should have full freedom in gathering and publishing news and opinion. These are phases of public opinion. The people rule or are striving to rule. If the people could not defend or advance their rights and privileges, they could not preserve their liberty, without a free press."

GERMAN JAILED FOR READING STINNES' NEWSPAPER.

Hugo Stinnes' Deutsche Allgemeine Zeitung in Berlin has suffered a unique drop in its already small circulation. A French divisional court-martial tribunal in Caen, near Caen, has sentenced Reinhold Peters, a German officer, to six months in jail and 1,000,000 marks fine because he was caught reading paper which is prohibited in the occupied area.

The Detroit Free Press

"MICHIGAN'S GREATEST NEWSPAPER"

The FREE PRESS has both QUANTITY and QUALITY in CIRCULATION and is the only newspaper which may not do more.
DOMINATE BRIDGEPORT

TELEGRAM and POST
The only A.B.C. Newspapers in
BRIDGEPORT, CONN.

DO NOT TRADE WITHIN 13 MILES OF THE CITY HALL.

GREATLY FOR THE BENEFIT OF THE TRAVELING PUBLISHER, THE

TELEGRAM AND POST IS NOW COMPLETELY COVERED WITH THE

NEWSPAPER COST THROUGH THE

TELEGRAM AND POST.

COVER NEW HAMPSHIRE WITH THE

MANCHESTER UNION & LEADER

GUARANTEED CIRCULATION OVER 25,000

JULIUS MATHEWS, SPECIAL REP.

NEW YORK CHICAGO

UNION & LEADER

MCCASSETTS DAILY SOLD TO MEYER.

(Continued from Fourth Page)

was one of the organizers of the Repub-

clican League of Massachusetts, is chair-

man of the finance committee of the

Republican state committee and
director of the Roosevelt club of Massa-

chusetts.
Mr. Meyer was a captain in the

world war and an aide to Major

General Wood. In 1907, Mr. Meyer

was appointed Illinois state treasurer.

The Springfield Union was founded

January 4, 1864, by Edmund Anthony

of New Bedford, Mass., and was

continued until 1892.

Mr. Plummer joined the Union as a

bookkeeper during the era of the

Morning Union, and A. P. Langtry

went to it from the Brooklyn Eagle.

Mr. Langtry has been active all his

life in politics and for many years was

secretary of state of Massachusetts.
Mr. Plummer is on a four weeks’

rest at Battle Creek, Mich., and on his

return he will be the active manag-
ing head of the publication as here-
tofore.

YOU WANT YOU GET
THE BEST PHOTOGRAPHS THE FIRST AND BEST IN OUR
YOU NEED DAILY PHOTO SERVICE

INTERNATIONAL FILM SERVICE

116-228 William Street, NEW YORK

In New Orleans it’s the New Orleans Item

COUNTRY PAPER NEEDS WELL-

BALANCED HEADS THAT 

BULLETIN NEWS

That city idea of newspaper editing 

is the truth which Marshall L. 

Kelly-Smith, demonstrator in the 

Morning Union, Okla., News, since he abandoned 

city newspaper work in 1917 and 
purchased the paper he now publishes.

"A city weekly needs to have 

well-balanced heads that tell the 

reader the news in the same way 

as a county paper needs these 

things." This is one of the common 

requisites of both city and county 
papers, Smith says, but he points out 

the difference that a county weekly 

must print more news briefs about 

the town and people, although it 

should not gossip and it should not 

publish intimate, personal things.

Born in Virginia, 50 years ago, 

obtained a common school education 
in battleground country, and very 

little at that," is the statement with 

which Mr. Smith dismisses his early 

life. He learned the printer’s trade 

when he was a small boy in small 
towns and later in Washington and 

Philadelphia.

This work was interrupted by his 
service in the Spanish-American war.

When he went back from the 

presses in 1917, he was appointed 

editor and political writer on the Kalamazoo 

Gazette and Lansing Journal.

Smith went to Oklahoma in 

1910, where he first worked as 

reporter in Guthrie, but in 1911 he 

became city editor of the Tulsa 

Democrat and desk editor on that 
paper and the Muskogee Times-Democrat until 1916. Then 

he went to the general club 

work from which he was employed 

elected on the democratic ticket as 

representative from Osage county in the 

1922 election.

TRENTON

ANNUAL PRODUCTION

35 MILLION

A prosperous NEW JERSEY territory completely covered by the 

EVENING TIMES

Member A.B.C.


Marquardt Building, CHICAGO

Brooklyn, N. Y.

Los Angeles, Calif., is read in almost every home, 

office, store and factory in the city and suburbs of 

LOS ANGELES

For Economical Coverage of the Los Angeles Territory Concentrate Your Advertising in the 

Evening Herald.

Representatives 

H. W. Moloney, Times Bldg., New York 

A. J. Norris Hill, Hearst Bldg., Chicago 

A. J. Norris Hill, Hearst Bldg., San Francisco

PEORIA JOURNAL (EVENING)

AND TRANSCRIPT (MORNING)

Sold in combination at rates making 

these papers the best advertising buy in the 

state of Illinois.

The Julius Mathews Special Agency 

Boston, New York, Detroit, Chicago

You get the first and best in our 

daily photo service

EXCELLENT RESULTS

obtained with 

tryout copy in the 

PLAINFIELD, N. J.

THE FOURTH ESTATE

CHICAGO

EXCELLENT 

RESULTS

SOLD IN COMBINATION AT RATES MAKING 

THES PAPERS THE BEST ADVERTISING BUY IN THE 

STATE OF ILLINOIS.

YOU WANT 

THE BEST PHOTOGRAPHS 

YOU NEED 

THEM FIRST

ITEMS OF INTEREST TO ADVERTISERS

YOU GET 

THE FIRST AND BEST IN OUR 

DAILY PHOTO SERVICE

INTERNATIONAL FILM SERVICE

116-228 William Street, NEW YORK
30

THE FOURTH ESTATE
March 31, 1923

THE BUFFALO TERRITORY OFFERS
BIG POSSIBILITIES TO
NATIONAL ADVERTISERS

Twelfth American city and second in
New York State, Buffalo, with over
half a million people and the sur-
rounding trade area with three hun-
dred thousand more, affords a rich
market to national advertisers. The
effective medium to capture this de-
sirable market is the big, popular,
some newspaper—A.B.C net paid
105,958, 80% of English-speaking
Homes.

The Buffalo Evening News
edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY, Reps.
Marbridge Bldg. Lytton Bldg.
New York Chicago

VETERAN FINANCIAL EDITOR
DIES IN DENVER.

Clinton Buswell Evans, associate
writer for the Philadelphia Public Ledger
and financial editor and publ-
isher of the Economist of Chicago,
through which he established himself
as a formidable business
force, died on March 21 at his
home in Chicago. He was
seventy-four years old.

On February 1, Mr. Evans
withdrew as president and editor of the
Economist, which he founded in 1888
and which had gained national recog-
nition, and he established a
residence in Chicago, where he
established a business firm.

Tell the truth. With the truth on
your side, you always have a
majority.

Frank A. Vanderlip, former presi-
dent of the National City Bank of
New York, and Will Payne, the
novelist, were proteges of Mr. Evans.
Mr. Vanderlip served as financial
editor of the Economist from 1895 to
1897, leaving to become private secre-
tary to Henry W. Longfellow. Lyman Gage. Will Payne a few years
later became financial editor of the
Economist.

Mr. Evans was born in 1848, at
Fayetteville, N. C., and attended
the academy in his home town he went to Dartmouth,
where he graduated in 1873.

His entrance into journalism was
at Springfield, Mass., where, for ten
years, he was financial editor of the
Republican, under Samuel Bowes.
There he extended his knowledge of
newspaper work into its every phase.

In 1883 he went to Chicago, in 1885
and became financial editor of the
Chicago Tribune. Five years later
he started the Economist.

Mr. Evans' dispatches to the Public Ledger on banking and credit
sent to hundreds of papers
throughout the country. He con-
cluded a distinguished business
epoch of the Public Ledger, which
was syndicated by that news-
paper, and which gained wide recog-
nition.

GENERAL AUDITOR OF HEARST
CORPORATIONS DIES.

Walter Galbraith Langdon, general
auditor of all the Hearst
Corporations, died Monday at Morristown,
N. J., after a month's illness.

Mr. Langdon had been con-
nected with the Hearst organization for
more than twenty years. He was
born in London, Ont., February 4,
1848, and had been a newspaper
journalist from his youth.

Theodore Tubman, a veteran of the
Civil War, who had worked as
editor of the Los Angeles Times,
Arthur Sears, the editor of the
Chicago Tribune, and had been
editor of the Washington
Evening Star, Robert B. Smith,
Chicago Tribune; Frank Wister,
New York Herald; James L. Wright,
Cleveland Plain Dealer, and L. C.
Speers, New York Times,
were former associates of Mr. Langdon.

A few years later Mr. Langdon
came to New York to join the forces
of the New York American and
Evening Journal, and other Hearst
Corporations and gradually rose until
about five years ago he became
general auditor of all the Hearst
Corporations, which position he held
until his death.

VETERAN WASHINGTON
PAPER MAN PASSES AWAY.

Charles Sumner Albert, for thirty-
one years a newspaperman in
Washington, and for a number of years
attached to the Washington
staff of the New York World, died
Tuesday after a brief illness. He was
sixty-five years old.

In his time Mr. Albert enjoyed
an intimate acquaintance with a long
succession of public men and politicians,
and with a wide reputation in his profession.
For a quarter of a century he was
prominent in the editorials of the Denver
Post, and some of his hardest work was
done in the closing days of the last
Congress.

Mr. Albert's last stay on duty was
on March 21, and the last story he
wrote was an interview with Senator
S. W. Long, on legislation that would
come before the next session. He
complained of illness and the
next morning was delicious. He soon
came unconscious and so remained
until the morning when the end
came.

They called him "Colonel" Albert
among the publicists, and became
besotted by Senator Simons
when he read into the Congress
the summary of Woodrow Wilson's first year in the
White House. Colonel Charles S. Albert, the great correspondent of
a newspaper.

Rudolph Bartlett was chairman of the
standing committee of correspondents,
appointed the following committee
to represent the press at the
funeral: John T. Suter, Associated
Press; James J. Hornaday, Indiana-
napolis News; William E. Brigham,
Boston Transcript; H. C. Stevens,
New York World; Robert Barry,
Philadelphia Public Ledger; Roy A.
Roberts, Kansas City Star; Arthur
Sears, Chicago Tribune, and had been
editor of the Washington
Evening Star, Robert B. Smith,
Chicago Tribune; Frank Wister,
New York Herald; James L. Wright,
Cleveland Plain Dealer, and L. C.

The honorary pallbearers were
Charles Michelson, New York World;
John Halsey, New York Times;
John Howard, Chicago Tribune;
H. E. C. Bryant, New York
Herald; James R. Nauree, New
York American; Angelo McSheen,
Philadelphia North American; Gus
L. Karger, Cincinnati Times-Star;
and Frank I. Whitehead, Washington
Post.

VETERAN FINANCIAL EDITOR
DIES IN DENVER.

Frederick O. Dickensheets, financial
editor of the Rocky Mountain News
and Denver Times, two of the Shaffer
Group of Newspapers, died in Den-
ver on March 15. He was widely
known in newspaper and financial
circles as an accurate writer on
topical topics.

Mr. Dickensheets was the
son of Charles Dickensheets, for many
years associated with the
Shaffer Group of Newspapers.

Mr. Dickensheets was a
companion of Eugene Field, O. H.
Butler, Fred Shiff, John Brien
Walker, Charles Gleed and others.
Mr. Dickensheets was one of the
best posted newspaper men in the country
and was not thoroughly familiar
with all stocks and bonds of the
various oil districts of the United
States, and especially the ones in
dealing with Wyoming, Oklahoma,
Kansas and Texas.

Other Obituary Notes.

CHARLES H. CRANDALL, known
as "the farmer poet," and formerly
for five years on the New York
Times, died, Friday, May 10, 1908.

Mr. Crandall's first wife was Miss
Catherine V. Ferguson, a New York
newspaper woman, who died five
years after their marriage, leaving two
sons. One son, Lieutenant Robert
Grady, was killed in battle of the
Marne in the World War. He was with the
Thirty-eighth United States Infantry, and
received a posthumous decoration for
valor in this battle.

HIRAM IRVING DILLENBACK,
at one time managing editor of the
Providence, R. I., Telegram, and
later the New Democrat, died at his
home in Springfield, Mass., at the
age of sixty-four years.

Mr. Dillenback was born in Boston,
and graduated from Harvard Uni-

NEWSPAPER CENSUS.
Washington, D. C.

The latest house to house canvass
reveals the extent to which New
York newspapers are read in the
homes.

DAILY
The Evening Star. . . . . 84%
2nd Newspaper . . . . 35%
3rd Newspaper . . . . 18%
4th Newspaper . . . . 16%

The Sunday Star . . . . 78%
2nd Newspaper . . . . 43%
3rd Newspaper . . . . 37%
4th Newspaper . . . . 20%

The Pittsburgh Pos.
A newspaper of char-
acter, integrity and enter-
prise which has earned the
confidence of the people
of the world's greatest
industrial district.

DAILY AND SUNDAY
Baltimore News
Evening—Daily and Sunday
Baltimore American
Morning—Daily and Sunday

FRANK D. WEBB, Advertising Manager
D. Carroll, New York Representative
J. E. Luta Chicago Representative
March 31, 1923

THE FOURTH ESTATE

THE DAY-WARSHIP

March 31, 1923 31
America's FOREMOST Jewish Daily
JOURNAL

MONTREAL LA PRESSE

Covers the afternoon field as completely as does the Dallas News in the morning.

THE JEWISH MORNING JOURNAL

America's LARGEST AFTERNOON

Largest Circulation

Member A.B.C.

Main Publication Office: 183 East Broadway
NEW YORK

COVERED BY

George C. Collins, the first proofreader employed by the St. Paul Daily News, died March 20 after a brief illness. He had worked for the newspaper for seven years before his death.

Arthur Capper Publisher

THE NATIONAL JOURNAL

A Newspaper Published Primarily for Washington moving pictured distributing concern, died at a Washington hospital last Tuesday, following an operation for mastoids. He was seventy-two years old. Following his graduation from Annapolis, Md., he became a newspaperman and later managed the news department of a large eastern newspaper. He was one of the pioneers in the distribution of moving pictures, having worked for the Vitagraph Company in 1914.

Herbert Anson Stocking, 52 years old, for the last ten years managing editor of the Ansonia, Ct., Evening Sentinel and Sentinel News, died Wednesday. After graduating from Yale University, Mr. Stocking entered the newspaper business, and was connected with several newspapers throughout the country.

Otis Mason Pollard, a representative at the New York office of "W. A. Verne & Son," died on March 22 at the age of twenty-four years.

Capitaine G. L. Norton, editor of the Marine Journal, died last Saturday in New York at the age of eighty-six years. In 1874 Capitaine Norton entered in the Post Office Department, and through the years, he became known as a leader in the field of marine journalism.

Thomas Washington Hay, venerable newspaperman, writer and historian of the civil war period, died in Washington, D.C., at the age of eighty-six. A native of Virginia, where he spent his life, Mr. Hay was a publisher and editor of the Washington Chronicle, one of the city's leading newspapers prior to and during the civil war. Soon after the war he entered the publishing business, and for twenty years, later managing one of the paper routes for the Evening Star. He retired from active life twenty years ago.

Born sunday advertiser

Over 500,000

Greatest Circulation that Boston has ever known.

W. W. Chew, 1816 Broadway, New York
J. A. Holman, Monad Bldg, San Francisco
W. H. Wilson, 600 Heart Bldg, Chicago

KANSAS is a rich, responsive field. It is best covered by THE TOPEKA CAPITAL

The only Kansas Daily with a comprehensive circulation, all classes of advertising, news, prestige and reader confidence.

Dr. Hubert D. Work succeeded Albert B. Fall as secretary of the interior, the public service prior to and during the civil war. Soon after the war he entered the publishing business, and for twenty years, later managing one of the paper routes for the Evening Star. He retired from active life twenty years ago.

THE WINSTON-SALEM SENTINEL

WINSTON-SALEM, North Carolina's Largest City (U.S. Census)
Twin City Sentinel leads all North Carolina Dailies in Home Circulation (Member A.B.C.)

The Sentinel goes eight out of every ten homes in Winston-Salem.

THE JOHN BUDD CO.
Representing Newspapers

9 East 87th St., NEW YORK Tribune Bldg., CHICAGO Tribune Building, TORONTO, 128 Bay Street

The Sentinel goes into eight out of every ten homes in Winston-Salem.

WINSTON-SALEM SENTINEL

Representatives

Frost, Landis & Kohn
New York
Chicago

H. W. Kastor & Sons
ADVERTISING CO., ST. LOUIS
An organization of men highly specialized in the solution of advertising problems.

S. C. THEIS COMPANY
Special Representatives
NEW YORK 385 Fifth Ave. 837 Marquette Bldg
S. C. Thisis, G. W. S. Grabowski, mgr.
Representative:

THE SENTINEL/

Offers Real Reader Influence and Purchasing Power.

Representatives:

STEVEN'S & BAUMANN, Inc.
110 W. Washington St.
Chicago

The Sentinel goes into eight out of every ten homes in Winston-Salem.

WINSTON-SALEM SENTINEL

Representatives

Frost, Landis & Kohn
New York
Chicago

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110 W. Washington St.
Chicago

Digitsed by Google
INTERNATIONAL NEWS SERVICE Clients, Countrywide,
Beat New York On New York's Biggest Story—

"Get it FIRST—but FIRST Get it RIGHT"

Again I.N.S. proves the deep significance underlying its famous slogan.

On Saturday, March 24th, at twelve noon, International News Service delivered a clean scoop over all other news agencies, when it flashed the name of John Kearsley Mitchell, son-in-law of E. T. Stotesbury, as the mysterious "Mr. Marshall" figuring in the Dorothy King murder case.

Two hours elapsed before the verified I.N.S. story could be confirmed by competing agencies. But I.N.S. clients had been enabled to play the story simultaneously with the New York Evening Journal—

—Thus scoring clean beats over competitors in their own fields as well as over all other New York newspapers.

A weighty fact for editors—proving:

1st The reliability and speed of the world's greatest news gathering organization.

2nd The complete faith of I. N. S. clients in I. N. S. by their prompt publication of this—one of the most hazardous stories of that character ever printed—without awaiting confirmation from any other source.

3rd The value of a service supported by the fullest co-operation of dependable "news connections" in the great news centers—New York, Washington, Chicago, San Francisco—

—At these points, as at others, I.N.S. stands unrivaled in its command of the established news resources of America's greatest newspapers.

INTERNATIONAL NEWS SERVICE
M. KOENIGSBERG, President.
At Home with the Real Automobile Buyer—

At home, in the evening, when family councils are held, is the time in which to reach the actual buyers of automobiles and accessories. And to reach them effectually the advertiser must use the mediums that are read for advertising information—that enjoy reader interest and confidence.

In Chicago—The Daily News, which not only has “circulation coverage”, but what is vastly more important to the advertiser, “advertising coverage”, or circulation effectiveness. The Chicago Daily News, by reason of its 47 years of efficient newspaper service, is the advertising director and guide of the great majority of financially competent citizens of Chicago and its suburbs. Its year in and year out leadership in display advertising among Chicago daily newspapers amply attests this fact.

In 1922, for example, The Chicago Daily News printed 560,074 lines of automobile advertising, 50,886 more lines than were printed by The Daily Tribune, the daily newspaper having the next highest score.

1923 is a year of keen competition in the automobile trade, and to reach effectually the greatest possible list of able-to-buy Chicago consumers advertisers should broadcast their messages through Chicago's outstanding automobile medium—

The CHICAGO DAILY NEWS

FIRST in Chicago
HARDING MAY BE GUEST OF PUBLISHERS AT DINNER.

PRESIDENT HAS EXPRESSED DESIRE TO BE PRESENT, BUT HAS NOT YET DECIDED — LORD ROBERT CECIL WILL BE ONE OF THE SPEAKERS.

Preparations for the conventions of the Associated Press and the American Newspaper Publishers Association indicate that the week of April 23-27 will be most eventful only for the dinner on Thursday evening, April 26, to be held in the ballroom of the Waldorf-Astoria under the auspices of the A.N.P.A. Bureau of Advertising, but this affair alone promises to be a remarkable attraction.

There is a large possibility that President Harding may grace this occasion. He has expressed his desire to be present, but a definite answer awaits his return to Washington from his vacation trip. He was disappointed in the hope of attending last year, so that he is likely to make a special effort this time.

The directors of the Associated Press will meet on Thursday, Friday, and Saturday morning, April 26 and 27 to complete arrangements for the meeting of the A.P. on Tuesday, April 25. At this meeting directors are to be elected to take the place of the following members whose terms of office expire:


Herschel V. Jones, Minneapolis Journal.

The nominating committee has made the following nominations to succeed the five directors whose terms are expiring:


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MORNING DAILIES CALL MEETING IN NEW YORK.

SESSION AT WALDORF WILL MARK REAL BEGINNING OF NEW ASSOCIATION'S ACTIVITIES — LOUIS WILEY AND L. K. NICHOLSON TO ADDRESS PUBLISHERS.

Two hundred morning newspapers are expected to be represented at the meeting of the Morning Newspaper Publishers Association, to be held April 25 at the Waldorf-Astoria, during the time of the A.N.P.A. convention. Invitations have been sent to all morning paper publishers. The meeting will mark the beginning of the association's activities, its earlier sessions having dealt altogether with the details of getting organized.

Louis Wiley, business manager of the New York Times, and L. K. Nicholson, president of the New Orleans Times-Picayune, will address the speakers. The time for the meeting has been set for four o'clock in the afternoon, to give the publishers opportunity of attending both the morning and afternoon meetings. One of the largest halls in the Waldorf has been reserved for the meeting.

LEADING MEXICO CITY DAILY SOLD BY ITS FOUNDER.

Felix F. Palavicini, founder and principal stockholder of the Mexico City morning newspaper El Universal, and three allied publications, has sold control of the group to Mexican business men.

Miguel Lanz Duret, an attorney, who is the new manager of the publications, will carry out the policies laid down by Senor Palavicini, who is politically independent.

Notwithstanding the troublous time following the founding of El Universal on Oct. 1, 1916, Senor Palavicini brought the paper into journalistic prominence second to none in Mexico. Because of his staunch support of the allies during the war, Senor Palavicini was decorated by five of the allied governments.

OHIO CIRCULATORS PLANNING BIG MEETING.

ALL PHASES OF NEWSPAPER WORK WILL BE DISCUSSED, ESPECIALLY PERTAINING TO CIRCULATION — EVERY EXECUTIVE HEAD OF THE NEWSPAPER INVITED.

The Ohio Circulation Managers Association is planning the biggest meeting of its history to be held at the Hotel Secor, Toledo on Wedsday, April 11. H. C. Kloeker of the Cincinnati Enquirer, president of the organization, will preside.

A departure has been made from the regular routine in that every executive head of the newspaper (Continued on Thirty-first Page)

EDITORIAL CHANGES ON THE LOUISVILLE COURIER-JOURNAL.

Owing to the withdrawal of Arthur Krock as a member of the executive committee of the Louisville Courier-Journal and the Louisville Times, and as editor of the Times, Mr. Wallace was elected to fill the unexpired term on the board. Mr. Wallace, who has been associated with the Louisville Courier-Journal and the Louisville Times, is now the chief of the editorial staff of the Times.

Robert W. Bingham, publisher of both papers, will assume the editorship of the Courier-Journal, and the Louisville Times, while Brainard Platt, assistant to the late Henry Watterson, becomes chief of the editorial staff of the Times.

The changes were effective on April 1.

H. C. KLOECKER.

HEAD OF S.N.P.A. LEAVES LEXINGTON HERALD.

Charles I. Stewar, general manager of the Lexington, Ky., Herald. He will remain, however, as head of the Southern Newspaper Publishers Association.
Hook Yourself up to new customers—

Tune them in

through

The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

The Bulletin's circulation of half a million copies daily is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in the United States.
FORT WORTH RECORD GOES FORMALLY TO HEARST.

ALLISON ANNOUNCES TRANSFER—D. D. MOORE RETAINED AS PRESIDENT AND PUBLISHER—WITHINGTON REMAINS WITH COMPANY—PAPER ADDS FEATURES.

The Fort Worth, Tex., Record was this week formally transferred to the ownership of W. R. Hearst, after a series of deals which began in December, when Edmund Walker announced that he had purchased the paper from James H. Allison and Leonard Withington. During February Mr. Walker announced the record became the property of D. D. Moore, former publisher of the New Orleans Times-Picayune.

Mr. Moore has been retained by Mr. Hearst to represent his interests in Fort Worth, and is the head of the new publishing company.

In a statement announcing that he has disposed of the paper to Mr. Hearst, James H. Allison, in addition to thanking his directors and employees for their loyalty and friendship, states that in disposing of the Record to Mr. Hearst he sought only to provide Fort Worth with a metropolitan morning newspaper.

A new company, the Fort Worth Record Company, succeeds the Record Company, the new company assuming all obligations of the former one. The officers of the new company are D. D. Moore, president; Edward W. Gough, secretary-treasurer and business manager. The new board of directors are William Randolph Hearst, Robert W. Plamann, W. F. Ladd, D. D. Moore, and W. G. Turner.

Withington, former vice-president and editorial executive, remains with the company in the editorial department; Gough succeeds H. E. Grimes as managing editor, and Cullen remains as mechanical superintendent.

During the last month while the new owners have been taking over the property, there has been added to the Record 66 columns of advertising, the entire section of which has been increased to eight pages all in color. The subscription price was increased from sixty cents to $1 per month, beginning April 1, and from five cents to ten cents per single copy on Sunday.

WELCOME HEARST.

Telegrams of congratulation from the chamber of commerce and prominent Fort Worth business men were sent to Mr. Hearst congratulating him to Fort Worth. Fort Worth is the smallest city in which he has a news organization. He will be gone six or eight weeks.

Rumors to the effect that Mr. Westfall was to leave the Hearst organization he clasped as being well-grounded, except that he had had a number of offers from paper houses, based on his experience in the news print field, all of which he has turned down.

During his absence the Record will be operated by the same personnel as heretofore.

PAPERS CUT PRICES.

The San Francisco Bulletin and the San Francisco Call, both evening papers, have reduced their price from 5 to 3 cents. The Call price will remain at 5 cents on Saturday, however.

$140,000 IN AN ISSUE OF 24 PAGES IS A.J.K.'S SPEED.

AMERICAN WEEKLY SHATTERS ALL RECORDS FOR VOLUME TWO SUCCESSIVE WEEKS—AN ALADDIN'S LAMP OF ADVERTISING CONTROLLED BY A REAL GENIUS.

Advertising men frankly admit that he is a wonder. Arthur Brisbane calls him the "bloodhound of advertising" and "the merchandising miracle man." But he calls himself just A. J. K.

The wonder and the miracles which are associated with his name he energetically disclaims. One hundred thousand dollars worth of business a week in a space of twenty-four pages seems to him no more than the logical return for the service he sells. And he will tell you that, besides himself and his brilliant collaborators in the Hearst organization, there are about four and a half million other reasons for the wonderful record of the American Weekly.

Last week's issue stirred even Arthur Brisbane's diaphanous into ecstasy. It carried on hundred and seventeen thousand dollars' worth of advertising and broke into Brisbane's "Today" column the next morning. The silently efficient A. J. K. was thereby thrust before the minds of the millions of Hearst readers as "Mr. Kohler, the bloodhound of advertising."

Thus was the spotlight thrown upon the little office of the American Weekly's salesmen in the new American building at Columbus Circle. There, with windows on three sides, Kohler functions like a captain in a pilot house, the gigantic machinery that he controls directs under his thumb, but out of his sight and hearing. It is headquarters, remittance bureau by Kohler and his secretarial aids. There is none of the monotone of detail to interfere with his managing.

Next Monday Mr. Brisbane should be due for another salvo of superlatives, unless he has to turn in his "Today" copy before he hears from Mr. Kohler. Sunday's issue of the Weekly will give him one hundred and forty thousand dollars' worth of (Continued on Twenty-fifth Page)

BULLETIN PLANT WILL BE LARGEST IN U. S.

WORK OF TEARING DOWN BISHOP SIMPSON'S FORMER MANSION TO MAKE WAY FOR ADDITION TO ANNEX—NEW CAPACITY TO BE GREATLY ENLARGED.

Workmen have begun to tear down three buildings adjoining the Philadelphia Bulletin plant to make way for the addition of Bishop Simpson's former residence in that city, on the site of which an addition, 1334-36 Arch street, will be erected to the Bulletin building.

One of the buildings to be razed, 1334 Arch street and one door removed from the Arch Street Methodist Episcopal church, will become the new double front brownstone mansion occupied by the late Bishop Simpson when he was head of the church.

It passed from the hands of his heirs many years ago and has been used as a printing office since 1879.

The press room in the basement of the annex will be more than doubled in size.

ALL FOR PRINTING.

When completed it will be occupied exclusively by the printing equipment of the Bulletin. The annex will then extend from Juniper street to the Arch Street church at Broad and Arch and occupy the entire space between the Bulletin building and the Cuthbert and Arch streets, adjoining the Masonic temple.

A last order for printing presses was placed some time ago and these will be installed in the increased space. The production of the Bulletin plant from over 20,000 to 350,000 completed printed copies an hour, or twenty-five times the capacity of Spanish-American War days.

Printing machine manufacturers say the Bulletin plant is the largest daily newspaper printing establishment in the United States.

Plans for the completion of the building early in 1924. Doyle and Company has the contract.

ABERDEEN PUBLISHER BUYS PARTNER'S INTEREST.

J. H. McKeever has purchased the interest of his partner, E. P. Neill in the Aberdeen American Company, which publishes the Aberdeen, D. S., Morning American, the Evening News and the Sunday American News. Also included in the transfer is Mr. Neill's interest in the American Building and in the job printing plant.

AGENCIES MOVE INTO NEW QUARTERS.

Two New York advertising agencies, Calkins & Holden of 250 Fifth Avenue, and Cecil, Barretto & Cecil of 366 Madison Avenue, have taken space in the Park-Lexington Building, and will move to their new quarters just as soon as the building is completed.

No. 1519

THE FOURTH ESTATE, which is published every Saturday at 250 W. 59th St., New York City, was established March 5, 1879. The Yearly Subscription Price is Four Dollars, and the price of Single Copies is Ten Cents. ERNEST F. BIRMINGHAM, Publisher.
In 1922, The New York Times published 24,242,222 agate lines of advertising—a gain of 2,489,609 lines over the previous year and 6,898,132 lines in excess of the next New York newspaper.

In three months of this year, The Times published 5,948,810 agate lines of advertising, an increase of 261,432 lines over the previous year and 1,610,616 lines more than the next New York newspaper.

In twenty-five years, The New York Times shows an average yearly advertising increase of 904,543 lines as compared with an average gain of 470,038 lines in the same period by the next New York newspaper.

The New York Times has a daily circulation of 350,000 copies. The sale of the Sunday edition is in excess of 550,000 copies.
JUDICIAL FIGHT IN DETROIT WON BY TIMES.

HEARST PAPER IN ITS FIRST ELECTION STAND BREAKS "BIG FOUR" BLOC— SIGNAL VICTORY AGAINST OTHER PAPERS— ISSUE MADE ON INDEPENDENCE.

Detroit newspapers April 2 ended a bitter contest over the election of judges for the recorder's or municipal court. The majority contest was almost lost sight of in the heat of this struggle.

The Detroit Times for the first time since it was acquired by W. R. Hearst, took issue with the other papers. The four judges, known as the "Big Four," who were running for re-election, each bloc, averred that they had formed a political combine on the bench. As there are seven judges in the city, the four judges, both as recording judges, would have been in a position to control the court. The Times entered its efforts on the election of Frank Murphy, who had been the only member of the "Big Four" bloc who had served overseas and had convicted profiteers after the war as first assistant US attorney in Detroit. The Detroit News and Detroit Free Press has defended the "Big Four" judges—Keiden, Cotter, Marsh and Heston. The local business interest—Citizens League and other religious and commercial organizations were strongly in favor of the "Big Four" bloc. The election was decided by the United Club of Advertising Women, and the leading industries and businesses of all Philadelphia, outlined the part it would take in the election. The Times appealed to the June of the Associated Advertising Clubs of the World at Atlantic City. The meeting was arranged as a rally to interest Philadelphia's industries in attending the convention, and during the course of the meeting, it was stated by Howard Story, chairman of the advertising committee that there will be a golf tournament at Seaview on June 5, open to members of the Pacific cities, and upon winning the tournament, the funds will go to the local police, and deserved re-election.

The Times' victory naturally was the cause of much comment. The day after election the Times said editorially, in part:

"The great fight for a principle the independence of the judiciary is won."

Behind the "Big Four," not so big bloc was the Manufacturers' Association, "Big Business," the Detroit News and the Detroit Free Press, and the Citizens' League, together with other local religious and commercial organizations.

Against the bloc there was the Detroit Times.

QUAKER CITY ADVERTISING FOLK PLANNING FOR A.A. C.W. CONVENTION.

The Poor Rich Club of Philadelphia, at an open meeting to promote the national advertising of Advertising Women, and of the leading industries and businesses of the city, outlined the part it would take in the election. The Times appealed to the June of the Associated Advertising Clubs of the World at Atlantic City. The meeting was arranged as a rally to interest Philadelphia's industries in attending the convention, and during the course of the meeting, it was stated by Howard Story, chairman of the advertising committee that there will be a golf tournament at Seaview on June 5, open to members of the Pacific cities, and upon winning the tournament, the funds will go to the local police, and deserved re-election.

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NEWSPAPER AD HEAD JOINS ATLANTA AGENCY.

H. C. Sturt, for the last three years national advertising manager of the Birmingham News, and former advertising manager of the Chicago Examiner, Kansas City Star, St. Louis Post-Dispatch, and other middle western newspapers, has been appointed to become vice-president and account executive in charge of advertising for George W. Ford Advertising Company, 121 Hurt Bldg., Atlanta, Ga.

PUBLISHERS OF GOVERNMENT PAPER SUED.

LIBEL PROCEEDINGS AGAINST NEWFOUNDLAND NEWS—PAPER SAID TO BE BASED ON APPLICATION FILED BY SENSATIONAL LIBEL PROCEEDINGS AGAINST NEWFOUNDLAND NEWS—PAPER SAID TO BE BASED ON APPLICATION FILED BY PUBLISHERS OF GOVERNMENT PAPER SUED.

Sensation libel proceedings have been taken against Newfoundland Publishers, Ltd., which publishes the leading government paper in Newfoundland, by the Monroe Export Company, Ltd., a well-known newpaper company, demanding that the publication be restrained from publishing statements which have been made by the Monroe Export Company last year with the government for advertising in the newspapers.

As a result of the negotiations between Premier Squires and the Bank of Nova Scotia, the newspaper company stated that arrangements had been made between the bank and the company whereby the securities accounts would enable it to carry on. The Times said it had issued a letter to the bank manager to the director of the company, stating that the newspaper company having involved the bank in the proceedings.

The letter of the bank manager said that the letter of the local manager included the facts of the matter and demanded that the statements be made in the publication.

The Times' victory naturally was the cause of much comment. The day after election the Times said editorially, in part:

"The great fight for a principle the independence of the judiciary is won."

THE EPHRAIM ENTERPRISE has been sold by Nephi Christensen, who has owned the paper for six years, to Curtis Nickelson of Ephraim, who has assumed the management of the paper. Mr. Nickelson, at one time was in the circulation department of the Salt Lake Telegram and was until recently editor of the Salina Sun.
ADVERTISER MUST PIN FAITH ON “BIG IDEA.”

SOME ONE THING DISTINCTIVE IN PRODUCT’S QUALITY OR SERVICE MUST BE DEVELOPED TO DRAW PUBLIC'S ATTENTION—HOW SOME OF “BIG IDEAS” ARE USED.

Every successful advertising campaign must be rooted in a clear-cut, well-considered idea, which forms the basis of the whole appeal. The attention given to the selection of this “big idea” will, more than anything else, determine the success or failure of the campaign.

This idea may be, at first sight, trivial—as for instance, when a well-known toothpaste manufacturer made a slight improvement in the form of the toothpaste container. The idea, however, was so well thought out and treated from different angles at different times, that it was, at last, a “big idea.”

“Most big ideas will be found to fall under one or other of three descriptions,” said Mr. H. A. Naughton of J. J. Gibbons, Limited, Toronto Advertising Agency.

There is the big idea that emphasizes some feature of a product which makes that product different in an important way from all competitors. This difference may range in magnitude all the way from the difference between a broom and a vacuum cleaner to the difference between, say, an ordinary table cloth and one with a hinged cap. The difference may be, actually, very slight or very great depending on the importance that makes it a ‘big idea.’

“But there are some products which are not in the first analysis, and on absolutely unbiased comparison, indistinguishable from their competitors. Even small differences with any particular significance to the consumer are lacking.

“In such cases there are two alternatives. One is to sing out some merit of the product (that may be possessed also by competitors, but is not being specially featured) and to emphasize it prominently.

“In this way, the consumer may be induced to buy the product, without, consciously at least, as your competitor refrains from ‘stirring your thunder.’ It is probably true, for instance, that there is more than one brand of varnish that will withstand the injurious effects of boiling water. But the public, looking for a waterproof varnish, will in all likelihood buy that which it has been repeatedly told, in a convincing way, will not be injured by boiling water.

“The other alternative is to take a general idea, and to tie up your product to it in an effective way. The idea of keeping a photographic record of the children, tied up to a particular brand of camera, has sold millions of that particular brand of camera. The idea is cleverly associated with a particular brand of beds, has created a tremendous market for that brand of beds. The virtue of this kind of ‘big idea’ lies in the universal ‘suggestibility’ of human nature, which successful advertisers discovered long before Dr. Emil Coue applied it to therapeutics.”

“The wise advertiser is the one who realizes that it is folly to rush into a campaign without first finding the ‘big idea’ which is to be its keynote. How some of ‘big ideas’ are used.

Containing a complete list of the advertising agents of the world, thoroughly revised since its last publication in October, will be issued by THE FOUNDATION: ESTABLISHED FOR SON OF WASHINGTON NEWSPAPER MAN.

Andrew Carnegie and John D. Rockefeller are not the only Americans who can establish foundations. Harry A. Cusack, writer on financial topics for the Washington Times, has become the proud father of a son. Now, Cusack is also a member of the crew of the Lola Bennett, which is a houseboat owned by a group of Washington newspaper men and used by them for summer outings. Other prominent members of the crew include one Harry Markes, Jr., managing editor of the Washington Times and Joseph Homer Dodge, Jr., editor in chief of the Federal Trade Information Service.

Swayed by fraternal sentiments as well as to test a local forays on the good ship Bennett, Cusack has named the arrival Homer Avery Cusack. This testimonial of affection and respect was hurriedly arranged. Interest and support were immediately enlisted among other Washington scribblers. Arrangements for the proper establishment of the foundation proceeded apace. Not unconnected with the Riggs National Bank were successively carried out, and the Washington newspaper men busy writing one dollar checks, each of which makes the donor a “founder.” The deposits were received in the bank until Homer Avery arrives at his majority. Sizable to the financing was to have been expected by the bank. That this suggestion was frowned upon by the bank's management is better known in newspaper circles than in bank management came upon the riggs foundation is an established fact, however, and the little Cusack will find the bread cast upon the waters returning after many days.

TYPE IN KEEPING WITH THE PRODUCT AN ESSENTIAL OF GOOD ADVERTISING.

“In selecting type, the advertiser should try to choose that kind which is as nearly as possible in harmony with the subject under discussion. For instance, a light delicate type such as Goudy or Della Robbia is appropriate for millinery, jewelry, ladies' wear or articles appealing to the feminine mind, but a bolder, stronger type, say Gothic, Poster, Cheltenham or Caslon Bold, would be better for the advertising of coal, lumber, or manufactured goods. The foundation of J. J. Gibbons, Limited, Toronto.

“Type should also be made to harmonize with the size and shape of the space to be filled. For instance, a thin narrow page looks well in a condensed type; and a page wider than its height is better set in a more expanded letter.

“In considering the typography of an advertisement thought should be given to the length of the space in which the advertisement is to be set. The shorter the line should be, the less important to the size of type; the longer the line should be, the more important the size of the type. A line of copy for a one-column advertisement is not so much less important than the average length of line in the average newspaper. The proper length of line different sizes of type is very important to the size of type and should be rigidly observed.

Merchandising of Newspaper Space and Business Promotion by Agencies can not be better directed than through the advertising pages of the Agency List, which assures the attention of the prospective client at a time when he is looking for a service through which to place his business.

Wire Your RESERVATION—Then RUSH Copy.

THE FOURTH ESTATE—A last call for copy for the AGENCY NUMBER—April 14

232 WEST 59TH ST., NEW YORK.
READERS CAN NOW ANSWER BACK AT EDITORS.

ORGANIZATION, FOUNDED BY FORMER WILMINGTON, DEL., PUBLISHER, WILL AFFORD NEWSPAPER READERS AN OPPORTUNITY TO STATE THEIR VIEWS.

For the first time in this country there is a vocal press, a spoken newspaper, to voice the editorial opinions of the readers of newspapers, thus giving immediate expression to the reaction of news and editorials in the day's newspapers.

The first meeting of this new institution, which is to be known as the Forum and Vocal Press, was held at its headquarters at 279 Madison avenue, New York, with the founder, Horace Greeley Knowles, former owner and editor of the Wilmington, Del., Evening Journal, presiding.

The Vocal Press will afford newspaper readers an opportunity to get back at their favorite editors, ac-

HORACE GREELEY KNOWLES.

(Continued on Twenty-ninth Page)

PROVIDENCE NEWS

Beats All Rhode Island Records for Circulation Growth

Postoffice Statements Six Months Ended

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Total Gain Three Years 10,788

Percentage of Gain, 60.23.

Watch the Circulation Statements of the other Providence Newspapers and Make your Own Comparisons with this Record of Steady and solid Growth by the Five-Year-Old Wonder of the Rich New England Field.

The PROVIDENCE NEWS

(Member A.B.C.)

John A. Hennessy, President
James C. Garrison, Vice-President
Henry D. Hamilton, Secretary and Treasurer

Publishers' Representatives:
Chicago, St. Louis and Detroit: The G. Logan Payne Co.
New York and Boston: Payne, Burns & Smith, Inc.
PROTECTING YOUR INVESTMENT

Leadership. Every development of the slug composing machine from the first idea of the circulating matrix to the present quick-change, multiple-magazine text and display machine has been a Linotype achievement. The Linotype Company maintains organized departments that do nothing else except work ahead to keep the Linotype user in the front of the printing business.

Performance. Linotypes are in active operation today after more than a quarter-century's steady use. Many are in use in remote places. Linotype resources have been invested without stint in factories and equipment to take care of the needs of the printing business for years to come.

Service. The more than 45,500 Linotypes throughout the world are supplied through Linotype sales and supply organizations that serve four-fifths of the world's printers and publishers.

MERGENTHALER LINOTYPE COMPANY
29 Ryerson Street, Brooklyn, N. Y.
Newspaper Buildings
Mechanical Layouts
Production, Operation

The mechanical production of a newspaper is obviously a manufacturing problem—but, due to entirely natural conditions it has rarely been treated as such. Many years' practical experience in the newspaper business convinced me of the need for a specialized study of newspaper production problems.

During the past three years trained engineers, with wide experience in the production problems of other industries, working under my direction have made detailed studies of a large number of newspaper plants of all sizes.

The value of this work has been fully proven during the past year. Building and plant designs have been made for several newspaper publishers—each design incorporating the results of this work and adapting them to the specific needs of each case. The New York Tribune's new plant—now ready for operation—embodies features of general design, mechanical layout and production methods developed through this original research.

This specialized newspaper building and plant service is now organized on such a scale as to be available to all publishers contemplating new buildings or desiring to improve existing plants. Under my control, through retainers, are engineers familiar with newspaper mechanical operation—and for the allied problems of building design and construction, I have under engagement one of the largest engineering organizations in the country.

This service, under the co-ordinated leadership of an experienced newspaper man, is now ready to handle all of the problems entering into economical newspaper manufacture.

S. P. WESTON
Newspaper Buildings
Mechanical Layouts
Production, Operation

120 West 42nd Street
New York.
WHERE THE SNOB APPEAL FITS AND FAILS.

IN SOME LINES IT SATISFIES THE CONSUMER’S IDEA OF HIS OWN IMPORTANCE, BUT THERE ARE MANY PLACES IN WHICH IT COMPLETELY FAILS TO REGISTER.

By Frances Maul, 
J. Walter Thompson Company.

The first manufacturers showed that they understood the Snob Appeal when he added to the name on his signboard "Armourerto the King." He probably reasoned like this: "Everybody knows that the king can have the best there is. So when I tell the world that the king gets his arms from me, the advertisement will be more important."

The Silk Underwear Prospectus, las- tling her down the line to the retailer, is a perfect example of this kind of thinking. She is the woman whose taste is a judgment of values, and that—uncomfortably aware of the fact that she has no reliable standards to go by—judges for herself, experiences an instant relief from conflict.

"Oh well, I think that’s the kind of women that like that—why then—"

The sale is likely to result.

Or suppose you are selling coffee. You say to the housewife, conscious of the fact that she has only one coffee to choose from, one coffee from another, "Serve the coffee that the greatest coffee mer- chants serve."

Who could have finer coffee than a merchant prince to whom all rare coffees were accessible—an expert, moreover, to whom all rare coffees were known, reasoned like this: To copy this, add illustrations showing the most correct of butlers serving coffee from the most approved of coffee services in rooms of baronial splendor—one is quite prepared to learn that with thirty-three weeks after this coffee was put on the market in New York and Chicago, it was far outselling every other brands.

Even with so prosaic a thing as soap, we see what can be done with the snob appeal. "You have been away—and when you got home you found the most wonderful week-end invitation... just the thing we were trying to tell you."

The photograph, taken last summer, shows his father, mother, and two of his four brothers, just before departing for Europe.

George Hearst, who has just married a University of California Co-ed is shown at the extreme left. The photograph, taken last summer, shows his father, mother, and two of his four brothers, just before departing for Europe.

Published’s Son, who married College Mate.

Hearst’s Son Elopes and Weds College Mate.

George Hearst, eldest of the five sons of William Randolph Hearst, and Miss Blanche Louise Wilbur of Idaho Falls, Idaho, were married at Martinez, Cal., Monday, after eloping from the University of California where both were students. Mr. Hearst is eighteen years old, the bride’s father is a pioneer Idaho Falls merchant and banker. The family is one of the most prominent in southeastern Idaho. Mr. Hearst gave his age as twenty-one at the Martinez city hall in obtaining the license, and Miss Wilbur said she was nineteen. Parents of both the bridegroom and bride sent congratulations upon receiving the news. The couple are row on a honeymoon.

Opinions Take Rank With News, As Heywood Broun Sees It.

Somehow or other the value and importance of opinion must be emphasized, it seems to Heywood Broun. "To the average mind there is almost an element of reproach in such a phrase as ‘journal of opinion,’ he says. 'Editorials in newspapers are segregated and people have to go to them. And yet the significance of an event, its meaning and its interpretation, is generally rather more important than the event itself.'

"The rigorous divorce of that which is news and that which is opinion sometimes works a hardship upon the honest newspaper."

"If we ever become a Northcliffe we plan to establish a zebra sort of newspaper make-up. Facts and opinion will be in alternate columns each plainly labelled. If anybody calls us a robber we will be glad to print it, but we are not going to give him the advantage of burying our reply pages and pages away from the attack.

"On the contrary, we shall reserve the zebra for opinion, a statement of the reasons why we believe our detector to be a crook. And likewise we will give exactly the same emphasis and prominence to our opinion of the reasons why the French should not be in the Ruhr that we give to the fact that they are in."

Special Souvenir Number for Fountain of Youth Celebration.

The St. Augustine Evening Record published a special souvenir number in honor of the Ponce de Leon celebration held in that city on April 4, 5 and 6. The festivities commemorated the discovery of Florida by Ponce de Leon near the site of St. Augustine on Easter Sunday, 1513, the founding of the city by Menendez, and the change of flags from that of Spain to that of the United States in 1821.

Two sections of the paper were entirely devoted to the history of the city.
BETTER BUSINESS BUREAU SCOPE EXPANDING.

BOSTON REPORTS PROGRESS IN FIRST NINE MONTHS — GREAT WORK DONE IN SCOTCHING FRAUDULENT STOCK SCHEMES — MANY REFORMS UNDERTAKEN.

Remarkable achievements of the first nine months of its existence are chronicled in the recently issued annual report of the Boston Better Business Commission, organized in April, 1922, with the high aims of promoting honesty, truthfulness and dependability in advertising—in fact all business methods and practices, working towards generally fair competition.

Public confidence and respect for advertising, salesmanship and business methods have received considerable attention in Boston as a result of the activities of the commission, which is affiliated with the national better business commission, extending across the continent.

In the first nine months, the commission has issued 308 reports in response to inquiries, these reports proving very instructive, as to the character of no less than 319 companies.

These inquiries originated in savings banks, mercantile houses, industries and others, the first nine months, 225 of these to local companies, and 87 to out-of-town concerns. The commission has worked closely with the office of the treasurer of Massachusetts, the department of public instruction, the department of health, the department of agriculture and the department of labor. In the first nine months, the commission has received 241 complaints and issued 108 reports of violations of the truth-in-advertising law.

The commission, in addition to its work of checking advertisements, has issued a series of bulletins containing information and material of value to the public, businesses, and trade organizations. These bulletins have been widely distributed, and the commission has received many letters of commendation for its work.

VAUDEVILLE ENTERTAINMENT WILL BE FEATURE OF N. Y. EVENING POST BALL.

One thousand persons are expected to attend the annual ball of the New York Evening Post Employees' Association at the Hotel Astor, New York, tomorrow night, including representatives of newspapers, magazines, papers, and civic organizations.

Irving Greenberg, president of the association, has arranged for a special vaudeville entertainment and many other attractions, among which will be the distribution of prizes to all women who attend.

The officers of the association in addition to Mr. Greenberg are John Machen, vice-president; J. Fuchs, secretary; Joseph Spocia, treasurer; John Healy and Joseph Bavasi, floor managers.

FORM NEW CORPORATION FOR ILLINOIS NEWSPAPER.

Hugh R. Moffet, for thirty-seven years managing editor of the Monmouth, III., Daily Review, has organized a new corporation to take over the management of the newspaper. The new corporation will be known as the Review Printing Company, associated with Mr. Moffet in the new corporation are his son, Victor L. Moffet, business manager of the Daily Review; Leo A. Ryan, former city editor of the Monmouth Daily Atlas, and S. Sharpe, former advertising manager of the Daily Atlas.

The Review Printing Company has just installed a new model 14 linotype machine and within the next few weeks will install a new twenty-four page Goss press.

NEW EASTERN MANAGER FOR CARPENTER & CO.

George H. Hill, magazine representative, has been appointed eastern manager of Carpenter & Co. effective April 9. The New York office is to be continued at 200 Fifth Avenue. Mr. Hill succeeds Barton D. Schwarz, who will be associated with the Emil Klein Company in general executive work.

CHANGES IN REPRESENTATION.


NEWSPAPER MEN OF HAWAII ELECT OFFICERS.

Active newspaper and magazine writers of Honolulu have organized, taking the name of the Fourth Estate, and have elected the following officers: President, John G. Zook; vice-president, John H. F. Mitchell, Advertiser; secretary, Bert L. Kuhn, Honolulu Bulletin; treasurer, W. F. Nelligan, Star-Bulletin.

INCREASES MATTER OF AUSTRALIA AND NEW ZEALAND.

LINOTYPES FOR AUSTRALIA AND NEW ZEALAND.

A recent shipment of linotypes to Australia included machines for the Northern Miner, Charters Towers; the Newcastle Morning Herald and the Morning Leader; the Daily Spectator; the Port Lincoln West Coast Recorder; the Box Hill Reporter; the Orange Leader; the Bundaberg Mail and the Bundaberg Bulletin.

These were followed by a second shipment containing a Model 14 linotype machine for the paper of G. A. Fraser of Christchurch, New Zealand.

PLANS BIG OFFICE BUILDING.

With the announcement of advertising Minneapolis and Minnesota throughout the United States and in foreign countries, the Minneapolis publicity bureau has filed articles of incorporation, the purpose of which is to bring tourists and new citizens to the northwest.

Officers named in the articles were L. J. Hansell and A. M. Robinson, George Freeman and J. H. W. Mackie, vice-presidents; Frank J. Morgan, secretary, and Harry W. Milburn, treasurer.

The bureau, it is planned, to open immediately, to raise $75,000 as a fund to be spent the first year in advertising the city and state.

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The Daily Review has had only two managing editors in its seventy years of existence. H. R. Moffet, present managing editor, succeeded A. H. Swain two score years ago.

PUBLISHER, TRAVELING IN EUROPE, BREAKS BANK AT LISBON CASINO.

Harry S. Talmadge, publisher of the Toledo, Ohio, Blade and the Newark, N. J., Star-Eagle, who is touring the Mediterranean on the Mauretania, broke the bank at the Lisbon Casino last Saturday.

Mr. Talmadge said the officials re- lied on him, but when threatened to call in the United

LINOTYPES FOR AUSTRALIA AND NEW ZEALAND.

A recent shipment of linotypes to Australia included machines for the Northern Miner, Charters Towers; the Newcastle Morning Herald and the Morning Leader; the Daily Spectator; the Port Lincoln West Coast Recorder; the Box Hill Reporter; the Orange Leader; the Bundaberg Mail and the Bundaberg Bulletin.

Also included in the shipment was a Model 14 linotype for G. A. Fraser of Christchurch, New Zealand.

PLANS BIG OFFICE BUILDING.

The Tampa, Fla., Tribune, immediately following its purchase of a building at Tampa and Twiggs streets, contemplates erecting a fifteen-story building which will be a new center for the office and plant of the newspaper. The building is to be the other for a fifteen-story building and the other for the office and plant of the newspaper, which will be the center of the city government and the Hotel Men's Association.
CHANGES SEEN IN NEWSPAPERS OF THEN AND NOW.

LITTLE CRIME, SCANDAL AND SENSI TIONAL NEWS IN EARLY DAYS—FRONT PAGE BORE SOBER ARTICLES OF AN INFORMATIVE NATURE INTERSPERSED WITH ADS.

Newspaper readers of today would find the newspapers of seventy years ago dull and dreary in comparison with modern sheets, and would probably discontinue their subscriptions at once if they came down in the morning and found one lying on the breakfast table.

Crime and scandal-suicide, pacts, love "neats," sensational divorce cases, and flapper features—received little "play" out of the way, while the front page, now embellished by flaring headlines, bore sober articles of an intellectual bent, interspersed with a good amount of advertising.

Recently the Davenport, Iowa, Democrat-Leader looked back and found in the files of Iowa newspapers published in the county of Davenport, stories preserved at the state historical building, the wide divergence between the news styles of yesterday and today become immediately apparent.

On the front page of the Bloomington (Illinois) Pantagraph (a Whig and Free-Suyat Democratic Enquirer, printed in December, 1848, can be found two paragraphs in the story "The Gambler’s Mother," a column or more of advertising clipped from the works of famous literary men, and a few items of local interest. "Cherry pie and tea going off like hot cakes," can be seen in the advertisements, as well as "saddles, saddles," and "barrels and whisky—40 bbls., just received."

Modern "display" advertising was unknown, and the ads ran one under another in the single column, in line type—"cut" like the want ads sections of papers of today.

Professional men in early Iowa days do not have the business of advertising to worry them, as advertising they possess today, as an advertisement by a Dr. J. B. Stephens shows. He announces, in a dignified manner, that he will "attend to all calls in connection with the business," and that he has the advantage of lectures in eastern colleges, and seven years’ practical experience on the spot, of which have been spent in the mining country near Dubuque, he flatters himself he will give satisfaction to all who may need his services.

The advertisement was printed in the Dubuque Visitor of May 18, 1836, ten years before Iowa became a state.

N. Y. DAILY NEWS
HALF TONES
Best in the World

Made by

Powers
NEW PROCESS

CHINESE LITERACY ADVANCED BY LINOTYPE.

FORTY THOUSAND IDEOGRAPHS FOR CENTURIES A BAR TO INTELLIGENCE ARE REDUCED TO FORTY ON NEW MACHINE BUILT IN PROGRAM TO SIMPLIFY PRINTING.

A linotypewriter recently developed by the Mergenthaler Linotype Company reduces 40,000 old Chinese ideographs, symbols, and characters, which have occurred in three weeks.

A tragic story of the suicide of a young man after he had been strangled in love is told briefly under the head title "Signs of a Case of Love and Suicide."

Editors of the early newspapers were highly communicative, at least in print, and bore chips on their shoulders for all rival editors to see at a glance. The first printing house was in 1690. "Newspaper," the word was coined in the 17th century, and the paper was a tabloid, small in size, and with few columns.

"Truth Our Guide: The Public Good Our Aim," was the announced aim of the two-penny official newspaper of the time, the Gazette of the United States, which was sold on the street.

"We shall cling to the constitution as the last plank, when night and the darkness close around him."

"An Injury Done Cannot Be Undone."

An Injury Done Cannot Be Undone
Prevent Accidents With

The

CUTLER-HAMMER SYSTEM
Printing Press Control
"Safest in the World"

LECTURES ON JOURNALISM.

The Matrix, the honorary journalism society of Baylor College, is conducting a series of lectures on journalism this spring to create a greater interest in the subject among all students at Baylor College.

J. H. Lowery, former president of the Texas Press Association of Corpus Christi, and nationally known as the "butter and milk philosopher," of Texas, was the first newspaper man brought to the college by the Matrix.
**WIDOW OF LATE BRITISH PUBLISHER WEDS.**

Viscountess Northcliffe, widow of the famous publisher of the London Daily Times and the London Daily Mail, became the bride, Wednesday of Sir Robert Arundell Hudson, former chief agent of the party, in the chapel of Harlbury Castle, Worcestershire. The couple left that night for Italy to pass their honeymoon and will return to England early in May.

The wedding recalls reports at the time of Lord Northcliffe's death on August 14, 1922, to the effect that one of his dying wishes was that if Lady Northcliffe should die again her choice would fall upon Sir Robert Hudson.

By her marriage Lady Northcliffe forfeits a large annual income amounting to eighteen per cent of the residuary fund and the leasehold of the house in Carlton Gardens, overlooking the mall of St. James Park, in the most exclusive quarter of London.

Lord Northcliffe's fortune was estimated at about five million sterling, of which about one and three-quarters was in liquid assets, and two and one-half was in investments.

No more than three persons in a thousand could fitly equal him in the range of his attainments.

Edited by Casper S. Yost, editor of the Globe-Democrat, assisted by his former city manager at Denver and before that its correspondent at Lincoln, will be manager of the new bureau.

**BANKER CRITICISM ANSWERED ALSO BY YOST.**

JOHN MOODY, WHO FOLLOWED LEAD OF DR. USHER, IS STRAIGHTENED OUT BY ST. LOUIS GLOBE-DEMOCRAT EDITOR — CABLE NEWS BONA FIDE, HE SHOWS.

Professor Roland Greene Usher of Washington University, St. Louis, was straightened out in an editorial by the Globe-Democrat, just as Dr. Usher was straightened out by the New York Times, the Associated Press and the Globe-Democrat.

**PAPER MACHINES WORKING AT HIGHER EFFICIENCY.**

Report to the federal trade commission for February shows that no machines were idle because of strikes. The total figures for the two years, however, show a gain. Twenty-eight machines were not working this year, while thirty-six were idle last year.

**NO IMMEDIATE SETTLEMENT IN PULP STRIKE, SAYS MES SAGE PROM STOCKHOLM.**

The American Pulp and Paper Association has received telegrams from Stockholm indicating that no immediate settlement of the strike in the pulp mills of Sweden is to be expected. The latest message to the association was the following:

"The situation in the 17,000 men employed in the pulp mills would not go back to work in the near future. It is very difficult to propitiously, however, as conditions might change at any time."

An effort will be made to obtain a report on the latest developments in Sweden to present to the annual convention of the American Paper and Pulp Association in New York, April 12.

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RETAILERS OVERDO NEWSPAPER SPACE.

UNLIMITED USE OF PAGES IS SERIOUS PROBLEM. STORE MANAGER TELLS AD CLUB—CONFLICT OF MULTIPLE PAGE ADS CUTS VALUE TO EVERYBODY, HE SAYS.

The tendency among retailers to enlarge their advertising space is increasing the size of newspapers to such an extent as to lessen the value of all advertising, William O. Riordan, merchandise manager of the B. Forman Company, one of the leading specialty stores of Rochester. N. Y., told the sales group of the Rochester Ad Club recently. Mr. Riordan and Richard Planagan, advertising manager of the store, led a discussion on "The Retailer’s Problems."

"We don’t believe we ever have a right to use a full page advertisement, except in some outstanding event like our anniversary sale," said Mr. Riordan, "and yet we are compelled to do so and to run much larger ads than would otherwise be necessary, because stores so much smaller are using such a disproportionate amount of space. In competing against one another in the amount of newspaper space used, the retail stores are increasing the size of the newspapers to such a point that the value of all advertising is lessened."

To emphasize this point, Mr. Riordan discussed the custom of using an excessive amount of space in Friday issues. He thought that the nationally advertised merchandise, Mr. Riordan said that his firm is inclined to favor the nationally known brand when its intrinsic value is as high or higher than unbranded lines. He added that, however, that a brand of merchandise sold under the store’s own name outsells all other brands ten to one. Despite this fact, he said, no attempt is made to push the store’s brand to the forefront.

WASHINGTON STATE PRESS TO MEET AT ELLENBURG NEXT AUGUST.

The Washington State Press Association will hold its annual convention in Ellensburg, Friday and Saturday, August 24 and 25. There will be an informal conference on Thursday evening prior to the official opening of the convention.

Fred W. Kennedy, field manager for the association, plans to bring to the convention leaders in the commercial and business life of the Northwest to take part in a conference with the state press on the problems of advertising Washington to the country at large.

The state normal school closes one day in advance of the convention opening and the dormitory will be available for housing delegates who cannot find accommodations in hotels.

COMPREHENSIVE DEFINITION OF ADVERTISING TAKES JUST NINE WORDS.

The earliest advertising of which any record has been discovered is the hieroglyphic announcement of an ancient Egyptian land owner seeking a runaway slave, declared C. C. Ceesna, merchandising manager of the Harnel & Von Maur Store of Davenport, Iowa, addressing ten students attending the lecture of the Davenport Advertising Club.

Tracing the development of advertising from that time on, he declared that prior to the Civil War $3,000 was the highest amount ever paid by an advertiser for an individual publicity announcement.

It was not until 1864 that magazine advertising began.

Mr. Ceesna submitted the following as an accurate and all-inclusive definition of advertising:

"Advertising is causing people to think, remember and act."

AGRICULTURAL EDITORS TO MEET IN CINCINNATI.

The annual convention of the American Agricultural Editors Association will be held in Cincinnati on May 5 and 6 and at the Ohio Experiment Station at Wooster, Ohio, on May 7.

A program for the convention is being arranged by C. A. Cobb, editor of the Southern Ruralist, Atlanta. Mr. Cobb is chairman of the program committee and says that he will welcome any suggestions for sections. The election of officers of the association for the ensuing year will be held on May 6.

LINOTYPE COMPANY NAMES CANDIDATE FOR DELEGATE TO FRANCE.

Mrs. S. J. Chauncey of the Mergenthaler Linotype Company has been nominated for membership in the Brooklyn and Long Island delegation to tour France this spring in the interests of the American Committee for Devastated France.

Voting in the Good Will Elections is on the basis of contributions for the work of the American committee. Candidates receive credit in proportion to the size of the contributions made in their names.

A program of dances, bazaars, and other social affairs to raise funds for Mrs Chauncey’s election is being carried on by her campaign managers.

AD CLUB FORMS TO PROMOTE BETTER BUSINESS.

With the idea in mind of fixing two days a month for special merchandise bargains in the West End, twenty business men of that section in Duluth organized the West End Advertising Club. Martin Erickson was selected temporary chairman and J. C. Wiesenberg, temporary secretary.

NEW YORK CHURCHES ADVERTISE.

Protestant churches of Jamaica, L. I., are using half page space in the Saturday issue of the Long Island Daily Press, the other half of the page devoted to church news. The space is divided into sections allotted to the different churches who pay $3 each for their advertisement.

NEWSPRINT

NEWSPRINT PAPER CORPORATION
SOLE AGENT IN UNITED STATES FOR

SWEDISH MILLS:
Billeruds Aktiebolag
Fiskeby Fabriks Aktiebolag
Hafströms Aktiebolag
Holmens Bruks & Fabriks Aktiebolag
Skonviks Aktiebolag
Wargons Aktiebolag

NORWEGIAN MILLS:
Ankers Traesliperi & Papirfabrik A-S
Bohnsdalen Mills, Ltd.
Follum Traesliperi
Aktieselskabet Hofsfos Traesliperi og Papirfabrik
Aktieselskabet Holmen-Hellefos
Hunsfos Fabrikker
Union Paper Co., Ltd.

Also Agent for the Swedish Mill, Stora Koparbergs Bergslags Aktiebolag

33 West Forty-Second Street New York
Telephone: Longacre 1116

G. F. STEELE, President L. GALDER, Vice-Pres. J. J. NOLAN, Secretary F. W. WESTLAKE, Treasurer
EXTRA!
FORESIGHT SAVES EDITIONS

Easter Sunday evening something went wrong with the boiler that heats the steam tables in the plant of THE AMERICAN and THE EVENING JOURNAL. When the first edition of THE AMERICAN was ready to go to press no steam was obtainable to dry the mats under the steam tables, and the paper was seemingly up against it good and hard.

The management, however, had wisely provided for just such an emergency, and speedily, without disorder, the first three editions of THE AMERICAN were completely printed from plates cast from WOOD DRY MATS.

The work was done by a crew of stereotypers, which, though experts in their craft, had never before handled dry mats. Great credit is due them. The dry mat made up lost time, and the editions, with no preparation possible, were as well printed as usual.

WOOD DRY MATS saved these editions of THE NEW YORK AMERICAN.

Suppose the management had not insured by keeping constantly on hand, conditioned and ready for instant use, an ample supply of WOOD DRY MATS?

It would have been necessary to send the forms to the most convenient newspaper plant at great expense and loss of time. Many forms would have been pied, undoubtedly, and the editions would have been hopelessly behind the schedule. Trains would have been missed and street sale probably lost.

WOOD FLONG
501 Fifth Ave
EXTRA!
of the NEW YORK AMERICAN!

THE NEW YORK AMERICAN now enjoys the distinction of being the first metropolitan newspaper to have printed three complete and successive editions with plates cast from dry mats,—to have printed them precipitately, it is true, but in an orderly manner with satisfactory results.

Notwithstanding that more than 350 daily newspapers of the smaller cities, whose manufacturing conditions are no different from and are equally as important as those of the NEW YORK AMERICAN, now use WOOD DRY MATS exclusively, it has called for an emergency to awaken the metropolitan publishers to the fact that the WOOD DRY MAT is an invaluable invention for newspapers.

The wet mat and steam table curse should be relegated to the past and buried with the hand-casting box and other relics of the days of primitive newspaper manufacturing.

Nothing can go wrong with the dry mat. It is always ready. It makes unnecessary the use of steam tables and the sloppy operation of making mats in the plant. It saves print paper and precious time. It improves printing.

The WOOD DRY MAT is ready to serve you at all times, for all work, and in any emergency.

It has arrived for the metropolitan newspaper.

NOTICE:— WOOD DRY MATS are the only dry mats made in America. An unlimited stock, boxed and ready for immediate shipment, is constantly carried on the Atlantic and Pacific Coasts. A continuous supply of uniform and satisfactory dry mats is not, therefore, dependent upon the peace or squabbles of Europe.

CORPORATION

ue, New York.
THE FOURTH ESTATE
A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS

18 April 7, 1923

Subscription: FOUR DOLLARS a year. Postage free in the United States, Hawaii, Philippines and Mexico. Postage extra to Canada and all foreign countries, $1. Subscribers have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid charge of loss in the mails. (If newspaper is lost in the mails, please state so in your address, and it will be sent to you gratis.)

OFFICES AND PRINTING HOUSE
232 West 59th Street, Columbus Circle.

NEW YORK Phones: 200, 201, 202 Circle. ERNEST F. BIRMINGHAM, Publisher

CHICAGO: 837 Marquette Building; William S. Grathwohl, Representative Phone: 6490 Central.

UNCLE SAM SHOULD SET A GOOD EXAMPLE.

The volume of announcements sent out from government departments to newspapers with the expectation that they will be given widespread publicity is increasing. Editors are being bombarded more heavily than ever, and there are some particularly heavy guns in the post office department.

These announcements are sent out with the idea that the newspapers will use them in their entirety, or nearly so, and thus save the Government the cost of advertising them. The result is that both the Government and the newspapers lose.

The publicity is turned down by so many editors that it falls far short of its purpose. The papers will use them in their entirety, or nearly so, and thus save the Government the cost of advertising them. The result is that both the Government and the newspapers lose.

There is no good reason why the Government should expect the newspapers to do its advertising for it. There are editors who have the habit of sending their announcements to the newspapers in a form that is unattractive and uninteresting to them.

Papers that do use it are giving away the service they are in business to sell, and are at the same time postponing the day when the cause of the paper will be endangered.

The editor of the Litchfield, Minn., Independent has learned something from his observations in the lobby of the local post office.

CIVIC ADVERTISING AND THE NEWSPAPERS.

Many communities have added to their revenue by the use of judiciously placed advertisements in the newspapers. This has been done in a variety of ways, ranging from the sale of space to merchants for advertisement of their goods to the sale of space to other communities for the advertisement of the products of their industries.

One of the most interesting features of the annual report of the Western Union Telegraph Company for 1922 is the statement that a new type ocean cable is being laid in the Pacific Ocean, which is in the process of being laid.

The Vancouver, B. C, Daily Province recently published a fine big anniversary number to commemorate its twenty-fifth birthday. In addition to the usual features, the paper included a special section devoted to the growth of the city since its founding, and the exterior and interior of the Daily Province building are shown, with the presses, advertising offices, and other features.

The editor of the Litchfield, Minn., Independent has learned something from his observations in the lobby of the local post office.

The difference in the amount of advertising in a respectable newspaper and the same thing in a handbill or circular, he says, is that "While the handbill is a waste paper container filled with the advertising circulars mailed to individuals, the public sees none of the local papers thus discarded. They are read by the public, and carry with them a trustworthiness that is entirely lacking in these transient circulars."

NOTE AND COMMENT.

"This country needs a national censorship over publicity seeking fanatics," declares an Atlanta newspaper editorial. "This is a country with a great many people who are not really interested in the public welfare, but who are interested in making a profit. They are not interested in the public welfare, but they don't know what it's for.

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April 7, 1923

THE FOURTH ESTATE

PURELY PERSONAL

Charles Hopkins Clark, editor-in-chief of the Hartford Courant, celebrated his seventy-fifth birthday April 1st. He expected the day to pass unnoticed outside of his family; but in this he was mistaken. A beautiful gold-headed Tally-Cam suitable inscription, was received from Mr. Clark's fellow directors of the

STAFF CHANGES.

George W. Finley, well-known Connecticut newspaperman and for several years managing editor of the Bridgeport Sunday Herald, has resigned to take up newspaper work in New York. He will be succeeded by Robert E. O'Brien, who has been with the Herald as special writer.

Alfred G. Jackson, for several years sporting editor of the Herald, has been appointed to take up work for the Century Players in New York.

William J. Duchaine, former city editor of the Des Moines Register and Reporter-Enterprise, has joined the staff of the Niles, Ohio, Evening Register.

William H. Curry, for sixteen years with the Seattle Times and one of the most widely known newspaper men of the Northwest, started this week for Washington to join W. J. Jermane in the capital city bureau of the Seattle Times.

D. B. Bardsley has become city editor of the Fort Collins Express in place of Leonard M. Cooney, who has gone to the Phoenix, Ariz., Republican.

Ralph B. Neave, for the last five years with the Literary Digest, New York, has joined the advertising staff of Collier's.

H. B. Lee, for the last five years advertising manager of the Fort Dodge, Iowa, Messenger and Chronical, has joined up with the national advertising department of the Des Moines Register and Times.

Frank Martin, formerly with the Newspaper Enterprise Association, has succeeded A. Phillips Co., general commercial printers, New York.

While associated with the Commercial, Mr. Glassford had the management of the Blue Book of Foreign Trade which is published by the Commercial bi-annually in the interest of American commerce.

N. Y. COMMERCIAL BUSINESS MANAGER HEADS PRINTING FIRM.

David D. Glassford, for the last ten years associated with the New York Commercial and for the last five years vice-president and business manager, has become president and general manager of the John A. Phillips Co., general commercial printers, New York.

While associated with the Commercial, Mr. Glassford had the management of the Blue Book of Foreign Trade which is published by the Commercial bi-annually in the interest of American commerce.

PUBLISHER SELLS HIS STORAGE BUSINESS.

Charles E. Campbell, publisher of the Vancouver, B. C., Daily World, has sold his storage and moving company, and is now in order to devote his whole attention to his newspaper.

NEWSPAPER MAN ADVANCED.

Clinton Brown, formerly promotion manager of the St. Louis Post-Dispatch, and now more recently in charge of publicity for the Kansas City Journal and Post, has been appointed manager of the national advertising of those newspapers.

RETURNS FROM FLORIDA.


HARTFORD COURANT'S EDITOR HONORED ON 75TH BIRTHDAY.

Professor and Mrs. Joseph S. Myers of Columbus, Ohio, entertained the department of the staff of the Lantern last Sunday evening at their home.

Daggett M. Lee, at one time a special writer on the New Haven, Ct., Journal-Courier, well known in southern New England theatrical publicity circles, is now in Chicago, as is also Miss Emma W. Beaton, the secretary of the Lantern.

Philip Troup, editor of the New York Tribunehas appointed Ralph E. Renaud, assistant managing editor in charge of the Sunday section to succeed the late R. Z. Osborn. Mr. Renaud has practical law in Los Angeles since 1913.

Robert Lincoln Belden, editor of the Boston Herald, was one of the speakers at the annual dinner and reunion of the New England Association, in New York last Tuesday.

Miss Margaret M. Whelan, former New Haven, Ct., newspaper woman, is in advertising work in New York City.

Frank A. McDonald, at one time managing editor of the Fargo, N. D., Daily Argus, is a candidate for congress in the tenth California district to succeed the late H. Z. Osborne. Mr. McDonald has practiced law in Los Angeles since 1913.

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Daggett M. Lee, at one time a special writer on the New Haven, Ct., Journal-Courier, well known in southern New England theatrical publicity circles, is now in Chicago, as is also Miss Emma W. Beaton, the secretary of the Lantern.

Philip Troup, editor of the New York Tribunehas appointed Ralph E. Renaud, assistant managing editor in charge of the Sunday section to succeed the late R. Z. Osborn. Mr. Renaud has practical law in Los Angeles since 1913.

Robert Lincoln Belden, editor of the Boston Herald, was one of the speakers at the annual dinner and reunion of the New England Association, in New York last Tuesday.

Miss Margaret M. Whelan, former New Haven, Ct., newspaper woman, is in advertising work in New York City.

Frank A. McDonald, at one time managing editor of the Fargo, N. D., Daily Argus, is a candidate for congress in the tenth California district to succeed the late H. Z. Osborne. Mr. McDonald has practiced law in Los Angeles since 1913.
ADDITIONS TO NEWSPAPER FEATURE SERVICE STAFF

Walter Vogdes, who has worked on newspapers from New York to the Pacific Coast, has joined the staff of Newspaper Feature Service as one of the associate editors.

Mr. Vogdes did his first real newspaper work as a member of the staff of the Philadelphia Telegraph, which paper he joined after an apprenticeship on a country newspaper.

He went to the Philadelphia Record after a year or two, first as a feature writer, and later as assistant Sunday editor.

Mr. Vogdes went west after five years and was of the staff of the Los Angeles Times for six years. He wrote dramatic criticisms for the Los Angeles Graphic. Later he joined the publicity staff at the Famous Players-Lasky Corporation, became part of the staff of the San Francisco Examiner.

Another recent acquisition to the staff of the Newspaper Feature Service is Peter Greig, who will conduct a department on correct clothes for men.

Mr. Greig was born within sound of Bow Bells, London, England. He was educated at Cheltenham College and Cambridge University, and took a degree in economics and law as a preliminary training for the stage.

During the war he was attached to the British Embassy at Washington, where he served as confidential secretary to Lord Reading and Lord Grey. Upon the close of the war he became a salesman for Lee Higginson & Co., and after three years with that firm he left to take up newspaper work.

WRITING SPECIAL FEATURES FOR INTERNATIONAL

Bushnell Dimond, one of the well-known newspaper writers of the East, has joined the staff of the International Feature Service in charge of some special feature work. His newspaper experience began on the Philadelphia Inquirer in 1909. He had covered many departments when he left in 1913. During the war he was dramatic editor and musical critic for the Philadelphia American. He covered similar departements for the Philadelphia Telegraph and the Philadelphia Ledger until the end of 1916.

During 1917 and 1918 he was battalion sergeant-major of the First Battalion, 304th Engineers. Upon the close of the war he became assistant dramatic critic of the Philadelphia Press and from 1920 until recently he was art critic, magazine editor and assistant dramatic critic for the Philadelphia Inquirer.

NEW ASSOCIATE EDITOR FOR KING FEATURES

Harry King Toole has joined the King Features Syndicate, New York, as an associate editor. Mr. Toole received his newspaper training on the Kansas City Journal and the Roanoke, Virginia, Times.

At one time he wrote the Sporting-Correspondent column for the Chicago Daily News and later was advertising and publicity director for the Gaumont Motion Picture Company.

As an artillery officer in France, Mr. Toole was aide-de-camp to General W. E. Cole and later acting adjutant to Brigadier General John Churchner in command of the 167th Field Artillery Brigade. Mr. Toole has not been active in newspaper work since the war, dividing his time between New York and his country place near Peles, V. C.

HOW NEWSPAPERS GUIDE WOMEN IN BUYING

LOS ANGELES INQUIRY SHOWS THAT 83 PER CENT OF WOMEN READ NEWSPAPER ADS DAILY -- 70 PER CENT HIGHER IN ATTRACTION THAN MAGAZINES.

Eighty-three per cent of the women of Los Angeles read newspaper advertisements daily. Seventy-two per cent declare that they read magazine advertising. Thirty-six per cent say they are more influenced by newspaper advertising while twenty-three per cent claim it is magazine advertising which has the greater effect upon them.

These statistics were collected recently by the Women's Advertising Club of Los Angeles, through the medium of a broadcast questionnaire, and form the basis for many interesting comparisons.

THE MATTER OF INFLUENCE.

In all, there were sixteen questions, some dealing specifically with advertisements read, some with the comparative influence of the different kinds of advertising, and some with the effect of different kinds of copy.

In studying the results, however, some advertising men declare that it should be born in mind that there may be some slight differences between the kind of advertising which really does influence purchases, and the kind which she thinks influences her.

In other words, it may be that in ascertaining the questions many women failed to realize the effect upon themselves of advertising of the purely cumulative publicity type, and have given perhaps too much credit to the advertisement which finally stimulated the decision to buy.

WHAT TESTS SHOWED.

Analysis of the replies to the questionnaire indicates the following percentages of reading and influence among women --

1. Reading Influence
   - Newspaper advertising: 83%
   - Circular letters: 80%
   - Announcement cards: 75%
   - Booklets and pamphlets: 64%
   - Magazine advertisements: 58%
   - Program advertisements: 57%
   - Street car advertisements: 56%
   - Poster advertisements: 49%

(Those who said they were influenced by advertisements are given the percentage of influence, usually expressed as a percentage of their confidence; whereas those who were not influenced are not listed here."

STUDY SMALL CITY DAILIES.

A comparative study of leading dailies published in towns under 25,000 population is being conducted by the Junior, Sunday and Street Car Division of the New York World, under the direction of Professor Alexander Irvine. Smalldaily editors are co-operating by sending consecutive copies of their paper to the service.

In all, there were sixteen questions, some dealing specifically with advertisements read, some with the comparative influence of the different kinds of advertising, and some with the effect of different kind of copy.
ADVERTISING BEST WAY TO ACHIEVE SUCCESS.

Reduces price of goods, does not reduce the profits — large amount of business can be handled without increased payroll expenses.

Advertising has its economic justification in the fact that it reduces the price of goods without reducing the profit, says Arthur Hallam, instructor in advertising at the Oklahoma University. So much of the customer's dollars must go to pay the clerks.

The average clerk can do twice as much business if the customer comes in the store to buy. Advertising brings the customers into the store. It shows the customer that there is an expert in the department. It gives the expert in the department an opportunity to sell the paper's food department because of the service it renders. Their advertising is so effective as to make the food feature become established in the Times, and its growth has been so rapid that the record of eight pages may soon be eclipsed.

SASKATCHEWAN DAILY AT TWO-SCORE MARK.

The forty-ninth anniversary of the Regina Morning Leader was celebrated by the publication of a special section relating to the newspaper's history and many notable men from Nicholas Flood Davin to Hon. Walter Scott, the first editor. The new modern equipment now in use were featured on the front page of the section, while within were many historical extracts from the Leader's history. Burford Hooke, associated for twenty years with the paper and now its managing director, was presented with a handsome hall clock by the employees.

FRISCO NEWSPAPER WORKERS OPEN NEW CLUB.

The San Francisco Newspaper Mechanics' Club was opened recently with a house-warming. Pressmen, stereotypers, compositors, photo engravers, mailers and others of local newspapers form the organization. The club officers are: James Thomas, Examiner, president; James Garrett, Examiner, vice-president; James Hughes, Telephone Book, Ernest Langton, journal; John Biddle, Chronicle, assistant manager; Bill Gooden, Daily News; Bud Warer, Bulletin, and Guido Fennone, La Voce del Popolo, Populous Club, secretary.

ADVERTISE! FARMERS URGED BY COLLEGE EXPERT.

Professor W. A. Sumner, assistant professor of agricultural journalism at the University of Wisconsin, at Madison, speaking before the members of the Wisconsin Press Association recently said: "The home paper is the first medium which the average farmer should consider for advertising. The farmer who sells domestic grains will find his best market in his home neighborhood. There is no medium as effective for selling his product as the home paper."

The development of classified advertising in the weekly paper has been largely neglected. The farmer has his wheat which must be sold near at home, can be profitably interested in the classified columns."

"The display advertising columns of the home paper are also an excellent method of advertising the farmer's product in the home community. The home paper which once was read every week for a year, is not the most effective sort of advertising. Business men have long foreseen that it pays to change the copy."
HELP WANTED

Advertising Director
Wanted: A first class man 35 to 45 to take charge of advertising. Must be of Norwegian descent and know Norwegian American conditions in the states. Excellent experience in the selling of advertising is necessary. Must be energetic and have practical knowledge of advertising business. Must have had some technical experience as assistant or business manager, and must be experienced in general office work and supervision.


Mechanical Superintendent
Wanted—A first-classman 35 to 45 years and married to take charge of advertising. Must be of Norwegian descent and know Norwegian American conditions in the states. Excellent experience in the selling of advertising is necessary. Must be energetic and have practical knowledge of advertising business. Must have had some technical experience as assistant or business manager, and must be experienced in general office work and supervision.


Assistant Business Manager
Wanted—A first-classman 35 to 45 years and married to take charge of advertising. Must be of Norwegian descent and know Norwegian American conditions in the states. Excellent experience in the selling of advertising is necessary. Must be energetic and have practical knowledge of advertising business. Must have had some technical experience as assistant or business manager, and must be experienced in general office work and supervision.


Energetic Advertising Manager
In southern city of 75,000 population newspaper needed in circulation but with ambition and promise of developing into dominant leader in its field. Opportunity for man who is energetic and has an eye for detail. Must be able to meet all business conditions in third-rate city. Must be able to secure advertising and have fine references. Address Box 5367, care The Fourth Estate.

BARNUM PIONEER IN AMERICAN ADVERTISING.
(Continued from Tenth Page)

Taylor Brothers & Co., both of Norfolk, Va., and Lexington Grocery Company of Lexington, N. C., following an investigation by the commission.

MAKING THE ADVERTISING MESSAGE STICK.
Close attention to the psychological aspects of advertising is necessary, in order to make it stick. This was advised by Professor Harold E. Burt of Ohio State University, Columbus, at the Advertising Club luncheon last week.

Your Newspaper's Future
Have you planned your organization so that it will carry on when you are ready to relinquish full or partial control?

Do you need a man to relieve you of some of your burdens so that you may conserve your energies for the bigger and more trying problems of present day newspaper problems?

In short, do you feel the need of a highly trained assistant publisher or general manager?

Such a man, at present engaged on a large midwestern daily, is prepared to make a permanent connection elsewhere.

Address Box 5377, care The Fourth Estate.

DECEPTIVE ADVERTISERS ARE WARNED BY FEDERAL TRADE COMMISSION.

Complaint against the Holsman Company of Chicago, among other things, that it is making use of the words "French Ivory" in connection with the advertising of products of purely cosmetic character, is to be likened to the great Aquitania or Mauretania. The procession of developments of a similar idea has been at work in both cases, and it is safe to say that many changes have been as marked in one as in the other.

It is doubtful if Barnum spent in any one season as much as many national advertisers spend today for a single issue of the Saturday Evening Post. But, aside from the expenditure of money,
## SITUATIONS WANTED

### For Sale a Punch in Your Display Advertising Space

A "hot shot" salesman with ten years behind his pen, 3,000 inches weekly. Line of your staff, give me all the "chronicles," "dyes," "don't believe in advertising," "went run," "no results from last ad," and then turn me loose on that crowd. I will "snow" your former records every month. 

**Work but up the ladder I go.**

My speed is 1,000 inches from a grocery store in one week, who does an average business of $2500 va. Saturday. Let him tell you. A man's store whose cash register is telling a mighty tale. A drug store that is stepping a lively pace. 

**Travel throughout the country.**

I carry a rugged range of English, rough and ready, double-barreled, deep chested, built for storm and strife. A gentleman Jim—tough or tender, according to circumstances—refused with a lady's aid, and a riot with a man's. Revealing a polish, but concealing that "landing punch"—tailed for speed but built for blisters. The rough kind are as soft as a Governor for my finish as tough as a touchdown to your service. 

My character is plain, my age is 34, my salary is $100.00 per week. Put together with workmanship that is a genuine joy for your bookkeepers and you to behold. I come high but I come through. Don't write me your IP's I'll be through them all. I prove my punch. Prove you yours. Write me Box 5551, care The Fourth Estate.

### Executive Position Sought by Experienced Newspaper Man

Over 20 years' experience in all departments gives ability to increase earnings to maximum, produce a snappy paper on metropolitan lines and keep expenses down to minimum. 

Best of references. All replies confidential. Immediately available.

Box 5341, Care The Fourth Estate.

### News & Editorial Executive

News and editorial executive, at present managing editor in city of 200,000, has excellent reason for desiring change. Sixteen years metropolitan and small city experience, the last three devoted largely to organization and reorganization work. Last connection nearly 10 years. 

Energetic, constructive builder in both news and editorial departments, seasoned executive and trained developer of ideas. Will consider only afternoon or twenty-four hour proposition. In 30's. Married. Address Box 5340, care The Fourth Estate.

### Newspaper Foreman


### General Manager

Efficient executive with long experience, city and country; good organizer, expert in advertising and mechanical ends. Can make good from start in cities up to 100,000. Will go anywhere. Address Box 5374, care The Fourth Estate.

### Desk, Rewrite or Reporter

Man, 28, has nine years experience, including three years at night city editor of big city daily, wants position preferably in New York. Modesty prevents discussion of past performance. Can be relied upon to deliver goods. Address Box 5371, care The Fourth Estate.

### Foreman


### Managing Editor

Large Southern morning daily received propositions from afternoo, publishing. Time and work reason for desiring change. Eight years experience as printman. Entirely satisfactory to present employer. Established reputation for organizing editorial department at minimum cost and maintaining efficiency. Know how to make newspaper attractive to reader. Address Box 5361, care The Fourth Estate.

### Composing Room Foreman

Experienced with evening (6 edition) daily with Sunday and buldog; thoroughly competent, sober and industrious,union; handling battery of 20 lines, 3 monos, and Thompson; printing day, night and lobster shifts; employing 80 to 100 journeymen. A-l references. Address Box 5341, care The Fourth Estate.

### Experienced Reporter

Seeks position with newspaper in city over 200,000. Graduate of School of Journalism. Can furnish references. Address Box 5366, care The Fourth Estate.

### News Editor

Thoroughly experienced man now employed in city of 1,000,000, desires position as news editor in small or large city. Minimum salary $60. Address Box 5388, care The Fourth Estate.

### Managing Editor

Large Southern morning daily receives propositions from afternoo, publishing. Time and work reason for desiring change. Eight years experience as printman. Entirely satisfactory to present employer. Established reputation for organizing editorial department at minimum cost and maintaining efficiency. Know how to make newspaper attractive to reader. Address Box 5361, care The Fourth Estate.

### SITUATIONS WANTED

### START RIGHT.

To those who intend entering the publishing field I offer the benefit of my practical experience of twenty-five years in the trade paper field.

I CAN FIND THE REASON.

If you are now printing a weekly or a monthly and it is not as successful as it should be I can TELL YOU WHY.

A practical printer, with successful circulation, advertising and office management experience. Write confidentially to Joseph A. Savadel, 100 Targee street, Stapleton, N. Y.

### A REAL WESTERN PRESS CLIPPING SERVICE that actually covers the WEST.

Pacific Northwest Press Clipping Bureau Seattle, Wash.

The greatest auxiliary news service in the middle west.

THE CAPITOL PRESS Peoria, Ill.

(Registered 1892.)

CHARLES HEMSTREET

PRESS CLIPPINGS

59 Park Place, NEW YORK

The problem of covering the Canadian Field is answered by obtaining the service of the Dominion Press Clipping Agency which gives the clippings on all matters of interest to you, printed in over 50 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland. 74-76 Church Street. TORONTO, CAN.

At your service. THE IMPROVEMENT BULLETIN, publishing news of building projects, live leads for salesmen, $25 a year. WESTERN PRESS CLIPPING EXCHANGE, first-class clipping service for trade papers and individuals. Write us at Minneapolis, Minn.
FOR SALE

Stereotype Machinery

Used Newspaper Presses

Scott Quadruple Four Deck Press

Prinks four to thirty-two pages. Can be shipped at once.

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY

NEW YORK CHICAGO

1441 Monadnock Block

FOR SALE

Business Chances

Newspaper Brokers

If you want to buy a newspaper—daily, weekly or semi-weekly—and for "LISTINGS" our official publication. Last issue contained information concerning over 60 newspapers requiring from $100 to $1,000 in cash to handle. Some are for lease. We have papers from Arkansas, South Carolina and from Canada to the Gulf. No one can give you more accurate figures than us. 

Address Box 5169, care The Fourth Estate.

Observer-Dispatch Inc.

Utica, N. Y.

Economy Chases

Allin print and business machines, in good condition, discarded to make room for larger equipment. Low price for quick sale.

Address Box 6159, care THE FOURTH ESTATE.

Mailing Machine

Rapid addressing machine, good condition, to make room for larger equipment. Low price for quick sale.

Address Box 6159, care THE FOURTH ESTATE.

Newspaper Lives Only for Day, But It is Lifetime of Real Usefulness

Consider the newspaper, invites the Columbus Ohio Citizen. You know it is the daily news, the day's news. You have the opinion of experts to aid you in interpreting these events. You find entertainment and information in the features and comics. And you learn what and where to buy in the advertisements.

First, these needs were served by word of mouth. Then they were written and distributed by copying. Now the printing presses multiply the copies and deliver a distribution that blankets the territory in which the paper circulates.

It has been said that in all these stages, from wandering village gossip, story telling and message bearer to the power press, the newspaper train and carrier, this machinery expresses a social need and meets a demand whose satisfaction is necessary to organized society.

The appetite for information sharpened, as facilities for gathering and distributing it are improved. And though the newspaper lives only for a day, the eagerness with which its rebirth is awaited makes all the effort and ingenuity put into itsevery issue worth while.

A House Divided

Some years ago there were in Paris two papers, the Razor and the Scorpion, which were always attacking each other. Every time a new editor appeared, a battle was fought to the death. No other guest appeared, the host demanded: "May I ask, are you the editor of the Razor or the Scorpion?" "Both," said the sad-eyed man.

The Fourth Estate

April 7, 1923

Business established 1899 by C. M. Palmer.

This adv. will appear but once.

Big Exclusive Field

Only newspaper in central west city of 25,000 population available outside of bargain. Good price. May be a good paying counter but a good paying investment and a solid field. Price $325,000. Prop. 763x.

The H. F. Henrich Agency

Selling Newspaper Properties

Litchfield, I11.

New York

Los Angeles

Unusual Opportunities

Daily and Weekly Newspapers, Trade Papers

Harwell & Cannon

Newspaper Brokers

Times Building, New York

Established 1918

Wanted to Buy

Model C.S.M. Intertype or Model M Linotype with motor attached (D.C.); must be equipped for advertising work and in good condition. Address Box 6584, care THE FOURTH ESTATE.

Liberty Folder

Edited-A secondhand Liberty Folder for pamphlet and booklet work.

Times Company, Bath, Maine.

Editor-Partner Wanted

With $10,000 to $15,000, to go in with advertising manager and buy evening paper. References exchanged. Address Box 5870, care THE FOURTH ESTATE.

To Buy—

Daily Newspaper

$10,000 as first payment on evening daper. Address Box 5889, care THE FOURTH ESTATE.

A Novel Feature

Something new just put on the market. An idea of the idea won't cost you a cent. Buy it and sell it. An idea of the idea won't cost you a cent. Buy it and sell it.

Howard News Service, R. B. Howard, Mgr., Wilmington, Ohio.

International Paper Company


The Board of Directors have declared a regular quarterly dividend of one and one-half per cent on the preferred capital stock of this Company, payable April 16th, 1923, to preferred stockholders of record at the close of business April 9th, 1923.

Owen Shepherd, Treasurer.
HOW "SUGGESTION" IS USEFUL IN ADVERTISING.

FUNDAMENTAL INSTINCTS OF MEN AND WOMEN BUYERS REQUIRE AS DEEP STUDY AS THE PRODUCT ITSELF — MIND SUSCEPTIBLE TO POWER OF SUGGESTION.

"Suggestion is a great word these days," says A. P. H. Rollason, of J. J. Gibbons, Limited, advertising agency, "a word which has taken to itself a new meaning, and been dragged into the limelight."

"So great is the popular interest in this subject, that almost any day an acquaintance will meet you with the remark, 'You ought to...'

"The advertising man has not escaped this wholesome infection, for one of his latest headings reads thus: 'Guiding human decisions—fixed laws formed by the humanist.—MIND SUSCEPTIBLE TO POWER OF SUGGESTION.'

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The Cleveland News and the News-Leader (SUNDAY)
National Advertising Representative
THE GEORGE A. McDEVITT CO.
808 Pennsylvania Ave., NEW YORK
People's Gas Building, CHICAGO
$140,000 IN AN ISSUE OF 24 PAGES IS A.J.K.'S SPEED.
(Continued from Fourth Page)

BUFFALO TAILORS ADVERTISE CO-OPERATIVELY.
Fourteen members of the Merchant Tailors' Exchange of Buffalo have started a co-operative advertising campaign to boost tailor-made clothing. The campaign is aimed to the educational publicity contained in the newspaper advertisement and the sale of the larger men's clothing stores of Buffalo, dressing quality, style and workmanship.

"We have had a suit made up in a material similar to the sample," explained the retailer, "and he brought the suit out a few minutes, he purchased the suit and before he left the store he had already made another suit, with a large quantity of material that retailed at $1.35.

"He is now a regular customer and I doubt if he has ever had another tailor-made garment," explained the retailer in telling the story.

The Circulation of the NEW YORK EVENING MAIL
Represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

FRANK AGENCY DISTRIBUTES SIMPSON'S VIEWS ON INFLATION DANGER.

James Simpson, president of Marshall Field & Co., issued a warning of the danger of inflation to prosperity, in an interview issued through the Chicago office of the Albert Frank & Co., Advertising Agency. Mr. Simpson took into consideration the present rate of building expansion, with the possibility that as in the years of operation every year, six years ago, when Mr. Kohler took charge, he had 2,000,000 circulation to sell, but since that time Mr. Hearst has added many more papers, and tremendous circulation gains have been made by every one of them.

"Six years ago there were few advertisers that didn't regard $10,000 as too much to devote to appropriate at one time for one medium," he commented. "Today we have advertisers who do not hesitate to contract for $150,000 at a time in the American Weekly. That gives a pretty good idea of the new appreciation of advertising that has developed in six years."

Some other figures make the comparison even more graphic. In 1916 the American Weekly had a total business of $24,000. Last year the Elliott-Fishers ticks off $7,000,000, and right now they are reeling off an average of $100,000 an issue.

"Our efforts to explain this development, while Mr. Hearst and everyone else who has watched it includes A.J.K., a new number one, so far as the American Weekly is concerned, the generalizations from personal. He sees the mounting totals as a tremendous, strategically delivered circulation: the advantage to advertisers of multi-color newspaper advertising."

(Continued on Twenty-ninth Page)
The impressive lead maintained by The News in local, foreign and classified lineage year after year is possible only because of proved results to the advertiser.

The Indianapolis NEWS

Frank T. Carroll, Advertising Manager
New York: Dan A. Carroll, 160 Nassau St.
Chicago: J. E. Lute, The Tower Building

HEADS OF NEW AD AGENCY.
C. A. Rook, Jr., son of Colonel C. A. Rook, director of public safety

CHARLES ALEXANDER ROOK, JR.
former president and editor of the Pittsburgh Dispatch and Dan McSweeney,

The Columbus Dispatch
Reps. O'MARA & ORMSBEE, Inc.
New York, Chicago, San Francisco

PITTSBURG DAILY HOSTS TO VICTORS IN "TELE" BIRD-HOUSE BUILDING CONTEST.

Sixteen Western Pennsylvania school children, prize winners in the bird-house building contest originated by the Pittsburgh Chronicle-Telegraph, went to Washington last Wednesday on a sight-seeing trip as guests of the Pittsburgh publication.

The event represented the annual convention of the "Tele" Bird Club, founded some years since by the Chronicle-Telegraph for the purpose of stimulating the interest of the children in American bird life. During the years of the club's existence, there have been as many as 1,000 to 8,000 contestants who have built bird houses in Western Pennsylvania. Four thousand bird houses were built this year. The trip to Washington represents the awards granted to the designers of the prize-winning houses.

The handiwork of the prize winners will be on exhibit in Washington for several weeks, under the auspices of the Government. The address on the presentation of the bird house was delivered at the "zero milestone" on the back of the White House by F. E. Lewis, representing the Pittsburgh public schools.

These bird houses and the contests for which they stand, said Mr. Lewis in part, "represent a desire on the part of a great newspaper. Covered by but one daily newspaper.

HERALD-NEWS
FRANKLIN P. ALCORN, Representative
NEW YORK
CHICAGO

SPHINX CLUB'S ANNUAL LADIES' NIGHT DINER ON APRIL 10.

The Sphinx Club of New York will hold its annual "ladies' night" reception and dinner at the Waldorf-Astoria next Tuesday.

CHICAGO NEWSPAPERS SETTLE DISTRIBUTION FIGHT.

The dispute between the Chicago Tribune and the Chicago Journal of Commerce has been amicably settled. The Journal of Commerce sued the Tribune because the latter had barred Journals of Commerce from its dealers and carriers. The Journal lost the suit, but through this outside agreement the Journals from now on are to be handled by the carriers and dealers of the Journal of Commerce within 700 to 1,000 miles from Chicago.

Low Milline Rate
St. Louis
Globe-Democrat
Largest Daily Circulation of any St. Louis Newspaper

F. St. J. RICHARDS, NEW YORK
GUY S. OSBORN, CHICAGO
C. E. SCOLARO, DETROIT
C. GEO. KROGNESS, SAN FRANCISCO

Headed by the Smithsonian Institution and the National Aeronautic Association, the competition was held as a part of the 1923 World's Fair. The $10,000 prize was divided among the winners, with the largest share going to the designers of the winning house in Washington, D.C.

The handiwork of the prizewinners will be on exhibit in Washington for several weeks, under the auspices of the Government. The address on the presentation of the bird house was delivered at the "zero milestone" on the back of the White House by F. E. Lewis, representing the Pittsburgh public schools.

These bird houses and the contests for which they stand, said Mr. Lewis in part, "represent a desire on the part of a great newspaper.

SPHINX CLUB'S ANNUAL LADIES' NIGHT DINER ON APRIL 10.

The Sphinx Club of New York will hold its annual "ladies' night" reception and dinner at the Waldorf-Astoria next Tuesday.
THE FOURTH ESTATE

From nothing—to
200,000
in seven months

DETOIT
Sunday

TIMES

NEW YORK, POPULATION 60,000
An ideal manufacturing city, of ideal homes and labor conditions.

"YOU'D LIKE TO LIVE IN YORK"

The York Dispatch

NEWS OF THE AD AGENCIES.

William H. Horsley, secretary of the Izard Company, Inc., Seattle advertising agency, has been elected secretary-treasurer of that agency. He succeeds Maree Chandler Rotch, treasurer, resigned.

Edward W. Young, former advertising manager of the Lindner department store, Cleveland, has organized a company to promote floral publicity and advertising on a national scale. The company will serve the Cleveland Florists' Club and similar organizations.

Russell M. Seeds Company have removed from 350 University Square, Indianapolis, to the Consolidated Building in the same city.

The offices of the Henry B. Flarsheim Company, formerly Washburn-Flarsheim Company, of Cincinnati, have been removed to Fosdick street.

Philip C. Pack of the Brandt Advertising Company, Chicago, has been made secretary and a director of the Century Varnish Remover Company of that city. Mr. Pack will remain in his present duties.

Chauncey L. Williams, Jr., formerly with the Powers-House Company, Cleveland, has been added to the Cleveland office of Sweets Catalogue Service, New York.

Emile Hastings has joined the Frederick Haase agency of New York, as manager of the art department. He has been art director of the Redfield Advertising Agency, New York.

Merrill J. Woods, formerly with the Indianapolis Star and Muncie Press, and Richard A. Calkins and William H. Hutchinson, both formerly with the Indianapolis Star, have been added to the staff of the General Advertising Company of Indianapolis.

Harold A. Abbott, of the Chicago Daily News, has been added to the staff of the New York World-Telegram.

The West Service, New York, has established an advertising and publicity department, under the management of W. C. Mills, for special campaigns of newspapers in all phases of advertising and publicity work.

Martin Golberg, for the last four years advertising manager of Samstag & Hilder Brothers, New York, has been appointed advertising manager of the Graphic, Los Angeles. He will continue as advertising manager of the Graphic.

George M. Graham, vice-president in charge of sales and advertising of the Chandler Motor Car Company, Cleveland, has been elected a director of that corporation.

John L. Meyers, recently Sunday editor of the Milwaukee Sentinel, has been appointed advertising manager of the National Printer-Journalist of Milwaukee. Mr. Meyers was formerly advertising manager of the

THE CINCINNATI COMMUNITY
Consists of an Area of 10 square miles with a population of 600,000

THE CINCINNATI ENQUIRER
In the medium you should use in this unparalleled market.

Major Representative: G. LOGAN PAYNE COMPANY
Chicago, St. Louis, Detroit, Los Angeles
610 Lyson Building, Chicago, Illinois

E. S. Morse, formerly connected with the New York Sun and the John Price Jones Corp., has been appointed advertising manager of Lord & Taylor's, New York. Miss Elizabeth Williams has been appointed copy chief. She will handle the advertising division personally. Miss Felcher will have charge of copy for the children's floor and of the floor accessory department.

Miss Margaret Macy, art director in charge of women's and misses' outer apparel division at Lord & Taylor's, has resigned to join the Standard Corp., to be editor-in-chief of the store magazine division.

L. A. McQueen has succeeded E. H. Gillette as advertising manager of the B. F. Goodrich Rubber Company. Mr. McQueen will continue to supervise sales promotion with the dealers and will correlate it with advertising activities of the Goodrich organization.

H. R. Charlton has been appointed manager of the advertising bureau of the Canadian National Railways, Montreal, Que., with W. E. Wright as his assistant. The positions of general advertising agent, Grand Trunk System, and general advertising agent, Canadian National Railways, have been abolished.

The West Service, New York, has established an advertising and publicity department, under the management of W. C. Mills, for special campaigns of newspapers in all phases of advertising and publicity work.

The New York Newspaper Club has granted full privileges to the members of Sigma Delta Chi, the Columbia school of journalism, New York. The students are to hold these privileges during the period that they are enrolled in the Pulitzer school. The board of directors of the club arrived at this decision after preliminary negotiations between Charles A. Hambidge of the Times, president of the club, and Fred Pianton of the Tribune; Harold Borland of the Sun and David F. Pianton, a contributor to the International News Service, all of whom made considerable efforts to bring the senatorial class at the Pulitzer school.

LEASES DAKOTA PAPER

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FIRST IN SAN FRANCISCO

The Bulletin

Established, 1855, 6 days a week. Member A.B.C.
Eastern Representative: H. D. LaCocque, N.Y.C.
Western Representative: Guy S. Osborne, 1490 Tribune Bldg., Chicago

National Oats Company, and the Corn Oats Company, allied concerns, St. Louis.

Elmer F. Brandell has left as advertising manager of the Monarch Furnace Company, Louisville, Ky., to become advertising manager of the Community News, a civic publication of Louisville.

Arthur C. Lang has been elected vice-president of the N. K. Fairbank Company, New York, and Canada. He will continue to direct the sales and advertising of both companies.

J. M. Van Harlingen has been appointed Eastern advertising manager at the New York office of the Dowt Brothers Company, Chicago publisher.

Herbert C. Groenewold, formerly director of advertising and sales efficiency of the Jasper Sales Company, Minneapolis, has become general sales director of the Wobst Shoe Company, Milwaukee.

Robert McMillan, formerly with the Chicago Daily News and the Gundry Advertising Company, Chicago, has joined the Central Manufacturing District of Chicago as manager of publicity and associate editor of the Central Manufacturing District Magazine. He succeeds John R. Boyd, who has been transferred to Los Angeles.

STUDENTS GET NEWSPAPER CLUB PRIVILEGES.

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LEASES DAKOTA PAPER

A. M. Young, manager of the Minot, N. D., Farmers Press, has taken over the management of the Stanley, N. D., Sun, published in the interests of the Non-partisan league. The Minot Farmers Press is the league organ there.
THE FORTH ESTATE

DOMINATE BRIDGEPORT

98 per cent of the circulation of The Telegram and Post is concentrated within 13 miles of the City Hall. You can completely cover this great industrial market with one newspaper cost through the TELEGRAM and POST

The only A.B.C. Newspapers in Bridgeport, Conn.

Cover NEW HAMPSHIRE with the

MANCHESTER UNION & LEADER

Guaranteed Over 25,000

JULIUS MATHEWS, Special Rep.
BOSTON NEW YORK CHICAGO

contracts with newspapers for Armour & Co., Chicago.

MOSER & COTINS, Paul, Utica, N. Y.—Handling advertising for Rolinberg Co. (Tea pancake flour). Cortland, N. Y.


NICHOLS, E. Jackson, Chicago—Sending out copy to newspapers for Stillman Freckle Cream Co., Aurora.


RANKIN, J. W. 3rd, N. Y.—Reported to edit some newspapers for Libby Hotel Co., N. Y.


SHERMAN & LEBAUR, 116 W. 33rd, N. Y.—Placing orders with Ohio newspapers for Sernio Corp. (cannels head). 9 E. 5th, Columbus, Ohio.


SNITZLER-WARNER, 225 N. Mich., Chicago—Reported to be planning a wholesale newspaper campaign on cigarette Ben Wilson Co. (penn & cigs). Rochelle, Ill.

SNOW, 60 High, Boston—Again placing orders for newspapers in New York, Boston, Chicago, and other parts of the country.


UNITED STATES, Toledo—Sending copy to all newspapers in the state of Ohio for the National Motor Car Co. ( autos).


WELLS-OLENDORF, Tribune, Chicago—Sending orders to dailies for the Chicago Daily News.

175,000,000 ANNUAL PRODUCTION

35 MILLION ANNUAL PAYROLL OF INDUSTRIAL

TRENTON

A prosperous NEW JERSEY territory completely covered by the

Evening TIMES

Member A.B.C.

KELLY-SMITH COMPANY, Spec. Pub., Marbridge Building, NEW YORK Lytton Building, CHICAGO

In New Orleans it's the

New Orleans Item

for Sid's Remedy Co. (medical). 1923 St.

WILLIAMS & CUNNYNGHAM, 111 St., N. Y.—Again placing copy to newspapers for the American Tobacco Co. (Bull Durham tobacco). 111 St. av., N. Y.

READERS CAN NOW ANSWER BACK AT EDITORS.

(Continued from Eighth Page)

America, and James J. Morse, international lawyer.

Professor McElroy said that the trouble with most forums in the past that the conservatives and reactionaries stayed away. To succeed, a forum must have the views of all classes presented without interference, he said. Following the formal talks every one will be permitted a chance to express his views.

The hour of the sessions is 5:30 o'clock. Meetings will be held every Friday until April, when it is expected the daily sessions will begin.

TRUER MEASUREMENTS OF PAPER THICKNESS NEEDED.

Need for more accurate measurements of paper thicknesses is discussed in a technical pamphlet just issued by the bureau of standards of the government. The thickness, which is an important factor in determining the suitability of paper for many purposes, is usually determined by counting the number of sheets of paper used in large quantities, the government officials state. Ordinarily printing and writing papers are specified in thicknesses varying from 0.002 to 0.003 inch.

1.000 inch thick is specified and the paper is furnished averaged 0.003 inch by the government officials stated. "The difference, 0.0005, represents an error of twenty percent in the reading. One of the reasons why the measurements used in measuring thicknesses must be accurate, and in the number of types and makes of dials micrometers used in measuring the thicknesses, it is not surprising that disputes frequently arise between the paper manufacturer or jobber and the consumer."

Studies by the bureau of standards of dials micrometers commercially used show a wide range of design.

$140,000 IN AN ISSUE OF 24 PAGES IS A. J. K's SPEED.

(Continued from Twenty-Fifth Page)

sages, and the utilization by the Hearst papers of every improvement in high-speed newspaper color printing; an unexcelled record of results for advertisers; and a new and general appreciation by business man of the fact that advertising is a tool and not a toy.

Although he will not say so, Kobler does know what is the most important advertising responsibility in the world. When he received 4,000,000 possible customers, he sells what in many cases proves to be a large block of that firm's business for the year. The advertiser must be ready to meet an almost unbounded demand, and in great many cases Kobler has to sit in and make sure that the advertiser will be able to take the consumer's demand at its flood. This involves problems of both production and promotion, he is seen from the following example.

Two months ago a skin ointment that used to be well-known in advertising, but which has since not advertised, was given for a price in the Weekly. This page has not yet appeared, but the week's sales manager reported that the response of jobbers and retailers to advance proofs and guarantees of insertion had been great; that his company desired at once to reproduce the same pages to run during the rest of the year. That is one out of the many similar experiences which have been Kobler's.

Nothing about the American Weekly was more interesting than A. J. K. himself. A little more than twenty years ago he was a textile designer, about as far from advertising as a silver miner was from advertising, in his mind. He had expended a tremendous sum of money. Thousands of yards must be sold to enable him to break even on a fair share of each design, and there were likewise many designs that didn't "take," necessarily becoming overlaid.

Kobler invented a process by which every design could be printed, as his observation on frequent trips to Europe taught him. The design could be sold through samples as well as in the trade, and that was at that time a flattering offer for it—fifty thousand dollars.

Kobler then turned his attention on the coloring in the sale from continuing in a related line. Kobler turned his attention on the coloring in the sale from continuing in the advertising of new paper. As his business grew, Kobler was called upon to handle the color problems of many advertisers, all of their publicity. It was thus only a short time before the experience of the other work.

The merchandising instinct led many of his clients to place their accounts in his hands. By 1907 his printing business had graduated into the advertising agency class. His business came to a stop when his safety valve popped and no sign of boiler trouble. Kobler at fifty is off to a flying start.

EXCELLENT RESULTS obtained with tryout copy in the

PLAINFIELD, N. J. Courier-News

Member Audit Bureau of Circulations and United Press

A. L. Seymour Co., Representatives
New York, Chicago and St. Louis.
A PRESS AGENT FOR THE WHITE HOUSE?

(Continued from Second Page)

Washington official life. That organization, which came to be known as the Press Bureau, was once a quiet and unobtrusive part of the government.

This bureau, however, is now the center of attention for a group of young men who are eager to get into politics. They are members of the press corps that covers the White House.

They are also interested in the political outlook of the United States, which is changing rapidly. They want to know what the future holds for their country.

There is a large number of these young men who want to work on political campaigns, but they are not all interested in the same thing. Some want to work on the national level, while others prefer to work on the local level.

They are all working hard to get a foothold in the political world, and they are willing to do anything to get it. They are all very ambitious, and they are determined to succeed.

What is the future of the press corps? It is difficult to say, but one thing is certain: they are here to stay.
MONTREAL

LA PRESSE

thoroughly and completely covers the life of one of the largest French speaking cities of the world.

With sixty-five per cent of the 700,000 population in the city French-speaking and reading, the newspaper which covers this class comprehensively succeeds in a wonderful market to the foreign advertiser.

W. J. MORTON CO., Representatives
NEW YORK, 50th Ave., Building
CHICAGO, Tribune Building
TORONTO, 108 Bay St Street

KANSAS is a rich, responsive field. It is best covered by the

TOPEKA CAPITAL

The only Kansas Daily with a General Circulation all over the State.

It dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.

Furnishes market data—does survey work—gives real co-operation.

Arthur Copper Publisher

IUWA YOUNGSTERS KNOW WHAT'S GOING ON BECAUSE THEY READ NEWSPAPERS.

Do you read your newspaper thoroughly? Or do you just "hit the high places" in your reading? As to current events, how would you stack up with this seventh grade youngster in the Newton, Iowa, schools?

His name is Rayburn Russell and he was eleven years old but he scored 100 per cent in a current event examination that was given to more than 700 pupils in junior and senior high schools of Newton. These questions were submitted as tests in reading and mastering current problems.

If the Republicans nominate Harding for a second term, what measure will they have to support and indorse? Name one man who is a representative candidate.

An amendment to the labor imposing proposition was passed by Congress.

By British parliament.

How much does Great Britain owe the United States?

How many years has she in which to pay it?

At what rate of interest?

Did the law changing the method of election of the United States Senators affect the Iowa legislature?

How many county superintendents chosen now?

How were they to be chosen by the new proposed bill?

What was the first man discovered King Tut's tomb?

How many chambers were discovered?

Where is the tomb located?

Name three pictures drawn by Briggs.

What are the most desirable cartoons of the New Editor?

What is the best cartoonist in the country?

Name three cartoonists and their papers for which they draw.

For how many papers does Ding draw?

Name the chief paper for which he draws.

The regular perusal of the daily papers is required of all students of both senior and junior high in Newton and a list of topics is given each week to stimulate the reading of important current events.

Newspapers have practically been substituted as a source for common information and parents and teachers have begun a discussion of big affairs that range from national and state polities to the "funnies" and sport.

Since the course has been tried at the Newton schools, many town in Ohio have Newsboys' associations.

Is it good policy for several papers to have the same distributing agency?

What do you do with the discontinued subscriber?

Should rural mail carriers be permitted to solicit and deliver subscriptions instead of making the subscriber deliver to the house at the outset.

Mr. O'Shaughnessy blamed the fire on a defective fuse and poor coal.

Practically everything in the house was saved except the contents of his children's playroom, the flames cutting off this part of the house at the outset.

Mr. O'Shaughnessy estimated the damage at $10,000 and said it was covered by insurance.

THE TELFORD MORNING TIMES

(N. J.)

Offers Real Reader Influence and Purchasing Power.

Representatives:
STEVENS & BAUMANN, Inc.
47 West 24 St., 1st Nat'l Bank Bldg., Chicago
Higgins & Co., Los Angeles

Winston-Salem, North Carolina's Largest City (U. S. Census)

Twin City Sentinel leads all North Carolina Dailies in Home Circulation.

(Member A.B.C.)

The Sentinel goes into eight out of every ten homes in Winston-Salem.

WINSTON-SALEM SENTINEL

Representatives:
FROST, LANDIS & KORN
New York Chicago Atlanta

H. W. KASTOR & SONS
ADVERTISING CO. ST. LOUIS

An organization of newspapermen highly specialized in the solution of advertising problems.

G. LOGAN PAYNE COMPANY SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK
401 Tower Bldg., CHICAGO
Kresge Building, DETROIT
150 Boylston St., BOSTON
Carleton Building, ST. LOUIS
Security Building, LOS ANGELES

VERVE & CONKLIN
PUBLISHERS' REPRESENTATIVES
500 Madison Avenue NEW YORK
368 Fifth Ave., CHICAGO
117 Lafayette Boulevard DETROIT
28 E. Jackson Boulevard CHICAGO
601 Market Street SAN FRANCISCO

S. C. THEIS COMPANY
NEW YORK
208 Fifth Ave. 887 Marquette Bldg.
S. C. Theis, mgr. W. S. Grathwohl, mgr.
We Specialize in the Representation of Grouped Dailies
PROOF of an Excellent Home and Family Paper

FOOD PAGES

was the record last Thursday, March 29, in the

TRENTON EVENING TIMES

America's Great Food Medium

The Shopping Guide of Trenton's Housewives

The Times Food Department has for years been a regular Thursday Feature. The Food Pages, devoted exclusively to Food News, Food Recipes and Food Advertising, are proved by a city survey as recognized by Trenton's Housewives as the best feature the Times carries.

155 to 160 or more Retail Stores make their Food Announcements every Thursday in the

TRENTON TIMES

32,000 net paid

Flat Rate 8 Cents a line

Four Wire Services: A.P., U.P., I.N.S., Consolidated; and A.B.C.

Capitalize Reader-Interest At Its Peak.

Every day the "Final Edition" of The Chicago Daily News carries the COMPLETE and FINAL market news of the day to a multitude of interested readers TWELVE HOURS BEFORE THEY RECEIVE THE SAME INFORMATION IN ANY MORNING NEWSPAPER.

This edition of The Daily News is the "Financial and Investment Directory" of that large body of Chicago investors who are influenced in making their investments by news, editorial and advertising information. This ever-growing CLASS is embraced in the immense MASS circulation served by The Daily News.

These readers get the market news while it is still news and when their interest is at its highest pitch. Your advertising in contact with this warm reader-interest logically receives the same intense attention.

The reader-interest and reader confidence that The Daily News enjoys to an exceptional degree is shared by its advertisers.

The CHICAGO DAILY NEWS FIRST in Chicago
PRESIDENT ALMOST SURE TO BE A.N.P.A. GUEST.

FAVORABLE ANSWER TO INVITATION TO ATTEND CONVENTION DINNER LIKELY — PRESIDENT NOYES OF A. P. RETURNING FROM EUROPE FOR MEETING.

Plans are now complete for the annual dinner of the A.N.P.A. Bureau of Advertising on Thursday, April 26, which will be one of the high lights of the A.N.P.A. convention at the Waldorf-Astoria opening on Wednesday, April 25, and continuing through Friday, the twenty-seventh. President Harding is understood to have privately made the statement that he would be present, although no official decision has yet reached the A.N.P.A. headquarters.

The bureau is now corresponding with the President, and if the pressure of administrative affairs does not prevent his leaving Washington, Mr. Harding will attend, as he already had expressed a strong desire to accept the bureau's invitation.

Directors of the Associated Press will meet on Thursday, Friday, Saturday and Monday, April 19, 20, 21 and 23 at 10:30 in the morning at the headquarters, 51 Chambers street, to review the year's activities and complete arrangements for the annual meeting of the A.P. on Tuesday, April 24. The newly elected board of directors will meet on Wednesday, the day following the annual meeting.

PRESIDENT NOYES RETURNING.

Frank B. Noyes, publisher of the Washington Star and president of the Associated Press, is now in mid-ocean, having sailed Wednesday with Mrs. Noyes from New York on the Majestic. They are expected to arrive in New York Tuesday, thus leaving Mr. Noyes ample time for conferences with Frederick Roy Martin, general manager of the organization.

It is expected that Mr. Noyes will be able to give his fellow members many interesting sidelights on conditions abroad as he has been gone since last September. He was the guest of honor at a luncheon given by the Associated Press Association a few days before his departure.

PINDELL BACK FOR CONVENTION.

Another member to return from abroad for the convention is Henry M. Pindell, after a two months' cruise in the Orient. Mr. Pindell is one of the nominees for election as director of the Associated Press. He is also a member of the A.N.P.A.

Keen interest is being exhibited by the publishers in the announcement that Lord Robert Cecil, the distinguished British advocate of the League of Nations, and Senator George Wharton Pepper of Pennsylvania are to speak at the annual dinner. Senator Pepper, long a prominent anti-League, recently became a League convert, attributing his change of viewpoint to the logical arguments of the League leaders.

FREDERICK I. THOMPSON.

States Shipping Board. This makes four newspapers in Alabama under Mr. Thompson's ownership.

Mr. Thompson will retain F. Harvey of the Birmingham Age-Herald, Mobile Register and News-Item, and a member of the United

INLAND ARRANGES CONVENTION HEADQUARTERS AT WALDORF.

During the A. N. P. A. convention the Inland Daily Press Association will have a room on the second floor of the Waldorf-Astoria Hotel, as an information bureau. Inland members are asked by Secretary Wil V. Tufford to mail name and New York address to him, that he may compile a directory.

NEW YORK WORLD APPOINTS MERCHANDISING DIRECTOR.

Arthur D. Noble has been appointed merchandising manager of the New York World. Mr. Noble has been connected with the advertising department of the World for the last thirteen years, and has a thorough knowledge of marketing advertised products.

He was one of the staff of men who organized the world's merchandising department upon the basis of humor to be directed at the newspaper men as a wind-up to the affair.

As applications for the dinner already exceed the capacity of the common ballroom, the committee has engaged the Waldorf ballroom, which will accommodate 100 additional guests. The dinner will be held on the night of April 26 and it is announced that the doors will be opened at 6:45 o'clock precisely.


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NEWSPAPERS ARE MERGED.

B. H. Peace, publisher of the Greenville, Ohio Daily News, has purchased the Greenville Tribune and has merged the two papers into the Greenville Daily News. The Tribune is the oldest newspaper in Darke County, having been established in 1890. The Daily News was established in 1921.
Selling your brand of cement to contractors and builders of Philadelphia

Philadelphia, last year, started work on 108 manufactories, 52 office buildings, 62 warehouses, 18 schools, 2 hotels, 5 hospital buildings, 6 banks, 1909 garages of all sizes, in addition to many other structures provided for in the $115,000,000 building program.

You can profit from the big market offered by Philadelphia's building plans if you teach the buyers and users of cement and other materials to ask for your products by trade name or brand, through The Philadelphia Bulletin.

Practically all builders, architects, engineers and business men and their superintendents and other employees, read The Bulletin daily.

Every day The Bulletin goes into nearly every home, office and workshop in Philadelphia, Camden and their suburbs.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin

Philadelphia's Newspaper

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in America.

1922 net paid average circulation: 493,240 copies a day.
DENVER—the mile high city

today the largest city for her age in the U.S., has set her aim for "500,000 in 1930."

—here one finds the market and financial center of the Rocky Mountain West.
— the automobile center of this vast Western region.
—a most rapidly growing manufacturing and milling center.
—a city surrounded by rich agricultural mining and stock raising communities.
—a substantial class of buyers, most of whom are regular readers of
Denver's Only Morning Paper and Denver's Best Evening Paper—both always worthwhile because of their clean, progressive policy— they hold the confidence of the buyers in Denver and surrounding territory.

HARDING ENJOINS REPORTERS' 1924 ENTHUSIASM.

MANIFESTS HIS DISPLEASURE AT NEWSPAPER STORIES PUTTING CAMPAIGN COLOR ON PROPOSED TRIP TO ALASKA — CORRESPONDENTS MILDLY REBUKED.

Back to his desk in the executive offices of the White House, bronzed and hearty after his five weeks of rest and recreation in Florida, President Harding this week took up again the routine of official duties and tackled the many problems which had accumulated during his absence.

First and foremost of these matters to be disposed of is the business of the newspaper men, who have speculated much on the significance of the prospective visit of Mr. Harding to Alaska, to which they have insisted on giving a political color. In brief, the "slant" of practically all that has been written on the subject has carried the strong intimation that the journey through the Western States toward the announced objective of the trip will constitute a traditional "whirl around the circle," with a view to smoothing the way for the re-election, and not the re-renomination, of Mr. Harding in 1924.

Connected with these plans, the scribes have interwoven numerous details, including the part which will be played by Chairman Albert D. Lasker, of the United States Shipping Board, whose talents for organization and practical achievement were demonstrated first in the advertising world, and since in dealing with the problems of the American merchant marine, is engineering the program which is to culminate later, by serving as "managing director" of the "1924 campaign."

Some two hundred of the Washington writers were apprised of the inaccuracy of this alleged program soon after the President's return, when they were interrupted by an authoritative White House spokes man that there was no such thing. It was also made known that, while Mr. Harding as a newspaper man understood and sympathized with the instincts that led members of the press to formulate his plans and policies in advance, Mr. Harding as President of the United States took quite a different view of the situation.

In fact, as President, his emotions bordered closely on that of mild indignation. Moreover, the scribes were informed, that, as a President who could become stubborn under pressure, continued insistence in the press on giving the Presumptive Alaskan trip the color of a political journey might easily lead him to abandon it altogether. If President Harding makes the trip, then, there is no question that it will be given a non-political meaning. The journey will be that of a President and not of a political aspirant. Speeches, by the way, if any, will be in response to the inevitable call for a discussion of evidenced public items. Such call will be answered, in all likelihood the railroad situation will be discussed for the credit of the middle west, as for the entire country as well.

The problems are down on the list, with the gratifying results of the last several months, increased income and excess profits making it probable that a reduction of taxes all along the line, and not on surtaxes alone, will be included in the next revenue recommendations to congress. The world court is another subject likely to be aired in informal addresses by the way. Here, again, it will be made known that the chief executive does not regard participation by this Government in the world court as a "back door" entrance into the League of Nations, as the more zealous of the league advocates have claimed.

Tentative plans are that the presidential party will leave Washington about June 21 and reach Alaska about July 10. Governor Scott C. Bone of Alaska, former newspaper man, has thoughtfully advised as to the best time for the trip, with the proposed date of arrival indicated as the most comfortable from a personal standpoint. Mr. Harding will be accompanied by several members of the cabinet. These, it is understood, will be Secretary of Commerce Hoover, Secretary of the Interior Work and Secretary of Agriculture Willard—all three presiding over departments concerned in phases of control and development in Alaska. The "slant," then, has been given by Mr. Harding as a newspaper man to newspaper men, as to the nature and motives of the contemplated journey. He will go as President, with nearly two years more to serve and much work to do in the meantime. For the present it is neither appropriate or seemly to talk of 1924.

UNIVERSITY GETS PORTRAIT OF LATE NASHVILLE EDITOR.

A handsome portrait of Richard H. Yancey, late editor of the Nashville Banner, presented to Cumberland University by Major E. B. Stahlman, publisher of the Banner, was unveiled in Caruthers Hall at the university this week.

THOMAS J. GALLAGHER, New York Herald billiard expert, was tendered a dinner Thursday by a large number of his newspaper and business associates, on the anniversary of his seventy-fifth birthday anniversary.

NOTABLE TRIBUTE TO F. B. NOYES IN LONDON.

FIFTY OF BRITAIN'S GREATEST PUBLISHERS GREET HEAD OF ASSOCIATED PRESS AT DINNER GIVEN IN HIS HONOR BY SIR RODERICK JONES, CHAIRMAN OF REUTER'S.

London's most noteworthy newspaper gathering of the year was the dinner which Sir Roderick Jones, chairman of Reuter's, Ltd., gave at the Claridge on Monday when fifty prominent journalists and publishers gathered to meet Frank B. Noyes of the Washington Star, president of the Associated Press, who was in London on the last stage of his trip around the world. Mr. Noyes is now on the ocean, and will reach New York early next week.

Sir Roderick presided, with Mr. Noyes at his right and Ambassador George Harvey at his left. Speeches were made by the chairman, Mr. Noyes, Viscount Burnham of the Daily Telegraph, Lord Riddell, and Ambassador Harvey. The guests included representatives of nearly all the London newspapers and the British Press Association.

PUBLISHERS COMBINE TO CUT PRINTING COSTS.

Twelve New York literary and trade journals have formed the Publishers' Co-operative Association, the first of its kind in the United States, to combat "the almost prohibitive costs of manufacture of periodicals in New York City."

Parties to the venture are the Outlook, Motion Picture News, the Survey, Survey Graphic, Textile World, the Official Textile Directory, the Textile Catalog, Hendricks Commercial Register of the United States, Hendricks Commercial Bulletin, the Ford News, Association News and How to Make Money.

THE FOURTH ESTATE, which is published every Saturday at 282 West 69th St., New York City, was established March 1, 1894, and is published every Saturday. It was issued March 8, 1879. The Yearly Subscription Price is Four Dollars, and the price of Single Copies is Ten Cents. ERNEST F. BIRMINGHAM, Publisher.
From The
NEW YORK EVENING JOURNAL

Here Is a First-Class Motto
First-Class News Gatherers Originated It.
Copyright.1823 by Star Company.

"Get It FIRST—but FIRST Get It RIGHT"

That is the motto of the International News Service, which supplies news of all the world to hundreds of newspapers, and which, because it DOES get the news FIRST and gets it RIGHT, has been growing with extraordinary rapidity for several years past.

The International News Service motto ought to be posted up in every classroom of every "School of Journalism."

Every newspaper man, young and old, knows that the life of a newspaper is NEWS and that the life of news is GETTING IT FIRST.

Many men, especially the young and enthusiastic, are apt to forget that getting it RIGHT is even more important than getting it FIRST, although a combination of the two, RIGHT and FIRST, is the combination that builds up great newspapers and great newspaper men.

The success of the International News, which, by the way, has been greater during the last three months than ever before in its history, has been based on its news qualities.

Its growth comes of energy, forever on the alert, that first GETS the news, and of painstaking care and conservative policy, that demands that with the news FIRST shall come proof that it is the news RIGHT, in addition to being first.

For every dean of a school of journalism there could be no better text for a lecture to the boys and the girls of the school than the motto of the International News Service:

"Get It FIRST—but FIRST Get It RIGHT"

INTERNATIONAL NEWS SERVICE
M. KOENIGSBERG, President
NEW YORK CITY
SPIRIT MUST BE TAUGHT AS WELL AS TECHNIQUE.

DR. EVERETT SMITH, STANFORD JOURNALISM PROFESSOR, DISCUSSES RESPONSIBILITY OF INSTRUCTORS — STRONG MEN OF FUTURE NOW IN COLLEGES, HE SAYS.

“In teaching journalism, universities and colleges must lay emphasis all the time and in every course on the professional responsibilities, requirements, limitations, and ethical values of the calling. Better for journalism and better for the good name and standing of universities that we do not touch journalism at all than that we train men in techniques, tricks and trade alone, as though we were only technical or trade schools,” declared Dr. Everett W. Smith of Stanford University, former president of the American Association of Teachers of Journalism, in addressing the association’s annual meeting.

“Journalism is a profession. In practice it may not always live up to the professional requirements, but the requirements are there, and the future of our profession depends upon how fully they are observed. The future of journalism is increasingly in the hands of the college and university teachers of the young men and women who will go into the profession.

“We have in times past permitted ourselves to shun this point somewhat because of the complexity of the active newspaper man’s distaste for big words and his contempt for cant and pretense. We have been active newspaper men ourselves. Whether journalism is a business or a profession doesn’t greatly bother the newspaper man, he asserts; call it a profession and it goes.

“He sees so much of big titles for little men and admirers so much the simplicity and sincerity of men who really do things that for himself he prefers the character of newspaper man and let incompetents style themselves journalists. I really believe that all of us, therefore, see ourselves as unfortunate and that the public has been confused by our names until we were a little blind to realities.

“Confusion arises, to from the o’eremphasis of the grim fact that a newspaper must pay its expenses. This leads to all sorts of misconceptions, honest and disingenuous. It leads to the declaration that the papers must give the public what the public wants or fail as paying businesses and therefore fade out of existence altogether.

“That is the defense of ultra-sensationalism, yellow journalism, and a host of evils that are essentially non-journalistic, but are assumed to be journalistic because they are done in connection with writing or publishing of a newspaper in the effort to get circulation, and thereby the adrostics that do not pay their way ever profit there is.

“But the man who truly pays in circulation and money; the people will buy it. But newspaper makers are, it is true, no longer men of journalism teachers we ought not to side-step the responsibility that thereby rests on us to let journalists side-step it. Ultra-sensationalism was given its death blow by the deliberate and devised contrivance to gain circulation; and it works.

“The men who hit upon the idea of pelting that sort of stuff created or fostered the taste for it, and the vicious circle rolls down hill very fast. It is harder work to draw up public taste and public appreciation than it is to help it to slip downward; but it has been done by strong men, and it is journalism.

“If journalism is a business we want to see it run as the business of journalism, the finding and printing of the truth, and the illumination of that truth. The public now is very distrustful of our newspapers, and the trouble is that they suspect the ulterior purposes of the men who are making our papers. They perceive that the motive is not the desire to find and print the truth, but something else; that the rewards and satisfaction sought are not those that belong to journalism, but something else.

“The hope of those solicitous over the future of journalism, is that some strong men will continue to prove that sincere, honest, public-spirited journalism, the journalism animated by the professional spirit, will also, if it is combined with ability, gain circulation and be self-supporting. Certainly it pays in all other ways; it exerts a real influence and ability of some single strong man who regarded journalism from the professional angle and who would not give up his ideals of public service who was sagaciously honest, and who had the journalistic and the business ability to make his ideas work. He was no more independent and clearly than other men of his time; he started something new, proved that it would work, and set an example that others followed. The hope of our hope, and the strong men of the future are in our classes now.”

EXECUTIVE BOARD OF A.A.A.A. QUARTERLY SESSION IN NEW YORK.

The executive board of the American Association of Advertising Agencies held its regular quarterly meeting in the offices of the association in the Metropolitan Tower, New York, Wednesday with John Benson of Benson, Gamble & Slaten, Chicago, president, presiding.

Other officers present were: vice-president, C. D. Newell, Newell-Emmett, New York; secretary, Ernest E. Davis, Atlanta; assistant secretary, James O’Shaughnessy; executive secretary, Clarence A. Howlett.


Chairman of the program committee present were: Mac Martin, Mac Martin Advertising Agency, Minneapolis, twin city; chairman: Neil B. Batter, new agency systems and forms; Charles F. Nichols, Charles F. W. Nichols Company, Chicago; mechanical production; Frank A. Arnold, Frank Seaman, the export expert, C. R. Erwin, Wasey & Co., Chicago, finance; H. S. Gardner, Gardner-Glen Buck Company, St. Louis; Edward S. Howard, W. D. Dickinson, George Batter Company, magazines; Collin Armstrong, newspapers; Paul E. Faust, Mitchell-Faust Advertising Company, Chicago, agricultural press; M. L. Wilson, Blackman Company, business papers; F. J. Ross, F. J. Ross Company, outdoor advertising.

NEW BUILDING FOR SAN FRANCISCO CHRONICLE.

The San Francisco Chronicle, M. H. De Young, publisher, last Monday issued a rotogravure supplement containing photographs of the new building planned especially for that newspaper. The building, it is claimed, will also be a cut of M. H. De Young, founder and builder of the Chronicle, together with some of the pictures of the former homes of the Chronicle of which there have been published recent descriptions of some of the new equipment which will be installed in the new Chronicle building, and a description of the improvements.

A cut of the Chronicle's newest home and Mr. De Young's plans for his new plant, will appear in the April 21 issue of THE FOURTH ESTATE.
ADVERTISING AS A SOURCE OF PROFIT.

ITS ECONOMIC SIGNIFICANCE IS NOT YET APPRECIATED BY BUSINESS MEN AND PUBLIC GENERALLY—BASIC REASONS THAT HAVE MADE IT A POWER.

Business is constantly becoming more professionalized. The plan of business competition is being raised; shrewedness is giving way to strategy. Labor, individually or collectively, established a wage after a protracted period of bargaining. Raw materials were bought and finished products sold in complicated network of discounts, commissions and rebates.

Production was largely motivated by the driving energy of general managers, superintendents, and foremen, while the consumption of goods steadily followed well-grooved habits. Everyone in the organization bargained and maneuvered for advantage in an environment of cleverness and especial privilege.

WORKEK AN INVESTMENT

Although many businessmen still think and act in terms of the past, an increasingly large number appreciate the new industrial emphasis. The working man is no longer approached as a given supply of energy to be paid a standard or customary wage, but as human investment capable of developing an almost unlimited capacity.

A large number of human appeals have been developed in the effort to increase productivity. The general manager no longer measures output in direct relation to hours of labor but rather analyzes bonus systems, work-conditions, promotions, labor turnover, absenteeism tardiness, co-operative management and shop committees.

The purchasing department is giving more time to the quantity, kind and quality of materials while the marketing division has learned to appreciate changing conditions in demand. The first characteristic of a profession is being fulfilled—then necessity for trained ability.

There are few businessmen who do not appreciate the value of advertising as a source of profit to the individual business. There remain some who are unable to appreciate merchandising results, due to the failure to stimulate the time and quality element in advertising. This discussion does not pertain to the value of the producer and distributor but from the larger consideration of the public. Advertising is of greater economic significance than is usually appreciated.

DEMAND IS ELASTIC

First, the demand for products has more or less elasticity; that is, changes more or less with the change in price. Likewise the family budget has more or less plasticity; that is, in a margin which may be diverted into any one of several different channels. The average family has close to twenty-five per cent of its income available for a broad selection of commodities. The producer and merchant have not coordinated their conditions. Money spent in advertising to stimulate a demand which is elastic yields a different return than when spent upon products for which the demand is inelastic. Likewise an appeal to that part of the budget known as miscellaneous or sundry expenditure will have quite a different effect than when directed along the line of tradition and necessity.

ADVERTISING PROTECTS CONSUMER

Second, advertising protects the consumer. Such an argument for publicity may not be as strong as the present time as during that period of business when more adulteration and irresponsibility prevailed; but continues to be a vital protection to the buyer. "When in doubt buy an article well established through advertising" is a safeguard of no little economic significance.

Third, large economies depend upon mass production; mass production depends upon mass sales. One of the chief reasons why the farmer receives a smaller proportion of the consumer's dollars is that in the fact that methods of retailing do not make possible the lowest distributing cost. Advertising builds up large scale industry through stimulating mass sales and is therefore one of the most important forces in preventing diminishing cost in production and distribution.

Fourth, advertising maintains greater stability and continuity in business. The extension of the period of production and the large capital investment necessary have made not only severe competitions but also the necessity for stability and continuity. In other words, modern business is a growing concern with tremendous overhead and current expenses. A delay of even a few hours duration entails an unusual loss to the owners as well as to society. Sales must be assured, not spasmodic orders, but a steady stream of buying which will insure the continuity necessary for the realization of economies. Consistent, well organized advertising constitutes an insurance that sales will not fall below normal.

DOES IT PAY?

Columbus, Ga., Sun.
Advertising has made the Victrola dog famous.
It has made the cash register a big brother to retailers all over the world.

The Boston Transcript Enjoyed GOOD BUSINESS

for the first quarter of 1923

The Transcript's gain in local advertising was six percent—the largest of any Boston paper, six and seven-day papers included.

The Transcript's gain in national advertising was nine per cent, the largest gain of any paper being eleven per cent.

The Transcript's consistent gains are attributable to the merits of the paper and conservative selling efforts.

Boston Evening Transcript

National Advertising Representative
Charles H. Eddy Company
NEW YORK CHICAGO BOSTON

It has introduced the world to a substitute for sole leather.
It is displacing the truck horse with 40 horsepower trucks.
It has helped you to an appreciation of Stetson hats, Walk-Over, Douglas and Emerson shoes.
It has made the hand-written letter an oddity in business.
It has put hair oil on heads where no hair oil was needed.
It has put Castoria down your throat, left bristles in your gums, and then came along with a rubber set and took them out.
It has put Sozodont, Pebeco and Pepsodent on your teeth.
It has put a Gillette against your hayfield.
It has put Murine in your eye sold you Cuticura for pimples, pears for the bath, and ivory for the tub.
It has put Arrow anywhere you want to, do anything you wish, and advertising has had a hand in it—absolutely.
And then some people ask "Does Victory Pay."
PONY AUTOPLATE
ANNOUNCEMENT

We beg to announce that we have just added an automatic plate cooling device to our Pony Autoplate Stereotyping Machine.

The Pony Autoplate now casts, finishes, and cools its printing plates, and delivers them ready for press.

It thus replaces all of the plate making apparatus in a foundry, from casting box to cooling tub, including finishing blocks. Hand finishing is no longer necessary.

It can be operated by one man. The price remains the same.

WOOD NEWSPAPER MACHINERY CORPORATION
501 Fifth Avenue, New York City
We Hope You Can See This Exhibit

At the A.N.P.A. Convention

It has been hard to get some newspaper publishers to realize that there are now Linotypes so flexible that they can set any line in the paper. The thing seems too good to be true.

And so for the A.N.P.A. Convention this year we have prepared an exhibit that will present the range and adaptability of the Text and Display Linotype in a very forceful and unforgettable way.

First a specimen page was set combining all the problems of front-page and advertising page display. Then part of this page was photographically enlarged to twelve times its natural size so that it would take up a whole corner of the room. In the middle of the page a hole was cut out big enough to admit a Model 21 Linotype and a magazine rack. Ribbons run in from the various type faces on the page to the magazines showing how the entire page was set from one machine—all from one keyboard, and each font completely contained in one magazine.

A cordial invitation is extended to all newspaper executives to call at the East Room of the Waldorf-Astoria Hotel during the week of April 23-27 to see this exhibit. If you are unable to see it, we have prepared a folder illustrating it which will be mailed to you on request.
NEWS CORRESPONDENTS OUTWIT SOVIET BAN.

CENSORSHIP TIGHTENED, MacKENZIE AND McCULLAGH FIND WAY OF SENDINGスタートNG NEWS TO AMERICA — HAD TO LEAVE RUSSIA TO DO IT.

News censorship in Russia is increasing in stringency, rather than relaxing, this week's news from correspondents for two important American papers reveals. F. A. MacKenzie of the Chicago Daily News and Francis McCullagh of the New York Herald have had to leave the borders of Russia in order to cable news about Russia that told the truth.

It is apparent that the overtures recently made by the Association of Foreign Correspondents at Moscow, of which Mr. MacKenzie is president, have failed to find appreciative response from the Soviet government. The correspondents' organization, as told in The Fourth Estate two weeks ago, had approached the Soviet commissar for foreign affairs with the idea of obtaining modification of the censorship, even inviting Commissar Tchitcher in to appoint one of his staff to become an honorary member of the correspondents' association.

How little an effect this had on the Russian dictatorship is vividly demonstrated in a dispatch Mr. MacKenzie sent his paper this week. After stating that Premier Lenin's death is only a matter of a short time, and that the news has been kept from most of Russia itself, Mr. MacKenzie wrote:

"Because of certain difficulties with the Russian censorship I have come over to Warsaw from Moscow, but expect to return later this week. Formerly lenient, the Soviet censorship has recently become exceedingly strict, as to expression of both fact and opinion. There have been several hectic scenes between the censor at Moscow and the foreign newspaper correspondents. One correspondent tore up his copy and threw the fragments on the floor after the censor had finished making his excisions. "If all the correspondents treated their work in that fashion I should keep (Continued on Thirtieth Page)
PERRY AND GUEST WELcomed BY PENSACOLA.

ENTHUSIASTIC WELCOME GIVEN TO DR. ALBERT SHAW ON VISIT TO FLORIDA CITY — NEWSPAPER DEVOTES ENTIRE PAGE TO ACCOUNT — AIRPLANE NEWS FOR CUTS.

Dr. Albert Shaw, editor, essayist and publicist, who was the guest recently at Pensacola, Fla., of John H. Perry of the Perry-Lloyd Jones Newspapers, was given a rousing welcome by Pensacolans. The Pensacola Journal, one of the Perry-Lloyd Jones newspapers, devoted an entire page on April 1 to welcoming Dr. Albert Shaw.

Dr. Shaw was born July 23, 1857, at New London, Ohio. He received his education at Johns Hopkins University, preparing himself for his chosen profession of journalism. In 1884, he joined the editorial staff of the Minneapolis Tribune, holding that position until 1891, when he assumed the chief editorship and management of the American edition of the Review of Reviews, which position he still holds.

PENN Sylvania Dailies Issue Valuable Book on County Industries.

The Chester Times and Morning Republican have issued a most valuable and useful handbook and almanac for 1923, giving ready reference pertaining to political, industrial and civic life in Delaware County, with authentic facts and figures.

The volume, which contains 166 pages, is not a one-man endeavor, but the product of many minds, each following a distinct trail. The work treats of the city of Chester exhaustively, but it is broader than mere municipal boundaries, the aim of the publishers having been to glean some useful data concerning every community in the county. On the cover of the hand book is a cut of the Times and Republican Building.

From time to time, as necessity may suggest, the present volume will be revised, amended and amplified, and it and its successive numbers should make a useful series of books well worthy of preservation.

JOSEPH GARRETSON Quits Newspaper Field.

Because of ill health, Joseph T. Garretson, for twenty-four years managing editor of the Cincinnati Times-Star, and one of the best known newspaper men in the country, has left newspaper work. Moses Strauss, for many years city editor of the Times-Star, has been appointed to succeed Mr. Garretson.

Mr. Garretson has also withdrawn as president of the Associated Press Ohio Editors’ Association, to which office he was recently re-elected. Mr. Garretson became ill about a fortnight ago. His present plans are to retire to his home at Terrace Park, on the Little Miami River, and to rest quietly during the coming summer.

OHIO PAPER AWARDs CASH Prize for Poem.

The fifty-dollar prize offered by the Cleveland Plain Dealer for the best poem submitted during the month of February to its “Philosopher of Folly” column, conducted by Ted Robinson, has been awarded to G. A. Stevenson of Cleveland, for his poem, “Misalliance.”
**P. A.'s PLAY HOST TO NEWSPAPER WOMEN.**

**SOPHIE IRENE LOEB SPEAKS ON BEING SERIOUS IN ONE'S PROFESSION AND SAYS ANYTHING CAN BE ACCOMPLISHED BY THOSE SERIOUS IN THEIR WORK.**

A number of women writers for New York newspapers were the guests of honor last Saturday at a luncheon given by the Theatrical Press Representatives' Association at Keen's Chop House, New York. The speakers were Sophie Irene Loeb of the New York Evening World and Jane Dixon of the New York Evening Telegram. Other newspaper women present were,

SOPHIE IRENE LOEB

Margaret Mooers Marshall of the Evening World; Zoe Beckley of the Mail; Eleanor Stanton, Sun; and Sarah McCougall of the Sunday World.

The speakers were introduced by Commander Wells Hawkes, well-known press representative and president of the American Press Association, who declared the object of the open luncheon was to have talks by persons who could give press representatives something to think about, and also as a token of the cordial relations between the women who edit and write and the men who send them.

Nellie Revell now confined to St. Vincent's Hospital, who is a charter member of the organization, sent a bright and interesting letter which was read by William D. Coxey, and in which she wrote: "I have always loved the smell of copy and printer's ink, and I have also loved the theatre with its romance and color and I could be happy with either, were father fair charmer away."

Miss Dixon spoke of the pleasant relations existing between newspaper and press representatives, and said it was a splendid thing to be able to look to the latter for new ideas.

Miss Loeb talked emphatically on being serious in one's profession, and said that anything can be accomplished by men and women who were serious about their profession.

**MEGERTHALER ENGINEER TALKS ON THE LINOTYPE.**

John R. Rogers, consulting engineer of the Mergenthaler Linotype Company, delivered an interesting illustrated talk on the linotype for members of the Type Machine Engineers' Guild of Chicago.

Mr. Rogers, who has been identified with the makers of the linotype almost from the beginning of the company and who has played a leading part in the development of the master composing machine, discussed the history of the linotype and took it up step by step the evolution of the linotype from the single letter machine to the much more versatile and wider ranged models in use today in sixty-three different countries, and producing correct compositions in half a hundred different languages.

In speaking of the world influence of the more than 45,000 linotypes manufactured Mr. Rogers called attention to the fact that in Japan English newspapers are produced on the linotype by native operators. In China more than twenty job offices and newspapers use the machines. India has over one hundred linotypes, nearly all operated by natives only, who have a slight knowledge of mechanical principles and of the English language. Linotypes are in use in Managua, Brazil, a thousand miles from the mouth of the Amazon River; in La Paz, Bolivia, more than 13,000 feet above sea level; and in all other cities of importance in South America, including Puntà Arenas, the most southerly inhabited town in the world; in several cities in Alaska; in the Philippine Islands; in the Hawaiian Islands; in the West Indies; in Fiji; in the Galapagos Islands; in many cities in Siberia; in the principal cities of both north and South Africa; in Nairobi, British East Africa; and the heart of the big game country.

A battery of linotypes is in operation in the Vatican, at Rome; more than a dozen battleships of the United States Navy have master composing machines aboard, and Linotypes are used by the government printing offices of more than forty countries.

If the average yearly output of all of the above-listed cities today were placed in a line, the line would extend around the sun and back to the earth again; or it would reach the moon and back more than two hundred times. If the machines were placed side by side they would cover forty miles of space. Topping of four thousand booksroom either they could make possible the composing of four thousand books in a single day.

**NORWALK, CONN. a city of 29,000 population with prosperous suburban communities.**

A large majority of the residents of this busy and industrious town, own their own homes. The nine banks in Norwalk have deposits to the amount of $25,000,000, almost $1,000 per capita.

**THE HOUR is a fully equipped "big town" paper, having the full leased wire service of the International News Service and operating five Intertypes, Ludlow Typograph, Slug Caster and a 24-page Hoe press.**

"EVERY HOUR is BUYING HOUR with the READERS of the HOUR."
TWO 'NEWS-ES' ARE PART OF TEXAS HISTORY.

GALVESTON DAILY NOW OWNED BY W. L. MOODY, JR.

An American journalist, W. L. Moody, Jr., was made on March 22 last that W. L. Moody, Jr., trustee, of Galveston, had purchased the property from A. H. Belo and Company, former publishers.

The change in ownership ended proprietary rights held under the name of A. H. Belo & Company since that corporation was organized in 1881 and a lineage of possession handed down from 1866, when the late Colonel A. H. Belo first acquired an interest in the publication.

The Galveston News was established on April 11, 1842. To those familiar with Texas history, and especially with the development of newspaper making, this length of service carries remarkable significance. It means that when the News first came off the press, Texas was a republic, a wilderness domain just emerged from the domination of Mexico; it means that in the columns of the News was heralded the fact of statehood in the union, and that the paper survived during the gruelling period of the civil war and the subsequent reconstruction days.

That the News marched hand in hand with the later progress of Texas the present existence of a daily journal honored by state and even national prestige bears testimony.

The story of how the policy of the News primarily to record current events in an accurate and impartial manner, and how this policy was vindicated by success, forms one of the most interesting studies in the history of American journalism.

Except for the name, the News may properly trace its existence back to March 26 1841. Samuel Bangs, a printer who first visited Galveston island with Jean Lafitte, the gentleman buccaneer, on that date started the Daily Galvestonian, of which George H. French was editor. The paper suspended publication early in 1842, but before its demise became the property of George H. and Henry R. French.

Unwilling to abandon the business of a publisher, George H. French in April, 1842 revived the paper under the name of the Daily News. Thus began the News.

Willard Richardson, the man who more than any other influenced the destiny of the News during the formative period, became its editor in 1844.

Colonel Belo, a young North Carolinian who had served during the war as a lieutenant colonel of cavalry, came to Texas to build up his war-time fortunes and in September, 1865, joined the News. He was admitted into partnership on March 21, 1866. From that time on Col. Belo rapidly advanced to a position of leadership in direction of the paper's business affairs and in 1876 was elected president of the company.

Under Colonel Belo's foresighted direction the News continued to prosper and it was decided to establish another paper in North Texas. After much deliberation and selection the Dallas News began publication on October 1, 1885. Colonel Belo, now president, was made general manager of A. H. Belo & Company, as business manager.

Mr. Dealey began his connection with the News at Galveston as office boy in 1874, became foreman of the mailing room in 1882 and in 1886 was elected an editor. The Dallas News began publication with George H. French, now general manager of A. H. Belo & Company as business manager.

Mr. Dealey had risen in the company to a position of leadership in the affairs of the paper and in 1919 was elected president of the company.

N. Y. DAILY NEWS
HALF TONES
Best in the World

Made by POWERS
NEW PROCESS

GEORGE B. DEALEY.

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in Stock for Immediate Shipping
by Selling Houses Conveniently Located

AMERICAN TYPE FOUNDER'S COMPANY

An Injury Done Cannot Be Undone
Prevent Accidents With
CUTLER-HAMMER SYSTEM

Printing Press Control
"Safest in the World"

Times Building
Chicago, Ill.

Branch Offices—Principal Cities

AUTHOR ADDRESSES FORUM AND VOCAL PRESS.

Channing Pollock, author, former dramatic critic and originator of the "dollar theater" idea, talked of his plans Tuesday to about 200 members of the Forum and Vocal Press, at its rooms in Madison avenue, New York.


HAVE YOU TRIED HOE PRESSROOM SUPPLIES?

In the field of Small Supplies as well as Large Machinery, Hoe Quality is Supreme.

We carry a complete line of Plate Making Machinery, small tools and supplies including:

Blanketing Chemicals
Matrix tines Routers bits
Paste powder Router blades
Brushes Gauges, etc.

Write for prices
R. HOE & CO.
504-520 Grand Street
New York, N. Y.

7 Water St. 887 Tribune Bldg.
Boston, Mass. Chicago, Ill.
MORNING PAPERS GAINED WHILE EVENING LOST.

NEW YORK NEWSPAPER'S POST OFFICE STATEMENTS SHOW 48,336 INCREASE FOR A.M. PAPERS IN SIX MONTHS WHILE EVENING TABLES FELL OFF 560.

Morning newspapers in New York gained 48,336 in circulation in the six months period ending March 31, while the evening papers dropped 560, examination of the post office statements just rendered shows. The figures are as follows:

<table>
<thead>
<tr>
<th>Paper</th>
<th>March 31, 1923</th>
<th>Sept. 30, 1922</th>
<th>Gain</th>
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<tbody>
<tr>
<td>Times</td>
<td>370,266</td>
<td>356,671</td>
<td>13,595</td>
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<td>American</td>
<td>430,409</td>
<td>425,371</td>
<td>5,127</td>
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<td>Herald</td>
<td>170,257</td>
<td>152,078</td>
<td>17,178</td>
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<td>Tribune</td>
<td>131,613</td>
<td>127,161</td>
<td>4,452</td>
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<td>Commercial</td>
<td>12,462</td>
<td>11,701</td>
<td>761</td>
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<td>Journal</td>
<td>21,094</td>
<td>19,982</td>
<td>1,112</td>
</tr>
<tr>
<td>Telegraph</td>
<td>39,400</td>
<td>44,613</td>
<td>5,213</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,150,620</strong></td>
<td><strong>2,102,284</strong></td>
<td><strong>48,336</strong></td>
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EVENING PAPERS.

<table>
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<th>Paper</th>
<th>March 31, 1923</th>
<th>Sept. 30, 1922</th>
<th>Gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post</td>
<td>32,694</td>
<td>32,318</td>
<td>376</td>
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<td>Sun</td>
<td>175,190</td>
<td>175,937</td>
<td>747</td>
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<tr>
<td>Telegram</td>
<td>111,088</td>
<td>119,431</td>
<td>8,343</td>
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<td>Journal</td>
<td>643,489</td>
<td>622,749</td>
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<td>Mail</td>
<td>144,135</td>
<td>161,215</td>
<td>17,080</td>
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<tr>
<td>World</td>
<td>277,853</td>
<td>265,049</td>
<td>12,804</td>
</tr>
<tr>
<td>Globe</td>
<td>159,786</td>
<td>166,196</td>
<td>6,410</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,546,335</strong></td>
<td><strong>1,546,896</strong></td>
<td><strong>560</strong></td>
</tr>
</tbody>
</table>

HOW CHICAGO TRIBUNE RUNS ITS LIBRARY.

Miss Mildred Burke, librarian for the Chicago Tribune, has indexed every book and document so that any Tribune employee looking for a moment any treatise on religion, philosophy or any other subject. The files have been systematized so that anyone who can read has no difficulty in getting the paper for which he is searching.

The modern newspaper endeavors to base its statements on facts. It is not long ago that people in general depended on magazines for the current events and held to the opinion that newspapers were unreliable, says Miss Burke.

Today as many as half a dozen editions of a paper may appear, with the accompanying speed libraries for the Chicago Tribune, have indexed every book and document so that any Tribune employee looking for a moment any treatise on religion, philosophy or any other subject. The files have been systematized so that anyone who can read has no difficulty in getting the paper for which he is searching.

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A Treasure in Facts and Ideas—

The ultimate significance of the day-to-day developments in journalism and advertising strikes home only when you see them spread upon the record.

Facts and ideas are the tools of both professions. Day by day and week by week they expand and increase, becoming in time trends, movements, and customs.

The when, the how, the who, and the where are spread upon the record in the

BOUND VOLUMES OF THE FOURTH ESTATE

Its pages teem with the accurate record of men, methods and masterpieces—not only pictures of the events but mirrors of their inspiration.

From then come new facts and new ideas such as underlie all progress—a solid block of irreducible knowledge and practical help.

Let us tell you how to

Bring The Treasure Home.
HEARTY WELCOME FOR HEARST IN BALTIMORE.

GOVERNOR, MAYOR AND BUSINESS MEN HONOR NEW OWNER OF BALTIMORE NEWS AND AMERICAN AT DINNER—WARM WELCOME HOME FOR PUBLISHER J. E. CULLEN.

Baltimore extended a remarkable welcome Tuesday evening to William Randolph Hearst at a dinner at the Emerson Hotel given by Mayor Broening in celebration of Mr. Hearst's purchase of the Baltimore News and the American. The dinner was given in the name of the people of Baltimore, and resolved itself into a notable journalistic event.

"Welcome home" was the greeting to John E. Cullen, who returns to Baltimore as Mr. Hearst's newspaper representative in charge of both properties. Mr. Cullen, in a brief speech, told how deeply he had been touched by the greeting accorded by his home town.

Mr. Hearst said that his entry into Baltimore was also somewhat in the nature of a homecoming, his family in both branches having been Southern people. But, he added, "It isn't a homecoming, but I feel about coming to Baltimore; the important question is how Baltimore feels about it."

Of the nature of this feeling he was assured. On behalf of the city Mayor Broening metaphorically extended the hands of hospitality; for the state, Governor Ritchie spoke words of warm felicitation; as the dean of the newspaper fraternity of Maryland, Gen. Felix Agus expressed the pleasure of the fourth estate on Mr. Hearst introducing his methods and policies of journalism into Baltimore.

The achievements of Mr. Hearst in the newspaper world and his ambitions for his Baltimore newspapers were recited by Arthur Brisbane and Mr. Cullen spoke more in detail of the relations between Mr. Hearst's Baltimore papers and the city itself.

As head of the American for 57 years, General Agus described to Mr. Hearst its history and its active participation in all the great events of the nation from before the days of the Revolution, and rejoiced that the old and honored paper had come into the hands of "one who by his own industry and progressiveness holds such a high place among the publishers of America."

Charles H. Grasty, as former publisher of the News, also voiced grate-
The Fourth Estate

CHESTERFIELD CIGARETTES
CHOSE
THE SENTINEL
Established 1870
TO COVER
NORWALK, CONN.
because—it is the surest and most economical way to cover this community of home owners and prosperity.

—it is THE paper that goes into the family circle.
because other national advertisers have found it a good investment.

E. L. & A. L. GOLDEN, Publishers
SOUTH NORWALK CONN.

This may be radicalism, but it is constructive radicalism, conservative radicalism. It makes for the preservation of our liberties, the protection of our properties and the perpetuation of our American institutions.

MAYOR AND GOVERNOR STRESS GOOD NEWSPAPER'S VALUE TO THE COMMUNITY.

Mayor Broening said in part: "Mr. Hearst, Baltimore appreciates the confidence you show in assuming the ownership of the American and the Baltimore News, and the evidence of your faith in the city's future possibilities. We may be a bit slow in getting familiar with a newcomer, but once we are convinced that the person we meet is worth while, as we expect such a person to feel toward us, then the friendship of Baltimore is manifested itself in boundless and countless ways and proves that friendship is vital, fervent, actual reality. "Like you, many others have come, have been impressed with Baltimore's advantages and have remained, establishing their business enterprises and are now among its strongest advocates.

"You come to Baltimore at a most opportune time. I am the head of a vast advertising business, a proprietor of two big newspapers. You have come to the right place. Baltimore was the pioneer in the newspaper line, in fact one of the very papers you own, the Baltimore American, is held to be the oldest daily continuing newspaper in the United States, having had a continuous existence since 1772, with a solitary exception, September 12, 1814, when the paper and his staff shut up shop. Shouldered their muskets and marched off to help defeat the British at North Point."

Besides welcoming William Randolph Hearst, Mr. John E. Cullen of The Baltimore Sun, the New York Times of the News and the American and promising co-operation with Mr. Hearst in the development of the state, Governor Ritchie in his speech on the relations between the press and the people and their government, paying high tribute to newspaper men from his experience with them.

"It is not very often, Mr. Hearst, that an occasion arises in which the citizenship of a city like Baltimore assembles to welcome some one who has decided to cast a large portion of his interests with them, said Governor Ritchie.

"Perhaps those of us who are actively in public life realize what a newspaper does to a community, its helpfulness, its constructive service, more than others. But perhaps those of us who are actively in public life realize the importance of the right kind of publicity along other lines more than a good many of you gentlemen who are not actively in it realize.

"I am very glad to be able to take advantage of this opportunity for just a moment of saying that I think of the striking things which came to my mind is the absolute fairness of the average newspaper. I have anything, I have less patience with the man in public life, or in any kind of life, who is all that time worrying that the newspaper is not treating him fairly, who is not getting the kind of deal that he ought to have because the facts are not being presented in the press in a way as they ought to be.

"I do not agree with him. There may be some papers that are not fair, perhaps most papers at times may not be fair, if so they are doing nothing but shaming the whole human frailties that are always shown.

"My observation of newspapers and my experience with them is that all of them give to the man who comes into contact with them exactly what they deserve and in the long run give them good, if they deserve it, and give them ill if they deserve it.

"If I may say one other thing in the same connection it is the fact very largely to the very splendid caliber of most of the newspaper reporters, around whom the work of a newspaper is built.

"It is really right strange for us to feel in Baltimore that a couple of weeks ago to most of us William Randolph Hearst was but a name. It was a name that we knew was attached to one of the great and successful constructive publishers of the country, but it was not a name that we associated with ourselves locally or thought that we could associate ourselves locally with.

"And yet overnight the change has been wrought and in that short space of time we find many of Baltimore's best here tonight taking pleasure in the privilege of welcoming you and showing you what little honor we can on this occasion.

WORDS OF PRAISE FOR CULLEN.

"I do not know anything that gives us in this city more genuine pleasure than the fact that our papers in Baltimore are going to be under the direction of Jack Cullen and Mr. John E. Cullen."

"Mr. Cullen has been in the newspaper business for years before and then, after other activities for a few more years, he went out to Milwaukee... for you... I know I am simply saying what is in the heart of everybody here, that we were all very much disappointed when he left.

"We were distressed when he left because we were not only losing a real friend, but we thought we were losing a man who is a real fighter in the community, because this community, like all others, has its groups and its crowds—perhaps you would not call them factions—but it has its groups that work along together with each other.

"It is not very often that you find one that belongs to one group who is friendly to the other group. I think Jack Cullen is one of the exceptions. I do not know of any newspaper men, business men, whose affection and respect 'Jack' Cullen did not have.

PUBLISHER CULLEN RESPONDS TO ENTHUSIASTIC GREETING FROM HIS HOME TOWN.

To a double welcome, both personally and as Baltimore representative of William Randolph Hearst's newspaper enterprise, John E. Cullen spoke freely and earnestly as follows: "I have been as happily coupled with wealth as Mr. Hearst has," said Mr. Cullen. "Probably if I steal with his successful organization that handicap might come to me in years. General Agnus, I was at the get together... I get greater joy out of anything, even that... in four months of my life, that four months that I have spent in Mr. Hearst's organization.

"When I left Baltimore some of my friends thought I was turning my back on big opportunities. As a matter of fact, some one had opened the door to the best opportunities I have ever had..."

"The very name of a Hearst newspaper to Baltimore is in my mind, a much bigger and better thing than the word 'advertising' or any of the other splendid things that the board of trade and other civic and commercial bodies of this city have done. There is not anybody in Baltimore who stands for Baltimore and whose ideas are for the progress and the betterment of the citizens of Baltimore. I cannot welcome a Hearst newspaper.

"But the fellow who has got something to go across to the public, the town, is going to find it mightily difficult to welcome a Hearst newspaper, because that has been the story in every city in which a Hearst newspaper has ever gone.

GENERAL AGNUS FELICITATES BALTIMORE AND MR. HEARST ON NEW OWNERSHIP.

Rejuvenation of the veteran Baltimore American in the hands of William Randolph Hearst was the vision in the mind of General Agnus, for over half a century the head of that newspaper. and he observed that during the oldest newspaper of the country had come into the hands of a master publisher.

"For more than half a century..."

"To you, Mr. Hearst, I may say that I had the pleasure of meeting your distinguished father, the senator from California, and also your good mother whose great liberality to one of the doll shows which I always..."

(Continued on Twenty-ninth Page)
This week's news from Russia brings to mind a vivid mental picture of a patrician Gulliver in the hands of the Lilliputians. So strong are the chains which manacle that benighted nation to the level of the Middle Ages that representatives of the world press find it forced to flee to a neighboring country to file dispatches that tell the truth.

Dr. V. S. Mackenzie, correspondent of the Chicago Daily News, made journalistic history this week. He cabled this week from his refuge in Warsaw. Although his story dealt with details of revolution and counter-revolution within the benighted nation, the most revealing information it contained was the describing the tsarist censorship.

The mysterious disappearance of the New York Herald, is now out of Russia, sending his newspaper the real Russia, not the mellow, ever and anon, at the strange children of the Press. It is obvious that the censorship is at work.

"Uplifter Nichols has introduced a bill which, if it is enacted, he says will make the newspaper business a profession. Bless the little man's soul, it is a profession and has been for 200 years, and no one, not even Greeley and Charles Dana—one of the noblest, most honorable and patriotic of the Press—ever dared to propose for consecutive insertions when paid in advance: One month, 10 cents; two months, 15 cents; three months, 20 cents; six months, 80 cents; one year, 120 cents.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction board for examinations, Office Necessities, 20 cents an ad. Even the plumbers and the cabbies are protected. Situations wanted, 15 cents an ad. Please send cash with order.

Fraudulent or questionable advertising is excluded and the publisher reserves the right to edit all copy so as to conform with the rules and policies of the paper.

For advertising rate, forms, etc., see page 8. Advertisement space should be reserved as early in the week as possible to insure position. Forms close Thursday. Advertising Rate, 50 cents a column inch. Rates on cut lines to the page, $2800.

From cover, double page, back cover and forward of 10th page, 50 cents per line.

Smaller advertisements in special position, call for separate rate.

Discounts for consecutive insertions when paid in advance: One month, 10 cents; two months, 15 cents; three months, 20 cents; six months, 80 cents; one year, 120 cents.

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Advertsing "PEP" COMES A SERIOUS CROPPER

A department store in Hamilton, Ont., discovered that it wanted more pep in its advertising. It subscribed to the services of a advertising specialist, but the result was disastrous. The store is going to appeal the verdict. But Miss Garland's views as to what a store should advertise are pretty good advice.

THE COMPLETE ANSWER TO CRITICS OF THE PRESS

Hardly a day passes that does not bring some criticism or other from various elements or factions that have ideas as to how the newspapers should be run. In most of these, however, we find that the persons who are not even remotely likely to study the matter, called upon to direct a publication, so that there is little danger that they will learn the fallacy of their theories by experience.

The editors who perform the tasks of journalism and cope every day with the common and uncommon problems of mankind are therefore left plugging away with only criticism from the wise ones. 

Mrs. Osborne Leonard, who lives outside London, has astonished Sir Francis Newbery, noted in the Daily World, of which Eugene Loring is publisher and editor.

Mr. Newbery, who with the Papal States decided to pass a bill to control the press, is treating the subject quite seriously. If the bill is not passed, the Press will be left in the hands of the public.
Mr. and Mrs. William Randolph Hearst were received at the White House Tuesday afternoon. Mr. Hearst talked with President Harding more than an hour. Mr. and Mrs. Hearst were entertained at luncheon by Edward B. McLean, owner of the Washington Post and Cincinnati Enquirer, and Mrs. McLean.

Chester C. Yelland, editor of the Sheffield, Iowa, Press, has become postmaster of Sheffield.

R. H. Richards of the Wichita Beacon, was given seventh place in the Kansas Authors' Club short story contest. Mr. Richards' story was entitled "All in Knowing the Man."

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The Rev. Arthur Herbert, formerly pastor of St. Mark's Lutheran church, New York, has been installed as executive secretary of the American Lutheran publicity bureau, a national organization of the Lutheran churches affiliated with the Missouri synod.

Major E. B. Staliman, publisher of the New York Sun, was in Washington during the week.

David A Murphy, formerly with the Associated Gravure Corporation, is the author of a new book, "The Eighteenth Amendment," published by the Century Company. Mr. Murphy is well-known in the newspaper and advertising field, having been active in newspaper and syndicate work for sixteen years. He is also the author of "Our Navy," and now has another book in the course of preparation.

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W. T. MULLALLY PRESIDENT OF SPHINX CLUB.

"Ladies Night" was observed last Tuesday in the Washington Towers, New York, by the Sphinx Club, an organization composed of advertising men and advertising executives from every branch of that industry.

The following officers were elected just preceding the dancing: President, William T. Mullally, head of the advertising agency which bears his name; vice-presidents, R. F. Hunstead, publisher of the Brooklyn Standard Union; Dan A. Carroll, special representative; W. W. Hallbeck, Western Newspaper Union; Samuel H. Leith, Associated Farm Papers; John H. Hawley, Hawley Advertising Com-

STAFF CHANGES.

Ange A. Acree has left the copy desk of the Washington Times and is editor of the Fellowship Forum, a national Masonic weekly newspaper. Mr. Acree has been associated with the Washington Herald and the New York Times and magazine.

Miss Ruth Benet Coale has been appointed editor of the women's department of the Fellowship Forum.

William R. Shannon, who has been representing the American Exporter of New York, has become head of the advertising department of the Gage Publishing Company, publisher of the Electrical Record and Electricidad en America, and will cover the states of Ohio, Indiana, Illinois assistant in Kansas and for those publications.

John Reed has joined the editorial staff of the Sheboygan, Wis., Daily Press.

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Hearst Features
WORLD'S GREATEST CIRCULATION BUILDERS
INTERNATIONAL FEATURE SERVICE INC.
246 West 59th St., NEW YORK

WIRE NEWS
FOR EVENING AND SUNDAY NEWSPAPERS

INTERNATIONAL NEWS SERVICE
81 Spruce Street, NEW YORK

SPECIAL FEATURES
House Plans
Radio
Classified
Motor Hints
Track and Field
The Ad-route
Us Kids

THE INTERNATIONAL SYNDICATE
118 Guilford Ave., BALTIMORE, MD.

"THE HEALTHFUL LIFE"
by JOHN B. HUBER, A.M., M.D.
127 Fourth Street, New Brighton, New York.

A Week Day Feature.

"Dr. Huber discusses health topics in a plain, practical and sympathetic fashion—he is a public benefactor."

NATIONAL PUBLISHERS TO HOLD GOLF TOURNAMENT.
The National Publishers Association has been invited by Chauncey Depew Steele, president of the Briarcliff Lodge, Briarcliff Manor, N. Y., to hold a tournament on the golf course of the Briarcliff Lodge on Saturday, April 21.

WELL-KNOWN CARTOONIST JOINS WORLD STAFF.
Harold Tucker Webster, whose cartoons are known all over the country, has been added to the staff of the New York Evening World.

Mr. Webster was born in Parkersburg, W. Va. When he was a child his family moved to Tomahawk, Wis., where, it is interesting to note, in the village school Webster's marks in drawing were always the lowest. After a brief attendance at an art school in Chicago, Mr. Webster went to Denver and joined the Republican and then the Post, as a cartoonist, at a salary that ranged from nothing to fifteen dollars a week. A series of adventures in trying to get jobs on

"MY IDEA IS TO HELP THE SCHOOL OF JOURNALISM," EDITOR TELLS SENATE.
"Every man has an idea, and my idea is to do something for the school of journalism at the University of Oklahoma," said Edgar S. Bronson, one of the publishers of the El Reno, Okla., American, and

OKLAHOMA PAPER SUED.
The Oklahoma City News has been sued for $100,000 damages by K. Morrison for his statement of his conviction for violating the liquor law by a federal court.

The Stroud Democrat declares "nothing fails but the male when it comes to violating the law, but just give publicity to their illegal acts and you will see their fury armed."

EDGAR S. BRONSON.
secretary of the Oklahoma Press Association, in a talk before the state recently.

"It is for this purpose that I have decided to give $10,000 in cash and a valuable Indian collection to the state if it will appropriate $75,000 for a journalism building at Norman," said Mr. Bronson.

He reminded the senators that in this way he believed he was helping in producing better editors, and consequently helping to lessen the number of libel suits in the state. He also expressed the hope that his gift, the first of its kind to be given in the history of Oklahoma, would be an incentive to wealthy men of the state to make similar offers to the institutions of higher education.

NEWSPAPER EXPEDITION NOW IN WILDS OF SAHARA.
The Chicago Tribune is sending into the Sahara desert an expedition for the purpose of securing information, and possibly better developing the Timbuctoo country and the Algerian-Moroccan frontier about 800 miles southwest of Algiers.

The objective of the expedition is three months away and is located 2,000 miles across the sands to the southward. The finishing point of the trip is on the Niger river in French West Africa.

TRADE JOURNAL TO OBSERVE SIXTIETH ANNIVERSARY OF ORGANIZATION.
The American News Trade Journal, to celebrate its sixtieth anniversary, is planning a series of historical articles in the trade journal, which will cover not only the development of the news company, but also a fairly complete outline history of the publishing industry. Herbert Hungerford is editor of the publication.
AD CLUB PUTS ITS OWN ARMY IN THE FIELD.

MOBILIZED PRIMARILY FOR PURSUIT AND DISTRIBUTION OF USEFUL NEWS AND INFORMATION—THE AD CLUB MOST EFFICIENTLY ORGANIZED IN WORLD.

Ten "major generals" and one hundred "colonels" have been appointed by the Advertising Club of New York to head divisions of the club's membership in a new system for spreading news and information among the club's members. The plan will be operative next fall when the club moves into its new $500,000 home at 23 Park Avenue.

The system will be used to inform club members within an hour of important developments and news of interest to advertising men, through a series of telephone calls. The club membership can be quickly mobilized by it for charity or emergencies.

When the executive committee of the club, a few nights ago, President C. K. Woodbridge outlined plans for the system which he believes will make the club the most efficiently organized in the world. The officers and executives of the club will act as a general staff or headquarters. Directly subordinate to the staff are ten major generals. Each major general has ten colonels responsible to him, ten captains, and so on down the line until the entire club membership is accounted for.


Each general or colonel is in command of a section of the city and the officers serving under him are all active for the club.

The uses to which this system may be put are many, but here is one that will illustrate its efficacy: Mr. Smith, a captain of the club, meets Lord X, the distinguished English publisher at dinner one night and learns that Lord X has no engagement for luncheon the next day. He extends the publisher an invitation to speak at a luncheon at the club the next day, and at his first opportunity gets in touch with the general so they can talk it over. The general then calls up the ten major generals who in turn call up the colonels in their command, and so on, until every member of the club is informed that Lord X will speak at the luncheon the next day.

Many other such possibilities exist, and the club membership is acutely aware of the opportunities and benefits this system will afford.

HANSON CONTROLS MONTGOMERY ADVERTISER.

BIRMINGHAM NEWS PUBLISHER BUYS THREE-QUARTERS OF STOCK FROM MAJ. SCREWS’ ESTATE AND C. H. ALLEN—W. T. SHEEHAN RETAINS ONE FOURTH.

Victor H. Hanson, publisher of the Birmingham News and formerly advertising manager of the Montgomery Advertiser, has purchased a three-fourths interest in Advertiser. Mr. Hanson purchased the entire holdings of the heirs of the late Major W. W. Screws, amounting to fifty per cent of the total capital stock of the Advertiser Company. He has also purchased the one-fourth interest and will be associated with Victor H. Hanson, in the conduct of the paper, as vice-president and editor.

Mr. Hanson bought the Advertiser Company from the estate of W. T. Sheehan, vice-president and treasurer. Mr. Sheehan retains his interest in the paper, and Mr. Hanson will direct the management of the newspaper as president.

A meeting of the stockholders of the Advertiser Company resulted in the election of the following officers: Victor H. Hanson, president; W. T. Sheehan, vice-president and treasurer; R. F. Hudson, secretary and treasurer.

DO YOU NEED A GENERAL MANAGER, BUSINESS MANAGER, ADVERTISING MANAGER, ADVERTISING SOLICITOR, CIRCULATION MANAGER, CITY EDITOR, DECK MAN, REPORTER, LAYOUT OPERATOR, PHOTO-F'GRAVER, or any kind of help?

OR ARE YOU SEEKING A CHANGE?

The quickest way we know of to bring about your desires is to USE THE SMALL-AD DEPARTMENT.

Send along your ad and the promptness of results will surprise you. Advertisements of this nature are taken in every way, and will be a monument to the energy and efficiency of its leaders.

ST. LOUIS GLOBE-DEMOCRAT AWARDS CASH PRIZES IN AD CONTEST.

"What is a Want Ad?" was the question asked every employee of the St. Louis Globe-Democrat. Three prizes were offered for the best answers. The prizes were $25 for the best answer, $10 for the second, and $5 for the third. Each participant in the contest was permitted to suggest as many answers as he pleased. The total number of individuals who participated in the contest was 201, and the total number of answers received was 790.

The contest was very spirited and unusual interest was shown in evidence during its progress throughout the entire building, and every department of the newspaper was represented. The replies received have provided a large number of new ideas that are as easily adaptable to a classified promotion advertising.

F. Lansing Ryan, vice-president; Charles M. Houser, vice-president and manager; and Charles W. Nix, classified advertising manager, were the judges.

The first prize was won by Miss Blanche Ruhman, employed in the job press department. Her answer was—"A Want Ad is the most convenient method of becoming known to the greatest number of people in the quickest, surest and cheapest way."

The second prize was won by William G. Zink of the advertising room of the composing room. His answer was—"A Want Ad is the modern answer to the need of the multitude."

Joseph Traxler of the service and promotion department was given the third prize. His definition was—"A Want Ad is the shortest route to the phrase 'I need' and 'I have.'"

VICTOR H. HANSON.

FORMER NEWSPAPER MAN’S STORY APPEARS IN BOOKMAN.

Henry Goodman, whose story, "When the Tide Rises," appeared in the Bookman for March, is a former newspaperman. He was born in Romania and came to this country in 1900 at the age of seven. He was graduated from Columbia University and has taken his degree in the school of journalism. He then read copy on the New York Tribune and at the same time translating from the Yiddish stories of Raisin and Peretz which were being published in East and West, a New York publication no longer existing. Later Mr. Goodman went to the New York World as a reporter, and left there to enter publicity work.

THE MODERATE HERALD.

THE MODERATE HERALD is the new paper this week. Furnished full page matrices, black alone, black and red, and black and three colors; or, as the first page of a printed comic section.

HERALD-SUN SYNDICATE, 280 Broadway, New York
HELP WANTED

Mechanical Superintendent
Wanted—A good mechanical superintendent for newspaper plant. Must have had practical knowledge of all mechanical departments of a daily newspaper. Also, knowledge and experience in maintaining a high standard of printing and production, as well as handling men. Preference to one who can furnish satisfactory references. Address Box 5869, care The Fourth Estate.

Assistant Business Manager
A first class man 35 to 46 years and married (as assistant business manager), in charge of advertising. Must be of Norwegian descent and know Norwegian-American conditions in Northwest, as we publish a Norwegian language newspaper (The Decorah Posten, 45,000 circulation) besides doing commercial printing. Applicant must have had some technical experience in general office work and supervision. Give experience in detail, recommendations and state salary expected. A good opportunity for the right man. Address Box 5870, care The Fourth Estate.

Circulation Manager
Newspaper circulating through news dealers, wants to develop carrier system. Preference to those having morning newspaper experience. State age and last two positions. Address Carrier System, care The Fourth Estate.

Advising Director
Wanted: A first class man 25 to 45 years and married (as assistant business manager), in charge of advertising. Must be of Norwegian descent and know Norwegian-American conditions in Northwest, as we publish a Norwegian language newspaper (The Decorah Posten, 45,000 circulation) besides doing commercial printing. Applicant must have had some technical experience (as country weekly or daily publisher, and must be able to fill) in general office work and supervision. Give experience in detail, recommendations and state salary expected. A good opportunity for the right man. Address Box 5870, care The Fourth Estate.

Energetic Advertising Manager
In southern city of 75,000 population seeks newspaper second in circulation but with ambition and prospects of developing into dominant leader in its field. Unusual opportunity to capable man seeking permanent position with results—willing to travel. Must have past experience and record in selling advertising and give references. Address Box 5868, care The Fourth Estate.

SITUATIONS WANTED

Advertising Manager
If you are the publisher of a second, third, or fourth newspaper in your city and believe that your advertising volume is not on the increase, answer this advertisement for details as to your past record. For seventeen years I have a reading newspaper experience and my record is a good one. I am just finishing my work with a metropolitan daily and would like three weeks vacation before taking the notes. I am married and young. I have the initiative, enthusiasm and executive ability to produce the results that you demand.

Assistant Circulation Manager

Editor Wanted
Excellent future for highly qualified man to edit national monthly devoted to citizenship and discussion of political and economic social questions. Kindly give your experience and qualifications in detail. All applications will be considered equally. Address Samuel Adams, 621 Albee Bldg., Washington, D. C.

Circulation Manager
Morning newspaper near New York City, circulating through news dealers, wants to develop carrier system. Preference to those having morning newspaper experience. State age and last two positions. Address Carrier System, care The Fourth Estate.

Advertising Manager
Who knows the game from A to Z wants to make change to newspaper where there is a real future. Should you need a livewire, here's your man. Address Box 5378, care The Fourth Estate.

Assistant Advertising Manager
Two new special agencies available. With constructive daily and Sunday—morning and evening newspaper building experience on both small and metropolitan dailies.

General Manager Available
With constructive daily and Sunday—morning and evening newspaper building experience on both small and metropolitan dailies.

SITUATIONS WANTED

Business Manager or Advertising Manager
Making good now, and with long successful record under various circumstances, desires better and permanent connection. Young man, married, Metropolitan and Provincial experience. Positive producer. New location in the East. Address Box 5880, care The Fourth Estate.

Telegraph Editor or Reporter
Situation wanted by young man as either telegraph editor or reporter, morning or evening. Preferred. Address Box 5881, care The Fourth Estate.

Circulation Manager
Of more than twenty years experience with morning and afternoon papers; expert in organized and systematic sales, an enthusiastic worker and result producer; best references. Will consider either morning or afternoon paper not getting results. Address Box 5882, care The Fourth Estate.

Assistant Advertising Manager
Can inspire salesmen, especially trained to handle large metropolitan inside detail; experience covers promotion, classified, circulation; resourceful result getter, now employed, desires change. Highest references, both character and training. Address Box 5882, care The Fourth Estate.

SITUATIONS WANTED

$100 Reward!
If I can't handle your telegraph city and news desks better than the two or three men you are now paying $50 a week up. Either this is a bluff which will cost me some money or you are going to cut your payroll considerably. High, best references. Address Box 5883, care The Fourth Estate.

Advertising Manager
With constructive daily and Sunday newspaper building experience on both small and metropolitan dailies. Have demonstrated my executive ability in putting out a newspaper, a good organizer and can get the most out of the personnel and materials available. My record of results is for me. Have all the qualities of a hard worker and initiative. At present advertising manager of best paper in one of the largest cities. Married. Young. Want permanent connection. Address Box 5879, care The Fourth Estate.

General Manager
Trained executive, qualified by years of practical experience in every department, seeks opportunity as general manager. Desires a position in advertising, build circulation, supervise department, operate plant and business in general along economical and progressive lines. Highest credentials. Address Box 5380, care The Fourth Estate.

The entire business of the Minneapolis Advertising Specialty Company has been purchased by W. F. Bush & Co., St. Paul.

THE FOURTH ESTATE April 14, 1923

ADVERTISING FIRM SOLD.

The entire business of the Minneapolis Advertising Specialty Company has been purchased by W. F. Bush & Co., St. Paul.

The equipment of the Minneapolis agency has been purchased by W. F. Bush & Co., St. Paul. The Bush Company will enlarge its building this spring according to J. E. Hofbuuer, president.
April 14, 1923

SITUATIONS WANTED

For Sale a Punch in Your Display Advertising Space

by a "hot shot" Salesman with ten years behind his pen, and whose monthly figures tell the story. More space sold to customers than the "other fellow" says he ever would run. The secret is knowing how—when and what. It might take eight hours a day. It might take twelve. What is different is the space as the space is there.

My references from my customers tell their own story. Guarantee 2,000 inches weekly. Line of your staff, give me all the "chronicles," "dye-pot"; "don't believe in advertising," "went run," "no results from last ad," and then turn me loose on that crowd. I will "snow" your former records every month. Working but up the ladder I go.

My speed is 1,000 inches from a grocery store in one week, and I have an average business of $200.00 a Saturday. Let him tell you. A man's store whose cash register is telling a mighty tale. A drug store that is stepping a lively pace.

I carry a rugged range of English, rough and ready, double-barreled, deep-chested, built for storm and strife. A gentleman Jim-crouch and tender, according to circumstances—rushed with a hollow ad, and a riot with a man's. Revealing polish, but concealing that "landing" punch—tailed for speed but built for blizzards. The rough kind are as soft as a Government job, my finish as tough as a thumbscrew to your service.

My character is plain. My age is 24, my salary $100.00 a week. Put together with workmanship that is a genuine joy for your bookkeepers and you behold I come high but I come through. Don't write me your IP's I'll all, prove my punch. Prove years. Write me Box 5851, care The Fourth Estate. Unless you can pay the price don't write.

Composing Room Foreman

Experienced with evening (8 edition) daily, with Sunday and bulldog; thoroughly competent, sober and industrious; (union); handling battery of 8 lines, 2 motors, and Thompson; running day, nine and night shifts; employing 90 to 100 journeymen. A-l references. Address Box 5860, care The Fourth Estate.

SITUATIONS WANTED

START RIGHT.

To those who intend entering the publishing field I offer the benefit of my practical experience of twenty-five years in the trade paper field.

I CAN FIND THE REASON.

If you are now printing a weekly or a monthly and it is not as successful as it should be I can tell you why.

A practical printer, with successful circulation, advertising and office management experience. Write confidentially to Joseph A. Savadel, 106 Targee street, Stapleton, N. Y.

A REAL WESTERN PRESS CLIPPING SERVICE that actually covers the WEST.

Pacific Northwest Press Clipping Bureau
Seattle, Wash.

The greatest auxiliary news service in the middle west.

THE CAPITOL PRESS
Peoria, Ill.

Established 1912.

CHARLES HEMSTREET

PRESS CLIPPINGS

59 Park Place, NEW YORK

The problem of covering the Canadian field is answered by obtaining the services of the Dominion Press Clipping Agency which gives the clippings on all matters of interest to you, printed in over 94 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.

74-76 Church Street, TORONTO, CAN.

At your service, THE IMPROVEMENT BULLETIN, reaching architechts, contractors, engineers and builders throughout the Northwest. $100 circulation, and growing constantly. Incluision list is a Buyers list, reputable and virtually hand-picked. Sample of the Bulletin sent on request. DAILY CONSTRUCTION NEWS, publishing news of building projects, live leads for salesmen, $60 a year. WESTERN PRESS CLIPPING EXCHANGE, first class clipping service for trade papers and individuals. Write us at Minneapolis, Minn.
FOR SALE

Stereotype Machinery
For Sale

Metal Pot, Pump & Pyrometer $200
1 double Steam Table—Gas
Heat 300
1 plate fencing
1 Dross Refining Pot 1,000
1 Cast box 250
1 Goss rocker casting box 250
1 Goss shutter casting box
with 3 H.P. 2 phase 60 cycles
General bit names and addressees
200 volt—15 in.
1 Goss Shaver with 3 H.P.
2 Phase 60 cycle motor
250
1 Goss Shipping Block 75
1 Hoe Equipoise Casting Box. 300
1 Hoe Shaver-Belt drive—14 in
200
1 curving pieces of plate making
machinery for 14½ in. cylinders.
Casting box, tail saw, shaver and
shipping block.

Observer-Dispatch Inc. Utica, N.Y.

Economy Chases

Eight Economy chases for 8
column, 12 in. Cost $20.00 each,
will sell for $10.00 each. Also
Brown folder taking 33x44 sheet.
Address: Daily News, Tarrytown, New York.

Statement of the ownership, management,
circulation, etc., required by the Act of Congress of August 24, 1912, of The Fourth Estate, published weekly at New York, N.Y., April 14, 1923, State of New York, County of New York, ss. Before me, a duly authorized officer in and for the state and county aforesaid, personally appeared
Frank W. Goodwin, who being by me,
having been duly sworn according to law, depose and say that he is the publisher of The Fourth Estate and that the foregoing is to the best of his knowledge and belief a true statement of the ownership, management (and if a daily paper, the circulation), of the aforesaid publication for the date shown above, namely, August 24, 1923, embodied in section 448, Postal Law, as printed on the reverse of this form, to wit:
1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher—Ernest F. Birmingham, 225 West 59th Street, New York, N. Y., Editor—Ernest F. Birmingham, 225 West 59th Street, New York, N. Y., Managing Editor—Sidney Heiss, 225 West 59th Street, New York, N. Y., Business Manager—Herbert R. Leibman, 225 West 59th Street, New York, N. Y.
2. That the stock and stockholders are: Owner—The Fourth Estate Publishing Company. Stockholders holding 1 per cent or more amount of stock: Ernest F. Birmingham, controlling stockholder.
3. That there are no bondholders, mortgagees, or other security holders.
4. That the above named persons are the only stockholders in the company, save the officers of the corporation named above, and that these persons control the corporation.

FOR SALE

Linotype Machines
For sale two Model No. 4 Linotype
machines, excellent condition. What is your best offer?
THE ARGUS CO., Albany, N.Y.

For Particular Printing, come to the
ALLIANCE PRESS
110-114 West 32nd Street, NEW YORK CITY

contain statements embracing applicant's full
knowledge and belief as to the circumstances
and conditions under which stockholders
and security holders who do not appear
on the books of the company as trustees,
hold stock in stocks and securities in a
capacity different than that of a bona fide
owner; and this affidavit has no reason to
believe that any other person, association,
or corporation has any interest direct or
indirect in the said stock, bonds, or other
securities than as stated by him.

ERNEST F. BIRMINGHAM,
sworn to and subscribed before me this 18th day of April, 1923.

Dominick Eulo, Notary Public.

My commission expires March 90, 1924.

MANAGER OF CALIFORNIA
CLUB TELLS VALUE OF PUBLICITY.

Publicity and community advertis-
ing, particularly through the
newspaper, was the subject of an
interesting talk before the
Los Angeles Chamber of Commerce by Thomas G. Arm-
strong, secretary manager of the
San Diego California Club.

The development of the community
advertising idea in California
was briefly traced by the speaker.
San Diego was the first city in this
country to embark on a systematic
community advertising campaign, and
the success attained was such that Los Angeles, great as that city has
become, is spending $250,000 to
attract home-seekers, and vis-
itors. San Diego is spending $400,000
for the same purpose.

As a result of the tremendous
amount of advertising now
peeping in Eastern and middle west-
ern newspapers he said, the eyes of
the country are in reality focused
upon California, he said. Every
community in the state is bound to benefit from the influx of home-
seekers and visitors, he declared.

Editor KILLED BY FALL.

Thomas S. Arnold, for thirty years
editor of the Longoria, Ohio, Re-
porter, fell over backward while
reaching behind his chair for a
paper, breaking his neck. He died
almost instantly.

Wanted—Sterotype Machinery
Want to buy anything in practically up-to-date stereotype machinery.

New Method Matrice & Plate Company, 473 Brunsweig street, N. Y. C.
The Fourth Estate

BOSTON'S newest and fastest growing paper the TELEGRAM

Largest Evening Circulation in Metropolitan Boston

Represented by

BENJAMIN & KENTNOR CO.
LOS ANGELES CHICAGO
Von Nuys Bldg.
Malleras Bldg.
225 Fifth Ave.

AD MEN'S POST OF LEGION BOOSTS FOR LONDON.

WILSON-LAWRENSON'S SPEECH ELICITS WARM RESPONSE—AMERICAN SOLDIERS WHO PASSED THROUGH LONDON BEST ADVERTISEMENT U.S. EVER SENT ABROAD.

Following an address by F. A. Wilson-Lawrenson of the Union Carbide and Carbon Corporation, president of the New York A. A. C.-of W., at Atlantic City in June of this year, the A. A. C. expanded its organization in the interest of newspapermen.

Western Editor of the News-Leader, Columbus, Ohio, was a student of the Missouri School of Journalism at the time this address was delivered. The address was given at the time the Missouri School of Journalism was established as a separate and independent department at the University of Missouri.

BUFFALO EXPRESS

Everybody who knows anything about Buffalo knows The Express IS ITS LEADING NEWSPAPER.

Local and foreign advertising rates are identical.

ASK ANY LEADING ADVERTISING AGENCY

FRAILICK & BATES, Inc.
Representatives in National Field
NEW YORK CHICAGO
The impressively visible lead maintained by The News in local, foreign and classified lineage year after year is possible only because of the advertised result to the advertiser.

The Indianapolis News

Frank T. Carroll, Advertising Manager
New York: Dan A. Carroll, 156 Nassau St.
Chicago: J. E. Lutz, The Tower Building

SON OF DRAMATIC CRITIC ON THE STAGE.
Harold Waldridge, who plays the role of Morris, the office boy, in Polly Pufn on the Little Theater, New York, is a newspaper family. He was born in New Orleans just a few years ago, and his father was dramatic editor and critic of the New Orleans Pufn. When Waldridge was sixteen years old he ran away to Oklahoma during the oil rush, remained there a few months and came to New York. He has appeared in several successful plays. In addition to his playing at the Little Theater, he is a student at Columbia University taking up English course, and also attends the lecture course of drama and dramatic art.

PAYING VISIT TO FRIENDS IN COLUMBUS.
John C. Eastman, publisher of the Chicago Daily Journal, was the guest for a few days recently of old friends in Columbus, Ohio, having taken “time off” a very busy career to renew his acquaintance.

Mr. Eastman was a student at Ohio State University, a member of the class of '85, and a few years later employed as a reporter on the staff of the Ohio State Journal. This was the beginning of his notable newspaper career through all its stages to the proprietorship of a metropolitan daily.

The Boston American

Is showing two gratifying results of its three-cent price.
It has the Largest Circulation in New England at that price.
It is taking on a Higher Grade of Advertising every month.

QUALITY AND QUANTITY Go Hand in Hand.

Kenneth Barnard, Advertising Club of the World, has been appointed director of the work of the committee. William P. Green, until recently director, has been made associate director.

Owing to overwork and an attack of grippe, Mr. Green recently suffered a nervous breakdown, and in returning to the work, he expressed a strong preference for lighter duties than those involved in the general direction of the movement.

Hugh Smith, who has for some time been secretary of the vigilance committee, has left, and Mr. Green will, among other things, direct the work which Mr. Smith has been doing, of organizing and serving better business bureaus.

Low Milline Rate
St. Louis
Globe-Democrat
Largest Daily Circulation of any St. Louis Newspaper

First in OHIO!
The Columbus Dispatch

JOLIET
The Pittsburgh of the West.
Surrounded by the most fertile agricultural region in the ILLINOIS border. Covered by but one daily newspaper, the

HERALD-NEWS
FRANKLIN P. ALCORN, Representative NEW YORK CHICAGO

BETTER BUSINESS BUREAU ADVANCES STAFF.
Kenneth Barnard, former secretary of the better business commission at Toledo, and more recently associate director of the national Better Business Bureau, will make the visit in his capacity as a newspaper man. He will study the strike and the conditions which led to it, in preparation of that like it is reported to be looming in America. He will make his report to associate director of the White House.

BURLINGTON, LEADING CITY OF VERMONT
Cover it comprehensively through the NEWS Every Evening

BRYANT, GRIFFITH & BRUNSON
Spec. Reps., New York, Chicago, Boston

REORGANIZATION OF THE LEXINGTON HERALD STAFF.
Robert J. Breckinridge, who has been for many years connected with the Herald, will probably visit Norfolk, England, in the near future, and in return to the work, he expressed a strong preference for lighter duties than those involved in the general direction of the movement.

The Marion Rotary Club will conduct a debate in May for the purpose of advertising “Marion, the Presidential City.” The Chamber of Commerce will be asked to subscribe $5,000 for advertising purposes, if following the debate, it is deemed wise to do so.

WOMEN WRITERS HOLD DANCE.
Newspaper and magazine writers, editors and authors, were guests of the Woman's Advertisers Club of Columbus, were guests at the weekly luncheon of the ad women last week. Miss Ray Thomas was in charge of the luncheon.

Clergyman Adresses add men at Mid-week Meeting.
Dr. Percy Stickney Grant, rector of the Church of the Ascension, was the speaker at the luncheon of the Advertising Club of New York Wednesday. Dr. Grant noted the greater part of his address to economics and the relations between capital and labor.

At the guest table, among others, were Cyrus H. K. Curtis, publisher of the Philadelphia Public Ledger; Louis E. Holland, president of the Associated Advertising Clubs of the World; William H. Rankin, head of the advertising agency which bears his name; and Barron G. Collier.

Special Easter Section.
The Oakland, Cal., Tribune, on March 31, issued a Special Easter section containing eight pages filled with advertisements of Oakland churches. The denomination holding Easter services. Joseph Russel Knowland is publisher of the Tribune, and Martin A. McDonald, is classified advertising manager.
From nothing—to
200,000
in Seven months
D E T R O I T
Sunday
T I M E S

Y O R K, PA.
POPULATION 60,000
"YOU’D LIKE TO LIVE IN YORK"
The York Dispatch
YORK’S ONLY EVENING PAPER

NEWS OF THE AD AGENCIES.
Miss Jean Elizabeth Roberts, recently with the Thompson-Belden Company, Omaha, has become a member of the copy department of the Charles A. Hall Company, Omaha.

B. H. W. Taylor has become production manager of the Drury Company, Omaha. He will also supervise accounts connected with the building and construction industry.

Bert W. Neu of the Neu & McGovern Advertising Agency, Madison, Wis., has purchased his partner's interest in the company and will continue the business under the name of Bert W. Neu Advertising Agency. Mr. Neu, before going into business for himself, was connected with the Miller & Craig Agency.

W. C. Van Bergen, formerly advertising manager of the Columbian Rope Company, Auburn, and at one time advertising manager of the Norwich Pharmacal Company, Norwich, N. Y., has joined the Snavely-Warner Company, Chicago.

Hugh Brennan and A. R. Eley have formed the Brennan-Eley Company at Chicago, with Mr. Eley, recently with the David C. Thomas company, Chicago, as vice-president. Mr. Brennan was formerly with the William Rankin Company. S. W. Paas is secretary of the new agency, and D. J. Carrol, formerly with the Chicago Tribune, has joined the service department.

Francis L. Plummer has left as vice-president and copy chief of Sherman & Lебair, New York, to conduct an advertising service under his own name, with offices at New York.

The Cincinnati Community Consists of an Area of 70 square miles with a population of 600,000... THE CINCINNATI ENQUIRER is the MEDIUM YOU SHOULD USE IN THIS UNPARALLELED MARKET. T. A. KLEIN 1109 1st St., New York 644 Fort Dearborn Bank Bldg., Chicago

New Jersey's Famous Manufacturing City PATERN PRESS GUARDIAN G. LOGAN PAYNE COMPANY Chicago, Los Angeles, Las Vegas, Payne, Burns & Smith New York and Boston

The advertising agency of Farnsworth, Brown & Schaefer, New York, has changed its name to Farnsworth & Brown. There is no change in advertising manager of Norris, Inc., Atlanta.

Jack Harris, formerly with the Northwestern Importing Company, Chicago, and I. Myler, formerly with the Charles A. Hall Company, was recently added to the contract department of the Bruce Morgan Advertising Agency, Chicago.

R. J. Potts, who has not been associated with the Madison & Kedzie State Bank, Chicago, has left to engage in the advertising business for himself. Associated with Mr. Potts is D. G. Bartlett, who will direct the art work.

Julien Field, formerly one of the members of the Field & Baker, a former Chicago advertising agency, has joined Aubrey & Moore, Chicago.

H. C. Sturtt recently national advertising manager of the Birmingham News, and previous to that with the Chicago Herald and Examiner and the Kansas City Star, has become vice-president and account executive of the George W. Ford Company, Atlanta.

The Hugh M. Smith Company, advertising, New York, has added its staff Harry F. Fuller, recently with the Westinghouse Electric Manufacturing Company, and formerly with Hoyt's Service, and the Philip Kobbe Company, New York.

C. M. Olmstead has joined the New York staff of the J. Walter Thompson Company. Mr. Olmstead conducted the C. Olmstead Advertising Service at Portland, Ore., and at one time was in charge of advertising for the Northwestern National Bank, Portland, Ore.

The advertising agency of Farnsworth, Brown & Schaefer, New York, has changed its name to Farnsworth & Brown. There is no change in personnel, Mr. Schaefer having withdrawn last January.

Rhey T. Snodgrass, formerly president and treasurer of Snodgrass & Gaynes, New York, and more recently with the Cowen Advertising Agency, has joined the advertising staff of the Cosmopolitan on April 16.

Harry H. Cromwell has become a member of the staff of the S. M. Maase Company, Cleveland, and has been incorporated under the name of the S. M. Maase Company, Cleveland, by Mr. Maase, president and treasurer, and K. H. Kolpe is secretary.

The advertising business conducted under his own name by S. M. Maase at Cleveland, has been transferred to the company's Toledo office.

AGENCY MOVES TO LARGER QUARTERS IN TERMINAL.


The new offices occupy the entire seventh floor and there are entrances on Forty-first and Forty-second street, an increase of fifty per cent over the former quarters.

NAMED AD MANAGER FOR CONVENTION.

J. L. Sperling, advertising manager of the Cleveland Trust Company, Cleveland, has been appointed chairman of the convention of the Financial Advertisers' Association, which will be held during the convention of the Associated Advertising Clubs of the World at Atlantic City, June 3 to 7.
The special features of the BUFFALO TIMES have made it the most popular newspaper in Western New York.

NORMAN E. MACK, Proprietor
VERRER & CONKLIN, Inc.
Special Representatives
New York, Detroit, Chicago, San Francisco

NEWS LEAGUE OF OHIO DAYTON NEWS SPRINGFIELD NEWS

The papers with the big circulations and commanding prestige.

I. A. KLEIN, Foreign Representative
59 East 49th St., New York
444 Fort Dearborn Bank Bldg., Chicago

THE rise of SPRINGFIELD NEWS...
HEARTY WELCOME FOR HEARST IN BALTIMORE.

(Continued from Seventeenth Page)
took great interest in contributed solargely to its success and helped make hosts of little children happy on Christmas Day. "So, as I bid you welcome, to Baltimore, I feel I am extending my hand to a son of old friends as well as to one who by his own industry and progressiveness holds such a high place among the publishers of America."

THE碣SUMER publisher of the News, Charles H. Grasty joined in the general gratification that William Randolph Hearst had acquired this newspaper, together with the American, and bespoke the confidence of the advertisers and the publishers under Mr. Hearst's ownership.

Mr. Grasty was able to get up for the purpose of associating myself with the good things that have been said about my son-in-law," Mr. Grasty said, "he is one of my boys, and the honor that has been paid him by Mr. Hearst I share.

"Mr. Hearst and I, perhaps, have differed; I, in my humble way to the greatest craftsman in the newspaper business, in method and policy, but I am glad to say that here I consider him the greatest craftsman in journalism on either side of the Atlantic, and I am glad to say a word about him personally. He is one of the most charming men and the best employer, perhaps, if I except my own employer, Mr. Ochs, in journalism, and he has a sense of humor that you will learn to appreciate."

In New Orleans it's the
New Orleans Item


HEART CLOSE-UPS REVEALED BY BRISBANE.

PUBLISHER STILL STAYS UP NIGHTS TO GET EARLY EDITIONS OF HIS PAPERS—HOW HE AND HIS EDITOR "GROWED" TOGETHER TOLD AT BALTIMORE.

Arthur Brisbane, editor of the New York Evening Journal and right bower of Mr. Hearst in the editorial staff of the Hearst's newspapers, provided a remarkable close-up of his chief at the dinner Tuesday night. Intimate glimpses of Mr. Hearst and his personality reveal that although he ranks as the biggest publisher in the country, and was born to wealth, he still burns the midnight oil and is a veritable slave to his work.

"I think the interesting thing in Mr. Hearst's career is that he has grown in spite of wealth," Mr. Brisbane declared. "Anybody can succeed in spite of poverty, because, if you do not succeed, you die. You must live. But to be born with the handicap of wealth, to have a rich father, to be born with millions around you knowing that you can do what you choose; to have a father with magnificent racehorses, magnificent real estate properties and great mines and to be able to go to anywhere you please and go to Paris, London, Moscow, and have your own plane made and your money put in the bank, that would be quite a temptation.

Mr. Hearst has worked. He has worked like a slave since his boyhood at Harvard. My father-in-law was his classmate in that institution. He came up with the present head of the Hearst newspaper staff. He worked on his own papers from morning to night when I ran the Evening Journal for him twenty-five years ago, and ran the morning American in New York.

"I went down to work about four o'clock in the morning, and he came back. We lived together on Lexington avenue in the same house. He came back from his papers at four o'clock in the morning.

"Every day he has at least fifteen or twenty men, the heads of all his newspapers, up at his house. He works with them up until two o'clock in the afternoon. He stays up at night to see the morning papers come out. He gives absolutely slavish, uniring effort to his papers, wears himself out—God alone knows why he does it.

"You have here a big man in the business. When Schwab came here you had a big iron man. You have in Mr. Hearst a newspaper man ten times as big as Schwab, because there are other iron men, but there is no other Hearst.

"I congratulate Hearst on having acquired these properties in a splendid city like Baltimore, and I congratulate the mayor when he spoke of getting a big league because he has in Mr. Hearst the man who is himself the big league of newspapers.

HARD TO REMEMBER ALL.

"I do not think I have mentioned all his papers, because, my wife is a mother of a large family—hard to remember all the children and I do not think Mr. Hearst himself has the memory to mention them all without hesitating. He works on them. He has his whole life in them, and I want to tell you something about his work—a thing I said one day to Brisbane Walker, who is my distant cousin, who owned the Cosmopolitan Magazine that Mr. Hearst now owns—and I will add a parenthesis there: When he bought it from Walker it had a circulation of 250,000 and sold for ten cents.

"Some gentleman who has since retired from the field by force of circumstances, remarked that, of course, Hearst understands a one-cent newspaper, but when it comes to bringing it up to something of its depth. And now that magazine has more than a million circulation and its price is thirty-five cents."

EXCELLENT RESULTS

obtained with tryout copy in the
PLAINFIELD, N. J.
Courier-News

Member Audit Bureau of Circulations and United Press.

Alcorn-Sequror Co., Representatives
New York, Chicago, St. Louis.
THE SYRACUSE POST-STANDARD

IS THE BIG, POWERFUL
result-producing medium of Central and Northern New York.
Average Seven-Day Net Paid Circulation
53,278
For Six Months Ending Jan. 1, 1928
Greatest daily circulation of any newspaper published in this part of the country.
Represented by PAUL BLOCK, Inc.
New York, Phila., Chicago San Francisco

THE JOURNAL
IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
New York, Phila., Chicago, San Francisco

DEATH TAKES WELL-KNOWN PAPER MAN.
Kennedy B. Fullerton, known to his friends as "the Judge," died last Tuesday, at Brookline, Mass., where he had recently made his home. Mr. Fullerton was the first secretary of this company, later becoming first vice-president and general manager. He was also one of the organizers of the St. Regis Paper Company, and for many years Mr. Fullerton sold the product of this mill.

In 1884 the Manufacturers Paper Company was formed by Mr. Pagenstecher, Mr. Fullerton and F. W. Bidwell. Mr. Fullerton was the first secretary of this company, later becoming first vice-president and general manager. He was also one of the organizers of the St. Regis Paper Company, and for many years Mr. Fullerton sold the product of this mill.

Mr. Fullerton retired from active business in 1915. Being interested in agriculture as a hobby, he passed his remaining years in developing a farm in West Hamption, between New London and Norwich, generally spending his winters in the South or in California. He remained as a director in the Manufacturers Paper Company and the Shawsheen Manufacturing Company until his death.

DEATH CLAIMS MICHIGAN NEWSPAPER PUBLISHER.
George T. Campbell, fifty-nine years old, veteran newspaper writer, for twenty-five years reporter of the Chippewa Falls, Wis., Daily Gazette, died recently in La Crosse, Wis. Mrs. Leary served as a nurse and interpreter with a Wisconsin unit in France.

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W. P. MCCAMMON, owner and former editor of the Milford, Ohio, Record, died at his home in Miami- ville, near Cincinnati, recently. He suffered an apoplectic stroke a year ago and was forced to retire from active management of the paper. Mr. McCammon was 65 years old.

DEATH TAKES WELL-KNOWN PAPER MAN.
Kennedy B. Fullerton, known to his friends as "the Judge," died last Tuesday, at Brookline, Mass., where he had recently made his home. Mr. Fullerton was the first secretary of this company, later becoming first vice-president and general manager. He was also one of the organizers of the St. Regis Paper Company, and for many years Mr. Fullerton sold the product of this mill.

In 1884 the Manufacturers Paper Company was formed by Mr. Pagenstecher, Mr. Fullerton and F. W. Bidwell. Mr. Fullerton was the first secretary of this company, later becoming first vice-president and general manager. He was also one of the organizers of the St. Regis Paper Company, and for many years Mr. Fullerton sold the product of this mill.

Mr. Fullerton retired from active business in 1915. Being interested in agriculture as a hobby, he passed his remaining years in developing a farm in West Hamption, between New London and Norwich, generally spending his winters in the South or in California. He remained as a director in the Manufacturers Paper Company and the Shawsheen Manufacturing Company until his death.

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April 14, 1923

The Fourth Estate

America's Foremost Jewish Daily
Reaches the cream of purchasing power of the Jewish element in America.

Essentially a home paper—written for and read by every member of the family.

THE DAY-WARHEIT

"It's National Jewish Daily."

Member A.B.C.
Main Publication Office: 188 East Broadway

NEW YORK

DALLAS EVENING JOURNAL
Published by A. H. Belo & Co.
Covers the afternoon field as completely as does the Dallas News in the morning. LARGEST AFTERNOON Circulation

D. LORENZ, Manager Eastern Dept.
726 Tribune Building

NEW YORK

EDITORS' MEETING AT WASHINGTON
APRIL 27-28.

(Continued from Second Page) the week of April 23-27, will go on to Washington for the first annual convention of the American Society of Newspaper Editors which will be held Friday, April 27, and Saturday, April 28.

Word from the membership of the American Society of Newspaper Editors indicates a good attendance and much interest is being shown in the subjects which are to come up for discussion.

President Harding will address the publishers at the banquet in the Willard Hotel on Saturday, and John W. Davis, president of the American Bar Association, will speak on "The Press and the Constitution."

GAME: THE FIRST and BEST IN OUR

BOSTON SUNDAY ADVERTISER
Over 500,000
(Net Paid)
Greatest Circulation that Boston has ever known.

The only Kansas Daily with a general Kansas circulation.

KANSAS is a rich, responsive field. It is best covered by the

TOPEKA CAPITAL

The only Kansas Daily with a general Kansas circulation.

Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.

Furnishes market data—does survey work—gives real co-operation.

Arthur Capper Publisher

THE JEWISH MORNING JOURNAL

An American newspaper read by the more intelligent and prosperous class of Jews in New York City.

Arthur H. Vandenberg, Grand Rapids Herald.
Joseph T. Garrettson, who has just left the Cincinnati Times-Star because of ill health, is also scheduled to speak.

The nominating committee has named the following candidates for the board of directors of the society in accordance with the provisions of the constitution:

Frank S. Baker, Tacoma Ledger.
Edward S. Beck, Chicago Tribune.
E. E. Booth, Grand Rapids Press.
Frank I. Cobb, New York World.
John S. Cohen, Atlanta Journal.
Charles H. Dennis, Chicago Daily News.
T. J. Dillon, Minneapolis Tribune.
H. R. Galt, St. Paul Dispatch.
Eric C. Hopwood, Cleveland Plain Dealer.
Harvey Ingham, Des Moines Tribune.
George E. Miller, Detroit News.
C. F. J. Mooney, Memphis Commercial Appeal.
James M. North, nor't Worth Star.
Edgar B. Piper, Portland Oregonian.
Ralph E. Stout, Kansas City Star.
J. T. Williams, Jr., Boston Transcript.
Casper S. Yost, St. Louis Globe-Democrat.

Officers of the organization are:

President, Casper S. Yost, St. Louis

General Manager, Michael Frishman, Chicago

原则上，这些文档与文档的自然文本表示一致。
TULSA NOW LARGEST CITY IN OKLAHOMA—

Population Increases in two years . . . 31½%

Present population 102,018
1920 Census . . . 72,075
GAIN (31½%) 29,943

EVIDENCES OF GROWTH—
Bank deposits increase 25.21%
Gas-Meters increase 4%
Mail volume increases 25%
Electricity consumed increases 18%
Telephone installations being made at rate of 400 each month.

TULSA IS—Educational center of Oklahoma.
Financial center of Mid-Continent Oil Field.

NATURAL RESOURCES—
Abundance of Coal, Lead, Zinc, Oil, Gas, Glass Sand.
Crops include all fruits, grains and cotton. Agricultural products of Oklahoma in 1922 more than $200,000,000.
Wealth—Richest city per capita in the U. S.
Great Poultry raising center.
Weather—More sunshine days than California.

The Tulsa Tribune
Published Evenings and Sunday Mornings

20% More Than Last Year

The policy of this paper, edited by Richard Lloyd Jones, has in the past three years won a place in the confidence of this people that makes it the best advertising medium in the entire state of Oklahoma.

GREATEST CIRCULATION REVENUE
Net Circulation Income Almost 2 cents Per Copy

No paper has a greater reader interest, as in its columns are carried the Gumps, Bringing Up Father, The Duffs, Old Home Town, Freckles, You Know Me Al, a Serial Story for the women, Burgess Bedtime Stories for children, state and local Society News first, oil, financial and sport, strong editorial page, and on Sundays four full pages of comics and 16-page magazine section with front and back in four colors.

TO MANUFACTURERS AND ADVERTISERS
To identify your products in this rapidly growing and wealthy state your message should be put to them through the columns of this newspaper which today ranks first in its field as to confidence, integrity and news interest.


The TULSA TRIBUNE
Payne, Burns & Smith, Inc., and
G. Logan Payne Co.,
Representing
THE TULSA TRIBUNE.

Daily and Sunday Circulation for MARCH
32,000

PERRY-LLOYD JONES NEWSPAPERS.

Foreign Advertising Manager
225 West 39th Street,
New York City.
Co-operating with representatives.
MAKING GOOD BUSINESS BETTER IN CHICAGO

As reflected in that infallible mirror of business in Chicago—the advertising columns of The Chicago Daily News—the "good business" of the latter half of 1922 is growing into better business in 1923.

Advertising in The Chicago Daily News for the first quarter of 1923, both in volume and in proportion of gains, shows a tremendous increase over the same period of 1922. This is indicative of booming business in Chicago and reveals one of its great contributing factors—liberal advertising by shrewd and experienced business getters in that medium to which the greater part of Chicago and its suburbs looks for advertising information and guidance—The Chicago Daily News.

The following statement of display advertising for the months of January, February and March, 1923, is striking evidence of The Daily News' leadership among the daily newspapers of Chicago in the following important classifications:

<table>
<thead>
<tr>
<th>Category</th>
<th>The Daily News First</th>
<th>The Daily Tribune next</th>
<th>The American First</th>
<th>The American next</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOOKS</td>
<td>34,685 lines</td>
<td>23,028 lines</td>
<td>82,154 lines</td>
<td>81,947 lines</td>
</tr>
<tr>
<td>CHURCHES</td>
<td>19,298 lines</td>
<td>6,377 lines</td>
<td>18,194 lines</td>
<td>19,298 lines</td>
</tr>
<tr>
<td>CLOTHING</td>
<td>545,711 lines</td>
<td>523,777 lines</td>
<td>142,581 lines</td>
<td>142,581 lines</td>
</tr>
<tr>
<td>DEPARTMENT STORES</td>
<td>1,523,686 lines</td>
<td>699,004 lines</td>
<td>48,287 lines</td>
<td>52,729 lines</td>
</tr>
<tr>
<td>EDUCATIONAL</td>
<td>18,453 lines</td>
<td>16,850 lines</td>
<td>27,926 lines</td>
<td>31,383 lines</td>
</tr>
<tr>
<td>REAL ESTATE</td>
<td>18,612 lines</td>
<td>18,194 lines</td>
<td>3,709,575 lines</td>
<td>2,893,911 lines</td>
</tr>
</tbody>
</table>

"OUT OF THE LOOP" STORES

These facts and figures confirm with emphasis the judgment of experienced advertisers in the Chicago field who today, as for many years past, rank

THE CHICAGO DAILY NEWS FIRST in Chicago

Figures supplied by the Advertising Record Co., an independent audit service maintained by all the Chicago newspapers.
HARDING SPEECH FEATURE OF CONVENTION WEEK.

PRESIDENT ACCEPTS A.P. INVITATION TO ADDRESS ANNUAL LUNCHEON ON TUESDAY—RADIO, LABOR, TAXES PAPER AND POSTAL PROBLEMS LEAD CONVENTION TOPICS.

Newspaper publishers from cities large and small all over the country are concentrating in New York for the annual meeting of the Associated Press on Tuesday and the convention of the American Newspaper Publishers Association, which will follow on Wednesday, Thursday and Friday. The management of the Waldorf-Astoria, which has been the scene of the A.P. and A.N.P.A. sessions for twenty-six years, says that it is already certain that this year's gathering will break all records.

The outstanding feature of convention week will be the address of President Harding to the Associated Press annual luncheon Tuesday at 1 o'clock. The President had also been invited to address the annual dinner of the A.N.P.A. Bureau of Advertising Thursday night, but the address was made to the Associated Press because Tuesday was the more convenient date. In a letter to Louis Wiley the President explained that it would not be possible for him to remain over in New York for the Thursday night dinner and that as the prior invitation came from the A.P. he had decided to accept the invitation to address the Associated Press.

Mrs. Harding, Secretary George B. Christian, Jr., and Brigadier General Charles E. Sawyer, will accompany the President to New York. The President will leave Washington late Monday, arriving here at 10:30 Tuesday morning. The President is expected to have lunch at the White House Tuesday.

President Frank B. Noyes will be toaster at the Associated Press annual dinner at which there will be only one speaker. Louis Wiley, business manager of the New York Times, will toastmaster at the ad bureau dinner, with Senator George Baker as toastmaster, Lord Robert Cecil, James A. Emery, James W. Gerard, and Will Rogers as speakers.

Programs that insure four solid days of activity have been mapped out by the A.P. convention committee, but the actual timetable is no secret, to be announced, and may develop. Once the ball is started rolling, the newspaper visitors and their companions will be busy making a thorough job of it.

The foremost topics to come before the Associated Press are those concerning radio for gathering and sending news, improvements in foreign service, extension of wires, and further improvement in the Markum machines, which has been hooked up so as to operate by wireless impulses. Expansion of bureau service and the possible establishment of a new bureau with a view to making state coverage more complete will also come before the members.

President Frank B. Noyes of the Associated Press will have a remarkable message for the members as a result of his world-tripping, from which he returned from China, Korea, the Malay States, Java, India and Ceylon, continuing through the Suez Canal to Paris and London. Mr. Noyes visited Japan, China, Korea, the Malay States, Java, India and Ceylon, continuing through the Suez Canal to Paris and London. He is a member of the National Bureau Board.

INLAND OFFICERS AT WALDORF

President Frank H. Burgess and Secretary W. W. Tuford of the Inland Daily Press Association will remain headquarters at the Waldorf throughout convention week.

ILLINOIS SUPREME COURT OUTLAWS CHICAGO SUIT.

THOMPSON'S $10,000,000 LIBEL ACTION AGAINST TRIBUNE CANNOT BE MAINTAINED—LIBERTY OF PRESS THE SAME AS FREEDOM OF SPEECH, IS RULING.

Former Mayor William Hale Thompson's $10,000,000 libel suit brought against the Chicago Tribune for libel on the city of Chicago was this week thrown out of court by the supreme court of Illinois. The highest tribunal in the state thus upheld the earlier decision of Judge Fisher in the circuit court of Cook County, and ruled that "liberty of the press is the same thing as freedom of speech." The decision means the abandonment of the companion suit filed by Mr. Thompson in the city of Chicago against the Chicago Daily News. The supreme court rules that a municipality, even if it has a police court and a civil court, cannot maintain such an action. "The right of the press is based," it said, "on the fundamental principle of the American government and the right of the people to criticize the Government and its administrators so long as they do not advocate overthrow of the existing government or violation of the laws."

On the question of whether the city could sue in its capacity as a corporation, the court held that "because of its proprietary right it does not lose its governmental character."

PUBLISHERS AND EXECUTIVES AT CONVENTION.

Adrian Daily Telegram—Stuart II. Perry, Waldorf.
Albany, N. Y., Sunday Telegram—H. E. Hill.
Atlanta—R. W. Weilcr, Astor.
Baltimore, Md.—J. W. Smith, Smith; P. W. Lesieuring.
Binghamton—T. B. Goodwin, Commer-
ircle, A. B. Chivers, Commer-
ircle.
Birmingham, Ala.—C. S. F. Thomas, 22
"B," 8th Ave. (Continued on Thirty-first Page)

I.T.U "LAW" HELD ARBITRABLE BY U.S. COURT.

DECISION IN CASE BROUGHT BY WASHINGTON PRINTERS ENDS PRINCIPLES FOR WHICH A.N.P.A. HAS CONTENDED—LIVE SUBJECT FOR CONVENTION DISCUSSION.

Decision by Judge Fenton W. Booth of the United States Court of Claims at Washington that the "international law" of the International Typographical Union is arbitrable, which the union and its representatives have maintained in their contract negotiations with newspaper publishers, results a new and important subject for discussion at the A.N.P.A. convention.

Judge Booth's decision, rendered in the case of the Closed Shop Division of the Washington Typothetae against Columbia Typographical Union No. 101, holds that in the "law" of the union is arbitrable in the District of Columbia, even though its court has jurisdiction. As a consequence the decision may be of some importance in courts in all parts of the country.

Negotiation of a new international agreement between the International Typographical Union and the A.N.P.A. came to nothing last year because the publishers steadfastly refused to agree that the union "law" was arbitrable. Since then it has gone on without the making of a national contract, which is still a subject of discussion as another A.N.P.A. convention meets.

The exact effect of Judge Booth's decision can not be anticipated but it is sure to have the effect of encouraging newspaper publishers to remain in arbitration instead of repeating the situation not to be bound by the decision of the union. Excerpts from the record follow:

"A complete survey of the whole record convinces the arbitrator that this matter is now in force and observed by the parties to this arbitration should stand."

As to the dispute, or alleged contract, which was printed and circulated in August and September of 1921, the original of which was never signed by the Closed Shop Division subject to the decision for over a year and which was published by the defendants, all the M.L.A. scale since May 1, 1922, the court said:

"The union should not have had the agreement printed. I say 'should have been printed.'"

"(Continued on Thirty-first Page)

BUTTE MINER SUFFERS HEAVY FIRE DAMAGE; USES PLANT OF BUTTE POST.

Fire thought to have originated in the mine was the cause which the Butte Miner did damage to the building and plant estimated at $30,000 Tuesday morning. A total of all the linotype and equipment in the composing room, second floor, were destroyed, while all copy, many records, and all national advertising space was destroyed. The press in the basement was uninjured and the stereotyping room. "It all makes up work will be done for the next two weeks in the plant of the Butte Daily Press."

Defective wiring is believed responsible for the blaze. A fire alarm fully covered by insurance. Former Senator W. A. Clark, millionaire mining magnate of Montana and New York, is the owner of the Miner.
Will your paints, cleaners, tools or other products be used in “Clean Up Week” in Philadelphia?

Philadelphia’s annual “Clean Up Week” begins April 30.

It is the signal for starting improvements which continue for many weeks.

When the housewives of the 400,000 separate dwellings and the owners of stores, workshops and other buildings begin overhauling and repairing their properties, a big outlet for products of many kinds which fit into the Clean Up Drive will be opened up.

New furniture and rugs, electrical appliances and a host of other things are installed in thousands of homes and business places in the Spring and Summer.

If you make products that fit into “Clean Up” plans you can tell practically all the people about your goods through The Philadelphia Bulletin, for The Bulletin every day goes into nearly every home, office and workshop in Philadelphia, Camden and suburbs.

Dominate Philadelphia
Create maximum impression at one cost by concentrating in the newspaper “nearly everybody” reads—

The Bulletin
PHILADELPHIA’S NEWSPAPER

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

Net paid average circulation for March, 1923—517,332 copies a day.
WHY AMERICA IS THE BEST INFORMED OF NATIONS.

NEWS OF WORLD GETS HERE FIRST, "VIA LONDON" GIVING PLACE TO DIRECT CABLE AND WIRELESS—OUR WRITERS EVERYWHERE, AND WITHOUT BIAS.

By Charles T. Thompson,

I am glad to comply with the request of THE FOURTH ESTATE for something concerning the foreign news coming to this country, but with certain reservations, namely: That the statement be made, but not sounding the merit of one's own. Still, there is something to be said, and this is distinctly favorable to the promptness, thoroughness and disinterestedness with which the American public is kept informed on important news events throughout the world.

In this respect it is probably too much to say that the American public is as fully and as reliably informed on current events throughout the world as any other people or nation.

FLORIDA DAILY PURCHASED BY JAMES M. COX.

Former Governor James M. Cox of Ohio, owner of the Springfield News and the Dayton News, has purchased the Miami, Fla., Metropolis, one of the best known of Florida's evening dailies. The Metropolis, established in 1893, has been owned and published for nearly fifteen years by S. Bobo Dean.

Mr. Cox has been resting at Miami Beach since his return several weeks ago from a European tour, in which he made a prolonged study of the status of the League of Nations. There is a strong probability that he will again be the Democratic nominee for President in 1928, and he is still as earnest an advocate of the League as he was in the memorable campaign of 1920.

Mr. Cox said recently that if the present administration made an effort to establish international relationship on a basis that will enable it to function" no man would give it any more whole-hearted support than he.

JAMES M. COX.

M. KOENIGSBERG.

PUBLISHERS WILL AGAIN BE GUESTS OF KOENIGSBERG.

ENTERTAINMENT WEDNESDAY AT FRIARS' MONASTERY WILL TAKE THE FORM OF A CARRIERS' LARK—400 EDITORS EXPECTED—UNIQUE PROGRAM PLANNED.

Publishers who come on for the A.P. and A.N.P.A. conventions each year always look forward with great anticipation to the entertainment given by the Friars of Koenigsberg of the King Features Syndicate. The spirit of Simple Cycles is one of the outstanding features of the convention, will this year take the form of a "Carriers' Lark," and will be held Wednesday, April 25. The Friars' Monastery in West Forty-eighth street, will, as heretofore, be thrown open for the occasion.

Four hundred publishers are expected to attend the event. Like his parties of previous years, M. Koenigsberg's lark, in addition to the dinner and fun, will have many interesting and original features to entertain the newspaper men. Last year he gave them a "Best Seller Lark" and the year before a "Lollypop Lark," and those who were among the fortunate guests have not yet forgotten those unique and enjoyable events.

NOW WITH INDIANA DAILY.

N. W. Cowherd, well-known in newspaper circles, has become assistant business manager of the New Albany, Ind., Tribune, with which paper he was connected when he first entered newspaper work. Mr. Cowherd has been associated with the Erie, Pa., Herald, Atlantic City, N. J., Gazette-Review, Paducah, Ky., New-Democrat, and more recently as business manager of the Baker, Ore., Herald.

No. 1521THE FOURTH ESTATE, which is published every Saturday at 232 West 59th St., New York City, was established March 1, 1905. The Subscription Price is Four Dollars, and the price of Single Copies is Ten Cents. ERNEST F. BIRMINGHAM, Publisher.
Local Advertising Gains Tell The Story In Charleston

Charleston American makes larger GAINS in local display than both other papers combined

The Charleston American is the fastest growing newspaper in South Carolina. Since becoming one of the Perry-Lloyd Jones Newspapers, the American has shown steady gains in every department. Local merchants are first to realize this change of conditions and to take advantage of it by using increased advertising lineage. The figures for the first three months in 1923 tell the story:

**Figures For First 3 Months 1923**
Charleston American Gain in local display
1923 mos. of last yr. 241,688 lines

| Other Morning papers Gain for Same period in local display | 30,268 lines |
| Evening papers Gain for same period in local display | 48,006 lines |

American’s Gain Over Both Other Papers Combined 54,040 lines

This record—unparalleled in the history of Charleston—tells definitely which way the sentiment of the people is pointing. The American is the progressive, constructive, unprejudiced newspaper in this rich trade territory—the newspaper that reaches the active buyers—the paper that produces results.

You Will Get Best Co-operation From Your Dealers If You Advertise In—

**THE CHARLESTON AMERICAN**

| Cone, Hunton & Woodman, Inc. | Perry-Lloyd Jones Newspapers |
| Representing | Reading Times |
| THE CHARLESTON AMERICAN | Charleston (S.C.), American |
| Minneapolis News | Pensacola Journal |
| Tulsa Tribune | |
| Jacksonville Journal | Geo. A. Riley |
| Foreign Advertising Manager | 225 W. 39th St., New York. |
| Representing with | Co-operating with Representatives. |
CHESTERFIELD CIGARETTES CHOSE THE SENTINEL

-established 1870

TO COVER NORWALK, CONN.

because it is the surest and most economical way to cover this community of home owners and prosperity. It is THE paper that goes into the family circle.

—because other national advertisers have found it a good investment.

THE SENTINEL PUB. CO,
Publishers
SOUTH NORWALK CONN.

written text, plan, design or drawing. It will obviate letters of confirmation which now follow all business telegrams, as the sender's signature is transmitted with the text. Even Chinese and Japanese script or shorthand notes can be sent without translation, it is said. The new mode of transmission will be charged for, not by the word, but by the page.

FRANCE WILL USE BELIN INVENTION TO SEND MESSAGES.

The French minister of posts, telephonos and telegrams will open two lines, Paris to Lyons and Paris to Strasbourg, for the use of certain of his inventions. The new service will permit the transmission instantaneously of any

CHESTERFIELD CIGARETTES

GOVERNOR GUEST OF CIRCULATION MANAGERS.

NEW YORK STATE CONVENTION MARKED BY ENTHUSIASM—LYNCH, MCKERNAN, ROY SMITH AND OTHERS GIVE VALUABLE POINTERS ON GAINING SUBSCRIBERS.

Governor Alfred E. Smith was the guest of honor yesterday at a luncheon given by the New York State Circulation Managers Association, meeting this week in annual convening at the Hotel Ten Eyck at ten o'clock Thursday morning. It was marked by a large attendance and the greatest enthusiasm. President F. S. Levy presided and all the officers were present. Of a membership of seventy managers sixty-eight were in their seats when the convention was called to order.

John J. Lynch, president of the International Circulation Managers Association, was a convention guest and favored the meeting with an address on the growth and success of the organization and some good advice on methods of getting circulation. He was heartily applauded.

Among those who spoke at the meeting was James McKernan, circulation manager of the New York World and founder of the managers' association. Mr. McKernan said a sharp line was drawn between the metropolitan daily and the newspaper of small towns and villages. The methods in vogue on a big paper in obtaining circulation, he said, could not be generally employed by the papers of lesser scope, but he advised the study of their methods with the end in view of applying them as far as practicable to the smaller fields of circulation.

Others who addressed the convention were Alfred W. Cockrell of the Ultra Press and Glenn S. England of the Johnstown Leader-Republican. An unexpected speaker before the convention was Roy Smith, secretary of the Albany Chamber of Commerce. Mr. Smith said that to his mind the greatest success in circulation lay in the co-operation of those interested in it. A new way of doing this, he said, was by a constant interchange of ideas, which was being done by organizations such as he represented. When he found himself troubled at all in the manner of handling any proposition, he got in touch with someone he knew was more familiar with the subject than he, with the end that he always got results.

Other speakers were R. D. M. Decker, Rochester Democrat and Chronicle; A. B. Parker, Watertown Standard; Frederick S. Ohrt, Niagara Falls Gazette, and Frank A. McDuff, Albany Times-Union.

FRANCE WILL USE BELIN INVENTION TO SEND MESSAGES.

The French minister of posts, telephonos and telegrams will open two lines, Paris to Lyons and Paris to Strasbourg, for the use of certain of his inventions. The new service will permit the transmission instantaneously of any

written text, plan, design or drawing. It will obviate letters of confirmation which now follow all business telegrams, as the sender's signature is transmitted with the text. Even Chinese and Japanese script or shorthand notes can be sent without translation, it is said. The new mode of transmission will be charged for, not by the word, but by the page.

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PICTURE OF COUE ADORNS WALLS OF PRESS ROOM AT WHITE HOUSE.

The press room at the White House has had placed among its other art treasures a finely executed sketch of Dr. Emile Coue, the famous originator of the "getting better and better every day and in every way" slogan. The picture is the work of "Charley" Thompson, one of the House correspondents, who has given evidence of the possession of artistic talents of a high order. Thompson "drew" a picture of President Wilson, when the latter was still at the White House, and the likeness was so faithful that Mr. Wilson took it with him on retiring from office.

AD CLUB EDUCATIONAL BOOK TELLS HOW ORGANIZATIONS ARE FINANCED.

The educational department of the Associated Advertising Clubs of the World has issued an interesting twelve-page pamphlet reviewing data obtained from the active advertising clubs throughout the country on the subject, "How Advertising Clubs Are Financed." The next pamphlet to be issued is a review of advertising plans and methods of increasing membership of advertising clubs. The executive offices of the A. A. C. of W. are rendering a valuable service to the advertising club movement in general in securing and presenting suggestions and counsel along these lines, Earle Pearson, director of the educational department of the Associated Advertising Clubs of the World, is responsible for this service.

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WOOD DRY MATS

Meet our representatives, Messrs. Maynard, Puget, Finzer and Wood

IN THE CORRIDOR

Bring along a copy of your paper, and let them tell you how much newsprint the dry mat process will save you. Let them show you how it saves precious time, will rid your plant of steam tables, and improve your printing.

You are sitting in convention with a couple of hundred, or more, publishers or managers whose papers use Wood Dry Mats exclusively for all work—Ask Them!

———

WOOD FLONG CORPORATION
501 Fifth Avenue
NEW YORK
The Boss of The Press

Control Station of the Cline System

Push Button Rotary Press Control

The Boss of The Press

ADVERTISING CLUB TO HAVE WEEK OF JUBILEE.

SEVEN-DAY CELEBRATION TO MARK ACQUISITION OF $500,000 HOME — FAREWELL ENTERTAINMENT WILL BE HELD AT OLD CLUBHOUSE ON APRIL 28.

The Advertising Club of New York will spend a week celebrating the acquisition of its new $500,000 clubhouse, begin next Monday, April 23. That date was chosen, it was said, because it coincides with the address of the club's new home at 23 Park avenue.

While entertainment is included in the program for the week, the feature is a matter of business, the completion of the Advertising Club's new system of military organization by which it will be possible to mobilize the entire membership for any important undertaking on short notice.

J. J. Lynch

Gilbert T. Hodges, who is already one of the most active members of the club as a member of the board of directors and of several communities, heads the system as "field marshal" of the club "army." The city is divided into ten geographical zones, each commanded by a "major general," who is a division, which is divided in turn into ten regiments headed by "colonels," each of whom has ten captains.

A farewell dinner-dance will be held at the old clubhouse on Saturday, April 28.

FEDERAL TRADE COMMISSION CONTINUES WAR AGAINST MISLEADING COPY.

Continuing its war against misleading advertising the Federal Trade Commission has recently taken action against two concerns which are alleged to have indulged in the practice.

In its complaint against the Broadway Knitting Company and the Murray Company, of Salt Lake City, the commission charged them with advertising and representing that they own or control manufacturing plants, when such is not the fact, the object being to cause the general public to believe that by purchasing their merchandise the profits of the middleman are eliminated. The respondents are given thirty days to make answer.

Declaring that advertising a product so as to give the impression that it is turpentine when such product is a coal tar distillate constitutes unfair business practice, the commission reports that investigation of the International Paint and Oil Company of Florida, III., and whose name that the concern used the name "Tar-Pen- tine" in marketing a commodity resembling turpentine, false and misleading claims of the superiority of the product itself.

The commission ordered the concern to stop using such words in the sale or offer for sale of a commodity which is not turpentine.

JOINS VIGILANCE COMMITTEE.

B. L. Shinn, manager of the New York office of the Federal Trade Commission, has been appointed head of the case department of the National Vigilance Committee. He joined the headquarters staff April 16. Mr. Shinn succeeds William A. Golden, who left to become associated with the sales department of the Dunlop Tire Company at Buffalo.
Your space is worth what you make it. Display lines that attract are more important than position. You can't hide them. You can't lose them. You can't pass them without stopping to read.

Commanding display is the first requisite of good advertising: 1. To attract attention; 2. to interest and convince; 3. to induce action. No attention is attracted by old, worn and broken type. The type must be new and perfect. No attention is attracted by thin, compressed faces. Big, bold and extended faces are required. Second-choice faces— for advertisements that come late— destroy the effectiveness of the best written heads.

Ludlow Cheltenham
IN TEN STYLES
The bold and extended faces in 36, 42, 48 and 60 point enable you to extend your all-slug system over the whole range, eliminating single types altogether. The shop without any keyboard machine may also dispense with all single types, depending upon the Ludlow for everything except long runs of body matter.

Without Mold Changes
CAST THEM YOURSELF—NO EXPERTS REQUIRED

Beautiful Italic
Close-Fitting, Undistorted
NON-BREAKABLE

BIG SIZES
Bold & Extended
ON SLUGS

Ludlow Typograph Company
2032 Clybourn Avenue-Chicago, Illinois
Eastern Office: World Building, New York City
STRIKE ROLL OF I.T.U. CUT BY 207 IN MONTH.

ONE HUNDRED CITIES STILL AFFECTED, THOUGH THREE WERE SETTLED—CONTRACTS WITH NEWSPAPERS SIGNED IN TWELVE CITIES CALL FOR INCREASES.

According to the March report of President John McParland, 3,904 members of the International Typographical Union in 100 cities are on strike, a decrease of 207 since February. Although the situations were cleared up during three other cities, trouble developed in three cities, keeping the figure at an even hundred.

The following analysis shows strike conditions by states and provinces:

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<th>No. Unions</th>
<th>Cities</th>
<th>Members</th>
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<td>Arkansas</td>
<td>7</td>
<td>2</td>
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<td>California</td>
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<td>5</td>
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<td>6</td>
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<td>20</td>
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<tr>
<td>Wisconsin</td>
<td>13</td>
<td>1</td>
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</tbody>
</table>
| Wage agreements with newspapers in twelve cities were effected as follows:

PITTSBURG, PA.
Newspaper—Handmen, operators, day, night, $46; day, fort-eight hours; night, forty-two hours. Job—$45.20; forty-four hours. The contract covers one of two years from March 1, 1923, to March 31, 1924. Increase, $4.25.

ST. PAUL, MINN.
Newspaper—Handmen, operators, day, $41.50; night, $44.50; forty-eight hours. The contract covers one of two years from January 1, 1923 to January 1, 1924. Increase, $3.50.

TALLAHASSEE, FLA.
Newspaper and job—Handmen, operators, day,fort-eight hours; night, forty-two hours; Job, day, forty-two hours; night, forty-two hours. The contract covers a period of two years from January 31, 1923, to January 31, 1925. Increase, $6.50.

Gravity Production

As applied to the New York Tribune's new plant, is an important forward step. Yet it is only one of several major features introduced into that plant, each of which materially affects newspaper production speed and cost.

The service of engineers familiar with newspaper mechanical operation, and of an engineering organization for the allied problems of building design and construction, as co-ordinated under my direction can provide these interesting advantages in your new plant. The result of over two years of special investigation and application of scientific principles to newspaper manufacturing is at your disposal.

PUBLISHERS AND EXECUTIVES AT CONVENTION.

(Continued from Sixth Page)

S. P. WESTON
Newspaper Buildings
Mechanical Layouts
Production, Operation

Straight Line Gravity Production

120 West 42nd Street
New York.
M. H. DE YOUNG TO ERECT NEW HOME FOR HIS PAPER.

SAN FRANCISCO CHRONICLE WILL OCCUPY HANDSOME BUILDING ACROSS FROM UNITED STATES MINT—CLOCK WILL ADMORN IMPOSING ENTRANCE.

As the fifth of its homes since its founding in 1865, the San Francisco Chronicle is soon to occupy a new building to be erected at the corner of Fifth and Mission streets across from the United States Mint and one of the most convenient and central locations available for such a purpose. The new building is to be entirely given over to the needs of the Chronicle, with the exception of nine stores which will occupy the Mission street ground-floor frontage. M. H. de Young, who has been constantly at the head of the Chronicle since its founding in 1865, has given his personal supervision to the plans.

The building is designed in industrial Gothic style, combining beauty, solidity and convenience. It will be of reinforced concrete construction, with three stories above street level and a great storage basement below.

The present location of the Chronicle at Market and Kearny street is no longer adequate for the rapidly growing newspaper. It has served since 1890, with some additions, and for some years has been overcrowded.

From the exterior, the outstanding point of the new building will be the clock tower at the Fifth and Mission corner, over the entrance. Four clock dials and a set of chimes will be installed here.

The Mission street facade will have the principal entrance, leading into the public business offices and the general entrance to the building.

Behind the public business quarters will be ample space for trucking facilities, both for the delivery of print paper and the rapid distribution of the complete papers. The trucks will load and unload in a courtyard, so that the heavy traffic and congestion will be removed from the street.

Back of the first-floor offices will be the pressroom, where will be installed the giant presses, the size of which largely determines the extent of the building. These presses, now being built by R. Hoe & Co., New York, will be the last word in newspaper efficiency. They will operate as two units, although there are actually fifteen presses, fourteen in the black press and the fifteenth, a fifteen-cylinder color press.

The fourteen units of the black press will be installed in sequence so that their operation will be continuous. They will be the equivalent of three and one-half duplicate presses, permitting many combinations according to the size of the paper to be printed.

The total length of the press installation will be 235 feet. 160 feet being occupied by the black press and the remainder by the color press. The black press will have a capacity of 140,000 thirty-two page papers hourly, turned out completely printed, folded and counted, ready for distribution. Thirty-five tons of print paper will go into the black press in one hour, a paper ribbon 421 miles long.

The fifteen-cylinder color press will have a running speed of 57,000 pages an hour, and will be able to handle a full supplement section, front and back pages in four colors, and a full-color eight-page comic section.

Ttriplicate installation of paper reels will keep the flow of paper continuous. While one roll of paper is going through the press, a second will be ready for running, being pasted and connection, and a third will be waiting to drop into the place of the second. The storage basement will hold a supply of 3,000 tons of print paper.

On the second floor will be the mail room, where ample space is needed, as the Chronicle has a large mail circulation. Here will be offices for department heads, special reporting departments and subsidiary departments.

The Chronicle's rotogravure plant will be located on the second floor, one-quarter of the space being given over to the special equipment on which is turned out the beautiful section that has been called the country's finest specimen of rotogravure art.

Editorial, advertising and art departments, the composing and engraving rooms, stereotype room, and executive offices will be on the third floor where special plans are made for effective lighting and ventilation. Although the addition of further stories to the building is contemplated, skylights will continue to provide ample light for these departments.

Mr. de Young's private office will be in the tower corner of the third floor, and will be furnished with the rare stained glass, valuable rugs and objects of art. The tower will be so designed as to make his private office a veritable mini-ature of a fortress.

Close by will be the offices for the executive group, and the executives of the press, telegraph, and conference quarters in the tower.

In effect, the editorial department will be on one grand floor, with seventeen foot glass partitions setting aside offices for department heads, special writers and the large library maintained by the Chronicle.

Art and photographic departments will occupy one side of the third floor, with the engraving room directly connected with the art room so that work may be expedited. One-third of the third floor will be devoted to the composing room, extend- ing along the rear of the building with arrangements for thorough ventilation and good lighting.

Passages will connect the composing room directly with the editorial and advertising departments, so that the art and text manuals may travel from desk to linotype.

Every provision will be made for the comfort and convenience of employees. There will be numerous rest rooms and a roof garden, this latter features particularly adapted for the use of the large number of telephone clerks in the classified advertising department.

Fifteen-minute rest periods will be given these girls twice daily on account of the exacting nature of the work, and they will be enabled to spend their recreation time in the open air. All employees of the Chronicle will be privileged to use the circulating library that is to be a unique feature of the new plant.

In the rear of the building there will be slides and manifolds connecting the pressroom and the basement. The manifolds are one-man elevators operated by compressed air, a particular feature of the new location of the Chronicle is its convenience to the distributing centers. The floors of it's distribution is in Powell and Market streets, one block distant. The main postoffice is two blocks off Mission.

Newspaper delivery to San Francisco, Oakland, San Mateo, and Alameda counties will be handled by the Express Delivery Company, which is an affiliate of Williams, Lawrence and Cremer Company, which represents the Chronicle in Eastern and Western States.

NEW HOME FOR SAN FRANCISCO CHRONICLE.

M. H. DE YOUNG.

CORRESPONDENTS AT WHITE HOUSE ELECT OFFICERS.

H. N. PRICE OF WASHINGTON POST FOR 1ST RACE FOR PRESIDENCY—HARDING, HONORARY PRESIDENT, AN INTERESTED ONLOOKER DURING THE VOTING.

The election of officers of the White House correspondents for the coming year was held in the pressroom of the White House last Wednesday.

After a spirited contest, Harry N. Price of the Washington Post was declared elector for the first race for the presidency. Other winners in the contest were: Isaac Gregg, New York Sun, vice-president; William P. Flythe, Universal Service, secretary-treasurer, and Samuel W. Bell, Philadelphia Public Ledger, and Isaac Gregg, members of the board of governors.

John Russell Young of the Washington Star, the retiring president of the organization, was associated with election as president emeritus. Richard L. Jervis, head of the secret service of the White House, was made sergeant-at-arms, succeeding Walter L. Ferguson of the Washington secret service, and Orsey of the National Foto was elected as official photographer for the organization.

Retiring officers were: Harry N. Price, vice-president; Thomas W. Stokes, United News, secretary-treasurer, and Samuel W. Bell, Philadelphia Public Ledger, and Isaac Gregg, members of the board of governors.


Asked to announce his policies, President-elect Price solemnly replied that they would be made known in his inaugural address. The policies of all the candidates as announced prior to the election were desired, however, as they were quite liberal on all points, including the prohibition issue, the former being a pronounced opposition to "pan handling" White House news by language correspondents.

Under the constitution granted the association by the government in 1914, President Harding is honorary president of the organization and George B. Christiaan, Jr., honorary secretary. President Harding was an interested onlooker during the voting.

Promises have been made for the greatest banquet ever tendered by the association, to be held late this month and at which the newly elected officers will be installed.

RICHMOND AD MEN GUESTS OF WASHINGTON CLUB.

Seventy-five Richmond advertising men, many of them accompanied by their wives, were guests of the Washington Club business luncheon this annual spring dinner-dance this week.

Skits, speeches, a radio program and other features marked the occasion, with a sight-seeing trip later. Avery C. Marks, Jr., managing editor of the Richmond Times, officiated as toastmaster.

EDITOR CHosen MAYOR.

J. G. B. Coberly, editor of the White County Republican, Parkersburg, W. Va., has been elected mayor of Elizabeth on the Democratic ticket.
HANDSOME $40,000 STRUCTURE REPLACES BUILDING WHICH WAS RAZED BY FIRE LAST SUMMER—HISTORIC "SHACK" STILL AN ESSENTIAL PART OF UNIVERSITY LAYOUT.

The dedication of the new three-story Journalism Building at the University of Oregon was a feature of the fifth annual newspaper conference conducted under the auspices of the school.

The new building, which replaces the structure destroyed by fire last summer, was built at a cost of approximately $40,000. It is 50x80 feet, at the east end of the campus.

There are ten offices and class rooms on the first floor. The instructional staff of the University occupies the southeast corner of the first floor. The copy desk room occupies the northwest corner, and the student room the southwest corner. The offices of the news editor of the Emerald, the University undergraded daily, and the Emerald news room is also on this floor.

The main assembly of the school occupies the east end of the second floor. It is the gathering place Friday and Saturday for those who attend the newpaper conference. It is large enough to bring together the entire group of major students of the school when an assembly is desired.

Adjoining the assembly room is the word room for the advertising laboratory. There are offices and other equipment of this nature in advertising laboratories in other parts of the country and a display that shows the various engraving processes. The main assembly of the school

The dedication of the new three-story Journalism Building at the University of Oregon was a feature of the fifth annual newspaper conference conducted under the auspices of the school.

The new building, which replaces the structure destroyed by fire last summer, was built at a cost of approximately $40,000. It is 50x80 feet, at the east end of the campus.

There are ten offices and class rooms on the first floor. The instructional staff of the University occupies the southeast corner of the first floor. The copy desk room occupies the northwest corner, and the student room the southwest corner. The offices of the news editor of the Emerald, the University undergraded daily, and the Emerald news room is also on this floor.

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Do you see very often
a publication
as well printed as
THE FOURTH ESTATE?

WE ARE PRINTERS
TO PUBLISHERS

WE DO ALL THE WORK—Printing,
Binding, Mailing, etc.—on the premises.

Within a minute's walk of
the Post Office, the Hudson
Tube, the Pennsylvania and
the Long Island Railroad
Stations, and right in the
heart of the metropolis.
In fact, all lines lead to the

Alliance Printing Corporation
110-114 West 32nd Street
NEW YORK

Phone: PENnsylvania 2443-44
PAPER AND PULP MEN URGED TO REFOREST.

INDUSTRY IS MENACED UNLESS AVAILABLE FOREST LANDS ARE PROTECTED AND IDLE ACRES USED, CONVENTION IS TOLD—AVOIDANCE OF WASTE DISCUSSED.

Protection of the available forest lands, reforestation plans and the avoidance of waste were the principal themes discussed at the forty-sixth annual convention of the American Paper and Pulp Association and the eighteen affiliated organizations at the Waldorf-Astoria, New York, last week. At the same time a large variety of products made entirely or partly from paper was displayed at the first paper industries exhibition at the Grand Central Palace.

Dr. Hugh P. Baker, executive secretary of the association, in urging aggressive reforestation plan said: "Ninety-five per cent of the 70,000,000 tons of paper made annually in the United States are made wholly or in part from wood. The forests are getting to be further and further away from the mills. More and more are we becoming dependent on Canada for our supply of raw material. There is talk of Canada placing an embargo on wood from the freehold lands. There is already an embargo on crown lands."

He then pointed out that the idle land in New York alone could bear eight or nine million acres of forests, thus making the United States independent of Canada. The New York State College of Forestry of Syracuse University in an exhibit showed that 4,000,000 acres of the 12,000,000 acres in the state particularly suited to timbers for production are idle. A statement issued by the college declared that New York state yearly furnishes five times as much lumber as it uses, and twenty times as much as the forests grow. With sixty per cent of the remaining timber area of the Mississippian forest half of it on the Pacific coast, lumber was shown to be expensive in New York since.

"Nearly fifty per cent of the newsprint manufacturing industry in New York," the statement continued, "but we have to import from Canada more than half the raw wood needed to keep this industry going. We cannot, with assurance, continue to depend on outside sources for pulp wood. The only way to keep this valuable industry within our borders is extensive reforestation on our immense areas of waste land."

The forestry committee suggested that intensive methods and the utilization of new species were necessary now the part of American manufacturers to avoid drastic action. Some papermen were opposed to the waste of available pulpwood. The committee reported that the United States imported over 400,000 cords of pulpwood, and that an increase in the use of pulpwood from Canada and in other European countries to the United States will be reduced with the result that this country will be forced to produce its own wood pulp.

CITIES DAMAGE BY PEST.

C. W. Boyce of the United States Forest Service declared that the spruce bud worm damaged the pulp forests more than all other pests combined, and that cutting of paper companies. He estimated the loss for Quebec alone at $1,200,000, or 24,000,000 cords of pulpwood, equal to half the quantity used in North America since the beginning of the paper industry.

The committee on waste informed the convention that not only was waste avoidable, but large profits could be returned to the mills, particularly in the reworking of white water. The report stated that the repeated use of white water would save power and that little or no increase of equipment would be required in the process.

C. W. Wilson of the Laurentide Paper Company of Quebec said that manufacturers were sending escaping aviators over dense timber tracts to make thousands of photographs, study of which afforded rough rules affecting density.

NEWS PRINT EXPORTS FOR JANUARY.

News print exports from the United States during January of this year aggregated over a thousand tons, valued at $19,569. The major export of the stock was consigned to Cuba, Philippine Islands, Mexico and Canada and amounted to 81,360,041. The largest consumer, with 389 tons. The smallest order filled during the month for foreign countries was 64 tons value at $17, consigned for Belgium. The news print exports for January as compiled by the Department of Commerce follow:

EIGHTY-FIVE PER CENT OF DECEMBER NEWS PRINT IMPORTS FROM CANADA.

Nearly seven millions of dollars in news print was imported into the United States for every cent counting December, according to statistics compiled by the special statistical service section, division of statistics, bureau of foreign and domestic commerce of the Department of Commerce. Of this amount Canada furnished nearly $8,000,000 worth of stock. Sweden was second, having shipped news print valued at more than $400,000.

The figures compiled by the statistical service section are:

<table>
<thead>
<tr>
<th>Country</th>
<th>Pounds</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finland</td>
<td>7,212,245</td>
<td>224,972</td>
</tr>
<tr>
<td>Germany</td>
<td>6,941,425</td>
<td>224,972</td>
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<tr>
<td>Netherlands</td>
<td>1,969,247</td>
<td>66,837</td>
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<td>Norway</td>
<td>5,159,033</td>
<td>160,115</td>
</tr>
<tr>
<td>Russia</td>
<td>111,800</td>
<td>3,369</td>
</tr>
<tr>
<td>Sweden</td>
<td>13,810,985</td>
<td>495,535</td>
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<tr>
<td>England</td>
<td>300,196</td>
<td>10,211</td>
</tr>
<tr>
<td>Canada</td>
<td>161,284,463</td>
<td>5,867,108</td>
</tr>
</tbody>
</table>

Total 196,988,821 6,970,937

EDITOR-HUMORIST LECTURES IN MINNEAPOLIS.

T. A. Daly, poet and humorist and editor of the Philadelphia Record, spoke last week in Minneapolis under the auspices of Seton Guild. His topic was "Poets, Wild and Tame." He included in his lecture many of his own verses in Italian and Irish dialect.

Mr. Daly has been on the lecture platform for eighteen years and is one of the best known humorists in the East.

HIGH SCHOOL PAPERS FORM NEWS ASSOCIATION.

An association to handle state high school news was organized at the meeting of the Oregon High School Press Association at the University of Oregon school of journalism recently. The association's plan will lead to the exchange of news among the high school newspapers and magazines of the state. The syndication of news will be handled through the school of journalism at the university.

NEWS PRINT EXPORTS FOR JANUARY.

The people of Newfoundland will on May 4 express their approval or disapproval of Premier Squires' proposal for the development of hydroelectric power in the Humber River region and the establishment of a manmoth news print mill. The project includes the guarantee by the government of Newfoundland of one-third of the interest on a bond issue sufficient to finance the power development and construction and equipment of a news print mill capable of producing 400 tons per day. The British government will guarantee the other two-thirds of the cost.

The Newfoundland parliament has been prorogued for the express purpose of passing upon the proposal, which seems to be favored by most of the public. Operating capital for the mill will be provided by the Armstrong-Whitworth interests.

NEWSPAPER MEN DINE ON NEW LINER BELGENDIA.

More than 500 newspaper men were entertained by the International Marine Company Monday on the new liner Belgendia of the Red Star Line, which was in New York on her maiden voyage in the New York-European service.

P. A. S. Franklin, president of the International Mercantile Marine Company, presided.

FULL COURSE IN JOURNALISM AT NORTH DAKOTA.

A full department of journalism offering a major in journalism will be established at the University of North Dakota beginning next year. Lawrence W. Murphy, who has been in journalism in North Dakota during the past two years, has been promoted to the rank of assistant professor in charge of the department.

"Watch The Ball!"

The World's Greatest Ball Player

THE PLAYOGRAPH COMPANY,

345-349 Henry St.
Orange, N. J.
April 21, 1923

THE FOURTH ESTATE

DAVENPORT DAILY TO HAVE $300,000 NEW BUILDING.

PLANS COMPLETED BY FRANK D. THROOP, PUBLISHER, FOR HANDSOME PLANT TO HOUSE DEMOCRAT-LEADER — NEW MECHANICAL EQUIPMENT TO BE INSTALLED.

"Sixty-eight years a newspaper" may well be the motto of the Democrat and Leader of Davenport, Iowa, of which Frank D. Throop is the enterprising publisher. But its sixtieth year is to be the most important in the history of this publication, for work has started on a new $300,000 building and plant which will be a model of its kind and will embody the

by other people's mistakes, as well as by their wisdom.

With this idea in view and the determination to put it in concrete form, Mr. Throop and his architects visited a number of the leading newspaper plants of the country. From the various publishers they obtained both the good and bad points in the respective buildings. The advantageous features they carefully embodied in the Democrat plans and the objectionable points they zealously avoided. The beneficial result of this "Safety First" measure is expected to be revealed in many ways in the Democrat's own new structure.

The Democrat building will be devoted exclusively to the requirements of that newspaper. It is to be a substantial yet modern structure. Dimensions are 50 by 150 feet, with an elevation of 48 feet above the street. It will be of Bedford stone, granite base and terra cotta trimmings, erected over a deep and lighted basement. There are two main floors and a mezzanine floor.

The central part of the building will be recessed for the advantageous display of bulletins. On either side will be spacious entrances. A ten-foot open court will surround the building on both sides.

On the ground floor will be located the business office, 40 by 48 feet, publisher's office, circulation department, press room, etc. The advertising department will be conducted from the mezzanine floor. On this floor also will be located a director's room, rest rooms and numerous other features.

On the second floor will be the editorial department, with a large reporter's room, 28 by 38 feet, and private offices for the managing editor, city editor, society editor, telegraph editor, Associated Press leased wire operator and radio operator.

On this floor will also be the spacious composing room, 50 by 70 feet, with large windows opening on either side and dormer lights above. Adjoining the rear is the storeroom.

A new high speed sextuple Goss press, new linotype machines and the latest stereotype machinery is but a part of the efficient mechanical equipment which will find a resting place in the new building.

Charles H. Eddy Company represents the paper in the national field.
NEW YORK TRIBUNE NOW OCCUPYING NEW HOME.

NOT A MOMENT LOST FROM PUBLICATION IN TASK OF MOVING TO UPTOWN PLANT—FLEET OF TRUCKS AND 300 MECHANICS DO THE TRICK OVER SUNDAY.

With the publication of last Sunday edition of the New York Tribune another of Park Row's old newspaper landmarks has passed. For the first time in the eighty-two years of its history the chronicle of the world's doings, which appeared at Park Row Monday was prepared and printed elsewhere than at the junction of Spruce street, Nassau street and Park Row.

WORK AT TOP SPEED.

The work of dismantling the machinery and equipment and moving it up to the new building, at forty-fourth street west of Seventeenth avenue, began as soon as last Sunday's editions were off the presses. Throughout the night big motor trucks hurried back and forth while 300 skilled mechanics worked at top speed dismantling the old plant and installing the new. When the force of reporters, editors, compositors and pressmen reported for work Sunday everything was in readiness and the moving of a modern newspaper plant, with its myriad departments and mass of heavy machinery and equipment was accomplished without any interruption in its publication.

So the big building at 134 Nassau street, the third to house the Tribune on that site, became an office building, empty of the traditions and accomplishments which have been the Tribune's during the last eighty-two years. These the paper took with it into its new home. The achievements of Horace Greeley and Whitelaw Ried are necessarily an indissoluble part of the Tribune, as are the names of those who have written for its columns, such as John Hay, William Winter, Carl Schurz, Henry James, F. Marion Crawford and William Dean Howells.

In their time the moving operation would have been a far simpler undertaking. It probably would have been unnecessary to plan every detail for weeks ahead as was done. Each piece of equipment was tagged and marked with its location when the mechanics began their work of dismantling.

ALL EQUIPMENT NEW.

In the street below were ten big seven ton trucks, whose drivers had been instructed just what route to take to the new building so as to make the quickest run between the old plant and the new. At the new building there was another force of mechanics who installed the machines in the designated places.

With the equipment moved from the former plant the Tribune in its new home will be amply able to meet the increased demands the paper's expansion and growth are expected to make. The equipment is entirely new, three large super-speed octuple presses having been installed, while a fourth, now being assembled, will give the Tribune a press battery which will increase the printing capacity fifty per cent.

In addition to the twenty-four linotype machines that were moved from Park Row there have been installed twenty-six new linotypes for setting type, and there are new steam tables and casters used in the stereotyping process which transforms the metal type into big curved plates for the rotary presses.

A gravity, stream line movement marks every step from the writing of the news to the delivery of the printed papers to the waiting trucks. From the editorial department on the fifth floor the news will move in continuous stream first to the composing department on the fourth floor, then to the stereotyping department on the third floor, to the presses on the second floor, and then still following the gravity plan, the finished papers go to the mail and delivery rooms on the first floor, and so to the trucks in the street.

OCCUPYING ENTIRE PLANT.

The building is on a plot 150x100, and all of its seven stories will be occupied by the Tribune. The location is considered an ideal one, both as a center for the gathering of news, as well as the routing of the papers to the principal railroad stations and the general postoffice. The change entailed the removal of almost 1,500 tons of machinery, books, records, furniture and other equipment a distance of six miles by motor truck.

The provisions made for handling news from all parts of the world at top speed are particularly complete.

(Continued on Seventeenth Page)
HOW CIRCULATION BY THE MILLION IS ATAINED.

ANNENBERG, FIELD MARSHAL OF HEARST DISTRIBUTION, SAYS THERE'S NO MYSTERY TO IT—GET BEST PAPER THERE FIRST ALL THAT'S REQUIRED, HE SAYS.

Circulation by the million is no more of a mystery than circulation by the thousand, according to Moses L. Annenberg, general circulation director of all the Hearst newspapers and magazines, who is used to counting in millions. As the field marshal of newspaper distribution, Annenberg says that it is a fairly simple matter to mobilize readers in millions, provided "the cause is just."

And a just cause, in Annenberg's mind, is a good newspaper. He has found the million ready to rally around the Hearst publications because they are uniformly good, and he sees his job as merely a simple matter providing strategic rallying points.

So there is really no trick to it at all, in Annenberg's mind. All that is required is William Randolph Hearst be the publisher of the paper. What mystifying features there may be about attaining huge circulations will be solved by any newspaper that can claim Hearst for its owner, Mr. Annenberg insists, despite the fact that the Hearst organization, from owner to office boy, regards Annenberg himself as a miracle man.

"Our circulation men are not wizards," Field Marshal Annenberg insists. "They are the same as other circulation men. The big reason for the success of the Hearst newspapers is that Mr. Hearst is by far and away the most able news-

HOSES L. ANNENBERG.

paper man in the world. He is years ahead of other publishers." And lest there be any doubt that he meant what he said, Annenberg told how Mr. Hearst works it. Not one issue of any one of the Hearst publications goes to press without the chief's having a hand in it. Mr. Hearst makes no effort to be everywhere at once, but he makes certain that his directions are.

There is a formula for the morning papers, one for the evening papers and another for the Sunday papers. It's just like a recipe from a master chef, in Annenberg's mind; all you have to do after you get it is to assemble the ingredients and make it.

"The policy of our newspapers is right," he says, "the excellence of the service we render to our readers in every department of our newspapers is superior to that of other newspapers. We aim to make the most complete kind of newspaper. We have by far and away the best editorial departments for the serious minded; we have the best for those that like fiction; we have the best sporting writers and comic artists; we have a wonderful financial department; we have the best newspapering staffs and the best news writers; and we have the best circulation staffs. It is easy to see, therefore, why our papers excel wherever published.

And these superlatives do not appear at all far-fetched when measured against the Hearst newspapers' circulation figures, given in the accompanying table. If not a majority, at least a plurality of the electorate seems to agree with him, as evidenced by the cash ballots they cast every (Continued on Twenty-first Page)

NEW YORK TRIBUNE NOW OCCUPYING NEW HOME.

(Continued from Sixteenth Page)

Twenty-five direct Western Union and Postal telegraph wires link the editorial rooms with all points of the compass, and in addition to these there are automatic printers which carry the reports of the Associated Press, the City News service, and the Standard New service directly into the editorial rooms.

REMARKABLE PHONE SYSTEM.

The Tribune is the first newspaper to be equipped with telephone machine switching apparatus, its new number, Pennsylvania 4,600, putting it in the Pennsylvania exchange, the first automatic switching central installed by the telephone company. The traffic, plant, installation, engineering and commercial departments of the telephone company lent every assistance so that the new switchboard, with its thirty trunk lines, for incoming and outgoing calls and 200 extensions inside the building might be ready on time. The change from the manual system of calling numbers to the new dial system required an extended course of training for the seven operators who will furnish twenty-four-hour telephone service.

While no formal housewarming has been arranged by the Tribune, the new plant will be thrown open for inspection next week to the visiting publishers who attend the A.P. and A.N.P.A. conventions.
THE FOURTH ESTATE
A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS


Subscription: FOUR DOLLARS a year. Postage free in the United States, Hawaii, Porto Rive, Cuba, Alaska, the Philippine Islands, and Canada; 50c.; to other countries in the Postal Union, 40c. Subscribers should have their copies of the Four Estate sent to their home addresses, so as to avoid charge of loss in the mail. New subscribers are requested to write with the name and address at the top of the letter. Acceptance of responsibility will not be made for loss by theft, fire, or change of address. Subscribers are requested to make all changes of address, including dates of publication and the exact address of which they desire delivery, at the time application is made for change. They are also requested to notify the Fourth Estate of all such changes that may hereafter occur during the term of their subscription. The payment of the subscription price is a condition of the acceptance of a subscription. The Four Estate Publications Company reserves the right to make changes in the contents of the paper or to discontinue the same, without notice.

Advertisements should be received as early in the week as possible to insure position. Forms close Thursday. Page rates: singles, 14 lines, $7.50; doubles, $15.00; triples, $22.50; quadruples, $30.00; quintuples, $40.00. Double page rates, $100.00; half-column, $8.00; display advertisements, $10.00. Advertisements submitted, other than in type and set, will be accepted only with the consent of the publisher. Advertisements are not accepted by telegraph or by personal agency except by special arrangement.

NOTE AND COMMENT.

A recent Sunday edition of the Seattle Times carried a clever story written by C. B. Blethen, editor of the Times, and E. T. Short, reporter. They described the discovery and buying of a vault in the ruins of Seattle's Corn Palace 40 years hence, and wrote the story in the same style as had been used in connection with the King of France. Methods of conducting public business are viewed as they might be viewed 30 years hence, and were presented in a manner that should make the reader think.

The editor of the Ord, Neb. Quiz sets aside a small amount of space in his paper for such spring poetry as may be submitted to him by his readers, says the South Dakota Rural Press, and adds that the editor feels free to criticize the verses when he sees fit. The criticisms of the output of two or three unpaid subscribers ought to make prime reading.

“It is a generally accepted fact that local features are among the best tonics for running down newspaper circulation,” says Norman J. Radder, of the department of journalism at Indiana University. “If anything, the department of journalism at Indiana is constant in its efforts to impress upon its students the superiority of local feature over syndicated material.”

"The late Joseph Pulitzer was a go-getter if ever there was one," says Arthur Brisbane. "When he came to New York, he didn't have a newspaper, with hardly any circulation, he immediately ordered the biggest, most powerful press that New York newspaper had ever had. Why have another one, so many Josephs," his wife asked. "You don't need any presses now, no."

"That's the spirit of go-getting." "We are advertising ourselves every minute of the day," serves a writer in the Advertising Club News. "We have such a huge audience that we can't afford to go to waste. We have to go out and tell people, in every possible way, time and time again, how much we want them."

"It is a generally accepted fact that local features are among the best tonics for running down newspaper circulation," says Norman J. Rader, of the department of journalism at Indiana University. "If anything, the department of journalism at Indiana is constant in its efforts to impress upon its students the superiority of local feature over syndicated material."
The withdrawal of Guy M. Peterson as assistant publisher the Springfield Union has made some advancements on the staff of the Union. H. F. King, who has been local advertising manager, is made advertising director. John Inman, who has been promotion manager, has been made national advertising manager. Henry M. Bowman, who has been business manager, will devote a vast amount of his time to the advertising department.

Miss Jane Johnston Martin has been appointed manager of the New York office of Carpenter & Co., a two weeks' trip through Egypt, including a visit to the tomb of King Tutankhamen, was made by Prof. W. G. Bleyer, chairman of the course in journalism at the University of Wisconsin, and Mrs. Bleyer during the first part of March, according to word from Professor Bleyer from Cairo. Professor Bleyer and his family are due to travel through Italy and France, reaching England about June 1.

The Fourth Estate

April 21, 1923

PUBLISHER'S SON AND BRIDE COMING EAST TO VISIT PARENTS.

Mr. and Mrs. George Hearst, son and daughter-in-law of Mr. and Mrs. William Randolph Hearst, have returned to San Francisco from their honeymoon which they passed at San Simeon, the California home of the publisher. They were married in Martinez, Cal., on April 2 in a ceremony that had its inception at the University of California at Berkeley. The bride was Miss Blanche Wilbur, daughter of Mr. and Mrs. O. K. Wilbur of Idaho Falls, Idaho. The couple are preparing to leave for New York next Monday to visit the bridegroom's parents.

WELL KNOWN NEWSPAPER MAN OPENS SPECIAL AGENCY.

William N. Callender, Jr., has left his position as advertising manager of the New York Evening Journal to become president of Callender & Lynch, publishers' representatives, 17 East 45th street, who will be the representatives of the Jewish Daily Forward, the Staats-Herald and the Corriere d'America in the national advertising field.

Mr. Callender is one of the best known men in the national advertising field. Coming to New York he was first associated for four years with Remington Brothers Advertising Agency, joining the Hearst organization in 1915 as assistant manager of foreign advertising of all the Hearst newspapers.

How two advertising men, Charles C. Green, head of the advertising agency in New York bearing his name, and Carl Hunt, general manager of the Associated Advertising Clubs of the World, helped build a new church in Jamaica, L. I., is told in recent issues of the Long Island Press.

Two new Hoe super speed presses in Richmond.

Construction work preliminary to installation of two new Hoe deuple presses has been begun in the printing plant of the Richmond Press and Publishing Co., who own the presses. Each press is capable of delivering 40,000 double page papers an hour.

STAFF CHANGES.

C. Fred Cook, news editor of the Washington Evening Star, has been advanced to news manager, filling the vacancy caused by the recent death of John B. Smallwood. Charles D. Keller has been promoted from city editor to news editor of the paper, and Ray H. Hayway, who has been city editor, has been made city editor. Sheldon C. Cline, who has been Sunday editor, has been made assistant managing editor.

Curtis H. Clay, former city editor of the Springfield Union, has returned to his home in Springfield. He is now in charge of the city editor and city editor. Henry D. Hardin has been placed in charge of sports. Cordry has been covering general assignment work.

Orville McLaughlin, formerly of the Dayton, Ohio, News, has joined the Springfield, Ohio, News staff. He is covering police and city hall.

Frank Straw, who has been in charge of the News League Bureau at Washington, has joined the Springfield, Ohio, News staff. He is covering police and city hall.

Two new Hoe super speed presses in Richmond.

Construction work preliminary to installation of two new Hoe deuple presses has been in progress in the Richmond Press and Publishing Co., who own the presses. Each press is capable of delivering 40,000 double page papers an hour.

PRESSMEN BUY HOUSE.

The United Pressmen's Association, a subsidiary of New York Printing Pressmen's Union No. 51, an organization with 2,500 members, has purchased the property at 22 West 23rd street. The extension of the building for its executive offices, pressroom and basement will increase the capacity of the building.

NON-PARTISAN DAILY SOLD.

The Fargo Tribune Company, controlled by J. P. Dolson of Fargo and Clarence W. Brown of St. Paul, Twin City publishers, owners of the Fargo Review, News, a morning daily and official organ of the Non-Partisan League, have announced that they will continue the Fargo Tribune.

The papers state that the politics of the Fargo Tribune will be "independent, owing no allegiance to any political party or faction."
SPECIAL SERVICES TO A.P. MEMBERS INCREASED.

RACING, ELECTION, STATE MAIL, BUREAU, LEGISLATIVE AND FINANCIAL REPORTS ALL INCLUDED IN EXPANSION — ELECTION SERVICE NOW AT HIGH EFFICIENCY.

During the past year the Associated Press materially extended its list of special services to member papers. The new special features embrace a racing service, election service, state mail services, financial reports, legislative services and special bureaus to develop to a greater extent news in various regions. The racing service, which was the most recent established, was inaugurated from New York to Atlanta and St. Louis with nineteen members participating, although other members have expressed desire to receive this feature as soon as other contracts expire. Eighteen hundred miles of wire were set up for this work. Results are filed from the tracks at Havana, New Orleans and Tia Juana.

Co-operative election services were extended during the year to the majority of northern, central and western states under the direction of the Associated Press, with the result that all records were shunted in sending in returns to member papers. Similarly co-operation was established in some of the southern states for the primaries, with Tennessee and Alabama also installing the co-operative system on election day. The accuracy, swiftness and completeness with which the returns were gathered and filed again proved the value of the co-operative system. It is estimated that approximately 50,000 persons were engaged on election night in gathering and distributing the returns. Every county in every state was covered.

HIGH SPEED IS SHOWN.

The New York bureau gave the morning papers returns from 7,000 of the state’s 7,301 districts within the gubernatorial contest. Philadelphia sent out a running story of election returns at six districts in Pennsylvania. These were sent through without interfering with the bulletin service. The running story has become a feature in practically every state in the northern district. With the co-operative system functioning in twelve of the fifteen states of the central division complete reports on congressional elections were filed within thirty hours after the polls closed.

Special reporters have been assigned to cover legislative sessions in the states. Reports on all important movements throughout the sessions are supplemented by mail reports.

State mail services were established in twenty-four states. More than 475 members are receiving terminal service, which consists of special news of the day compiled by editors usually stationed in the state capitals.

MAINTAIN SPECIAL BUREAUS.

In addition to the state mail service members in several states also cooperated in establishing special bureaus headed by A.P. correspondents to develop to a greater extent all regional news of interest to members. These special bureaus have replaced the special correspondents who were maintained at various points by the members. Through this method of co-operation the members have been enabled to effect a considerable saving on expenditures.

A financial report giving complete details of market activities has proved to be one of the most successful features installed. The organization is now working toward enlarging its wire service to all members desiring this service. Complete stock, bond and bond quotations with total sales, opening, high, low and net changes are filed on two wires for afternoon papers and one wire for morning papers. Every possible means is used to speed this service. Eighteen persons are engaged in getting the reports into proper shape and special code signals in the forms and the report is such that the service is expedited to the highest degree consistent with speed and Associated Press accuracy.

NEW FEATURE SERVICE.

L. Preston Hollander and John Van Norden have opened the Hol-Nord Feature Service at 500 Fifth Avenue, New York. Among the recent acquisitions of this organization is numbered Richard Le Gallienne, originating an original series of plays to be called "Boots and Carte," which includes contributions in verse, humorist, or contemporary matter by well-known authors, and anecdotes gleaned from many years of association with leading writers.

Other contributors to this service are William Crowder, formerly managing editor of Science Service; Allen Chaffee, for seven years on the staff of the Boston Post; Elsie McCormick, Count Edward Zichy, John E. Barber, vice-president of the First National Bank, Los Angeles; Tom S. Erickson of the Indianapolis News, Harry Cole Bates of the New York bar, Ella S. Stringluff, Jordan Maysley and Helen Christine Bennett.

NEW MONTREAL ADVERTISING AGENCY ORGANIZED.

The Ronalds Advertising Agency, Ltd., has been organized in Montreal, with offices in the McGill Building. The president is W. P. Tuttle, formerly a partner in the New York agency of Morgan, Tuttle and Jenkins, now Wylie and Tuttle, and previously to which he had been vice-president and general manager of the Knox Hat Company; and at one time was associated with the Frank Press Company, New York.

Russell C. Ronalds is vice-president of the new agency. E. D. King is director of plan and copy and John P. Kelly, formerly eastern manager of the Continental Publishing Company, is chief account executive.
TWO PUBLISHERS WHO ARE JUST ALIKE.

BROSSIER TWINS HAVE KEPT EVERYBODY GUESSING IN FLORIDA, EVEN THEIR OWN WIVES—BUT EACH HAS HIS VIRTUES, SO THAT NEITHER ONE SUFFERS OVER MUCH.

By Jack Hughes. (Contributed).

As the southern states shove higher upon the chart of American progress the magic colors of well-earned laurels, the more potent factors fostering this wholesome estate cannot be denied. And the prestige of their daily newspapers has been recognized.

But of these, the soil and enterprise, the romances and character are so great it would take a five-foot shelf to hold a brief of the story in six point type square. Hence, at this time, the only one of two youthful publishers, the "Crescent Cover Twins," Camisole and Bras- siere (R. B. and J. C. Brossier), owners and publishers of the Orlando, Florida, Evening Reporter-Star, who worked their way into the bigger field with a smile and zeal that has misled the imagination of fellow publishers far and wide.

EVEN HAVE SIMILAR TRAITS.

Their names were not born by any idiosyncrasies of manner or freakishness of dress, however, but because of a similarity arising from their French names, for which they were not responsible. They enjoy, they say, the coincidence of existence that gave rise to no much jesting; and even were it not so, no one could detect the twins really, simply can't hide the life-long smile that has ever characterized them, and comforted those about them through any and every adversity.

R. B. and J. C. Brossier are the youngest publishers and owners of a recognized daily newspaper in the South. They look alike, talk alike, and, above all, they are twins, that similarity is inseparable. These are the natural traits that have singularized the twins since the age of fifteen became circulation manager of the Miami Metropolis and a year later R. B. assumed a similar position with the Miami Herald. At the age of twenty-two, and chivalrous and ad-oportunity to purchase from their brother-in-law, J. Hugh Reese, a half interest in the Orlando Evening Reporter-Star and did so. It was decided that J. C. should remain in Miami for a while to assist his father and another brother in the real estate business.

Until now, the twins had never been separated longer than a week, and endured this separation one month and ten days. Then R. B. who had taken hold at Orlando, wrote J. C., telling him he would either have to come to Orlando or he would return to Miami. J. C. joined R. B. forthwith at Orlando.

ENTER NEWS FIELD.

When R. B. assumed the entire management of the Evening Reporter-Star it meant business manager, advertising manager, cashier, copy chaser, cub reporter and general routabout, without any previous experience in those particular departments save that acquired in the circulation department of the Miami. J. C. assumed the position of editor, managing the entire make-up, writing all editorials and handling telegraph and local copy on five minutes, notice.

The Brossier boys have declared that they owe to their mother and father "whatever success we have made in life, owing to their patience and interest in us at all times. It has inspired us from boyhood to make good." They have made good and the result of their tireless efforts to forge ahead speaks louder than words in the enterprising and growing publication they own today.

WIVES KEPT GUESSING.

The twins have never taken life as a burden and the coincidence of being twins has engendered much into their notions of living that has caused them always to look upon the bright side of most things.

The only serious mistake that caused one to suffer the pain meant for another was when R. B. once received a parental trouncing meant to remind him of a mistake made by J. C. The Brossier brothers have never fallen in love with the same girl, except on one occasion. Then they agreed that the best man should win and the combat ended in a friendly draw. Their wives have often mistaken one for the other and have told some other confidential secrets intended for the other. There have been several other embarrassing instances of mistaken identity in the private lives of these breezy, witty twins, the nature of which the brothers, alas, throw up their hands when asked to confirm.

PACIFIC PRESS SYNDICATE TO REPRESENT C-V SERVICE IN SOUTHWEST

The C-V Newspaper Service, has entered into an agreement with the Pacific Syndicate of Los Angeles, whereby the latter will represent Mr. Vanderbilts news service in the Southwest and Mr. Vanderbilts bureau will be their eastern representatives.

HOW CIRCULATION BY THE MILLION IS ATTAINED.

(Continued from Seventeenth Page)

THE MOUNDSVILLE ECHO

Moundsville, W. Va.

is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as the first page of a printed comic section.

HERALD-SUN SYNDICATE

280 Broadway.

New York
HELP WANTED

Mechanical Superintendent
Wanted—A good mechanical superintendent for newspaper plant. Must have a thorough, practical knowledge of all mechanical details and be familiar with the best methods of printing and production, as well as with the latest mechanical improvements. Must be good in human relations and have a position to one who can furnish satisfactory references. Address Box 5395, care The Fourth Estate.

Assistant Business Manager
A first class man 25 to 45 years and married, who can take charge of advertising. Must be of Norwegian descent and know Norwegian-American conditions in Northwest, as we publish a Norwegian language newspaper (The Decorah Posten, 48,000 circulation) besides doing printing work. Applicant must have had some technical printing education and general office work and supervision. Experience in detail, practical printing, and state salary expected. A good opportunity for the right man. Address R. B. Bergeson, V. Pres., The Anundsen Publishing Co., Decorah, Iowa.

Advertising Director
Wanted—A first class man 25 to 45 years and married, with considerable experience in charge of advertising. Must be of Norwegian descent and know Norwegian-American conditions in Northwest, as we publish a Norwegian language newspaper (The Decorah Posten, 48,000 circulation) besides doing commercial printing. Applicant must have had some technical experience (as country weekly or daily publisher) and must be experienced in general office work and supervision. Experience in detail, recommendations, and state salary expected. A good opportunity for the right man. Address E. R. Bergeson, V. Pres., The Anundsen Publishing Co., Decorah, Iowa.

Circulation Manager
Morning newspaper near New York City, circulating through new agencies, seeks change. Preference to those having morning newspaper experience. State age and last two positions held. Address Box 5384, care The Fourth Estate.

Editor Wanted
Excellent future for highly qualified man to edit national monthly devoted to citizenship and discussion of public problems. All applications will be considered strictly confidential. Address Samuel Adams, 621 Albee Bldg., Washington, D. C.

SITUATIONS WANTED

Advertising Manager
If you are the publisher of a second, third, or fourth newspaper in your city and believe that your advertising volume should show a marked increase, answer this advertisement for details as to my past record. For seventeen years I have been cracking hard propositions and my record is an enviable one. I am just finishing my world tour on a metropolitan newspaper and would like three weeks vacation before tackling the next hard nut. I am married and your future the initiative, enthusiasm and execution. I am not looking for an easy job, all that I ask are possibilities. Let me give you a summary of my past record before an interview. Address Box 5386, care The Fourth Estate.

Assistant Circulation Manager
12 years in subscription galleys and on delivery depot of dailies and weeklies. Practical in every detail, 80 years of age and wide awake. Can handle circulation and state salary immediately. Highest references. Address Box 5387, care The Fourth Estate.

Advertising Manager
Who knows the game from A to Z wants to make change on paper where there is a real future. Should you need a lively wire, here's your man. Address Box 5376, care The Fourth Estate.

Foreman

Classified Advertising Manager
Young married man with three years experience. Must have experience in both subscription and classified departments; resourceful, both in personnel and mechanics furnished. Union. Address Box 5368, care The Fourth Estate.

Editorial Job
Assistant editor of leading daily in Eastern city of 100,000 wants desk job in or near New York. Capable public editor, forceful editorial writer and humorous paragon. Married, 29, eight years experience. Address Box 5379, care The Fourth Estate.

General Manager
Available with constructive daily and Sunday—morning and evening newspaper building experience on both small and metropolitan dailies.

SITUATIONS WANTED

Mr. Publisher
Does your A.B.C. statement suit you? Can your town show a marked increase in circulation? Are you interested in a metropolis? Have you a larger territory than you can adequately handle? Open after May 1. Address Box 5388, care The Fourth Estate.

Circulation Manager
Wants connection with business newspaper, nine years experience, 81 Sunday, employed. Can furnish five references from past employer. Address Box 5391, care The Fourth Estate.

General Manager
Available of more than twenty years experience in putting up morning and afternoon papers; expert in organized and systematic work; result producer; best references; solicits proposition from publishers not getting results. Address Box 5381, care The Fourth Estate.

Assistant Advertising Manager
Can inspire salesmen, especially trained to handle large metropolitan inside detail; experience covers promotion, classified, circulation; resourceful result getter, now employed, desires change. Highest references, both character and training. Address Box 5360, care The Fourth Estate.

$100 Reward!
If I can't handle your telegraph city and news desks better than the two or three men you are now paying $50 a week up. Either this is a bluff which will cost me some money or you are going to cut your payroll a considerable amount. Address Box 5386, care The Fourth Estate.

SITUATIONS WANTED

Advertising Manager
with constructive daily and Sunday—morning and evening newspaper building experience on both small and metropolitan dailies. Have demonstrated my executive ability in putting up a newspaper, a good result producer. Now located in the "East. Address Box 5383, care The Fourth Estate.

Editorial Job
Assistant editor of leading daily in Eastern city of 100,000 wants desk job in or near New York. Capable public editor, forceful editorial writer and humorous paragon. Married, 29, eight years experience. Address Box 5379, care The Fourth Estate.

Advertising Manager
with constructive daily and Sunday—morning and evening newspaper building experience on both small and metropolitan dailies. Have demonstrated my executive ability in putting up a newspaper, a good result producer. Now located in the "East. Address Box 5383, care The Fourth Estate.

General Manager
Trained executive, qualified by years of practical experience in every department, seeks opportunity as general manager of a daily, or as advertising manager of a newspaper or daily. Have developed advertising, build circulation, supervise newspaper plant, and do business in general along economical and systematic lines. Highest credentials. Address Box 5380, care The Fourth Estate.
April 21, 1923

THE FOURTH ESTATE

SITUATIONS WANTED

For Sale a Punch in Your Display Advertising Space

by a "hot shot"! Salesman with ten years behind his pen, no wind, your monthly figures tell the story. More space sold to each customer than the "other fellow" says he ever would run. The secret is knowing how—when and what. It might take eight hours a day, it might take twelve, what's the difference so long as the space is there?

My reference, from my customers tell their own tale. Guineas inches weekly. Line of your staff, give me all the "chronics," "desp-ectics," "don't believe in advertising," "want run," "no results from last ad," and then turn me loose on that crowd. I will "snow" your former records every month. Work but up the ladder I go.

My speed is 1000 inches from a grocery store in one week, who does an average business of $300 each Saturday. Let him tell you. A man's store whose cash register is selling a mighty tale. A drug store that is selling a mighty tale. I carry a rugged range of English, rough and ready, double-barreled, deep chesed, built for storm and strife. A gentleman Jim—tough or tender, according to circumstances —refined with a ladies ad, and a riot with a man's. Revealing a polish, but concealing that "landing" punch—taught for speed built for blizzards. The rough kind are as soft as a Government job, my finish as tough as a touchdown to your service.

My character is plain, my age is 24, my salary is $100.00 per week. Put together you have a workman that is a genuine joy for your bookkeepers and able to hold, I come high but I come through. Don't write me your IP's I have them all. I prove my points. I work. Write me Box 5851, care THE FOURTH ESTATE.

Unless you can pay the price don't write.

Composing Room Foreman

Experienced with evening (8 edition) daily, with Sunday and buildi:; thoroughly competent, sober and industrious, (union): handling battery of 1 man, 2 monos, and Thompson; running day, night and lobster shifts; employing 90 to 100 journeymen. All references. Address Box 5860, care THE FOURTH ESTATE.

Experienced Reporter

Seeks position with newspaper in city over 800,000. Graduate of School of Journalism. Can furnish references. Address Box 5866, care THE FOURTH ESTATE.

News Editor

Thoroughly experienced man now employed in city of 1,000,000. Seeks position as news editor in small or large city. Minimum salary $600. Address Box 5888, care THE FOURTH ESTATE.

Managing Editor

Large Southern morning daily reception to propeties to present employer. Established reputation for organizing editorial department at minimum work and maximum efficiency. Know how to make newspaper attractive to reader. Address Box 5861, care THE FOURTH ESTATE.

Your Newspaper's Future—

Have you planned your organization so that it will carry on when you are ready to relinquish full or partial control?

Do you need a man to relieve you of some of your burdens so that you may conserve your energies for the bigger and more trying problems of present day newspaper problems?

In short, do you feel the need of a highly trained assistant publisher or general manager?

Such a man, at present engaged on a large mid-western daily, is prepared to make a permanent connection elsewhere.

Address Box 5377, care THE FOURTH ESTATE.

News & Editorial Executive

News and editorial executive, at present managing editor in city of 200,000, has excellent reason for desiring change. Sixteen years metropolitan and small city experience, the last three devoted largely to organization and reorganization work. Last connection nearly 10 years.

Energetic, constructive builder in both news and editorial departments, seasoned executive and trained developer of ideas. Will consider only afternoon or twenty-four hour proposition. In 30's. Married. Address Box 5340, care THE FOURTH ESTATE.

Desk, Rewrite or Reporter

Man, 28, has nine year experience, including three years at night city editor of big city daily, wants position preferably in New York. Modesty prevents discussion of past performances. Can be relied upon to deliver goods. Address Box 5374, care THE FOURTH ESTATE.

Newspaper Foreman

Efficient union executive of long experience. Expert, makeup and linotypeman machinist. Can make good anywhere. Good organizer with list of references. Address Box 5860, care THE FOURTH ESTATE.

General Manager

Efficient executive with long experience, city and country; good organizer, expert in advertising and mechanical ends. Can make good from start in cities up to 100,000. Will go any where. Age 40. Available April 15. Address Box 5846, care THE FOURTH ESTATE.

A REAL WESTERN
PRESS CLIPPING SERVICE that actually covers the WEST.

Pacific Northwest Press Clipping Bureau
Seattle, Wash.

The greatest auxiliary news service in the middle west.

THE CAPITOL PRESS
Peoria, III.
(Established 1912)

CHARLES HEMSTREET
PRESS CLIPPINGS
59 Park Place, NEW YORK

The problem of covering the Canadian Field is answered by obtaining the ser-
vice of the

Dominion PRESS CLIPPING AGENCY
which gives the clippings on all matters of interest to you, printed in over 95 per-
cent of the newspapers and publications of CANADA. We cover every foot of
Canada and Newfoundland.
74-76 Church Street. TORONTO, CAN.

At your service, THE IMPROVEMENT BULLETIN, reaching architects, engineers and dealers throughout the Northwest, 2,000 circulation and growing constantly. Our subscription list is a Buyers' List, reputable and virtually hand-picked. Sample the Bulletin sent on request. DAILY CONSTRUCTION NEWS, publishing news of building pro-
jects, live leads for salmen, $60 a year. WESTERN PRESS CLIPPING EXCHANGE, first-class clipping service for trade papers and individuals. Write
us at Minneapolis, Minn.
FOR SALE

Stereotype Machinery

For Sale

Metal Pot, Pump & Pyrometer $300
1 double Steam Table—Gas Heat $300
1 plate finisher 1,000
1 Dross Refining Pot $250
1 Cast iron Box $250
1 Goss rocker casting box 250
1 Goss single cutter tail saw with 3 H.P. 2 phase 60 eye. General Electric Motor 220 volt—15 in 250
1 Goss Shaver with 3 H.P. 2 Phase 60 eye motor 250
1 Goss Chipping Block 75

FOR SALE

Linotype Machines

For sale two Model No. 4 Linotype machines, excellent condition. Who has your best offer? THE ARGUS CO, Albany, N.Y.

Economy Chases

Eight Economy chases for 8 column, 19 ems. Cost $85.00 each, will sell for $40.00 each. Also Brown folder taking 8524x4 sheet. Address Box 6671, care The Fourth Estate.

Business CHANCES

Sales Appraisals

Palmer, DeWitt & Palmer

Newspaper Properties

225 Fifth Ave.

New York

This ad will appear but once.

This Is a Morning Paper You Will Like

Oldest and leading paper, located in the central west, has almost double the circulation of its competitor. Annual receipts considerably over $100,000. Making good profit. Owner asserts will stand acid test. Price $40,000; half cash desired. Prop. $672.

THE H. F. HENRICHS AGENCY

Selling Newspaper Properties

LITCHFIELD, ILL.

New York Los Angeles

UNUSUAL OPPORTUNITIES

Daily and Weekly Newspapers, Trade Papers

HARWELL & CANNON

NEWSPAPERS AND MAGAZINE PROPERTIES

Times Building, New York

Established 1910

Wanted to Buy

Model C.S.M. Intertype or Model M Linotype with motor attached (D.C.); must be fully equipped for advertising work and in good condition. Apply Box 5854, care The Fourth Estate.

WANTED—STEREOTYPE MACHINERY

Oldest and leading paper, located in the central west, has almost double the circulation of its competitor. Annual receipts considerably over $100,000. Making good profit. Owner asserts will stand acid test. Price $40,000; half cash desired. Prop. 687x.

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NEWSPAPERS AND MAGAZINE PROPERTIES

Times Building, New York

Established 1910

WANTED TO BUY

Liberty Folder

Wanted—A second hand Liberty Folder for pamphlet and booklet work. The Times Company, Bath, Maine.

Editor-Partner Wanted

With $10,000 to $15,000 to go in with advertising manager and buy evening paper. References exchanged. Address Box 6879, care The Fourth Estate.

To Buy—

Daily Newspaper

$10,000 as first payment on evening daily paper. Address Box 6889, care The Fourth Estate.

A NOVEL FEATURE

Something new just put on the market. An explanation of the idea won’t cost you a cent. Priced to suit you.

HOMER W. HACOWER

225 W. Lake St.

Detroit, Mich.

WANTED—STEREOTYPE MACHINERY

Want to buy anything in practically up-to-date stereotype machinery.

New Method Matrice & Plate Company, 473 Broome street, New York.
CIRCULATORS OF NEW ENGLAND CONVENE.

(Continued on Twenty-fourth Page)

not getting to its readers on time. Sometimes it is press trouble, when a few minutes delay means losing a train, sometimes desire of the editor to crowd in late news or lack of co-operation between the editorial and circulation departments or, as in many cases, the fact that the advertisers do not heed the admonition "early copy." To remedy that condition the publication established an absolute "zero hour" when the forms shall close both for news and advertising, was recommended by Mr. Doldpint, who said that such a system was in force on his paper and that it was satisfactory.

At the afternoon session the important discussion was continued. Several other questions of circulation managers were discussed. Following the discussion the managers held a banquet at which J. L. Young again spoke, using as his topic "Standards of a circulation Manager.

Thomas J. Downer, circulation manager of the Boston Globe, also gave a brief address. The next meeting of the association will be held in Washington some time in October.

JULIUS H. BARNES ADDRESSES NEW YORK NEWSPAPER MEN.

Only the textile industry is lagging in the general restoration of British industry to a prosperous condition, said Julius H. Barnes, president of the Chamber of Commerce of the United States, at a dinner to New York City newspaper men, at which he was the guest of honor, given Monday night at the Metropolitan Club by A. C. Bedford, president of the Standard Oil Co.

Mr. Barnes described financial and industrial conditions in North Africa, Egypt, the Near East and Europe—a he and the American party of business men who attended the conference of the International Chamber of Commerce in Berlin, as a part of the course of a comprehensive tour.

JEWISH AGENCY MOVES.

The Jewish Telegraphic Agency (Jewish Correspondence Bureau) has removed its headquarters from 114 Fifth avenue to 132 Nassau street, New York.

The only journal outside of the United States published in the interest of newspaper men.

The Circulation of the NEW YORK EVENING MAIL

Represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

BUTLER EAGLE TO ERECT $150,000 BUILDING.

HAS ACQUIRED ADDITIONAL PROPERTY ADJOINING ITS PRESENT QUARTERS FOR PROJECT — WILL INSTALL NEW EQUIPMENT, INCLUDING PRESS.

The Butler, Pa., Eagle has completed arrangements for the erection of a modern building, which shall furnish every facility and convenience necessary for publication of a journal that will compare favorably with newspapers appearing in cities twice the size of Butler.

It is the intention of the management to construct an Eagle building, a modern structure, which shall be completed.

A new $35,000 press has been ordered, capable of turning out 30,000 newspapers per hour. This machinery, together with new stereotyping equipment, will be installed on the ground floor in what has been planned to be one of the most efficient and up-to-date printing press departments of any newspaper of its size in the East.

Several years ago the Eagle found it was rapidly outgrowing its present quarters and plans have since been fixed to erect a splendid new building that not only will be distinguished from an architectural standpoint, but which will make possible the issuing of larger editions of improved appearance.

A remarkable growth in circulation and increased advertising patronage have rendered the present quarters now inadequate. The Eagle is publishing an average of approximately 12,500 copies a day.

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NEW REPRESENTATION.

Guelph, Ont., Mercury (Eastern) to W. D. Reed, R. E. Dolmas represents the Mercury in the West.

The impressive lead maintained by The News in local, foreign and classified lineage year after year is possible only because of proved results to the advertiser.

The Indianapolis NEWS

Frank T. Carroll, Advertising Manager
New York: Dan A. Carroll, 150 Nassau St.
Chicago: J. E. Lutz, The Tower Building

Harding's Speech Feature of Convention.

(Continued from Second Page)

probability that many of them will be offered for extended discussion at the annual meeting. The increased dependence of the world upon the United States, political and economic conditions by Mr. Noyes will enable the membership to meet the requirements of the situation in a thorough manner.

Officers for the coming year will be elected at a meeting of the new A.P. board of directors to be held Wednesday morning. Balloting for directors will take place at the afternoon session of the annual meeting on Radio, labor, the news print situation, taxation and postal problems will occupy most of the considerations at the A.N.P.A.'s three-day session which will close with the election of officers Friday afternoon. The members are more interested than ever in radio, some of the members regard it as a supplement to the daily press, while others incline to the belief that it is a substitute. The fact is, however, that a considerable element of prominent publishers has given it a thorough going over, too; and it is a logical prospect for newspaper advertising.

Labor discussions will feature the progress of the open shop publishers, for whom a special bureau of the A.P.A. was created by resolution at the last meeting. Another topic of general interest will be the deputation of the U.S. Senate to the Post Office Department to have revised the "national law" of the International Typographical Union is arbitrable and unenforceable. The agreement was rendered in the case brought by the Washington Typotheta against Columbia, a detail program of this issue of The Fourth Estate. News print problems have not changed much in the year, except that curtailment has gone more than ever since the convention last met. While there was some response to the repeated warnings issued by General Manager Lincoln B. Palmer that news print consumption was increasing out of all proportion to advertising gains, the curtailment fell far short of expectations. Present steps in Canada to place a sizable export duty on wood pulp and pulp wood will lend point to the arguments of those who counsel curtailment.

Taxation and postage are still in the vexatious class. Publishers are prodded to furnish their cases to the Department of the income tax, while the campaign waged by the A.N.P.A. in connection with the House Postmaster General's Conference for a repeal of war-time second class mail did not accomplish its purpose, owing to political obstacles at Washington.

The New York American

Is showing two gratifying results of its three-cent price: It has the Largest Circulation in New England at that price. It is taking on a Higher Grade of Advertising every month.

Quality and Quantity Go Hand in Hand.

BOSTON AMERICAN

Wednesday morning. Balloting for directors will take place at the afternoon session of the annual meeting on Radio, labor, the news print situation, taxation and postal problems will occupy most of the considerations at the A.N.P.A.'s three-day session which will close with the election of officers Friday afternoon. The members are more interested than ever in radio, some of the members regard it as a supplement to the daily press, while others incline to the belief that it is a substitute. The fact is, however, that a considerable element of prominent publishers has given it a thorough going over, too; and it is a logical prospect for newspaper advertising.

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The Cincinnati Community

Consists of an Area of 70 square miles with a population of 900,000 ...

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this PARALLELED MARKET. Foreign Representation: H. A. KLEIN 50 East 42d St., New York

New Jersey’s Famous Manufacturing City

PATERSON PRESS

Guardian

IM BIG Independent Newspaper G. LOGAN PAYNE COMPANY Chicago, St. Louis, Detroit, Los Angeles

F. S. BURKS & SMITH

New York and Boston

The Cincinnati Community

Consists of an Area of 70 square miles with a population of 900,000 ...
The special features of the BUFFALO TIMES have made it the most popular newspaper in Western New York.

NORMAN E. MACK, Proprietor VERREE & CONKLIN, Inc. Advertising Representatives New York, Detroit, Chicago, San Francisco

NEWS LEAGUE OF OHIO DAYTON NEWS SPRINGFIELD NEWS The papers with the big circulations and commanding prestige.

I. A. KLEIN, Foreign Representative 944 Fort Dearborn Bank Bldg., Chicago

PRESS CLUB DINNER July 8. Mr. Barnes, President of the Chamber of Commerce of the United States, was the guest of fellow members of the National Press Club at an informal dinner at the club last Wednesday night.

Mr. Barnes headed the delegation representing the American section of the International Chamber of Commerce at the Pan-American Congress, and only recently returned from his European trip.

Following the dinner, Mr. Barnes spoke at the club on the situation in Europe and the financial and industrial situation in order that he might give his audience an intimate picture of the present situation in Europe as seen by the American business men found it.

FINANCIER ADVERTISES CAR FOR $1 CIGARS.

Thomas W. Lawson, sportsman, stock market operator, author, and contributor to newspapers and magazines, last week advertised for sale his open car and four or five smaller ones. As I am completely out of cigars for summer smoking, I will take 5,000 $1 cigars in lieu of cash.

Read in FIFTY per cent of ALL HOMES of Metropolitan New York

Eighty Per Cent of THE WORLD'S Circulation, Morning and Evening, is in Metropolitan N. Y. A morning or an Evening World goes into every mail box and student's dormitory in New Jersey County (Jersey City, Hoboken, etc.), New York County, and the third home in all Metropolitan New York.

FIRST IN THE CITY FIELD
LEADERSHIP
BRIDGEPORT
98% per cent of the circulation of The Telegram and Post is concentrated within 13 miles of the City Hall. You can completely cover this great industrial market with one newspaper cost through the

TELEGRAM and POST
The only A.B.C. Newspapers in Bridgeport, Conn.

In New Orleans it's the New Orleans Item

MACHINES ADD 36 PER CENT TO A.P. NEWS VOLUME.
NEW EXPERIMENTS TO APPLY MORKRUMS TO WIRELESS PRESAGE MORE WONDERS TO COME IN TRANSMISSION — A.P. EXPERT EXPLAINS PRINCIPLES OF OPERATION.

By Milton Garges, Superintendent, Traffic Division, Associated Press.

It was more than fifteen years ago that the Associated Press first began to experiment with printed telegraph systems in connection with the transmission and receipt of its news report. As a result of these experiments, which still are being continued, a machine has been evolved by the printer manufacturers and many of them are in use. But the perfection of the printing telegraph has yet to be attained.

It is a great fascination for the layman to see an automatic page printer in operation. A simple, but effective piece of mechanism and its operation looks simple enough. As a matter of fact, the printer itself, with its modern reënments, is comparatively easy to understand; and the non-technical man looking at it as it rolls out the copy at sixty or seventy words a minute thinks only of what he sees. But the best printer in the world isn't worth much unless it is a connecting link of wires to bring it to the electrical impulses from the distant station to set its machinery moving. And a very complex operation is here involved.

Morse circuits used by press associations link up half a dozen or more cities on a circuit. Each point can both send and receive, so that if any of the intermediate cities has a news story, it can be sent directly to the other cities on the circuit, all its operator has to do is open his key and begin to talk. Any other station on the circuit receives the news as if it were coming over the line directly from the distant station.

The automatic printer functions of the automatic printer were performed almost equally. This required such intricate work that every printing was made to do, that it is possible only if you in the arrangement of the mechanism to the circuit which materially reduce its speed.

If the sole object were to deliver the news from a central point to a number of other distant stations, the automatic printer could solve that problem admirably. But where the news collection also must be made, and where the costs are as high as possible, it may be economically and more economically through Morse operation.

In 1920 one of the things the Associated Press has discovered in its fifteen years of experimenting; one of the greatest benefits that can be derived from the perfection of the printed telegraph news circuit has yet to be attained.

It is a great fascination for the layman to see an automatic page printer in operation. A simple, but effective piece of mechanism and its operation looks simple enough. As a matter of fact, the printer itself, with its modern reënments, is comparatively easy to understand; and the non-technical man looking at it as it rolls out the copy at sixty or seventy words a minute thinks only of what he sees. But the best printer in the world isn't worth much unless it is a connecting link of wires to bring it to the electrical impulses from the distant station to set its machinery moving. And a very complex operation is here involved.

Morse circuits used by press associations link up half a dozen or more cities on a circuit. Each point can both send and receive, so that if any of the intermediate cities has a news story, it can be sent directly to the other cities on the circuit, all its operator has to do is open his key and begin to talk. Any other station on the circuit receives the news as if it were coming over the line directly from the distant station.

The automatic printer functions of the automatic printer were performed almost equally. This required such intricate work that every printing was made to do, that it is possible only if you in the arrangement of the mechanism to the circuit which materially reduce its speed.

If the sole object were to deliver the news from a central point to a number of other distant stations, the automatic printer could solve that problem admirably. But where the news collection also must be made, and where the costs are as high as possible, it may be economically and more economically through Morse operation.

In 1920 one of the things the Associated Press has discovered in its fifteen years of experimenting; one of the greatest benefits that can be derived from the perfection of the printed telegraph news circuit has yet to be attained.

It is a great fascination for the layman to see an automatic page printer in operation. A simple, but effective piece of mechanism and its operation looks simple enough. As a matter of fact, the printer itself, with its modern reënments, is comparatively easy to understand; and the non-technical man looking at it as it rolls out the copy at sixty or seventy words a minute thinks only of what he sees. But the best printer in the world isn't worth much unless it is a connecting link of wires to bring it to the electrical impulses from the distant station to set its machinery moving. And a very complex operation is here involved.

Morse circuits used by press associations link up half a dozen or more cities on a circuit. Each point can both send and receive, so that if any of the intermediate cities has a news story, it can be sent directly to the other cities on the circuit, all its operator has to do is open his key and begin to talk. Any other station on the circuit receives the news as if it were coming over the line directly from the distant station.
THE BUFFALO TERRITORY OFFERS BIG POSSIBILITIES TO NATIONAL ADVERTISERS

Twelfth American City and second in New York State, Buffalo, with a half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A.B.C. net paid 105,958, 80% of English-speaking Homes.

THE BUFFALO EVENING NEWS
Edward H. Butler, Editor & Publisher

NEW YORK SUN ASSISTANT MANAGING EDITOR DIES SUDDENLY.

Thomas Mortimer Dieuaidé, assistant managing editor of the New York Sun, who was one of the party of government editors and men who made the trip on the transport Henderson to Panama, returning April 12, died in Washington the following night. Mr. Dieuaidé was taken ill suddenly when on the trip.

Mr. Dieuaidé was for many years a reporter on the staff of the Evening Sun, covering ambassadorial appointments.

For five months in 1898, during the Spanish-American War, he was aboard the battleship Texas and took part in the battle at Santiago. Later he was one of the two civil witnesses to testify before the Congressional investigation in the Sampson-Schley controversy.

He was born on the island of Campeolbo of the Patagonian Islands, off the coast of New Brunswick, Canada, in August, 1865.

After a short time in the insurance business Mr. Dieuaidé began newspaper work on the New York Telegraph, leaving that paper in 1891 after having worked his way to the city editorship, which he had joined the staff of the Evening Sun.

The body was brought to New York accompanied by Mr. Dieuaidé’s son, Dr. Francis M. Dieuaidé, and Maurice B. Judd, Washington correspondent of the Sun. Funeral services were held on Tuesday. Active pallbearers were Don Murphis, Robert E. Livingston, Edmond Barnett, John W. Low, Reginald Wilson, Walter Deuffenbaugh, James C. Grey and Beaussa Fox.

The honorary pallbearers included Frank A. Munsey, Chester S. Lord, William J. Simmons, George Speed, Bernard C. Crandall, Winfield Scott Mays, Charles L. Cooper, Willis P. Dewart, F. T. Birchell, Robert L. Lyman, Ernest W. McCready and Dr. Van Buren Thorne.

OFFICIAL OF MINNEAPOLIS TRIBUNE IS DEAD.

William F. McNally, vice-president of the Minneapolis Tribune Company, which publishes the Minneapolis Tribune, died on April 13 at his home in New Richmond, Wis. Mr. McNally had been ill for some time, but his condition was not considered serious until it became complicated by pneumonia. Mr. McNally was one of the best known attorneys in northern Wisconsin. In 1888 he married Stella Murphy, a sister of the late Dr. J. Murphy, owner of the Minneapolis Tribune.

Mr. McNally became vice-president of the Tribune in 1908 after the death of Mr. Murphy. He was executor and trustee of the estate of Mr. Murphy and vice-president of the Minanistique Pulp and Paper Company.

OBITUARY NOTES.

GRANT SHERMAN HAGER, publisher of the Walsh County Record, Grafton, N. D., died recently at Grafton. Mr. Hager was born in Rome, N. Y., June 7, 1865. He formerly published the St. Thomas Times. Mr. Hager was president of the North Dakota Press Association in 1904-05, and in other years was chairman of the executive committee and a member of the legislative committee.

MRS. JOSEPHINE YEAGER, mother of Abraham Yeager, sports editor of the Brooklyn Eagle, died last week in Brooklyn in her ninety-first year.

CHARLES A. STEELE, for the last eighteen years in charge of the Chicago office of the Wall Street Journal, died Tuesday at Evanston, Ill., before taking up the post he held at his death, was managing editor of the Wall Street Journal. He joined the staff in 1899. He was widely known in railroad circles in New York and in Chicago with an authority on matters related with transportation.

F. A. MURRAY, for the last eighteen years in charge of the New York Daily News, died Thursday morning at her home in West New York, N. J. Mrs. Payne had been ill for the last seven months. She was in her twenty-seventh year.

Mrs. Payne were married June 16, 1916. The same priest who performed the marriage service will officiate at the funeral services, which will be held Monday morning at St. edward’s, Columbus, Ohio.

WILLIAM R. GILLIAM, vice-president of the Harvey Blodgett Company, St. Paul, died at Los Angeles recently while returning from a trip to Honolulu.

MIRA M. METCALF, writer of humorous sketches, died at the residence of her daughter in Washington, D. C., Tuesday at the age of seventy-six. She was a resident of Washington for nearly half a century, but was born in New York City. For almost thirty years she was recording secretary of the Short Story Club of Washington, and was an active member of the Maine State Society and the Excelsior Literary Club.

PUBLISHERS AND EXECUTIVES AT CONVENTION.

(Continued from Second Twenty-seventh Page)


Niagara Falls Gazette—A. C. Deuel, Wal- dorf.

Norfolk, Va., Ledger Dispatch—S. L. Slover, Waldorf; F. S. Huber, Bexer Hall.


Norman, Okla.—Evening Telegram—Edward T. Thomas, Oklahoma City Daily Oklahoman—Walter Harrison, Waldorf.

Oklahoma City Times—E. E. Gaylord, Waldorf.

Olean, N. Y.—Times—M. G. Fitzpatrick, Biltmore.

Ottumwa, Iowa—Courier—Jas. T. Powell, Broadway.

Owensboro, Ky., Messenger—Urey Wood- son, Martindale.


Pascal, N. J.—Herald—E. A. Brioter, Parktown, N.Y.; Pauline, Pennsylvania; B. Bryant, St. James.


Phoenix Arizona Republic—W. E. Smith, Biltmore.

Phoenix Chronicle Telegraph—Augustus K. Oliver, Ambassador; C. W. Dan- ger, Maristolle.

Pittsburgh Gazette—Geo. S. Oliver, Ambassador; C. W. Danger, Maristolle.

Pittsburgh Post—A. E. Braun, St. Louis.


Quincy, Ill.—Whig Journal—A. O. Lind- say, Medina.


Romine, Va.—Times—W. T. Thomas, Mo- Ahin.

Romine, Va.—World—J. P. Fish- born, Princeton Club.

Romina, Va.—World—J. B. Chapman, Waldorf; J. S. Riley, Waldorf; Doro- Xochitepec, Mexico.


St. Paul, Minn.—Daily News—Howard K. McNamara.

NEWSPAPER CENSUS.

Washington, D. C.

The latest house-to-house canvas reveals the extent to which Washington Newspapers are read in the homes.

DAILY

The Evening Sta... 84%

The Morning Sta... 56%

The Daily Sta... 34%

The Evening Sta... 46%

SUNDAY

The Sunday Sta... 70%

The Sunday Sta... 63%

The Sunday Sta... 77%

The Sunday Sta... 57%
April 21, 1923

THE FOURTH ESTATE

THE DAY-WARHEIT
America's FOREMOST Jewish Daily
Reaches the cream of purchasing power of the Jewish element in America.
Essentially a home-paper—written for and read by every member of the family.

THE DAY-WARHEIT
"The National Jewish Daily"

Member A.B.C.
Main Publication Office: 383 East Broadway NEW YORK

DALLAS EVENING JOURNAL
Published by A. H. Belo & Co.
Covers the afternoon field as completely as does the Dallas News in the morning.

LARGEST AFTERNOON Circulation
D. LORENZ, Manager Eastern Dept.
728 Tribune Building NEW YORK

MONTREAL LA PRESSE
thoroughly and completely covers the circulation of the large French speaking cities of the world. With sixty-five per cent of the 700,000 people in the city French speaking and reading, the newspaper which covers this class comprehensively supplies it with the market to foreign advertisers.

WM. J. MORTON CO., Representatives
NEW YORK, Fifth Ave. Building
CHICAGO, Tribune Building
TORONTO, 128 Bay Street

IL PROGRESSO
ITALO-AMERICANO
CAY, UFF. CARLO BARSOTTI
INSTITUTE, AND Publisher

Guaranteed NET
Paid Daily Circulation 125,000

45 Elm Street NEW YORK CITY

THE JEWISH MORNING JOURNAL
New York City
An American newspaper read by the more intelligent and prosperous class of Jews in New York City.

Member A.B.C.

THE JEWISH LEADER
Publishing Company

THE LEADING ADVERTISING MEDIUM
42 Elm Street NEW YORK CITY

KANSAS is a rich, responsive field. It is best covered by the
TOPEKA CAPITAL
The only Kansas Daily with a general Kansas circulation.

Troy, N. Y., Record—M. B. Plum, Waldorf.

Arthur Capper Publisher

An American newspaper read by the more intelligent and prosperous class of Jews in New York City.

Member A.B.C.

STUDENTS' ESSAY CONTEST.
The national council of Sigma Delta Chi is preparing to announce an essay contest for undergraduates of the fraternity. A choice of five subjects dealing with the ethics of journalism will be given, the winners to be awarded cash prizes.

I.T.U. "LAW" HELD ARBITRABLE BY U.S. COURTS.
(Continued from Second Page)

WINSTON-SALEM, North Carolina's Largest City (U.S. Census)
WINSTON-SALEM SENTINEL

Representatives
FROST, LANDIS & KOHN
New York Chicago Atlanta

H. W. KASTOR & SONS
ADVERTISING CO., ST. LOUIS

An organization of merchandising men highly specialized in the solution of advertising problems.

WINSTON-SALEM, NORTH CAROLINA

THE JOHN BUDD CO.
Representing Newspapers of
9 East 87th St., NEW YORK
Tribune Building, CHICAGO
Chemical Bldg., ST. LOUIS
Healey Bldg., ATLANTA
Securities Bldg., SEATTLE
Title Insurance Bldg., LOS ANGELES

The Paterson Morning Times

(N. J.)

Offers Real Reader Influence and Purchasing Power.

Representative:
STEVENS & BAUMANN, Inc.
47 West 34 St., New York
1st Nat'l Bank Bldg., Chicago
Hollbrook Bldg., San Francisco

BOSTON SUNDAY ADVERTISER
Over 500,000
(Net Paid)

Greatest Circulation that Boston has ever known.

W. W. CROW, 1819 Broadway, New York
E. A. HOLMAN, 858 3rd St., San Francisco
W. H. WILSON, 909 Hearst Bldg., Chicago

The Sentinel goes into eight out of every ten homes in Winston-Salem.

WINSTON-SALEM, North Carolina's Largest City (U.S. Census)

TWIN CITY SENTINEL

Representatives
FROST, LANDIS & KOHN
New York Chicago Atlanta

H. W. KASTOR & SONS
ADVERTISING CO., ST. LOUIS

An organization of merchandising men highly specialized in the solution of advertising problems.

WINSTON-SALEM, NORTH CAROLINA

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Offers Real Reader Influence and Purchasing Power.

Representative:
STEVENS & BAUMANN, Inc.
47 West 34 St., New York
1st Nat'l Bank Bldg., Chicago
Hollbrook Bldg., San Francisco
DISTRIBUTION
and the part advertising plays

Here's the Hook Drug Company with fourteen large, modern retail outlets. They are interested in Turn-Over—not in furnishing warehouse or store space for slow-moving articles. Newspaper advertising certainly is the "OPEN SESAME" for distribution through the Hook chains. They know that it is good business for them always to stock merchandise for which adequate advertising has been scheduled on a noncancellable basis in the Indianapolis News. On the other hand, the Hook Drug Company, and other Indianapolis retailers, are unwilling to do the gambling for the manufacturer. The manufacturer must guarantee—with News advertising—that he will produce the demand before the retailer stocks. The retailer should not stock, nor will he, when the salesman's advertising promise is contingent upon the sale in the market of a certain quota that has been established in advance by the manufacturer.

The Hook Drug Company knows the power of News advertising. They probably use more space in this paper than any other drug concern uses in any one paper in the world.

The Indianapolis News

Chicago Office
J. E. LUTZ
Tower Building

FRANK T. CARROLL
Advertising Manager

New York Office
DAN A. CARROLL
150 Nassau Street
All The Market News

In the "Final Edition" of
THE DAILY NEWS

Every day the "Final Edition" of The Chicago Daily News contains the CLOSING and COMPLETE market reports—two full pages of accurate news, gossip and information—for the Chicago investor.

Readers have this final and complete report with closing quotations every night in the Chicago Daily News TWELVE HOURS EARLIER than they receive the same information in their morning newspapers. It is the full story of the financial day, and nothing can be added to it because it is "all there is."

The financial pages of The Daily News are the directory of Chicago investors—those who have means to invest and are guided by news, advertising and editorial information. The immense MASS of Daily News readers includes every CLASS—from the small investor of growing means to the financier of established fortune.

With its circulation concentrated 94 per cent in Chicago and its suburbs The Daily News reaches and influences practically every financially competent buyer in the Chicago area—the people who respond to advertising appeal.

These readers read the financial news while it is new—when its interest and investment-stimulating power are at the peak—and advertising co-ordinated with this news is bound to be considered while the reader-interest in the market is at its highest pitch. "Tomorrow is another day."

Advertisers who strike while the iron is hot—and strike the real sources of business—place their advertising in the financial pages of

The CHICAGO DAILY NEWS
FIRST in Chicago
GREAT GAINS
Made during the past year by the
PITTSBURGH PRESS
in
CIRCULATION

Average Daily and Sunday Circulation for Month of March, 1923:

DAILY
182,740
GAIN 23,387

SUNDAY
251,135
GAIN 45,199

Two Daily and Two Sunday Newspapers in Pittsburgh Discontinued Publication on Feb. 14, 1923

New advertising record—In the first three months of 1923
THE PRESS carried a total volume of nearly

6,000,000 Agate Lines
Advertising

Again of more than 500,000 LINES over the same period last year and
OMITTED NEARLY 500,000 lines for which orders were received, because
THE PRESS does not print more than 40 pages week days.

THE PITTSBURGH PRESS
Pittsburgh's Greatest Daily and Sunday Newspaper

OLIVER S. HERSHMAN, President-Editor  H. C MILHOLLAND, V. Pres.-Adv Mgr.
WORLD VIEW BROUGHT TO MEETING OF A.P.

MEMBERS WILL GET CLOSE-UPS OF NATIONAL AFFAIRS IN MESSAGE FROM PRESIDENT HARDING — PRESIDENT NOYES OF A. P. TO TELL OF WORLD TOUR.

World and national conditions will be brought home graphically to the annual meeting and luncheon of the Associated Press at the Waldorf Astoria. A message from President Frank B. Noyes, for twenty-three years head of the A.P., who has just returned from a trip around the world during which he made close personal observation of social and economic affairs as well as news-gathering methods.

A message from President Warren G. Harding on national affairs will be one of the features of the luncheon, beginning at one o'clock. Adjudging plans work out favorably, the President may make a personal address if plans work out favorably, and there is a probability that they will. At any rate, a message direct from the White House may be expected as a feature of the luncheon. In the event the President is unable to come another high Government official will probably be the leading speaker.

The Associated Press began its pre-convention activities this week with meetings of the board of directors Thursday morning and Friday morning at the executive offices, 51 Chambers street. The officers of the organization were in a meeting situation met at the Waldorf-Astoria Thursday afternoon. The publishers discussed the conditions of the business of the bar to permit member papers to broadcast their news. They pointed out that one of the most important conditions facing the publishers is the cost of news-gathering agencies.

The members placed little credence in the theory advanced in some quarters that the larger broadcasting corporations might eventually give serious competition to press organizations as disseminators of news. One argument advanced against the feasibility of radio organizations entering the news distribution field to any great extent was that the move would entail the building up of a vast news-gathering organization fit to compete with the established agencies. Such action, the members thought, was extremely impractical and unlikely.

The Associated Press will convene Tuesday morning in the Astor Gallery at the Waldorf-Astoria. After an address by President Frank B. Noyes, the members will proceed to the election of directors, advisory boards, auditors, and auditing committee. With the transaction of other business that may come before the meeting, the members will adjourn at one o'clock to the grand ballroom for luncheon.

Mr. Noyes will preside at the luncheon as toastmaster. Seats for members and other guests of members who wish to hear the speakers have been provided in the boxes. Admission will be ticket by ticket which may be procured on the floor or at the meeting itself. The speaking will not last more than an hour after which the members will reconvene in the Astor Gallery to act on unfinished business and to announce the results of the balloting for directorship.

The nominating committee has named ten members to succeed the directors whose terms expire in 1923. Five of these members are to be elected.

The new board of directors will meet at the Waldorf-Astoria Wednesday morning at 10:30 to elect officers and to appoint the executive committee for the ensuing year.

NEW MEMBERS 1922-23.

Fifty-eight newspapers were elected members of the Associated Press during the last twelve months. The list follows:

Albany, Ala., Albany-News Record.
Bellingham, B.C., Daily Herald.
Binghamton, N. Y., Evening News.
Blackwell, Okla., Morning Tribune.
Bloomington, Ill., Press.
Bogota, Colombia, Evening Nuevo Tiempo.
Brockton, Mass., Herald.
Bristow, Okla., Record.
Burlington, N. C., News.
Center, Tex., Journal.
Centralia, Ill., Journal.
Cedar Rapids, Iowa, Evening Sentinel.
Deadwood, S. D., Daily Telegraph.
Duluth, Minn., Argus-Courier.
Edenton, N. C., News.
Fort Pierce, Fla., News Tribune.
Glen Dale, Md., Press.
Gloversville, N. Y., Daily News.
Greenville, Okla., Daily News.
Greenville, Tex., Herald.
Huntington, W. Va., Advertiser.
International Falls, Minn., Tribune.
Johnson City, Tenn., Chronicle.
Lancaster, Ohio, Daily Eagle.
Laredo, Tex., Morning News.
Lodi, Cal., Sentinel.
Longview, Tex., Leader.
Mexico City El Mundo.
Mexico City La Prensa.
Mt. Vernon, Wash., Herald.
Naples, Fla., Evening Midgard.
Newport, Ark., Independent.
Oxnard, Calif., Channel.
Pasadena, Cal., Post.
Pawtucket, R.I., Journal.
Ponce, Porto Rico, Evening Aguila de Oro.
Pottsville, Pa., Morning Morning.
Pueblo, Mexico, La Crónica.
Rapid City, S. D., Journal (Evening).
Reno, Nev., Gazette.
Rochester, Ind., Fulton County Sun.
Rome, Ga., Evening Times.
San Juan, Porto Rico, La Correspondencia.
San Pedro, Cal., News.
Santa Monica, Cal., Outlook.
San Pablo, Calif., Pacific Journal.
San Diego, Cal., California.
San Diego, Los Angeles, Los Angeles.
Santa Fe, N. M., Daily New Mexican.
Santiago, Chile, El Mercurio.
Tampa, Fla., St. Petersburg Times.
Tyler, Tex., Morning Sun.
Venice, Cal., Vanguard.

CANDIDATES FOR OFFICE IN THE A. P.

SKETCHES OF THE ASPIRANTS FOR DIRECTORSHIP IN THE ASSOCIATION TO BE VOTED ON NEXT TUESDAY—ALL ARE PROMINENT IN THE NEWSPAPER FIELD.

Ten members of the Associated Press have been chosen by the nominating committee to be candidates for directorship to succeed the five directors whose terms expire next week. Those whose names are to be filed are.


A. K. Olvier of the Pittsburgh Chronicle-Telegram, and Richard M. Wharton of the Harrisburg Patriot have been nominated to fill the unexpired term of E. R. Root of the Pittsburgh Dispatch.

Candidate Bell was voted upon at the annual meeting of the Associated Press next Tuesday. Following are the names of the candidates other than those already on the board.

Benjamin H. Anthony, president

(Continued on Page 6a)

A. P. AND A.N.P.A.

CONVENTION WEEK CALENDAR

MONDAY
10.00 a.m. — A.N.P.A. Directors' Meeting at Headquarters in World Building, followed by meetings of committees.
10:30 a.m. — A.P. Directors' Meeting at Headquarters, 51 Chambers Street.
11.00 a.m. — Bureau of Advertising at Headquarters in World Building.

TUESDAY
11.00 a.m. — A.P. Annual Meeting at Waldorf-Astoria (Astor Gallery).
1:00 p.m. — A.P. Luncheon at Waldorf-Astoria (Grand Ballroom).

WEDNESDAY
10:00 a.m. — A.N.P.A. Convention, Opening Session at Waldorf-Astoria (Astor Gallery).
1:00 p.m. — A.P. Convention, afternoon session.

THURSDAY
2:30 p.m. — A.N.P.A. Convention, afternoon session. General discussion of publishing problems.

FRIDAY
10.00 a.m. — A.N.P.A. Convention.
2:30 p.m. — A.P. Afternoon Session.
6:45 p.m. — A.P. Bureau of Advertising Dinner at Waldorf-Astoria (Grand Ballroom).

APRIL 21, 1923 4 THE FOURTH ESTATE

VIII VISIT THE FOURTH ESTATE AT ROOM 106

Newspaper Men, Agents and Advertisers are cordially invited to call at "Field Offices" of The Fourth Estate, Room 106, on the convention floor of the Waldorf-Astoria. The room has been our convention headquartersever sincethe publishers first began holding their conferences at the Waldorf-Astoria twenty-six years ago.

As usual, every convenience of the visitors will be at hand, including the full set of Bound Volumes of The Fourth Estate and its records of the newspaper and advertising fields for the last twenty-nine years (the only complete records of their kind in existence), as well as an information bureau, etc.
IN FAIRMONT WEST VIRGINIA

It's The TIMES published mornings except Monday

The Daily TIMES—
Leads in advertising value
Leads in co-operation
Leads in circulation
Leads in "RESULTS"

Mr. Advertiser read the following unsolicited letter:

FIRST IN AMERICA!

Established 1908.

THE BLACKMAN COMPANY
(Incorporated)

ADVERTISING
120 West Forty-Second Street, New York.

March 19, 1928.

Fairmont Times, Fairmont, W. Va.

Gentlemen:

We believe in giving credit where credit is due and you will probably be glad to know that an analysis of the results of the Crisco Coloring Contest recently conducted in thirty-three newspapers in various parts of the country shows that the Fairmont Times produced the greatest number of entries per thousand circulation.

Your paper averages 86.4 entries per thousand circulation. The second paper was the Ft. Smith, Ark., Times-Record, averaging 49.4 entries per thousand circulation; the third paper, the Tucson, Ariz., Star averaging 46.1; the fourth the Clarksburg, W. Va., Telegram averaging 80.5.

You are to be congratulated on this showing which was undoubtedly the result of your intelligent and energetic co-operation and we want you to know that both we and the Proctor & Gamble Company appreciate it.

Yours very truly,

THE BLACKMAN COMPANY,
(Signed) L. T. Bush.

THE TIMES A.B.C. net paid circulation for twelve months preceding March 31, 1922, was 6,317. Its present circulation is well over 7,000.

Fairmont is located in the heart of the central West Virginia coal fields. Every R.F.D. route leads to mines and payrolls. Its traction lines pass through numerous mining towns, rich agricultural territory, and all lines lead to Fairmont, the buying center with a total population in the trading territory of 65,000.

THE TIMES is—
Growing in Circulation
Growing in Advertising Value
Growing in Popularity

Use its advertising columns and grow with it.

THE FAIRMONT, W. VA., TIMES

National Advertising Representatives:
A. E. Clayden, Inc.  John W. Hunter
347 Fifth Ave.  419 Marquette Bldg.
New York, N. Y.  Chicago, Ill.

CANDIDATES FOR OFFICE IN THE A. P.

(Continued from Page 2a)

and treasurer of the New Bedford Standard, was born in New Bedford, Mass., and was graduated from Yale College, class of 1886. He is a member of Delta Kappa Epsilon fraternity. Mr. Anthony came directly from Yale to the Standard, which his grandfather, Edmund Anthony, had founded in 1859.

In 1894 Mr. Anthony purchased an interest in the New Bedford Morn-
ANY LINE IN THE PAPER
Set from the Same Linotype

It has been hard to get some newspaper publishers to realize that the Linotypes are now so flexible that they can set any line in the paper. The thing seems too good to be true.

And so for the A.N.P.A. Convention this year we have prepared an exhibit that will present the range and adaptability of the Text-and-Display Linotype in a very forceful and unforgettable way.

First a specimen page was set combining all the problems of the front-page and advertising page display. Then part of this page was photographically enlarged twelve times its natural size so that it would take up a whole corner of the room. In the middle of the page a hole was cut big enough to admit a Model 21 Linotype and a magazine rack. Ribbons run in from various type faces on the page to the magazines showing how the entire page was set from one machine. All from one keyboard, and each font completely contained in one magazine.

This Exhibit is Illustrated on the Following Pages
SAME LINOTYPE SETS
EVERY LINE IN PAPER

Full 36-Point Set on
Text-and-Display
Machine

MANY ECONOMIES

All-Slug Efficiency
Possible for Any
Newspaper

Unlimited Number of Faces Can Be Set
On a Text-and-Display Linotype

It is the purpose of this folder to show what can be accomplished with a Text-and-Display Linotype and a comparatively small equipment of machines. It does not by any means show the entire possibilities of the machine since there is no limit to the number of times that can be set on it. The additional faces are carried on either full length or short magnifiers and only a few seconds are required to change any one. It would take a hand compositor to cut out every case of type.

In order to provide the purchaser of a Display Linotype with the equipment necessary to put the plant on a display basis, the Company has cut a very wide range of type. This includes complete series of all the most generally used families such as Century, Gothic, Bodoni etc., as well as a great variety of faces that are suitable for special purposes.

Sound Man
DemanJ
Rifl
Man

DISTRIBUTION

Newspapers Move
Stop Waste

The One Right
Man on
Quadrat

The Relation of
Success

Advantages

Ease of
Setting Big Type
On Machine

TO SET ALL DISPLAY
LINO SLUGS

Much Time Saved in
Setting Big Type
On Machine

TO SET ALL
DISPLAY ON
LINO SLUGS

In order to provide the purchaser of a Linotype with a complete set of display type for his paper, the Company has cut a very wide range of type. This includes complete series of all the most generally used families such as Century, Gothic, Bodoni etc., as well as a great variety of faces that are suitable for special purposes.

Part of the Exhibit of the Mergenthaler Linotype Company at the American Newspaper Publishers' Assoc.
Conventional Illustrating the Range and Flexibility of the Multiple Magazine Text-and-Display Linotype.
The Exhibit shown on the preceding page was made BIG because it has a big significance for every newspaper:

Any Newspaper, Large or Small, Can Enjoy the Speed and Economy of Linotype-Set Display

Display Linotypes are saving money in hundreds of composing rooms. In small dailies and weeklies as well as big-city papers.

Many small papers have proved that it would pay to put in a Display Linotype even if were only used three or four hours a day to set display because in those three or four hours the display machine does work that would take many hours if done by hand.

But there is no need for a Text-and-Display Linotype ever being idle. In the average small or medium sized office it will clean up the display composition in a short time and then be ready to help on any kind of composition for which it is needed.

In addition to being a Display Machine it can be a Utility Machine, of wide usefulness, ready at any time for any task.

Ask the nearest agency to show you just how a Text-and-Display Linotype will fit into your composing room and speed up production all along the line.

Mergenthaler Linotype Company
29 Ryerson Street, Brooklyn, N.Y.
San Francisco | Chicago | New Orleans
Canadian Linotype Limited, Toronto
THE ASSOCIATED PRESS AND ITS EXECUTIVES.

(Continued from Page 6a)

Maryland, District of Columbia, Delaware and West Virginia.

J. R. Knowland, Oakland, California, Tribune, secretary; C. B. Blyen.

Central Division—Comprising the states of Ohio, Indiana, Michigan, Illinois, Wisconsin, Minnesota, Iowa, Missouri, Kansas, Nebraska, Oklahoma, Iowa and North Dakota.

Marcellus M. Barber, Detroit Free Press, chairman; F. J. Page, Des Moines Register, secretary; A. M. McPherson, Des Moines Register, correspondent.

Southeastern Division—Comprising the states of Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Louisiana, Texas, Arkansas and Kentucky.

H. C. Adler, Chattanooga Times, chairman; J. H. Haskel, Little Rock Gazette, secretary; J. J. Fromm, Jr., Rockford Register, correspondent; John J. Graham, Nashville, correspondent; J. W. Lorton, Fort Worth Star-Telegram, correspondent.

Executive Department.

51 Chambers Street. New York.

Edward H. Butler, superintendent.

General Manager, Frederick Roy Martin.

Assistant General Manager, Kent Cooper.

Assistant General Manager, Jackson S. Eliott.

Chief of Traffic Department, Milton Gates.

General News Editor, M. A. White.


Eastern Division.

Edward Mason, 536 Maine Street, Boston, Massachusetts, chairman; New York, correspondent; division traffic chief, C. A. Price.

Albany, Times Union—J. W. Fitzpatrick, correspondent; J. J. Corcoran, correspondent.

Baltimore, Sun—J. R. Knowland, correspondent.

Booth, 7 Water Street—G. B. Littlefield, correspondent; R. W. Smith, T. D. R.*

Buffalo, New York Evening Times—T. D. R.*

Charleston, W. Va., Mail Building—R. P. Anderson, correspondent; P. O. Box 109, correspondent.

Harrisburg, Pa., Telegraph Building, P. O. Box 109, correspondent; T. D. R.*

Newark, N. J., Star-Eagle Building—John T. E. Davis, correspondent; D. B. Shoeburns, correspondent.

Philadelphia, Bulletin Building, P. O. Box 109, correspondent; T. D. R.*

Pittsburgh, Herald Building—S. W. Sycamore, correspondent; F. F. Hubbard, correspondent.

New Haven, 94 Crown street—W. J. G. T. T. Davis, correspondent; T. D. R.*

Philadelphia, Bulletin Building, P. O. Box 109, correspondent; T. D. R.*

Portsmouth, N. H., Dispatch Building—J. C. Grube, correspondent.


WASHINGTON BUREAU.


Southern Division.

Southern Division—Comprising the states of Kentucky, Tennessee, Arkansas and Missouri.

J. M. Condon, St. Louis, correspondent; T. D. R.*

St. Louis, Post-Dispatch Building—J. H. Hines, correspondent; W. S. White, correspondent.

St. Paul, Dispatch Building—M. J. Opperman, correspondent; B. C. Harrison, correspondent.


Springfield, Ill., State Register Building—J. C. Price, correspondent; E. R. Cook, correspondent; T. D. R.*

Toledo, Blade Building—Clyde E. Hohendorf, correspondent; H. H. Stowe, correspondent; T. D. R.*

Virginia, Beacon Building—W. D. Anderson, correspondent; W. J. H. Horne, correspondent; E. K. Bailey, correspondent; T. D. R.*

Western Division.

Paul Cowles, United Bank Building, 625 Market street, San Francisco, correspondent; T. D. R.*

Denver, Colorado—W. J. H. Horne, correspondent; C. O. Hall, division traffic chief.

El Paso, Herald Building, P. O. Box 101—W. J. H. Horne, T. D. R.*

Helena, Independent Building—Leon Rowland, correspondent.

Honesdale, Star-Bulletin Building—John Snell, correspondent.

Los Angeles, Express Building—Denton Crow, correspondent; R. L. Hamman, T. D. R.*


Olympia, Recorder Building—B. H. Christensen, correspondent.

Portland, Ore., Telegraph Building—Edward E. Nelson, correspondent; C. E. Branin, T. D. R.*

Sacramento, California—Helen Colonial, correspondent; E. V. Balvis, correspondent.

Salt Lake City, Telegram Building—G. A. Seger, correspondent; L. G. Hamilton, T. D. R.*

Seattle, Times Building—Smith B. Rawlinson, correspondent; B. W. Williams, T. D. R.*

Spokane, Spokesman Review Building—M. E. Parker, correspondent; P. O. Box 1885; Fred Burtis, T. D. R.*

FOREIGN SERVICE.

Charles T. Thompson, Superintendent, 51 Chambers Street, New York.


Buenos Aires—M. N. Stiles, Calle San Martin 36.

Constantinople—M. A. Koeber, Hotel Tokat.

J. L. ROHME.

Indianapolis, News Building—John J. Stuart, correspondent; David Conner, T. D. R.*

Lincoln, Star Building—J. W. Mayo, correspondent; H. Gerhard, T. D. R.*

Madison, Capital Times Building—Owen L. Scott, correspondent.

Milwaukee, Journal Building—Charles Dean, correspondent; F. G. Cowan, T. D. R.*

Minneapolis, 43 S. Fourth street—J. C. Gilmore, T. D. R.*

Oklahoma City, Oklahoma Building—W. J. H. Horne, correspondent; T. D. R.*

Omaha, World-Herald Building—J. A. Russell, correspondent; R. F. Baker, T. D. R.*

Portland, Oregon—W. J. H. Horne, correspondent; A. J. West, T. D. R.*

San Francisco, Express Building—Denton Crow, correspondent; R. L. Hamman, T. D. R.*


Mexico City—Robert M. Berry, 52 Calle Alcala.

St. Louis—J. W. T. B. F. Williams, T. D. R.*

Vienna—Hugo A. Neumann, Wien IV, Argentinierstrasse No. 67.

HELD FOR CRIMINAL LIBEL.

Arthur Lorenz, former editor of the Illinois Staats-Zeitung, Chicago, and Sidney Spilman, former publisher of the German language paper, have been charged with criminal libel based on an editorial in the newspaper December 31, 1921, referring to American soldiers as "tramps, vagabonds and bums" and to members of the American Legion as "the refuse of the nation."
A.P. PENSION FUND
BENEFITS 277 OF
STAFF IN YEAR.

TOTAL OUTLAY OF $55,615 IS
REPORTED BY THE BOARD
OF DIRECTORS—$24,801.46 OF
TOTAL WENT TO COMPEN-
SATE 263 EMPLOYEES DIS-
ABLED WHILE IN SERVICE.

The board of directors of the As-
associated Press has refunded to the
Employees' Benefit Reserve Fund the
total charge of $55,615.08 incurred
during the fiscal year ending Decem-
ber 31, 1922, in paying pension, dis-
ability and death benefits. During the
year $10,520.35 was paid in pensions
to fourteen employees; 263 employees
added in disability benefits amounting
to $24,801.46, insurance covering
death benefits and permanent dis-
ability called for an expenditure of
$15,971.11, and the expenses entailed
in providing substitute operators dur-
ing the illness of regular employees
totalled $1,522.21.

Pensions were paid to the follow-
ing: Robert Berry, Detroit; W. A.
Connor and G. H. Sickles, Phila-
delphia; J. H. Goudey, J. McGinn
and C. C. Martin, New York; Miss
E. M. Kelly, Columbus, Ohio; J.
F. Kerrins, Syracuse; E. L. Mac-
kenzie, London; Claude Powell and
A. C. Thomas, Chicago; H. C. Smith,
Indianapolis; A. T. Stewart, Fort
Wayne. During the year two men on
this list died, Mr. Stanley on June 5
and Mr. McGinn on October 6.

Thirteen men on the Associated
Press roll died in 1922. A total of
$17,500.00 was paid to their bene-
fi ciaries. Those on this list were
E. H. Simmons, W. A. Caldwell and
J. McGinn, New York; J. Clark,
Pawlucet, R. L.; S. T. Anderson,
Philadelphia; G. A. Collins, Buffalo;
L. D. Stanley, Indianapolis; G. B.
Fraser, Olympia; F. H. Lewis,
Chattanooga; W. E. Farnum, Muncie,
Ind.; G. W. Morris, Reno; L. R. Frame,
Chicago, and R. E. McLain, Fairmont,
W. Va.

J. J. Newcombe, of New Haven,
was placed on the permanently dis-
able roll and since February 1, 1922,
has been receiving $17.83 per month.
The reserve fund stood credited with
$119,125 at the end of the year.
This consisted of the original appro-
priation of $100,000 and the interest
of $19,125 earned on the security
( Liberty Loan 4.5% bonds, 2d issue).
Charges against the fund were
$143,008.43, reported in the state-
tment to December 31, 1921, and the
$55,615.08 for 1922, which made a
total of $198,623.51.

THE ADVERTISER'S
"HIAWATHA."

(From the Colorado College Tiger.)
By the shores of Cuticura,
By the Pluto-cratic water,
Lived the Prophylactic Chiclet,
Danderine, the Helmer's daughter.
She was loved by Klaxon Postum,
Son of Sunkist and Victrola,
Heir-apparent to the Mazda
Of the tribe of Coca-Cola.

Thru the forests stroled the lovers—
Woods untrod by Anglo-Saxons,
"Lovely little Wrigley Chiclet," Were the burning words of Klaxon,
"No Pyrene shall quench the fire.
Though I know you're still a mere
man,
Oh, my Presto-lite desire,
Let us marry, Timken Djer-Kiss."

More than 150 American and Canadian
Newspapers are Regular Subscribers
To Our Complete Service.

Here are Nine Reasons:

(1) From ten to fifteen signed articles on inter-
national subjects per week.
(2) Special Correspondence written on inter-
national subjects by men in the field.
(3) Two articles a week, explaining to the lay
mind the various achievements of men and
women in the field of science or pseudo-
science.
(4) A serial of from twelve to thirty thousand
words of thrilling interest per month.
(5) A thrilling, true travel story each week,
runtime to from two to twelve thousand words
each. These stories are the accounts of
intrepid adventurers exploring every corner
of the world.
(6) The Wider World—a daily feature of signed
articles, running from 300 to 600 words,
contributed by various men and women;
being quaint little accounts of the customs
and usages of various peoples, inhabiting
every corner of the world.
(7) The World Today—being the town talk of
the World's affairs. Two columns each week.
(8) Gossip of the Boulevard—A Weekly Paris
Letter. One column each week.
(9) We maintain a staff preparing jokes and
witty anecdotes, translating humorous com-
ments, appearing in the columns of foreign
publications. Two columns each week.

LET US SEND YOU FREE A TRIAL
SERVICE FOR ONE MONTH.

Wire at our expense for our monthly rate—
you will find it exceptionally low.

SERVICE EXCLUSIVE IN EACH TERRITORY.

J. J. BOSDAN, General Manager.

CANDIDATES FOR
OFFICE IN THE
A. P.

(Continued from Page 6a)
Rough Riders and saw service in
Cuba. A series of articles from Cuba
to his home town papers at Grand
Rapids, Mich., launched Mr. Knox
into newspaper work. Returning from
Cuba he became a reporter on the
Grand Rapids Herald, went through
the various steps to the city desk,
and later became manager of circu-
lation.

In 1901 Mr. Knox purchased with
John A. Muehling a paper in Sault Ste
Marie, Mich., and a few months later
consolidated that with an existing
paper, the consolidated paper being
known as the Sault Ste Marie News.
It was as editor of the Sault Ste
Marie News that Major Knox became
a member of the Associated Press in
1902. Selling this paper in 1912, Major
Knox and Mr. Muehling launched the
Manchester Leader. They purchased
the Manchester Union in July, 1913, and
consolidated the two papers, publishing the Union as
a morning and the Leader as an
evening paper.

Major Knox was appointed on the
staff of the governor of New Ham-
shire in 1913. In 1917 he enlisted as
a private in the First New Hampshire
infantry, and in September, 1917, was
commissioned a captain of cavalry
and assigned to service with the 7th Di-
vision. On December 1, 1917, he was
commissioned major of field artillery,
and given command of a battalion in
the 153d artillery brigade. He served
overseas with this brigade until Mar-
ch, 1918, until May 1919, when the
Regiment was disbanded, and the
French signed an armistice in the
fields of November 11, 1918.

In June, 1922, the Sunday Union
Leader was launched. It is the only
Sunday paper published in the state.

Augustus K. Oliver is vice-presi-
dent of the Newspaper Printing
Company, publishers of the Pitts-
burgh Gazette-Times and the Pitts-
burgh Chronicle Telegraph. He was
unanimously selected by the Pitts-
burgh A.P. members as the can-
didate to succeed Colonel Charles A.
Rook of the Pittsburgh Dispatch, on
April 21, 1923

The Fourth Estate

13a

which he published until 1907, when he became the owner of the Telegram.

He took an active part in war time activities, among other things of organizing and directing the Michigan State Bureau of War Bond and War Loan activities. In 1918, Mr. Perry was chairman of the Michigan reconstruction committee, a member of the community council commission and the industrial relations commission. In 1920 he received the honorary degree of Master of Arts from the University of Michigan for constructive editorial work and services.

Mr. Perry has been president of the Michigan Daily Newspapers Association since 1909 and has served two terms as second vice-president of the Associated Press.

SPORT NEWS COST TO A.P. $1,250,000 EVERY YEAR.

ALMOST ONE-FOURTH OF EACH DAY'S REPORT DEALS WITH SPORTS — SPECIAL WIRES AT ALL BIG EVENTS ASSURE INTERESTED AMERICANS OF LIGHTNING-LIKE SERVICE.

It costs the Associated Press approximately a million and a quarter dollars annually to produce its service. It has been estimated that about 33 per cent of the daily news budget of news is of this class. Excluding the market and financial news sections, in round numbers, the 20,000 words devoted to the world of sport daily go over the 90,000 miles of wire operated by this organization.

SERVICE "ON THE SIDE."

Beside the regular news circuits dozens of special circuits annually are operated to meet the seasonal demands for box scores, races, etc. Of course, where a paper gets its service only on a single wire it does not get the whole volume of the sporting news, but the percentage is about the same.

Special wires go from the ringside of important pugilistic encounters, from the press box of the golf courses, from the tracks, where the horse racing is being decided, from the observation trains following the University Boat Races and from the stadium where thousands are "shoving" for their favorite football teams.

COVERING BIG EVENTS.

International sporting events require equal attention and whether it be an English Derby, a Olympic Games or a bowl game, a man and a Senegalese, the invariable demand of the American newspaper reader must be met, let the cost be what it will.

Then, when the Giants and the Yanks come to grips in the great American classic, it must be a tremendously important piece of news that can be plugged into the paper while the "series" is running. All the circuits are "hooked" together, and the man at the key in the Polo grounds has an audience of tens of millions hanging on his every word. The "dirt" is the extra wire from the press is giving the fan his detailed box, without which his dinner would lack flavor.

LAUSANNE REAL ACHIEVEMENT IN A.P. SERVICE.

FINE STAFF CO-ORDINATION AND EXPERT REPORTERS AT FARLEY ENABLED PROMPT AND ACCURATE COVERAGE OF SOMETHING ABOUT MEN WHO DID THE WORK.

Covering all angles of the Near East peace conference at Lausanne proved to be another Associated Press achievement in cooperative news gathering during the past year. With the activities centering at Lausanne, virtually every capital in Europe reverberated to the myriad of situations brought up at the conference. Despite the tremendous difficulty involved in gathering all details of this event, the European staff of the organization worked with that precision, speed and accuracy which has come to be a characteristic of the Associated Press.

The conference was handled by two service men who had had vast experience in covering events of that nature. Charles S. Smith, who was in charge of the work during the earlier part of the conference, had covered in turn the Paris meeting of 1919, made memorial by the Versailles treaty, the Hague gathering and then the Lausanne conference. More recently, Mr. Smith was joined by Mr. Joseph E. Sharkey, who for many years had been at the head of the Polk bureau of the Associated Press.

Mr. Sharkey had accompanied the Japanese delegation to the Washington Armament Conference and had later been sent to Europe to cover the Genoa conference with the Germans and the Russians. When France invaded the Ruhr Valley, Mr. Smith hastened to his post at the head of the Berlin bureau to cover this situation. Mr. Sharkey was then left alone at Lausanne, where he performed noteworthy service in covering both day and night assignments throughout the concluding stages.

Meanwhile echoes of the Lausanne conference resounded throughout Europe. The situation constantly became more intricate. Warfare was renewed between Turkey and Greece. The Russian delegation sought concessions and the future agreements. Great Britain and Turkey became involved. Economic problems which affected every nation in the world were discussed. The reactions in the various capitals to these problems had to be ascertained. An unusual opportunity was presented to correspondents for individual and co-operative effort calling for the highest degree of newspaper acumen. The staffs of the Associated Press seized upon this opportunity and in a manner that has added a glowing chapter to the history of world-wide news gathering.

Especially noteworthy was the work done by the representatives of the Associated Press at Constantinople. Turkey soon became the hotbed of controversy at the conference. Questions of the control of the Dardanelles, the Turkish boundaries and the rights of foreigners in Turkey were involved.

During the earlier stages of the conference James A. Mills was in charge of the Constantinople bureau. Long service in the Balkans and the Near East made Mr. Mills eminently fitted for his task. Upon his departure, Mr. Elton E. Kloeger, who was transferred from the Vienna bureau, Mr. Kloeger has since been covering the situation in the same capable manner.

FREDERICK I. THOMPSON.

Paul Cheney Patterson, publisher of the Baltimore Sun, was born in Rushville, Ill., about forty years ago. He became president of the A. S. Abell Company, publisher of the Baltimore Sun, about forty years ago and was born in Rushville, Ill., about forty years ago. He became publisher of the Baltimore Sun, publisher of the Associated Press.

Stuart H. Perry, editor and publisher of the Adrian, Mich., Daily Telegram, was born October 13, 1874, at Pontiac, Mich. He is a graduate of the University of Michigan, where he received the degree of Bachelor of Arts in 1894 and Bachelor of Law in 1896, after which he passed practicing law for several years with his father at Pontiac and Detroit. He entered newspaper work as managing editor of the Pontiac Press in 1891, afterwards buying the St. Johns, Mich., News.

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"Get It FIRST But FIRST Get IT RIGHT"

THIS TELEGRAM TELLS
THE WHOLE STORY

Chicago, April 14, 1923.

International News Service,
New York City.

Congratulations on McCormick-Oser wedding scoop. Evening American enjoyed the privilege of printing more than a column of cable on wedding in more than 350,000 of the 425,000 circulation yesterday and not a line in any other Chicago paper all day long. Almost unbelievable that in this advanced news age, a story of such magnitude as the wedding of John D. Rockefeller's 18 year old granddaughter to a 45 year old riding master could be held exclusive all day long. Its is the greatest tribute yet to the superior news service of yours. No wonder your clients are soaring in circulation. No wonder Chicago Evening American selling at three cents is ahead of newspapers selling at two cents. Again I congratulate you.

W. A. Curley, Managing Editor,
Chicago Evening American.

INTERNATIONAL NEWS SERVICE
M. KOENIGSBERG, President
241 West 58th Street, New York
Publishers, Presses and Progress

At this time, when publishers will shortly gather in convention to discuss and exchange ideas and experiences, it is not amiss to consider for a few moments that *all-important* and most essential factor in the development of any newspaper—the PRESS.

With the foresight born of over a Century's experience in newspaper press building, R. Hoe & Co. some years ago designed and perfected their Superspeed and Unit types of newspaper presses, which are now rapidly superseding practically all other designs in the modern pressroom. Conclusive evidence of this is found in the fact that installations of Hoe Superspeed and Heavy-Design Presses of Unit-Type construction, equipped with the latest Hoe improvement, the Patented Automatic-Pump System of Ink Distribution, have been or are being made in the greatest newspaper plants in the country, including the Philadelphia Bulletin, Philadelphia Public Ledger, Philadelphia Inquirer, New York Times, New York Tribune, New York Herald & Sun, New York American & Journal, Brooklyn Eagle, Brooklyn Times, Boston Post, Boston Globe, Boston Transcript, Cleveland Plain Dealer, Baltimore Sun, Dayton News, Kansas City Journal-Post, Los Angeles Times-Mirror, Minneapolis Tribune, New Orleans Times-Picayune, Newark Star-Eagle, Pittsburg Post & Sun, St. Paul Dispatch, San Francisco Chronicle, Toronto Star, Toronto Telegram, Trenton Times, and many others too numerous to mention.

New production records being made continually on Hoe Superspeed and Hoe Heavy-Design and Condensed-Design Unit-Type Presses, prove conclusively that the Hoe Improved Unit types of construction, especially those with all the printing units on the floor and, wherever practicable, with underneath roll feed either from brackets or reels, although more costly to manufacture, are a better investment in the end and far superior to the old decked or straight-line machines, and publishers considering new equipment are urged to investigate thoroughly the greater output, versatility, and economy of Hoe Unit type construction, before giving undue weight to machines of cheaper design.

We are now installing a large plant of Heavy-Design Unit Presses in the new building of the New York Tribune, and on the initial run the first machine produced 168,000 28-page tabloid papers at the rate of from 30,000 to 32,000 per hour *net production*, without a single paper break. Three of these presses can now be seen in operation in the Tribune's new plant.

MEET US IN THE STATE APARTMENT AT THE WALDORF

R. HOE & CO.

504-520 Grand Street, New York City

827 Tribune Building       109-112 Borough Rd.
CHICAGO, ILLINOIS          LONDON, S.E. 1, ENG.

7 Water Street
BOSTON, MASS.
The month of April marked a conspicuous milestone in the progress of the New York Tribune. It is now installed in its new uptown building on Fortieth Street, just west of Seventh Avenue.

It was not without sorrow that The Tribune left its eighty-one year old site on “Newspaper Row”—a spot rich in tradition and historic associations. But the pressure of a steady growth long ago overtaxed its equipment and made expansion imperative.

The new plant was not planned as an industrial shrine to attract the casual visitor to New York, but as the most modern newspaper plant in the world. Constructed and equipped in every detail for efficient operation, it delights the eye of the initiated.

It's more than 100,000 square feet of space, occupied entirely by The Tribune, incorporates many novel ideas of arrangement and equipment and doubles The Tribune's past facilities.

The new plant makes possible the continued growth in News Service, Advertising and Circulation, which has characterized The Tribune's progress during the past decade.
Every Dot Means Ten Families To
PLAIN DEALER Advertisers

Sit forward and study the map. It is northern Ohio—second in the country in varied industries. The arc describes a radius of 100 miles—a rich market—with Cleveland as the gateway. This territory comprises over 3,200,000 people.

This map tells two stories—
presentment of opportunity and fulfilment to those seeking expansion and consequential increased sales.

Note the centers of distribution. Cleveland is FIRST in 15 of the country's major industries. One and one-half billion dollars is the valuation of Cleveland's manufactured products annually. Ashtabula, one of the world's largest lake ports, Akron, the largest rubber manufacturing center, Youngstown, second in steel production, and Lorain, a large receiving port for iron ore, and shipping point for Ohio coal, are among the cities in this responsive market.

Every dot on the map represents 10 families who use The Plain Dealer as their Buying Guide. That means over 190,000 prospects for soap, spark plugs, washing machines, hair nets and baking powder every day, and nearly 250,000 Sunday. There is no better time to seriously tap this great buying stream of people.

Space buyers know the right media in every territory. That's their business! During 1922, The Plain Dealer ALONE carried 50.3% of ALL National advertising placed in ALL Cleveland newspapers.

The Plain Dealer
Cleveland's Greatest Salesman of ANY-priced Merchandise

J. B. WOODWARD
110 E. 42nd St., New York
WOODWARD & KELLY
Fine Arts Bldg., Detroit
Security Bldg., Chicago

R. J. BIDWELL CO.
Times Building,
Los Angeles, Cal.
742 Market Street,
San Francisco, Cal.
If you sell in California
you need the
San Francisco Chronicle
Leading Newspaper of the Pacific Coast

One-third of the population of California
centers around the bay of San Francisco

58 years of good-will stand back of the San Francisco Chronicle

New Home of San Francisco Chronicle, Fifth and Mission Streets.

SAN FRANCISCO CHRONICLE

Williams, Lawrence & Cresmer Company
National Advertising Representatives
225 Fifth Avenue, New York
Harris Trust Building, Chicago
WEIGHTY TOPICS BEFORE A.N.P.A. CONVENTION.

LABOR, LEGISLATION, RADIO, POSTAGE AND TAXATION LOOM AS LEADING SUBJECTS FOR PUBLISHERS — ATTENDANCE WILL SET NEW RECORD.

With publishers now arriving in New York in unprecedented numbers, the annual convention of the American Newspaper Publishers Association next Wednesday, Thursday and Friday at the Waldorf-Astoria promises to be the largest and most important in the annals of the organization. Pre-convention activities point to labor, legislation, radio, postage and taxation as the most important subjects to come before the convention. The Waldorf management has prepared for a record-breaking convention attendance.

Convention week activities of the A.N.P.A. will begin on Monday morning when the directors will meet at the headquarters in the World building to discuss problems which will be presented to the convention. Convention week activities of the A.N.P.A. will begin Wednesday morning at 10 o'clock in the Astor Gallery of the Waldorf. The A.N.P.A. convention will begin Wednesday afternoon at 2:30 when a general discussion of the publishing problems will be held. The meeting will be continued Thursday morning and afternoon.

ANNOUNCEMENT OF NEW CONVENTION ROOM.

The A.N.P.A. will meet next Wednesday morning at ten o'clock in the Astor Gallery of the Waldorf. The A.N.P.A. convention will begin Wednesday afternoon at 2:30 o'clock when a general discussion of the publishing problems will be held. The meeting will be continued Thursday morning and afternoon.

MANY DINNER FEATURES.

Thursday evening's feature will be the dinner to be held in the ballroom of the Waldorf under the auspices of the A.N.P.A. Bureau of Advertising at 6:45 o'clock. Louis Wiley of the New York Times is to be toastmaster. The speakers are to be Lord Robert Cecil, the distinguished British statesman, now here to advocate the League of Nations; George Wharton Pepper of Pennsylvania, once a prominent anti-warist who recently converted to the League proponent's point of view through the British advocate's presentation of the subject; James A. Emery, counsel for the National Manufacturers Association; James W. Gerard, former ambassador to Germany, and Will Rogers of the Ziegfeld Follies, who has been developing an assortment of sallies to be directed at newspaper men and newspapers in general.

As the applications for places at the dinner already exceed the capacity of the ballroom, the committee has

Visit THE FOURTH ESTATE at Room 106

Newspaper Men. Agents and Advertisers are cordially invited to call at the "Field Offices" of The Fourth Estate, Room 106, on the convention floor of the Waldorf-Astoria. The room has been our convention headquarters ever since the publishers first began holding their conferences at the Waldorf-Astoria twenty-six years ago.

As usual, every facility for the convenience of the visitors will be at hand, including the full set of Bound Volumes of THE FOURTH ESTATE and its records of the newspaper and advertising fields for the last twenty-nine years (the only complete records of their kind in existence), as well as an information bureau, etc.

AD BUREAU GREAT INFLUENCE UPON ADVERTISING.

ORGANIZATION CLOSELY KNIT, WITH REPRESENTATION IN EVERY STATE—TERRITORIAL OFFICES SERVE PAPERS IN MIDDLE AND FAR WEST TERRITORIES.

William A. Thomson is director of the bureau with headquarters in the World Building, New York. Thomas H. Moore is associate director. F. Guy Davis is western manager with headquarters in Chicago and Thomas L. Emory is in charge of the Pacific Coast offices in San Francisco. The committee in charge of the bureau is as follows: William F. Rogers, chairman, Boston Transcript.

Harry Chandler, vice-chairman, Los Angeles Times.

Howard Davis, New York Tribune.

W. C. Harris, Toronto, Star.

William J. Hofmann, Portland Oregonian.

D. D. Moore, Fort Worth Record.

Fleming Newbold, Washington Star.

David B. Plum, Troy Record.

S. E. Thompson, Chicago Tribune.

R. A. Westfall, Boston American.


Lafayette Young, Jr., Des Moines Capital.

M. D. Bryant, Six Point League of New York.

Fred E. Crawford, Newspaper Representative Association of Chicago.

MEMBERS OF THE BUREAU OF ADVERTISING.

ALABAMA. Birmingham Age-Herald

ALABAMA. Birmingham News

ARIZONA. Bisbee Daily Review

ARIZONA. Douglas Dispatch

(Continued on Page 6b)
OFFICERS AND DIRECTORS OF THE A.N.P.A FOR 1922-1923

ELBERT H. BAKER
DIRECTOR AND CHAIRMAN REFORESTATION COMMITTEE

LINCOLN B. PALMER
MANAGER

HARRY CHANDLER
DIRECTOR

S. E. THOMASON
VICE-PRESIDENT

PAUL CHENEY PATTERSON
PRESIDENT

THOMAS R. WILLIAMS
DIRECTOR

WILLIAM A. THOMSON
DIRECTOR BUREAU OF ADVERTISING

THOMAS H. MOORE
ASSOCIATE DIRECTOR BUREAU OF ADVERTISING

F. GUY DAVIS
WESTERN MANAGER BUREAU OF ADVERTISING
The CHATTANOOGA NEWS
(The South’s Fastest Growing Newspaper)

SUPREME IN EVERYTHING
FIRST in LOCAL ADVERTISING
FIRST in NATIONAL ADVERTISING
FIRST in TOTAL ADVERTISING
FIRST in CITY CIRCULATION
FIRST in TOTAL CIRCULATION

FOREST IN EVERY WAY
GROWING EVERY DAY

COMPARATIVE CIRCULATION
Circulation Reports to U. S. Government

THEN
April, 1919
Times—29,164
News—17,542

NOW
April, 1923
Times—22,771
News—23,985

NOTE CAREFULLY—
The NEWS BIG LEAD in ADVERTISING shown is based
on 156 publication days for THE NEWS as against 182 publi-
cation days for the Times—the NEWS publishes NO
SUNDAY.

OUR SIX DAYS AGAINST THEIR SEVEN DAYS A WEEK

The above figures reflect, not only the growth of The Cha-
tanooga News, but the progress of the Chattanooga territory.
Chattanooga is growing commercially and industrially, and
its leading daily paper is growing with it.

Business is always good in Chattanooga. It is especially so now.
Chattanooga’s 380 diversified manufacturing plants are working
full time, and our natural commercial and industrial development
is making the wheels of progress turn for Chattanooga and its
leading daily paper.

THE CHATTANOOGA NEWS
GEORGE F. MILTON
WALTER C. JOHNSON
President and Editor
 Vice-Pres. & Gen’l Mgr.

For A.B.C. statements, rate cards and other information, call or write
JOHN M. BRANHAM COMPANY
Publishers’ Representatives
Chicago New York St. Louis Kansas City San Francisco Atlanta

AD BUREAU GREAT INFLUENCE UPON
ADVERTISING.

(Continued from Page 2a)

Phoenix Arizona Gazette
Phoenix Arizona Republican
AKKAANS.
Fort Smith S. W. American
CALIFORNIA.
Alameda Times-Star
Harkerfield Californian
Fresno Morning Leader
Fresno Morning Republican
Hastings Journal
Los Angeles Examiner
Los Angeles Evening Herald
Los Angeles Times
Moorestown Evening News
Oakland Post-Enquirer
Oakland Evening Tribune
Salinas Daily Index
San Diego Union & Tribune
San Francisco Bulletin
San Francisco Call & Post
San Francisco Chronicle
San Francisco Examiner
San Francisco Daily News
San Jose Mercury-Herald
COLORADO.
Pueblo Chief
CONNECTICUT.
Ansonia Sentinel
Bridgeport Telegram
Hartford Courant
Hartford Times
Meriden Journal
Montpelier Republican
Naugatuck Daily News
New London Day
New London Press
Waterbury Republican & American
DELARW.
Wilmington Evening Wilmington Evening & Journal
DISTRICT OF COLUMBIA
Washington Post
Washington Times & The Herald
FLORIDA.
Jacksonville Journal
Jacksonville Times-Union
Miami Herald
St. Augustine Evening Record
GEORGIA.
Albany Herald
Atlanta Journal
Macon Telegraph
Savannah Morning News
IDAHO.
Pocatello Tribune
ILLINOIS.
Aurora Beacon-News
Bloomington Bulletin
Bloomington Pantagraph
Chicago American
Chicago Herald & Examiner
Chicago Tribune
Dakota Commercial-News
Decatur Review
Freeport Journal-Standard
Litchfield News-Herald
Milwaukee Journal
Peoria Journal & Transcript
Rockford Register-Gazette
Rockford Star
Springfield Illinois State Journal
Springfield Illinois State Register
Sterling Gazette
INDIANA.
Crawfordsville Journal
Evansville Journal
Fort Wayne Journal-Gazette
Fort Wayne News & Sentinel
Goshen News-Times
Indiana News
Lafayette Journal-Courier
New Castle Courier
Richmond Palladium
Rushville Republican
Seymour Tribune
South Bend Tribune
IOWA.
Cedar Rapids Gazette
Decorah Times-Democrat & Leader
Davenport Times
Des Moines Capital
Marshalltown Times-Republican
Muscatine Journal & News-Tribune
Ottumwa Courier
Sioux City Journal
Sioux City Tribune

(Continued on Page 13a)
5000 Tons of Scandinavian NEWSPRINT EVERY MONTH
are being delivered regularly and in good condition to American newspaper publishers under contract through the

NEWSPRINT PAPER Corp.

SOLE AGENT IN UNITED STATES FOR

SWEDISH MILLS:
Billeruds Aktiebolag
Fiskeby Fabriks Aktiebolag
Hafrestroms Aktiebolag
Holmens Bruks & Fabriks Aktiebolag
Skonviks Aktiebolag
Wargons Aktiebolag

NORWEGIAN MILLS:
Ankers Traesliperi & Papirfabrik A-S
Bohnsalen Mills, Ltd.
Follum Traesliperi
Aktieselskabet Hofsfos Traesliperi og Papirfabrik
Aktieselskabet Holmen-Hellefos
Hunsfos Fabrikker
Union Paper Co., Ltd.

Also Agent for the Swedish Mill, Stora Koparbergs Bergslags Aktiebolag

"The above shows an actual shipment as received by one of the largest publishers in the United States through our organization.

While at A.N.P.A. convention we respectfully solicit your inquiries at our N. Y. office.

G. F. STEELE — HAROLD SVENSON — JOHN R. RYAN

33 West Forty-Second Street New York
Telephone: Longacre 1116

PACIFIC COAST OFFICE—TEMPORARY ADDRESS, ST. FRANCIS HOTEL, SAN FRANCISCO

G. F. STEELE, President L. CALDER, Vice-Pres. J. J. NOLAN, Secretary F. W. WESTLAKE, Treasurer
The Fourth Estate
April 21, 1923

EDITORS' MEETING TO BE BRILLIANT GATHERING.

DISTINGUISHED SPEAKERS TO ADDRESS FIRST ANNUAL CONVENTION OF AMERICAN SOCIETY OF NEWSPAPER EDITORS IN WASHINGTON—TO CLOSE WITH BANQUET.

President Harding and Honorable John W. Davis, president of the American Bar Association, will be principal speakers at the banquet next Saturday at the Hotel Willard, Washington, which will close the three-day session of the American Society of Newspaper Editors, Grand Annual Banquet will convene at the capital city on April 27 and 28.

The society came into existence just a year ago when fifty editors and managing editors of newspapers met in New York and projected an organization, to "develop a stronger spirit de corps, to maintain the dignity and rights of the profession, to consider and perhaps establish ethical standards of professional ideals, and for the more effective application of professional labors and to work collectively for the solution of common problems."

Friday will be devoted to reports of the various committees, and on Saturday, it is expected, many publishers who attend the Associated Press and the American Newspaper Publishers Association conventions in New York next week, will go to Washington. The following program is scheduled, to open at 10 a.m.:

Friday:

Saturday:
- "Publicity Best Way to End Klan."—Governor Parke declares. "Turn the light of publicity on the Ku Klux Klan. Its members cannot stand it. Reputable businessmen, bankers, lawyers and others numbered among its members will not continue in its fold. They cannot afford it."
- "Gives Good Advice to Ad Men."—Mr. Brisbane, in a short talk to members of the Advertising Club at the Emerson Hotel, Baltimore. Mr. Brisbane was the guest of the club and was cordially greeted.

We are pleased to announce to American Newspaper Publishers that we have made connections abroad for a steady supply of GERMAN DRY MATS of the very best pre-war quality. Immediate deliveries can be made from stock at all times.

A TRIAL WILL CONVINCE ASK FOR SAMPLES

COLUMBIA OVERSEAS CORPORATION Ninety West Street NEW YORK

CHICAGO'S EDITORS IN NEW MEDILL COUNCIL.

News Executives to Help Faculty Guide Course of School—Plan Assures That Interest in Advertising Plan Will Be Kept Up to Date in Every Particular.

Columbia's editors in new Medill council.

President Harding and Honorable John W. Davis, president of the American Bar Association, will be principal speakers at the banquet next Saturday at the Hotel Willard, Washington, which will close the three-day session of the American Society of Newspaper Editors, Grand Annual Banquet will convene at the capital city on April 27 and 28.

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A TRIAL WILL CONVINCE ASK FOR SAMPLES

COLUMBIA OVERSEAS CORPORATION Ninety West Street NEW YORK

LABOR TROUBLE CAUSES 258-YEAR-OLD LONDON PAPER TO MISS AN ISSUE.

For the first time in its 258 years of existence, the London Gazette, the Government's official paper, was prevented Wednesday from printing its daily edition, which traditionally appears in one of its two weekly appearances. The interruption was caused by trouble among the trade union men in the office where the journal is printed.

The Gazette was founded in 1665. Before the days of newspapers it was the Government's official printing office, which it still is. It now prints the Government's daily papers and other official documents, the history of British history for more than 250 years, including those of the House of Commons.

The trouble, which is an unwritten order, affects the 258-year-old London newspaper. It appears in its unsatisfactory columns.

The existence of the newspaper depends entirely on the Government's permission to print official papers, which the Government does not give. It has a few pages, at other times it is as large as an American Sunday journal.

The Government's permission to print official documents is regulated by law, certain persons being obliged to advertise in it, while others would not be able to buy space for a million pounds.
First in Gain!

Leading all New York Newspaper in Gains for Ten Consecutive Months

The World closes the first quarter of the current year with the record of having stood first among all New York newspapers in gains for ten consecutive months. Its gain for the first three months of 1923 was 564,633 lines, which was:

14.9% in excess of the corresponding period last year;
52.0% of the combined gains of the morning papers of New York;
30.8% of the combined gains of the morning and evening papers of the city; and
303,101 lines, or 116%, in excess of the gains of its nearest competitor.

The World's quarterly gain in two particularly important classifications has a special significance to all advertisers at this time:

<table>
<thead>
<tr>
<th>FINANCIAL ADVERTISING</th>
<th>GRAVURE ADVERTISING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gain in Lineage</td>
<td>Gain in Lineage</td>
</tr>
<tr>
<td>The World 52,002</td>
<td>The World 25,522</td>
</tr>
<tr>
<td>The Times 29,927</td>
<td>The Times 17,980</td>
</tr>
<tr>
<td>The American 27,626</td>
<td>The Herald 11,570</td>
</tr>
<tr>
<td>The Herald 40,054 (Loss)</td>
<td>The Tribune 700 (Loss)</td>
</tr>
<tr>
<td>The Tribune 21,408 (Loss)</td>
<td></td>
</tr>
</tbody>
</table>

A constantly increasing number of the leading financial houses of the country are using the columns of The World for reaching an alert, responsive body of investors. Its gain in this important classification was 71% of the combined increase of the field.

The first-quarter's increase of The World Gravure was more than four times the ratio of gains registered by the gravure field. Closing 1922 with a gain of 36%, it has held first place in ratio of gains consistently from the beginning of this year, its quarter's gain being 47% of the combined increases of its field.
Radio cannot replace newspapers, says Harbord.

Head of Broadcasting Corporation declares wireless can only supplement newspapers — has proved value in collecting news.

Radio will never replace newspapers, though it likely will supplement them, Major General James G. Harbord, president of the Radio Corporation of America, declared in a statement to The Fourth Estate based on the relative merits of the two methods for the dissemination of news.

“I don’t believe that the time will ever come when radio will replace newspapers and agencies of that sort,” General Harbord said.

“Radio broadcasting will ever replace the printed page as the chief instrument of news distribution. If you note something of more than passing interest, you lay the paper away on a shelf where it is out and gone. You pick up your daily newspaper, and reading through it, you note something of greater importance. The newspapers remain for a year or more, a matter of history.”

Publicity inspired Nero’s Torch, says Hawkes.

The story of Nero fiddling while Rome burned was nothing more than a baseless contrivance to attract attention to some new musical comedy of that time, according to Wells Hawkes, president of the Association of Theatrical Press Agents, who laughingly expressed that view of the incident at a luncheon of the Philadelphia Rotary Club at the Bellevue-Stratford.

“Here have been press agents since the time of the ancients,” Mr. Hawkes declared. “And Dido used to publish some pretty good stuffs in the days of the Caesars. Some of the gladiators had money and used to send secret places by the hour, eulogizing their bravery and fearlessness. And I imagine that the publicity man received about a 95% split. The fellow who thought that one about Nero fiddling while Rome burned, certainly had the right idea. He was a press agent.”

“A man of modern times who could think up new stuffs with some of our collection and the papers had given me considerable space. One day, however, I entered the office of a New York city editor and informed him that we had in our collection a monkey that could write shorthand. Instead of falling for the story he summoned two office boys and the monkey was safely lodged in an insane asylum. Charles Dillingham was the first great publicity man.”

Machine Finish and S. C. Half Tone

H. Reeve Angel & Co., Incorporated
7-11 Spruce Street, New York.
Also H. Reeve Angel & Co., Ltd., 9 Bridewell Place, London

Newsprint

ANNUAL OUTPUT, 70,000 TONS.
Mr. Pindell said he found a distinct improvement in every way over the conditions that existed in Europe when he was there last year. Europe needs our help, not alone moral but physical as well, and just as much as ever before. He said his trip had convinced him that the United States could no longer occupy an isolated position in regard to Europe. He believes America should join the League of Nations or a similar organization to help Europe as well as ourselves. On the cruise were several other publishers and their wives, including Victor Murdock of the Wichita, Kan., Beacon, and Chairman of the Federal Trade Commission, and Mrs. Murdock; William Allen White, Emporia, Kan., Gazette, and Mrs. White; Harry S. Talmadge of the Toledo, Ohio, Blade, and the Newark, N. J., Star-Eagle, and Mrs. Talmadge; John F. Dwyer of the Philadelphia Record, and A. S. Jewell of the Springfield, Mo., Leader, and Mrs. Jewell. Mr. White went abroad to make a report for the Near East relief.

At Naples Lord Beaverbrook, publisher of the London Daily Express, and his secretary, Sir Horace Douglas, boarded the steamer, leaving the party in London. By far the most interesting incident was the trip to the tomb of Tut-anhk-Amen and the Valley of the Kings, though the party stopped at Gibraltar, Algiers, Constantinople, Athens, Palestine, Nice and at Monte Carlo, where Harry Talmadge distinguished himself by winning some un-conceivable number of francs. Mr. Talmadge said that he had won 150,000 francs on three turns of the wheel and repeated the performance in a gaming casino at Lisbon, winning about $1,000.

The newspapers everywhere, of course, carried long and excitable accounts of Lord Carnavon's discoveries that rallied against the desecration of the Tombs of the Pharaohs. Tut-anhk-Amen seemed to provide the livest subject of conversation. The party spent several days in the desert, and visited the Sphinx and the Pyramids. Photographs of the party were taken at the tombs and elsewhere.

Mr. and Mrs. Pindell left New York for home last Saturday, but Mr. Pindell is returning for the convention of the Associated Press and the American Newspaper Publishers Association next week. He is one of the nominees for election as director of the Associated Press.

Henry M. Pindell, publisher of the Peoria, Ill., Journal and Sunday Journal-Transcript, was born at St. Joseph, Mo., December 23, 1860. He was graduated from De Pauw University in 1884. Mr. Pindell established the Peoria Herald in 1889 and after purchasing the Peoria Transcript in 1897 consolidated it with the Herald as the Herald Transcript. He bought the Peoria Evening Times in 1897 and sold it to the Peoria Evening Journal. In 1902 he bought the Evening Journal and has since been its sole proprietor. After selling the Herald-Transcript in 1902 he re-purchased the Transcript in 1916 and made it the morning issue of the Evening Journal.

Mr. Pindell was city treasurer of Springfield, Ill., from 1887 to 1889. He was a delegate-at-large to the Democratic national conventions in 1908 and 1912. Mr. Pindell declined the ambassadorship to Russia in 1911 after the senate had confirmed President Wilson's nomination.

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NEWSPAPER WOMAN IN CHINA.

Miss Martha L. Root, magazine and newspaper writer, of Pittsburgh, has sailed for China where she is to gather material for a series of magazine articles. Miss Root, who has lectured in several countries on universal peace, delivered addresses in many cities in the middle-west and the west and enroute to the Pacific Coast. Among the cities in which she spoke were Duluth, Superior, Wis., and Helena, Mont. While in Duluth, Miss Root delivered eleven lectures in four days.

---

IMPORTANT

WOOD NEWSPAPER MACHINERY CORPORATION
501 Fifth Avenue, NEW YORK

On March 10th, we announced that an increase in our shop labor rate would necessitate an advance of AUTOPLATE prices.

This advance will occur on May 1st.

As the country is in for a long period of rising prices of all manufactured goods, we suggest in the interest of economy that publishers order now such machinery as they are likely to need during the ensuing two years.

HENRY A. WISE WOOD
President

THE PRINCIPAL NEWSPAPERS OF THE WORLD USE AUTOPLATE MACHINERY.
RADIO A SELLING POWER FOR NEWSPAPERS.

PROGRAM NEWS IN DEFINITE DAILY DEMAND, A CONSTANT FACTOR IN CIRCULATION — NO REASON TO REGARD WIRELESS AS ADVERTISING COMPETITOR.

By Edgar H. Felix, American Telephone and Telegraph Company.

Radio, instead of being a menace to the welfare of newspapers as some publishers have been led to believe, has proved to be a valuable adjunct in increasing both advertising lineages and circulation. According to a recent survey conducted by the radio broadcasting department of the American Telephone and Telegraph Company, hundreds of newspapers throughout the country are attributing a marked growth in their prosperity to radio.

The American Telephone and Telegraph Company is now furnishing approximately 500 newspapers with advance copies of its programs. While most of these papers are within a radius of 100 miles from New York City, the programs are run frequently at points as distant as Chicago, Wisconsin, and Alabama. The newspapers within the New York area which are supplied with these programs regularly, have a combined circulation of 10,000,000 copies. A survey of a number of these cities with a combined population of 2,100,000 persons, showed that there were 70 newspapers in the group, with a total circulation of 1,100,000 people. A large percentage of the population of each community undoubtedly is keenly interested in reading that paper which runs the most complete radio news.

JOURNALISM NOW TAUGHT IN 199 INSTITUTIONS.

FIFTY-NINE OFFER MORE THAN THREE COURSES, WHILE 140 OFFER ONE TO THREE SUBJECTS — EXPANSION IS PLANNED FOR PRACTICALLY ALL SMALLER COURSES.

Preliminary classification of the schools and departments of journalism in the United States shows that fifteen institutions are offering more than three courses, and 140 others are offering from one to three subjects which will count as journalism in the schools.

Of the 154 institutions offering four or more courses, thirty-five are organized on the basis of a school or course alone, while the other 119 are organized on the basis of blocks of courses. The schools are not all meeting the requirements for full membership in the Association of Schools and Departments of Journalism but they are organized in such a way that it is comparatively easy for them to meet the standards of the association.

The next most significant group is that which is organized to offer the equivalent of an undergraduate minor in journalism. In this class there are at present sixteen institutions. Practically all of them are seeking further expansion and the creation of either a full department, or one which will count for inclusion in the group if it is later reorganized.

In the group offering four or more courses but not organized as distinct units are many small secondary schools which have only a few courses when all the work in journalism is included. The basis for inclusion in this group was fixed at four courses because it is generally true that the schools which offer four or more courses are taking the work in journalism seriously and are planning to expand it into a more adequate system of study. As classification of schools continues this group will disappear and only schools with definite journalistic organization will be classified.

Using the divisions indicated the schools are classified as A, B, and C. (Continued on Page 14a)

NORWALK, CONN.

a city of 29,000 population

with prosperous suburban communities

A large majority of the residents of this busy and industrious town, own their own homes.

The nine banks in Norwalk have deposits to the amount of $25,000,000, almost $1,000 per capita.

The NORWALK HOUR

Member A.B.C.

with its 5,000 circulation

(Guaranteed)

goes right into the homes of this solid buying power.

Norwalk residents spend their money with Norwalk merchants and find the NORWALK HOUR as their guide to reliable merchandise.

THE HOUR is a fully equipped "big town" paper, having the full leased wire service of the International News Service and operating six Intertypes, Ludlow Typograph, Slug Caster and a 24-page Hoe press.

"EVERY HOUR is BUYING HOUR with the READERS of the HOUR."

New York Department Stores,
O'FLAHERTY Suburban List,
225 West 39th Street, N. Y. C.

EDWARD J. THOMAS,
Norwalk, Conn.
President & Publisher National Advertising
George B. David Co.,
171 Madison Avenue
New York City
MEET US AT THE A.N.P.A. CONVENTION

Come see the exhibit of the best, most durable and reliable addressing machinery on the market. Let us convince you that with our system you can not only save time and money but increase the efficiency of your circulation and mailing departments.

STYLiE C. RELIEFOGRAPH

This illustrates our hand-lever not motor driven embossing machine with a capacity of 50 embossed plates per hour. Our power driven Reliefograph has a capacity of 250 embossed plates per hour. (see illustration below).

Do away with your galley room and Linotype slugs for newsdealers and subscribers. Substitute our thin indestructible aluminum plates, have the printing of your mailer strip, preparation of the lists, etc., done in the circulation department under the observation of the circulation manager, where the work can be done in half the time required with any other system and names entered on a daily list up to within an hour before closing time.

For those whose lists warrant it, we have an Automatic Mailing Machine which eliminates mailer strip entirely and prints on the margin of the publication direct at a speed of from 10,000 to 15,000 per hour.

EFFICIENCY, SPEED AND ECONOMY ARE SYNONYMOUS WITH POLLARD-ALLING MANUFACTURING COMPANY

ADRESSING & MAILING MACHINERY

220-230 West 19th Street, NEW YORK CITY

White and Gold Room—No. 110 WALDORF-ASTORIA—during convention
AD BUREAU GREAT INFLUENCE UPON ADVERTISING.

(Continued from Page 6a)

WASHINGTON JOURNAL 
Waterloo Courier 

KANSAS 

Atchison Globe 
Hutchinson News 
Iowa City Register 
Leavenworth Times 
Topeka Capital 
Topeka State Journal 
Wichita Beacon 

KENTUCKY 

Lexington Herald 
Lexington Leader 

LOUISIANA 

Baton Rouge States Times 
Lake Charles American-Press 
Monroe News-Star 
New Orleans Item 
New Orleans Times-Picayune 
Shreveport Journal 
Shreveport Times 

MAINE 

Lewiston Journal 
Portland Evening Express 

MARYLAND 

Baltimore News & American 
Baltimore Sun 

MASSACHUSETTS 

Attleboro Sun 
Boston American & Advertiser 
Boston Globe 
Boston Post 
Boston Transcript 
Fitchburg Sentinel 
Haverhill Recorder 
Lowell Courier-Citizen & Evening Leader 
Lyman Item 
New Bedford Standard & Mercury 
North Adams Transcript 
Salem Evening News 
Taunton Daily Gazette 
Worcester Telegram & Gazette 

MICHIGAN 

Adrian Daily Telegram 
Alpena News-Press 
Battle Creek Enquirer & News 
Detroit Free Press 
Detroit News 
Detroit Times 

JACKSON, Citizen-Patriot 
Kalamazoo Daily News 
Port Huron Times-Herald 

SAULT Ste. Marie Evening News 

MINNESOTA 

Duluth Herald 
Duluth News-Tribune 
Minneapolis Journal 
Minneapolis Daily News 
Minneapolis Tribune 
Winona Republican-Herald 

MISSISSIPPI 

Biloxi & Gulfport Herald 

MISSOURI 

Joplin Globe & News-Herald 
Kansas City Star 
St. Joseph News-Press 
St. Louis Globe-Democrat 
St. Louis Post-Dispatch 

MONTANA 

Anaconda Standard 

NEBRASKA 

Hastings Tribune 
Lincoln Daily Star 
Lincoln State Journal 
North Platte Daily News 
Omaha World-Herald 

NEVADA 

Goldfield Daily News 
Reno Evening Gazette 

NEW HAMPSHIRE 

Manchester Union-Ledger 
Portsmouth Chronicle & Herald 

NEW JERSEY 

Asbury Park Press 
Elizabeth Journal 
Hackettstown Bergen Evening Record 
Millville Republican 
N. J. Daily News 
Passaic Daily News 
Paterson Press-Guardian 
Perth Amboy Evening News 
Plainfield Courier-News 

NEW YORK 

Albany Knickerbocker-Press & Evening News 
Albany Times-Union 
Amsterdam Recorder 
Auburn Advertiser-Journal & Citizen 
Batavia Daily News 
Binghamton Press & Leader 
Brockton Daily Eagle 
Buffalo Evening News 
Corning Evening Leader 
Cortland Standard 
Elmira Star-Gazette 
Geneva Daily Times 
Glen Falls Post-Star 
Gloversville Evening Herald 
Gloversville Leader-Republican 
Hudson Dispatch 
Ithaca Journal-News 
Jamesville Journal 
Jamstown Morning Post 
Kingston Freeman 
Little Falls Times 
Morgantown Daily Telegram 
Newburgh News 
New York American 
New York Sun & New York Herald 
New York Times 
New York Tribune 
New York World 
Niagara Falls Gazette 
Olean Herald 
Onondaga Daily Star 
Plattsburgh Press 
Port Jervis Union 
Poughkeepsie Star & Enterprise 
Rochester Democrat & Chronicle 
Rochester Times-Union 
Rome Sentinel 
Saratoga Springs Saratognian 
Schenectady Evening Sun 
Schenectady Post-Star 
Staten Island Daily Advance 
Syracuse Post-Standard 
Tarrytown News 
Troy Daily 
Utica Observer-Dispatch 
Utica Press 

NORTH CAROLINA 

Asheville Citizen 
Greenboro Daily News 
High Point Daily News 
Rocky Mount Telegram 
Winston-Salem Sentinel 

NORTH DAKOTA 

Fargo Forum 
Grand Forks Daily Herald 

OHIO 

Akron Beacon Journal 
Atlantic Messenger 
Cincinnati Enquirer 
Cincinnati Post 
Cincinnati Times-Star 
Cleveland News & Sunday News-Leader 
Cleveland Plain Dealer 
Cuyahoga Press 
Cohoes Tribune & Times-Telegram 
Dayton News 
Defiance Crescent-News 
East Liverpool Review & Tribune 
Ironton Morning Independent 
Marietta Register-Recorder 
Middletown Times 
Salem News 
Springfield News 
Youngstown Vindicator 
Zanesville Times-Recorder & Signal 

Oklahoma 

Enid News & Eagle 
McAlester News-Capital 
Midland Daily News 
Muskogee Daily Phoenix 
Muskogee Times-Democrat 
Oklahoma City Oklahoman & Times 
Tulsa Tribune 
Tulsa World 

OREGON 

Bend Bulletin 
Eugene Evening Register 
Eugene Register 
Portland Journal 
Portland Oregonian 
Portland Telegram 

PA 

PENNSYLVANIA 

Allentown Morning Call 
Allentown Weekly Chronicle & News 
Auburn Daily News 
Beaver Daily Times 
Beaver Falls Tribune 
Bellefonte Globe 
Cambria County Ledger 
Cresson Evening Times 
 Connellsville Daily Courier 
Erie Times 

Harrisburg Telegraph 
Johnstown Register 
Kittanning Simpson's Daily Leader-Times 
Lancaster Republican 
Mount Carmel Daily Item 
Northeast Tribune 
Oil City Democratic 
Philadelphia Public Ledger 
Pittsburgh Gazette-Times & Chronicle 
Pittsburgh Press 
Pittsburgh Post-Gazette 
Plainsboro Daily News 
Sun Daily Item 
Washington Reporter-Observer 

QUEBEC EDITOR RELEASED AFTER SERVING PART OF HIS SENTENCE 

John H. Roberts, editor of the Montreal Axe, a weekly, has been released from Quebec jail after serving three and a half months of a sentence imposed on him by the Que- bec legislature for printing comments "violating the dignity and privileges of members." He printed in his paper rumors concerning the sale of the inquiry into the murder of Blanchar Garneau here in 1920.
To reach heads of big business in Metropolitan Pittsburgh, Fuller & Smith are using The Pittsburgh Post exclusively.

There is a new newspaper situation in Pittsburgh in view of the discontinuance of two Daily and two Sunday publications.

The Net Paid Circulation of THE PITTSBURGH POST Now Exceeds

100,000 Copies Daily
175,000 Copies Sunday

LORENZEN and THOMPSON, Publishers Representatives
NEW YORK CHICAGO DETROIT
Department Store Advertising!

When selecting newspaper as advertising mediums in New York, "quality" counts. Circulation counts. And more than either the intangible element that might be called "personality", the element of prestige and decency, counts also. But from the advertiser's point of view, these three factors simmer down to one: A newspaper "pulls" or it doesn't, in proportion to the expenditure required for its space.

THE NEW YORK HERALD PULLS.

During 1921, 1922, and in the first quarter of 1923, The Herald published more Dry Goods advertising than any other New York (morning) newspaper but one.

The importance of this fact becomes apparent when one considers that "Dry Goods advertising" consists largely of the advertising of the great New York Department Stores which sell tremendous quantities of merchandise with a diversity and a price range that include products somewhat similar to practically all those nationally advertised; and whose advertising returns are directly traceable day by day.

A national advertiser who includes The Herald in his New York morning newspaper schedule profits by the experience of many of the world's greatest merchandising organizations.

THE NEW YORK HERALD

280 Broadway, New York City.
The thing you are hoping to do

In every business that is destined to grow, one man at least is engaged on a stupendous task.

He is trying to give people a better understanding of the product he is marketing.

He is hoping to get his salesmen, his partners, his dealers, and the public to appreciate the actual, human, social need of the service his product is made to render.

He has studied his product. He has studied its present use and its possible uses. He has worked and spent to improve it.

And yet, instead of seeing and selling or buying this product in terms of the service it renders, everyone goes ahead and buys or sells in terms of so much material at such and such a price.

If you are wrestling with the job of making your product better understood and more advantageously used, it is because you know it can be done, you know it will be done, and you don’t want to struggle twenty years only to see someone else take up your idea and win with it, while you and your efforts are forgotten.

Advertising does in a few years the things that otherwise would require a generation to accomplish.

Most of the great advertising successes are those which have given the public a new conception of the way to buy and use an old product.

If advertising can help you do the thing you are trying to do, you need it and want it. If a talk with men who understand how advertising works would help you, call on us.

Once a month, or more frequently, we issue a publication called Batten’s Wedge. Each issue is devoted to a single editorial on some phase of business. If you are a business executive and would like to receive copies, write us.

George Batten Company, Inc.

Advertising

Boston

10 State Street

381 Fourth Avenue

New York

Chicago

McCormick Bldg.

Moulding favorable public opinion for articles or services that deserve it.
ASSURING THE CONSTANCY OF ADVERTISING VALUES.

APPROPRIATIONS ARE GIVEN EVERY SAFEGUARD BY BOTH AGENCIES AND PUBLISHERS — TEAM WORK HAS CREATED CONFIDENCE.

By JAMES O'SHAUGNESSY, Executive Secretary, A.A.A.A.

Manufacturers and distributors in America can today invest dollars in advertising with greater security than at any other time or in any other country. That statement, on the surface, is a broad commendation of all advertising; but analysis will show that it is a specific endorsement of publishers' rates.

The soundness of publishers' selling prices is a basic element in making advertising that pays everybody concerned in its use and production. Most of the fine things we are able to point at in advertising today would never have transpired if rates had been out of proportion to the service rendered.

Makers of advertising owe more recognition than is usually accorded to the makers of media. The men who have built the roads and the vehicles for advertising are not judging the efficiency of their efforts by the size of their pay. They are affairs of the highest type.

The advertising columns of his publication make the publisher the master merchant of his field. In order to sell his own product he must show that he can help other men sell theirs. Therefore the soundness of publishers' rates is a matter of prime importance to industry and commerce.

The publishing men of this country have realized more than ever that the efficiency of any agency is having at his right hand the advertising agency, with its machinery for making advertisement for the advertiser in a way that the future of such advertising is a basic element in making advertising that pays everybody concerned in its use and production.

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The Four A's exist to safeguard the advertising business. The publishers' selling prices are a basic element in making advertising that pays everybody concerned in its use and production.

Every now and then I run across the man who "doesn't believe in advertising"—one who says "advertised goods cost more," says Hugh Chalmers, president of the Chicago Tribune Company.

"Advertising is 'news,'" declares Truman A. DeWeese in his book called "Keeping a Dollar at Work." And he continues: "The closer we approach the truth, the closer we come to the recognition of the fact that the value of advertising to the merchant or the manufacturer, the retailer, the wholesaler, and, as far as advertising is concerned, the advertiser, is a thing that may be looked upon as a capital investment, a thing that pays dividends, as does every other business investment."
Advertising aims, methods, results have developed greatly in recent years.

Advertising has come to be recognized as salesmanship's most forceful factor.

It moves goods to quick turnovers and speedy profits, and builds and preserves reputations for merchandise that grow into tremendous assets.

Only advertising that is an honest, informing, assuring voice to the buyer is of much permanent value.

The merchandise and performance must thoroughly back up every statement made, whether direct or implied.

The good advertising business message is not only keen, clear-cut, and convincing in its construction, but is carried by messengers (media) in whose advertising contents the public confidence has grown stronger and stronger each year.

The newspaper has become the ideal advertising medium. Every intelligent man and woman in the land reads it daily. It is welcome in every home, and the honest, straight-forward business messages therein are greeted in a spirit of good will that adds to the response.

We are the National Advertising Representatives of TWENTY PROGRESSIVE NEWSPAPERS in that many fine cities of the United States.

We are equipped to lay before any interested advertiser or advertising agency a vast amount of up-to-the-minute information regarding the market opportunities and publicity advantages of those cities, whenever and wherever you say.

The John Budd Company

National Advertising Representatives of Newspapers

9 East 27th Street
NEW YORK

Tribune Building
CHICAGO

Chemical Building
ST. LOUIS

Healey Building
ATLANTA

Examiner Building
SAN FRANCISCO

Title Insurance Building
LOS ANGELES

Securities Building
SEATTLE
THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK

If you want to know about our work, watch the advertising of the following products:

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
INTERWOVEN SOCKS
GRINNELL SPRINKLERS
WELLSWORTH GLASSES
McCUTCHEON LINENS
PETER SCHUYLER CIGARS
TERRA COTTA
TARVIA
WALLACE SILVER
ENCORE PICTURES
NEW-SKIN
WESTINGHOUSE AIR SPRINGS
"QUEEN-MAKE" WASH DRESSES
BARRETT SPECIFICATION ROOFS

What we've done for Others we can do for You.
# REVISED LIST of ADVERTISING AGENCIES

**NEARLY FIFTEEN HUNDRED in the UNITED STATES AND CANADA**

**AND FOUR HUNDRED AND FIFTY OVERSEAS**

Star (*) indicates members of American Association of Advertising Agencies.

The Fourth Estate will appreciate any information furnished in the matter of changes of address, or of any errors or omissions that may have occurred ever before.

The agencies in the larger cities—New York, Chicago, Boston and Philadelphia—have been placed first on the list for convenience, as they are most frequent.

Thanks are extended to the agencies themselves, the American Newspaper Publishers Association, the British Advertising Agents Association, and many others for their cordial co-operation in this work.

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**NEW YORK CITY.**

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Telephone</th>
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<tbody>
<tr>
<td>Chatham Ad. Ag.</td>
<td>8 W 29th</td>
<td>LONgacre 6899</td>
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<tr>
<td>Chelsea Ad. Ag.</td>
<td>30 W 29th</td>
<td>BRYant 891</td>
</tr>
<tr>
<td>Chesebrough-Henderson</td>
<td>116 E 42nd</td>
<td>MAD Sq 4462</td>
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<tr>
<td><em>Campbell Ad. Ag.</em></td>
<td>158 W 47th</td>
<td>BRYant 4958</td>
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<tr>
<td><em>Cahill &amp; Ad. Co.</em></td>
<td>118 Nassau</td>
<td>BEErman 4410</td>
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<tr>
<td><em>Allan &amp; Egan</em></td>
<td>120 W 48th</td>
<td>FITzroy 4895</td>
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<tr>
<td><em>A. C. Brown</em></td>
<td>47 W 46th</td>
<td>MAD Sq 0282</td>
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<tr>
<td><em>Anson Co.</em></td>
<td>15 E 40th</td>
<td>BRYant 8920</td>
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<tr>
<td><em>Bridgefield &amp; Co.</em></td>
<td>28 W 40th</td>
<td>BRYant 7796</td>
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<tr>
<td><em>Blackman</em></td>
<td>25 Broad</td>
<td>MAD Sq 0630</td>
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<tr>
<td><em>B. A. Blodgett</em></td>
<td>345 Mdsnav</td>
<td>BRYant 7472</td>
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<tr>
<td><em>B. F. Black</em></td>
<td>450 Mdsnav</td>
<td>MAD Sq 1076</td>
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<tr>
<td><em>B. F. Blue</em></td>
<td>345 Mdsnav</td>
<td>MAD Sq 1076</td>
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<tr>
<td><em>B. F. Brink</em></td>
<td>50 Mdsnav</td>
<td>MAD Sq 1076</td>
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<tr>
<td><em>B. F. Brown</em></td>
<td>25 Broad</td>
<td>MAD Sq 0630</td>
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<td><em>B. F. Burger</em></td>
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<td>BRYant 8920</td>
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<td><em>B. F. Butters</em></td>
<td>10 W 34th</td>
<td>BRYant 8920</td>
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<td><em>B. F. Caley</em></td>
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<td><em>B. F. Campbell</em></td>
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<td><em>B. F. Carlson</em></td>
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<td><em>B. F. Carter</em></td>
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<td><em>B. F. Chadwick</em></td>
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<td><em>B. F. Chase</em></td>
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<td><em>B. F. Clough</em></td>
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<td><em>B. F. Coffin</em></td>
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<td><em>B. F. Cooper</em></td>
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<td><em>B. F. Corbin</em></td>
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<td><em>B. F. Cory</em></td>
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<td><em>B. F. Cowen</em></td>
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<td><em>B. F. Cox</em></td>
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<td><em>B. F. Cummings</em></td>
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<td><em>B. F. Davenport</em></td>
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<td><em>B. F. Deane</em></td>
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<td><em>B. F. Delany</em></td>
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<td><em>B. F. Doolittle</em></td>
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<td><em>B. F. Donahue</em></td>
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In three months of this year The Times printed 5,948,810 lines of advertising, 261,532 lines in excess of the corresponding period of 1922 and 1,610,616 lines more than the next New York newspaper.

In 1922 The New York Times published 24,142,222 agate lines of advertising—a gain of 2,489,609 lines over 1921 and 6,893,132 lines in excess of the next New York newspaper.

With a daily circulation of 350,000 copies and a Sunday sale exceeding 550,000 copies, the readers of The New York Times, distributed in 8,000 cities and towns of the United States, form the largest group of intelligent, discriminating and responsive persons ever assembled by a newspaper.

The New York Times
TIMES SQUARE
NEW YORK
ENGLISH AD MEN BOOK PASSAGE FOR MAY.

ONE HUNDRED MEMBERS OF THIRTY CLUB COMING TO CAMPAIGN FOR LONDON AS 1924 CONVENTION PLACE—BRITISHERS HAVE STARTED TO PREPARE ALREADY.

The proposal to hold the annual convention of the Associated Advertising Clubs of the World in London in 1924 will be renewed by a delegation of British advertising men and merchants. Sir Charles F. Higham came over last year to the convention in Mil-aukee as a special representative of the Thirty Club of London to convey to the American advertising men the invitation of the British clubs to hold the convention in London. His invitation was received so favorably by the American advertising men at the Milwaukee convention that a special committee was formed to consider the matter upon all features of the proposal. That report is on file, and its support of the proposal for a "London Convention." The following material for a report to the Associated Advertising Clubs of the World, Mr. Wilson-Lawrence spent several weeks in London, where he interviewed all those who were interested in the proposal. He found much enthusiasm among the American advertising men, merchants, publishers, and manufacturers. He reports that all appreciated the meeting would be of interest to them.

The secretary of the British Advertising Clubs, Mr. G. F. Higham, was acting as non-Lawrence also points out in his report that if the convention is held in London the delegates of the Thirty Club of America will arrive there in May, 1924, for the opening of the British Empire Trade Exhibition, which is expected to be the largest trade exposition ever held in the world. Buildings already are being built on 400 acres of land at Wembley, near London, among them the world's largest stadium for athletics and outdoor sports. It is intended that a large hall at this exposition shall be set aside for the convention of the Associated Advertising Clubs of the World.

EVEN SALT ADVERTISING CAN BE MADE MISLEADING. Advertising ground rock salt imported from Germany as "highest grade of salt obtainable" and without any origin designation deceived the public and were unfair to competitors who truthfully described salt sold by them, the commission states.
The Lesson of a Localism

After all is said and done, upon consumer demand depends the success of any product in any community.

That paper which the local merchants find most profitable as an advertising medium is safe for adoption by the manufacturer for the exploitation of his product.

The Washington merchants know. There is no guesswork about what they do with such unanimity—for The Star—Evening and Sunday—carries, not only the advertising of practically every local merchant—large and small—but carries their unabridged copy.

It frequently happens that The Star’s volume of advertising greatly exceeds that carried by all the other Washington papers combined.

With The Star alone you are sure of reaching every worth-while resident and sojourner in Washington.

It covers the National Capital completely.

The Evening Star

WASHINGTON, D.C.

Write us direct or through our

New York Office
Dan A. Carroll
Tribune Building

Chicago Office
J. E. Lutz
First Nat. Bank Building
CHICAGO.

Name | Address | Telephone
--- | --- | ---
Aalwyn’s Adv Agency | 3600 Irving..Irving | 9
Addison & MacMullen | 808 S Dearbn Harriso | 689
Alexander & Co | 704 Jcksn Bd.Wabash | 105
(Also New York) | | 2
All-American Adv Agency | 614 Milwaukee Armitage | 4700
Amron, C. | 20 W Jcksn Harriso | 958
Arenberg Spec | 14 E Jackson Bd Harriso | 5508
Atkin Adv Serv | 642 S Wabash Harriso | 7080
Atkin Adv Serv | 642 S Wabash Harriso | 7080
Ayer & Son, W | 105 S LaSalle Randle | 4404
Baldwin, J. | 704 S Dearbn Harriso | 2912
Barber & Co, Earl W | 855 Wabash Bd.Burnett | 672
Bell & Co, George | 30 N Dearbn Harriso | 3871
Batten, C. George, Inc | 53 McCormick Bk | 711
(Also New York) | | 24
Bennion, Glam & Slaten | Tribune Bd.Burnett | 0282
(Also Columbus) | | 27
Bernhard, Messer Adv Ag | 104 S Mich Central | 1547
Blewett, G. W. | 58 E Madison..State | 6036
Blodgett Co, Harvey | 181 E Madison..Randoll | 1138
Boggs, Paul | 151 S LaSalle..Central | 5115
Bouman, W. | 1625 Wabash Bd.Burnett | 6700
Bowers, Thomas | 225 S Dearbn Harriso | 1205
Brandt, W. | 100 N Dearbn Central | 4808
Brennan-Ely Co | 109 N Dearbn Central | 4608
Brown, J. H., Inc | 25 E Wabash..State | 8161
Buckley, Dement & Co | 605 S Michigan.. ViewBag | 6418
Campaell-Ewald Co | 1811 mailers Bd..Randoll | 5513
Chesman Co, Nelson | 318 N Dearbn | 8930
Chicago Adv Serv | 35 S Dearbn | 230
Chicago Daily News | 603 N Dearbn | 5708
Claffey Adv Co | 30 W Michigan..Main | 5513
Clarke, H., Adv Ag | 75 E Jackson Bd..Harriso | 4800
Codman, Kitt, Adv Ag | 30 N Dearbn Harriso | 3900
Collins, Inc | 758 S Michigan..Supior | 6900
Collins-Kirk, Inc | 69 S Michigan..Superior | 7000
Conover-Cooney Co | 135 W Michigan..Reg. | 7000
(Also New York, Minneapolis, Detroit) | | 24
Crichtlow Co, Inc | 600 S Michigan..Bag | 5598
Crosby-Chicago, Inc | 9 Quincy Harriso | 7605
Crumrine Co, Arthur M | 16 W Monroe | 7598
David, S. S. Adv Ag | 2106 North av..Hobold | 5600
Davis, J. W. Adv Ag | 1405 W VanBuren Harriso | 1724
DeDelf, A. B. | 127 N Dearbn..Randoll | 2713
Dollin, M. E. Adv Ag | 1380 Wisconsin Haymarket | 2410
Doremus & Co, Inc | 808 S LaSalle Harriso | 5586
(Also New York) | | 24
Dorland Adv Ag | 410 S Mich...Harriso | 6900
Dowling & Co | 155 S Michigan..Randoll | 2700
Dorrance-Sullivant & Co | 333 S Mich...Randoll | 6978
Bow-Jones & Co | 1608 Wabash Bd.Burnett | 6700
Dreyer, C. George L | 28 W Monroe Harriso | 2537
Eastman & Co | 2547 N Michigan..Central | 6123
Edgew, Louis Adv Ag | 507 Birkfield Bd.Randle | 4818
Empire Adv Ag | 750 E 47th.. | 7018
Erwin, Wasey & Co, Inc | 68 E Washington Randoll | 2500
(Also New York and London) | | 24
Evans, Myers & Warton, Inc | 225 N Michigan..Central | 9887

EVOLUTION OF ADVERTISING

IN THE MUSIC TRADES.

Half a century ago the advertising of the leading piano houses consisted of the name of the concern in heavy black blocked type with a little more space, of special improvements which they claimed for their instruments.

"Now and then space was taken in the daily papers when some of the leading houses got into a controversy over some award or some disparity in the prices of their pianos. But there was, however, no regular attention paid to the advertising which, having been once gotten up, remained as before in stereotyped form week in and week out, month in and month out.

"In the music trades, as in other businesses, the old town crier lost his job."

THE REAL TRUE STORY HOW THE OLD TOWN CRIER LOST HIS JOB.

In his time, the Town Crier served the identical purpose of the modern daily— the broadcasting of the news. It is interesting to note that even in the days of Lincoln's Civil War and the World's Fair, the old and new methods of advertising were combined with the news of the day.

"And every day in every city in the world the bellman has been regaled with the news..."

COX BUYS MIAMI PAPER.

James M. Cox of Dayton, former governor of Ohio and Democratic candidate for the presidency in 1920, has bought the Miami, Fla., Metropolis, an afternoon paper.
WHY ADVERTISING IS NECESSARY TO BUSINESS.

(Continued from Page 2c) telephones. (For such men still exist.)

The big economic problem of the world is now, as it always has been— "How can each of us get the most from his day's work?"

Measured in gold, wages may be lower or higher than they used to be. MORE FOR A DAY'S WORK.

Measured in things to eat and things to wear; in books to read and music to hear; measured in comfort or convenience—in shoes to walk in or automobiles to ride in—everyone of us gets infinitely more for his day's work than anyone a hundred years ago. And so, more in proportion than last year, or last month—or, indeed—than yesterday. This century has made more difference, in the physical things of life, than any other single century ever made. For without the railroads—great and wide distribution could never have existed. If it were not for advertising, you might be paying $2 for something that was better made a hundred miles away for $1. And— if it were not for advertising, you would be living today without even knowing the existence of most of the things necessary to your comfort. The sewing machine costs money—but cheaper by far than the hand labor. The printing presses costs money—but cheaper books.

The telephone costs money, and saves millions of dollars. Advertising costs money, and not only lowers selling costs, but, by increasing the field of competition, lowers prices too. And advertising does a finer thing than all of these. For it is this in men the desire for better goods—for better homes and for so finer lives. For it is the one biggest, simple economic influence for good in the world today. And when, now and then, I meet the man who doesn't believe in advertising— "I am glad to tell him some of the reasons that I think him wrong. Which is a pretty good way to burnish up and strengthen my own faith. Some condemn all advertising because of occasional frauds which is a pretty good thing. But if you would have them engraved and mailed to your guests. You would in this way spend less money to save money and time, which is also money. Any man who has anything to sell has the problem of getting his invitation to buy before the largest possible number of prospective buyers. The larger the number he interests, the more use he can make, and the lower his producing cost descends. So he takes the quickest method of reaching a large number of people by advertising. And if someone tells you he is able to sell your goods at a lower cost because he had no advertising expense, laugh at him."

(Continued on Page 18c)

HEADS VIGILANCE WORK.

Kenneth Barnard, formerly secretary of the Better Business commission at Toledo, and more recently associate director of the National Advertising Committee of the A.A.C. of W., has been appointed director of the work of the committee. Owing to the illness concentrating lighter duties, William P. Green, until recently director, has been made associate director.

DORRANCE, SULLIVAN & COMPANY

Formerly Grandin-Dorrance Sullivan & Co.

Advertising

10 West Forty-second Street

NEW YORK

Macy's in Colfax

SOUTH BEND

Mc Cormick Building

CHICAGO

McKim, Mead & White
## ALABAMA

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MASSACHUSETTS.

For the City of Boston see Page 10C.

Name Address Telephone

Eskridge, Frank L. 293 Elm Brookton 721

LYNN.

Frost Co., Harry M, Inc. Security bg. Lynn 690

Ingalls, Edw. W., Ad Ag. 338 Union Lynn 1087

Sorosi Ad Ag. 16 Bridgeport 674

SPRINGFIELD.

Bates J. D. Ad Ag. 292 Main River 7811

Burnett, R. L. Ad. 203 Bridgeport 6474

Conney-Cranham, Inc. 14 State River 3528

Duckett, W. L. Security bg. 503

Mansfield, M. H. Security bg. 203 Main River 7811

Waters, F. M., Ad Ag. 28 River 6801

Worcester.

Conney-Cranham, Inc. 17 Federal Park 5948

Pittsfield.

CASTELLO, Raymond L. Miller bg. Pittsfield 872W

MICHIGAN.

DETROIT.

Albee Corporation Michigan 768

Alexander Co., Milton 343 John R. Main 9100

Allan Ad Ag. 342 John R. Main 9100

Baker Robinson Co. 602 John R. Main 6607

Curtis, F. W. 414 John R. Main 6607

Thater & Thomas, M. C. 223 John R. Main 6607

McVey Ad Ag. 121 John R. Main 6607

CECIL S. M. 135 John R. Main 6607

Dodd, W. C. 125 John R. Main 6607

Curtis, E. 127 John R. Main 6607

Dunlop Ad Ag. 292 Main River 7811

Karney, D. 3714*Karney, D. Phoenixbg 2444

Wesley Adams, Thos. 211 Stpltnbck. Billings 644 6

Cady Ad Serv. Yellstnbg. Billings 19*6

Billings Ad Co. 211 Stpltnbck. Billings 644 6

Cady Ad Serv. Yellstnbg. Billings 19*6

Kilmer, Willis Sharpe, Ad Ag. Bghmtn 7ta)

Huntray Ad Ag. Judith Th bg.

D'Arcy Ad Co. Intl Life bg. Olive 6281

Fisher-Brown Ad Ag. 1627 Locust. Olive 1130

Chesman & Co., Nelson 1127 Pine. Main 491

Chappelow Ad Co. 709 Whigtn av. Main 4090

Westchester Ad Co. Merch - Laclbg. Olive 3700

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<tr>
<td>Garvey-Anderson Co, Inc.</td>
<td>111 Opera bg</td>
<td>4878</td>
</tr>
<tr>
<td>Jones Co, Ralph H.</td>
<td>Mechanics T. Holland</td>
<td>365</td>
</tr>
<tr>
<td>Prather-Allen Ad Co, Inc.</td>
<td>104 W 4th</td>
<td>2640</td>
</tr>
<tr>
<td>Proctor &amp; Collier Co</td>
<td>Mechanics T. Holland</td>
<td>365</td>
</tr>
<tr>
<td>Thompson Co, J. Walter</td>
<td>Mechanics T. Holland</td>
<td>365</td>
</tr>
<tr>
<td>Wolff, Herman E.</td>
<td>Mechanics T. Holland</td>
<td>365</td>
</tr>
</tbody>
</table>

**OREGON.**

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Telephone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bend</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amsom Co, Sam B.</td>
<td>Park bg</td>
<td></td>
</tr>
<tr>
<td>Avery &amp; Son, W. W</td>
<td>308 Euclid av.Cherry</td>
<td></td>
</tr>
<tr>
<td>Baker, Wm. Henry</td>
<td>429 E 4th</td>
<td>9327</td>
</tr>
<tr>
<td>Benetl &amp; Slater Co</td>
<td>Mechanics T. Holland</td>
<td>365</td>
</tr>
<tr>
<td>Chicago</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amsom Co, Sam B.</td>
<td>Park bg</td>
<td></td>
</tr>
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<td>Avery &amp; Son, W. W</td>
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<tr>
<td>Wolff, Herman E.</td>
<td>Mechanics T. Holland</td>
<td>365</td>
</tr>
</tbody>
</table>

**Pennsylvania.**

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>New York</td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Ad Ag</td>
<td>Mechanics T. Holland</td>
<td>365</td>
</tr>
<tr>
<td>Crescent &amp; Mullrby Bell</td>
<td>Mechanics T. Holland</td>
<td>365</td>
</tr>
<tr>
<td>Egleston, Rollin</td>
<td>Mechanics T. Holland</td>
<td>365</td>
</tr>
<tr>
<td>Dorrance</td>
<td>Mechanics T. Holland</td>
<td>365</td>
</tr>
<tr>
<td>Emlorton, A.</td>
<td>Mechanics T. Holland</td>
<td>365</td>
</tr>
<tr>
<td>Goldsby, G.</td>
<td>Mechanics T. Holland</td>
<td>365</td>
</tr>
<tr>
<td>Hamilton &amp; Co.</td>
<td>Mechanics T. Holland</td>
<td>365</td>
</tr>
</tbody>
</table>

[Continued on Page 10c]
# Newspapers Text Books on Home Economics

## Housewife Gets Instruction Fresh Every 12 Hours, Advertisements Differently —Uses Ads Just as Her Husband Uses the Stock Market Quotations.

Nine out of every ten women read the advertisements of the retail stores more than they do any other part of the daily paper.

In fact, it is safe to say that nine out of every ten women are guided in their shopping by the "news" containing these advertisements.

Newspaper announcements of the price and quality of merchandise have assumed importance of the telephone directory in the average city household. The housewife looks to this section of the daily paper as one particularly her own—one destined for her special convenience and information.

Alma Reed, Feature Writer of the San Francisco Bulletin, who recently did a special subject on this subject, finds that housewives generally regard newspaper advertising not only as a very effective time and labor-saving device, making it unnecessary for her to "go the rounds" of the shops in order to satisfy herself as to where she can buy the best commodity for the least money—but also as the most reliable textbook in her education on values.

The advertisements, with their stories of fluctuating costs, are as essential to her practical, working knowledge as the keener insight and efficient handling of her housewife allowance is as the daily stock market is to her husband's investments.

And, as a result of the policy of honest advertising, the housewife has come to look upon the advertisements with their descriptions and illustrations—as absolutely reliable. She believes what she reads, because she is convinced that it has all the authenticity of what she sees. She does not have to weary herself or spend the time that she could well devote to her duties, in keeping check on "what things are worth."

The Fourth Estate will always gladly answer the questions of published, national advertisers or technical subjects.

## The Fourth Estate will always gladly answer the questions of published, national advertisers or technical subjects.

### Ask Service Corner

The Fourth Estate will always gladly answer the questions of published, national advertisers or technical subjects.
## CANADA

### BRITISH COLUMBIA.

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crawford-Harris Advertising Agency</td>
<td>Standard Bank Bldg. (also Edmonton, Alta.)</td>
</tr>
<tr>
<td>Massie, A.J. Ltd</td>
<td>Province Bg. (bgd Inglis)</td>
</tr>
</tbody>
</table>

### MANIToba.

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gibson, I.J. Ltd</td>
<td>978 Scott Blk. (bgd Inglis)</td>
</tr>
<tr>
<td>McConnell &amp; Fergusson, Ltd</td>
<td>Confederation Life Bldg. (bgd London, Ont.)</td>
</tr>
<tr>
<td>McKim, A. Ltd</td>
<td>Home Bank Bldg. (bgd Inglis)</td>
</tr>
</tbody>
</table>

### NOVA SCOTIA.

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edwards Ad Agency</td>
<td>Imperial Publishing Co. Ltd. 140-143 Barrington St.</td>
</tr>
<tr>
<td>Wallace Ad Agency</td>
<td>McCurdy Bldg.</td>
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</table>

### ONTARIO.

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bixby, S.M. Co</td>
<td>78 Hewston St., W. Hamilton</td>
</tr>
<tr>
<td>Ad Agency Bldg.</td>
<td>60 McNab St., South</td>
</tr>
<tr>
<td>McKim, A. Ltd</td>
<td>Home Bank Bldg. (bgd Inglis)</td>
</tr>
</tbody>
</table>

### LONDON.

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal Advertising Agency</td>
<td>78 Richmond st., W. (also Montreal)</td>
</tr>
<tr>
<td>Baker Advertising Agency</td>
<td>184 Bay St. (bgd Toronto)</td>
</tr>
<tr>
<td>Consolidated Advertising Services</td>
<td>184 Bay St. (bgd Detroit)</td>
</tr>
<tr>
<td>Dean, R.Sterling Advertising Agency</td>
<td>8 Wellington Bldg. (bgd Toronto)</td>
</tr>
</tbody>
</table>

### WINNIPEG.

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gibbons, I.J. Ltd</td>
<td>878 Scott Blk. (bgd Inglis)</td>
</tr>
<tr>
<td>McConnell &amp; Fergusson, Ltd</td>
<td>Confederation Life Bldg. (bgd London, Ont.)</td>
</tr>
<tr>
<td>McKim, A. Ltd</td>
<td>Home Bank Bldg. (bgd Inglis)</td>
</tr>
</tbody>
</table>

### QUEBEC.

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Service Co., Ltd, 70 McGill College Ave. (also Toronto)</td>
<td></td>
</tr>
</tbody>
</table>

### OTTAWA.

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>P. Knight Advg. Co.</td>
<td>102 Bank St.</td>
</tr>
<tr>
<td>Crawford-Harris Advertising Agency</td>
<td>60 Gariepy Block (bgd Inglis)</td>
</tr>
</tbody>
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### ALBERTA.

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crawford-Harris Advertising Agency</td>
<td>40 Gariepy Block, Edmonton (bgd Inglis)</td>
</tr>
</tbody>
</table>

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**PUBLISHERS' GOOD NATURE OFTEN IMPOSED UPON.**

Extending accommodations to small and new agencies is likely to be found costly—many hard luck stories, but agency is debtor, not client.

It is generally understood that two of the principal reasons why publishers pay commissions to advertising agencies are, first, for the service of creating business for the advertising columns of the publisher, and the maintaining of the literary and artistic standard for carrying out that purpose. And second, for payment of advertising bills and seeing that the publisher is not aggrieved by the neglect of advertisements.

"It would seem that a few agencies at times overlook the last proviso," the Agricultural Publishers Bulletin observes. "An agency is supposed to be in position to finance itself and meet the publisher's bills promptly when due. If the publisher is going to finance both the agency and the client, one of the main reasons for allowing commissioner is wiped out."

"Recently a publisher reported that an agency objected to the last proviso, for payment of account on the ground that one of his clients had sustained a very bad slump in business, and on account of having used considerable space, he thought the publisher 'should give the client' further time for payment of account, and at the same time give a little 'thrive' to help out. The publisher has no connection with the client as far as payment of the agency bill and his restrictions are his own. It is surprising that any responsible agency should make such a statement."

Another recent report suggested that stress be laid upon two points in any agency application blank. It was stated that the agency should be impressed with the fact that arrangements should be on a cash basis for the sales, and that no assurance of any cash discounts whichever the client paid his bill promptly or not. In this instance the complaint was made that the agency was asking consideration for the 'client's bill,' when as a matter of fact the client did not owe the publisher any money, because it did not make an arrangement for carrying out the client's business."

"It seems to be a hard matter to convince some agencies and advertisers that it is a real coin of the realm to produce a page of advertising space, past it as it would cost money, the cost of a ton of coal, or a pound of sugar or a pair of overalls. The fact that the engine and coaches are 'made up in the train anyway,' doesn't stop the cost per pound for every passenger carried, and the same applies to the production of a publication."

"Most of the complaints along this line seem to lie in connection with the smaller and newer agencies. Every constructive small agency should give full operation and encouragement, but they should not be given any advantage over the concerns which have been developing business in large chunks for farm papers during the past years."

"Occasionally a deserving and responsible agency will go up against it and require a little accommodation from the publisher, and generally get it. But we know of several cases right now where publishers are holding up the bag from giving accommodation to unrecognized agencies which did not have any semblance of enough benefit in the till to transact a legitimate agency business."

"Publishers owe an obligation to those established agencies who are taking care of their bills promptly, and not the way of seeing to it that all agencies are required to place themselves in position to finance their own business."

**NEW YORK TIMES CENSORSHIP OF ADVERTISING AIMS AT UTMOST FAIRNESS.**

For years both newspapers and advertisers have known the New York Times, although it was among the first to welcome the idea that, if agencies, others realized that, after all, it was itself responsible for its own advertising columns. It had always tried to keep them clean and honest, but a few years ago, to do so even more effectively, and to apply in regular and orderly manner the law that a new motto which run some day like this, "No advertising is allowed which is not fit to print," a censorship committee on advertising was established.

"That committee scans every advertisement submitted for publication which gives any indication, in text, by authorship, source, business or connection, that it might convey an erroneous impression of the good so offered for sale, or contains words or phrases which could not be properly read aloud in any home in the land, or introduces goods which might offend the good taste of the Times readers."

"Every word is read and weighed, every sentence considered. Sometimes only a few words need to be taken out, an explanation for some minor correction made to qualify an advertisement for admission. But sometimes one has to be rejected altogether. Sometimes concerns themselves have to be denied access to the advertising columns."

"Where changes in copy are necessary, advertiser or agency is notified and consent to the change obtained. When the matter grows deeper than a mere change in copy, one of the committees of investigators is assigned to make a thorough examination. Any advertiser who feels aggrieved and has a defense against exclusion is invited to meet the censorship committee and present his case, bringing witnesses if he desires. He has a full and courteous hearing before the whole committee, if necessary; if not, one member gives the audience the judgment."

"The consequence is that clean and reputable business men are protected from the Times advertising columns, that readers of the Times are thus protected from the advertiser.

"It is generally understood that two of the principal reasons why publishers pay commissions to advertising agencies are, first, for the service of creating business for the advertising columns of the publisher, and the maintaining of the literary and artistic standard for carrying out that purpose. And second, for payment of advertising bills and seeing that the publisher is not aggrieved by the neglect of advertisements."

**"Sell it by Advertising"**

To Manufacturers Of America

We wish those of you with small appropriations for Advertising to know that we serve the Small Advertisers

---

151 West 42nd Street
Bryant 4855
New York City

Advertising Advisors
## FOREIGN

The following list gives the principal advertising agencies of foreign countries, comprising, in addition to Great Britain and Ireland, Continental Europe, Asia, Africa, Australia, and South America, preparing it. The Fourth Estate used to the utmost its best efforts to keep up-to-date the list as comprehensively and nearly correct as it is humanly possible.

The preparation of foreign agents is asked that the list be kept up-to-date at all times in preparation for future issues of the Agency Section of The Fourth Estate.

### ENGLAND

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black's Agency, 51 New Oxford St., WC 1.</td>
<td>(also Manchester, Birmingham, Glasgow, Bristol and Hull)</td>
</tr>
<tr>
<td>Brownes, G. H., Ltd, 1 Newman St—Oxford St., W. 1.</td>
<td>(also New York, Manchester, Paris and Glasgow)</td>
</tr>
<tr>
<td>Carlton Publicity, Ltd, Carlton House, Queen St., King's Road, W. 1.</td>
<td>Griffiths &amp; Milington, Ltd, 22 Wellington St., WC 2.</td>
</tr>
<tr>
<td>Deacon &amp; Co., 5, Leadenhall St., EC 2.</td>
<td>Direct Publicity Advertising Agent, 114 Southampton Row, WC. (also Paris)</td>
</tr>
<tr>
<td>Ewell, W. J., Ltd, 10 Fleet St., EC 4.</td>
<td>also Paris)</td>
</tr>
<tr>
<td>Frank &amp; Conbridge, Ltd, 250 Oxford St., W. 1.</td>
<td>(also New York)</td>
</tr>
<tr>
<td>Freeman's Advertising Agency, 51 Great Queen St., EC 2.</td>
<td>(also Paris)</td>
</tr>
<tr>
<td>Freer &amp; Young, Ltd, 18 Claring Cross Road, WC 3.</td>
<td>(also Paris)</td>
</tr>
<tr>
<td>Gibbons, F. W. F., Ltd, 6 Albion Friers, Gibbs, S. C., 30 High Holborn, WC 1.</td>
<td>(also Paris)</td>
</tr>
<tr>
<td>Goldsmith &amp; Co. W. E., 44 Lincoln's Inn Fields, WC 2.</td>
<td>Goodall &amp; Co., Ltd, 1 Henrietta St., WC 2.</td>
</tr>
<tr>
<td>Goodall &amp; Co., Ltd, 1 Henrietta St., WC 2.</td>
<td>Gould &amp; Partners, Ltd, 178 Fleet St., EC 4.</td>
</tr>
<tr>
<td>Gould &amp; Partners, Ltd, 178 Fleet St., EC 4.</td>
<td>(also New York)</td>
</tr>
<tr>
<td>Greenly's, Ltd, 87 Strand, WC 2.</td>
<td>(also Paris)</td>
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### IRELAND

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<td>Carlton Publicity, Ltd, Carlton House, Queen St., King's Road, W. 1.</td>
<td>Griffiths &amp; Milington, Ltd, 22 Wellington St., WC 2.</td>
</tr>
<tr>
<td>Clarke &amp; Sons, Ltd, 9 Exchequer St., EC 2.</td>
<td>Crick, H. W., Ltd, 112 Fleet St., WC 2.</td>
</tr>
<tr>
<td>Crichton, Alexander G., 38 St. Martin's Lane, WC 2.</td>
<td>Dawson, O. W., Ltd, Wm, Cannon House, Breams Bg, EC 4.</td>
</tr>
<tr>
<td>Deacon &amp; Co., 5, Leadenhall St., EC 2.</td>
<td>Direct Publicity Advertising Agent, 114 Southampton Row, WC. (also Paris)</td>
</tr>
<tr>
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</tr>
</tbody>
</table>
# The Fourth Estate

## April 21, 1923

**Address**

- Smart Advertising Service Agency, Ltd, Lambert House, 2 & 3 Ave Nevis Lane, Ludgate Hill, EC 2
- Smith's Advertising Agency, Ltd, 100 Fleet st, EC 4
- Smith, Sturgis & Co, Ltd, 20 Tinsbury Exchange, EC 2
- Smith & Son, W. H, Strand House, WC 2
- South American Press, Ltd, 301 Fleet st, EC 4
- South Australian Press, Ltd, 301 Fleet st, EC 4
- Southsea, W. R, Strand WC 2
- Speere Publicity Service, 2 New Court, Lincoln's Inn, WC 2
- Spotswood, Dixon & Huntting, Ltd, Regent House, Kingsway, EC 4
- Spring, J. F, Ltd, Graham House, Tudor st, EC 4
- Square & Co, H. & A, 28 William st, WC 2
- Standard Advertising, Ltd, Walter House, 422 Strand WC 2
- Steele's Advertising, Ltd, Norfolk House, Norfolk st, WC 2
- Stead, George, H, 226 High Holborn, WC 1
- Taylor & Co, C, 80 Fleet st, EC 4
- Technical & General Agency, Ltd, 84 Queen Victoria st, EC 4
- Thomas Co, Winter, Ltd, Dane's Inn House, 266 Strand, WC 2
- *Thompson Co, J. Walter, Kingsway House, Kingsway WC 2
- Thorn, W, C, Service, 11 Southamton Row, WC 1
- Thornhill Advertising Service, 24 Chancery Lane, WC 2
- Tremayne, Arthur, Advertising Agency 81 City Ed, WC 3
- United Advertising, Ltd, 37 Chancery Lane, WCs
- United Kingdom Advertising Co, 55 Shaftesbury av, W 1
- Vernon & Sons, M, 23 Holborn Viaduct, EC 1
- Wickes & Co, J, 24 Colet st, WC 4
- Walker, J. C, 24 Coleman st, EC 2
- Walker, Drummond & Co, Windsor House, Kingsway WC 2
- Watkins & Osmond, 3 Creed Lane, EC 4
- Watson's Advertising Agency, 9 Bouverie st, EC 2
- Westminster Adv Service, Ltd, 7 Leicester st, WC 2
- Wilcox & Co, W. W, Ladbroke Road, E 4
- Wilkes, Jeffrey & Co, Ltd, 99 Ludgate Hill, EC 4
- Williams, J. R, Ltd, 122 Goon, Gardeners WC 2
- Wilson, Linen House, 54-55 High Holborn, WC 1
- Wilson & Co, A. J. Ltd, 144 Clerkenwell Road, EC 1
- Wilson, F. 1, 101 Holborn Viaduct, EC 1
- White's Advertising Agency, 6 Henrietta st, Strand, WCs
- White & Son, R, 80 Fleet st, EC
- Woodhouse-Temple, C. G, 51 Lawrence Lane, Cheapside
- Woodward Pub & Press Serv Ltd, Great Portland St (also Birmingham)
- Wyman & Sons, Ltd, Pettet Lane, EC 4
- **MANCHESTER**
  - Ashburner, H. S, 10 Piccadilly
  - Benson, S H, Ltd, 22 Corn Exchange
  - Brown, W. H, 75 Market st
  - Commercial Advertising Service, Ltd, 54 Corporation st
  - Dorland Agency, Ltd, 22 Market st
  - Hadden & Co, Ltd, 21 Victoria Road, Whalley Range
  - Heywood, J. H, 121 Deansgate
  - Hole, W. J, St James Square
  - Incorporatee, S. of British Advertisers, Ltd
  - Newby, A. H, Advertising Service, 39 Victoria st
  - Norman-Wright, Ltd, 9 Dalton st
  - Osborne-Peacock Co, Ltd, County Buildings, Cannon st
  - Pratt & Co, Ltd, 50 Market st
  - Varney & Co, Ltd, 418 Chester Road
  - **BIRMINGHAM**
  - Benson, S H, Ltd, 57 Imperial Buildings, Dale End
  - Hadden & Co, Ltd, 11 Bennett's Hill
  - Lawsonia Publicity, Ltd, 12 Bull st
  - Lisle, Chas E, 19 Carr Lane
  - Monday Gilber & Treman, 26 New st
  - Woodward Pub & Press Serv, Ltd, 23 Herald Cham
  - Blackpool
  - Batty, Gilber, 31 Buchanan st
  - Norman-Wright, Ltd, Talbot Chambers
  - **BRADFORD**
  - Hardy, Marshall Advertising Agency, 174 Swan Arcade
  - **BRISTOL**
  - Benson, S H, Ltd, Central Chambers, 11 Small st
  - Blackford & Co, Ltd, Publicity Buildings
- **NEW ZEALAND.**
  - Auckland
    - Bailey's Adv Agency, New Zealand Insurance Buildings
    - Gottch & Gottch, Ltd, Albert st
    - Hott, J. Ltd, 56 City Chambers, Queen st
    - Wilson Advertising Agency, Box 1081
  - Christchurch
    - Gottch & Gottch, Ltd, 178 Castlepoint
  - Dunedin
    - Brown, George, Wallace st
    - Gottch & Gottch, Ltd, Princes st
    - Hott, J. Ltd, Express Company's Buildings, Bond st
    - Ingles, W. J, Stokes Buildings, Princes st
  - Wellington
    - Goldberg Adv Agency, Ltd, Royal Exchange Building
    - Gottch & Gottch, Ltd, 113 Customs House Quay
    - Hainz, Cha, Adv Agency, Ltd, Dalgety Building
    - Hott, J. Ltd, Jervois Chambers, Princes st
  - Milford, E, Royal Exchange Building
  - Dunedin
    - Brown, George, Wallace st
    - Gottch & Gottch, Ltd, Princes st
    - Hott, J. Ltd, Express Company's Buildings, Bond st
    - Ingles, W. J, Stokes Buildings, Princes st
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  - Milford, E, Royal Exchange Building
  - Dunedin
    - Brown, George, Wallace st
    - Gottch & Gottch, Ltd, Princes st
    - Hott, J. Ltd, Express Company's Buildings, Bond st
    - Ingles, W. J, Stokes Buildings, Princes st
  - Wellington
  - Dunedin
  - Wellington
- **TASMANIA.**
  - Launceston
  - **SOUTH AFRICA.**
  - Cape Town
    - Billingham's Agency, 41 St George's st
    - Central News Agency
    - De Bussy, H, T, Ltd (also Pretoria)
    - Palmer, C Sperin, 85 St George's st
    - Fox, Francis G, George's st
    - Press Advertising & Publishing Co, 17 Church st
    - Reuters, Ltd, 47 St George's st
  - South African Advertising Contractors, Argus Bg St
  - Steer's Advertising Service, Ltd, 9 Long st
  - Durban
    - Natal Advertising Contractors, Ltd, 10 Club Arcade
    - Johannesburg
    - Reuters, Ltd, Corner House, Commissioner st, N. J
    - South African Advertising Contractors, Ltd, Argus Bg St
    - Loveday st
  - Pretoria
    - De Bussy, J H, Ltd (also Pretoria)
    - South African Advertising Contractors, Ltd, Taj Bgs, Hornby Road (also Calcutta and Cawnpore)
    - Reuters, Ltd, 44 Hornby Road
    - Reuters, Ltd, 7 Clive Row (also London, Eng)
    - Wheeler & Co, A H, Allahabad (also Bombay and Calcutta)
    - Cawnpore Advertising Service, Ltd
    - **PORT ELIZABETH.**
    - South African Advertising Contractors, Ltd, Taj Bgs, Hornby Road (also Calcutta and Cawnpore)
    - Reuters, Ltd, 44 Hornby Road
    - Reuters, Ltd, 7 Clive Row (also London, Eng)
    - Wheeler & Co, A H, Allahabad (also Bombay and Calcutta)
    - Cawnpore Advertising Service, Ltd
  - **ASIA MINOR.**
  - Aleppo
  - Alexandria
  - Beirut
  - Damascus
  - Haifa
  - Jaffa
  - Jerusalem
  - Smyrna
    - Overseas Publicity & Service Agency
  - **NEW ZEALAND.**
  - Auckland
  - Christchurch
  - Dunedin
  - Wellington
- **DENMARK.**
  - Copenhagen
  - **FRANCE.**
  - Paris
  - **EGYPT.**
  - Cairo
  - **PORT SAID.**
  - **DENMARK.**
  - **FRANCE.**
  - **EGYPT.**
  - **PORT SAID.**
18c April 21, 1923

CARRYING NEWS INDEX ON THE FIRST PAGE.

(Continued from Page 2c)

her family decently and cheaply than she cares about the agreement of the nations to scrap battleships. As a matter of fact, the housewife is very apt to regard the proposal to scrap battleships as the persiflage and camouflage of politicians, whereas she expects the announcements of the merchants to be honest and sincere.

"Occasionally the representative of some other form of advertising, such as billboards or streetcars, attempts to draw a comparison between these mediums and the newspapers. This means simply a waste of time and much mental weariness. There is no comparison.

"You can't compare an automobile with a farm wagon. They are not in the same class. It argues nothing to say that the farm wagon is a much cheaper vehicle. Space on a large billboard on the state highway for a month is much cheaper than a page advertisement in the newspaper for a month—but the combat is without sense or logic.

"The billboard with advertising value, it is true, but it is not to be compared with any advertisement that is embedded in the news of the day and which enters the home and is a part of the family circle. Advertising in the street car is cheap and has advertising value, but it does not enter the home, nor does it have the news value that attaches to the daily merchandising announcements that appear in the local papers.

"Everyday reads a newspaper. Most people read several newspapers. The amazing growth of the 'newspaper habit' is the product of our democracy, the safety of which depends upon the widest dissemination of public information. In no other country in the world is the newspaper habit so universal. In the old world countries the newspaper is read only by the educated and the prosperous few. As the kings and emperors pass off the stage the newspaper becomes the true tribute of the people.

"The newspaper comes into the family circle every morning and evening. It knows your friends and your neighbor's friends. It carries the news of the town into the home of the dealer who sells your goods. The newspaper has chronicled the doings of his family for generations. The files of the paper contain his family history, the weddings, the deaths, the anniversaries. It is his source of information regarding his party, his church, his lodge. It is by this intimate relation to the home that the newspaper occupies a field of its own as a medium, indispensable to the advertiser who must have a wide distribution for his products."

WHY ADVERTISING IS NECESSARY TO BUSINESS.

Continued from Page 10c)

Advertising reduces sales expense, because a single ad can call on thousands, while a sales man can call on one or two. Advertising reaches an individual at least ten times per cent of the cost of telling the story to that person in any other way.

Advertising increases the keenness of competition so that prices are forced downward.

It would not be possible to produce a lead pencil for two cents, a tube of paint for ten cents, a collar for twice a half cent, were it not for the force of advertising in creating a wide demand, permitting quantity production and labor-saving machinery, thus cutting costs.

There are other reasons why you should insist on the advertised product.

"NAME ADVERTISING."

The purpose of most advertising is to establish the reputation of a name. In order to live up to that reputation, definite standards of quality must be maintained in the product. It must live up to the claims of the advertisement. Faking or misrepresentation cannot stand the light of publicity.

Advertising is your protection and safeguard. It points out the lines of goods of whose quality you can be sure.

Publishers' Co-operation puts added value in advertisers' space.

136 Liberty St., New York
Phone Rector 7880-1-2
Cable Address "Flailad"
TULSA NOW LARGEST CITY IN OKLAHOMA—

Population Increases in two years . . 31½ %

Present population 102,018
1920 Census . . . 72,075
GAIN (31½ %) 29,943

EVIDENCES OF GROWTH—
Bank deposits increase 25.21 %
Mail volume increases 25 %
Electricity consumed increases 18 %
Telephone installations being made at rate of 400 each month.

NATURAL RESOURCES—
Abundance of Coal, Lead, Zinc, Oil,
Gas, Glass Sand.
Crops include all fruits, grains and cotton.
Agricultural products of Oklahoma in 1922 more than $200,000,000.

TULSA IS the educational center of Oklahoma; The FINANCIAL CENTER of mid-continent oil field; And in WEALTH the richest city per capita in the United States.

The Tulsa Tribune
Published Evenings and Sunday Mornings

20% circulation increase in last year.

The policy of this paper, edited by Richard Lloyd Jones, has in the past three years won a place in the confidence of the people which makes it the best advertising medium in the entire state of Oklahoma.

GREATEST CIRCULATION REVENUE
Net Circulation Income Almost 2 cents Per Copy

The Tulsa Tribune has the greatest reader interest circulation in the Southwest. Its News, Editorial, Financial, and Sport pages teem with exclusive and special features—and always FIRST. The Tulsa Tribune publishes, The Gumps; Bringing Up Father; The Duffs; Freckles; You Know Me Al; Burgess Bedtime Stories; A Daily Serial for Women and authoritative State and Local Society News. On Sunday, the Tribune features four full pages of comics and a 16 magazine section in four colors.

TO MANUFACTURERS AND ADVERTISERS
To identify your products in this rapidly growing and wealthy state your message should be put before them through the columns of this newspaper which today ranks first in its field as to confidence, integrity and news interest.


The TULSA TRIBUNE

Daily and Sunday Circulation for MARCH

32,000

GEORGE A. RILEY,
Foreign Advertising Manager
225 West 39th Street,
New York City.
Co-operating with representatives.

Minneapolis News
Tulsa Tribune
Jacksonville Journal

PERRY-LLOYD JONES NEWSPAPERS.
A new pioneering job in the railroad world

For the first time railroads have united to sell an entire region to the American nation

YEARS ago people laughed at the men who first planned to drive a railroad across the vast, unpopulated tracts of the Northwest.

It was only because they were fired by the same vision and courage as the early pioneers whom they followed, that these railroad men completed their work.

Today in this same Pacific Northwest—Washington, Oregon, Idaho, Montana and Wyoming—three railroads have commenced a new, enormous work of pioneering.

The wilderness has vanished. Large and beautiful cities have arisen.

But even with its amazing growth in population—eight times as rapid as for the whole country, the development of the Pacific Northwest has only begun. Its millions upon millions of fertile acres, its unlimited water power, its great natural wealth, stand waiting for the modern pioneers of agriculture, industry and commerce.

This is the background of the stirring task that has united three railroads—the Burlington, the Great Northern and the Northern Pacific.

For the first time in history, advertising is being used by railroads in a sustained and large-scale effort to develop an entire section of the United States.

This month, national magazines carried the opening announcement of a campaign that is to tell the whole nation the story of the Pacific Northwest—the romance of its past—but even more the unparalleled opportunities that it holds out today.

Already city after city in this section, visited by special representatives of the railroads, has demonstrated its enthusiasm and faith in the campaign and in its great objective.

With many jobs in the past accomplished “for the first time in history” the J. Walter Thompson Company has welcomed the privilege of co-operating in this great new enterprise.

J. WALTER THOMPSON COMPANY
Advertising

New York Chicago Boston Cincinnati Cleveland London
The President of the United States went back to his former occupation as an editor for a time when he "made up" the editorial page of the New York Tribune last Tuesday at midnight, while inspecting the new plant of that paper at 225 West Fortyeth street. Here he is shown on the job.

From left to right the figures in the picture are Captain Adolphus Anderson, naval aide; Colonel Clarence Sherrill, military aide; Mrs. Harding, Ogden M. Reid, President Harding, Postmaster General Harry S. New, Mrs. Ogden Reid, H. F. Dana of the Tribune editorial staff; Chairman A. D. Lasker of the Shipping Board; Brigadier General Sawyer, the President's physician; George B. Christian, Jr., private secretary to the President, and Alex Torrey, whose job as make-up man the President took over for the occasion.
A.P. ADMITS COAST PAPER DESPITE PROTEST.

REDWOOD, CAL., TRIBUNE BECOMES MEMBER, AFTER ALL 'FRISCO PUBLISHERS EXCEPT HEARST WAIVE NEW RULE APPLIED TO FUTURE APPLICATIONS.

Admission to membership of the Redwood, Cal., Tribune over the protest of the Hearst papers in San Francisco was the outcome of the Associated Press, on Tuesday. The Redwood paper, which is designated as in San Francisco territory by the A.P., procured the waiving of protest rights but the membership nevertheless voted for admission.

In the case of the Camden, N. J., Courier, all the New Jersey papers waived protest rights but the Philadelphia members declined to do so. The application of the Camden paper was also refused.

The convention adopted an amendment to the by-laws requiring that the membership must be filed with the secretary at least thirty days before the date of the annual meeting, and that all the papers likely to be affected by the application receive notice of it from the secretary as soon as possible, before the annual meeting convenes. The amendment defines the right of the members to require a prompt and full hearing of the petition for membership, and provides that the resolution of the members waiving protest rights shall be entered into the record of the Associated Press.

PATTERSON CITES ACHIEVEMENTS OF A.N.P.A.

NEWS PRINT CONSERVATION AND PAPER COMMITTEES COMMENDED FOR HOLDING PRICES DOWN — STRESSES NEED FOR AGREEMENTS WITH UNIONS.

Paul C. Patterson, president of the American Newspaper Publishers Association, in his opening address at the annual convention of the publisher, at the Waldorf-Astoria, Wednesday, stressed the aggressive work of the paper committee and the newsprint conservation committee in holding the contract prices for 1923 at a reasonable figure.

The agreement reached with the pressmen's union, for a new arbitration contract Mr. Patterson emphasized the importance of excluding negotiations with the other unions. The amount of the increase on the committee on federal laws in availing a duty on sulphite pulp and cement prices, with the association's committee on its work in relieving cases of paper shortages.

Another important question to be considered, Mr. Patterson said, was the inadequacy of the association's funds for the maintenance of linotype schools. The only failure in the association is that Mr. Patterson could record was in the fight for a reasonable modification of the postal rates. Despite the intelligent and vigorous efforts of the postal committee he believes it is necessary to grant a readjustment owing to the unbalanced antagonism of certain congressmen.

Mr. Patterson's address follows:

Members of the American Newspaper Publishers Association,—In welcoming you here today I feel it is necessary for me to dwell upon the great work that you are doing under the leadership of this great organization that gives you. Rather, I prefer to emphasize the importance caused by the excellent attitude of the world, the sustained interest of the membership in the work of the association. You have come here in what, by all tokens, seems to be the busiest period that has ever developed for the newspapers of the United States and Canada, a period that is (Continued on Fifteenth Page)

USE OF PAPER TO HIT NEW PEAK THIS YEAR.

JUMP OF 12 PER CENT IN CONSUMPTION FORECAST BY A.N.P.A. CONSERVATION COMMITTEE, WHICH LOOMED LAST YEAR ENDED BY CO-OPERATION.

William B. Bryant, chairman of the newsprint conservation committee of the American Newspaper Publishers' Association, reported to the convention at the Waldorf-Astoria that a survey made by the committee indicated that the newsprint consumption for 1923 would exceed by twelve percent that of 1922.

In addition to Mr. Bryant, the members of the newsprint conservation committee of the Associated Press on the proper course of action in the case of the Camden, N. J., Courier, all the New Jersey papers waived protest rights but the Philadelphia members declined to do so. The application of the Camden paper was also refused.

The report follows:

"The News-print Conservation was brought into being several years ago during an emergency and has functioned steadily since that time, and only when the situation was acute and serious enough to interest the entire association, we voted to go on with the plan. Your committee during the late summer of last year, anticipating the possibility of a crisis, and nearly all one of the great increase in consumption, organized sub-committees in practically every state in the Union. The News-print Committee has been in operation for the past year.

"Although there was a distinct hardening of the paper market during the early part of last year, and the anticipated crisis did not occur, paper consumption became available to meet all needs.

"During the latter part of 1922 a questionnaire was mailed to members in an effort to ascertain how much more news-print would be consumed in 1923 than had been used during the previous year. The results of the compilation of the information, as shown the Associated Press on his one wire as a big paper gets on four. Those men are very splendid men. They are doing a great work.

"The staff at Washington does a tremendous amount of work. And you will remember the superintendent there wrote that interview of that 'Day With Ex-President Wilson,' which is one of the most splendid pieces of work that ever went into an American newspaper.

"And here are these men whom you never see and I never see, who are placed all over this country, from Maine to San Diego, occasionally breaking into the newsprint business, but who are working diligently. If we got that same story from a special correspondent, or probably as a special correspondent, the New York or Washington newspaper which makes a business of peddling its news, we would think it was wonderful.

"Those men really are the fibre: the men who toil in the background, who keep the machine in top condition, who take care of its operation. And how can we do anything that is going to be in line with the work of these men, and we thank them for it. If we got that same story from a special correspondent, or probably as a special correspondent, the New York newspaper which makes a business of peddling its news, we would think it was wonderful.

"And so I move that the members express their appreciation of the very able and efficient manner in which our paper committee is working in the best interests of the newspaper business. And I thank them for what they have done during the past year.

"The committee also offered a tribute of appreciation to President Frank (Continued on Twenty-seventh Page)

PRINTING SCHOOLS TO BE GIVEN FURTHER AID.

COMMITTEE'S REPORT RESULTS IN FAVORABLE ACTION BY CONVENTION — TACTICS OF UNION SHOW INSTRUCTION SYSTEM HAS MADE BIG STRIDES.

Reporting to the American Newspaper Publishers Association, Thursday, on the progress during the year made by the Mason Printing School,建立于1920年，后来被接受为美国报纸协会的官方学校，目前在该学校第四年运作。

Mr. Anderson's report follows:

"During the past year a separatedepartment for instructing in mechanics has been established at the Mason Printing School. This is a project of the Associated Press, and the union will probably as a special cable from some New York paper which makes a business of peddling its news, we would think it was wonderful.

"We have some men here in this organization who are at cross-points and who have the difficulty of taking a four-line wire report, sometimes, and cutting it into a single wire report. It is just like taking sixteen columns of news and condensing it into four columns. And they ought to have as much of the Associated Press on one wire as a big paper gets on four. Those men are very splendid men. They are doing a great work.

"The staff at Washington does a tremendous amount of work. And you will remember the superintendent there wrote that interview of that 'Day With Ex-President Wilson,' which is one of the most splendid pieces of work that ever went into an American newspaper.

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SOUTHERN PAPER'S PLANT NEARING COMPLETION.

The Richmond Va., News Leader's new building on North Fourth street is nearing completion. It is nearing completion. The Richmond Va., News Leader's new building on North Fourth street is nearing completion. The Richmond Va., News Leader's new building on North Fourth street is nearing completion. The Richmond Va., News Leader's new building on North Fourth street is nearing completion. The Richmond Va., News Leader's new building on North Fourth street is nearing completion.
Will Vacationists from Philadelphia buy your goods this summer?

Purchases for vacation trips and sojourns at resorts during the next three months will transfer many thousands of dollars from the pockets of the people of Philadelphia, Camden and suburbs, to the cash registers of manufacturers and dealers.

Summer suits, dresses, shoes and other articles of apparel; sporting goods, automobile supplies, toilet articles and other things are on the "vacation needs" lists of the majority of the population of the "third largest market in the United States."

You can influence this vacation buying—get these thousands of people to ask for your goods by name or trade mark—through advertising in The Bulletin.

Dominate Philadelphia
Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin
PHILADELPHIA'S NEWSPAPER

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

Net paid average circulation for March, 1923—517,332 copies a day.
NOYES AGAIN HEAD OF A.P.;
NEW VICE-PRESIDENTS.

FLORENCE D. WHITE OF THE NEW YORK
WORLD AND GEORGE B. DEALEY
OF DALLAS NEWS ELECTED
THOMPSON, ANTHONY AND
PERRY NEW DIRECTORS.

President Frank B. Noyes was re-elected for his twenty-fourth
term as president of the Associated Press at a meeting of the new
board of directors at A.P. headquarters Wednesday morning. Two new
vice-presidents were elected, Florence D. White of the New York World
and George B. Dealey of the Dallas, Tex., News, replacing
Stuart H. Perry of the Adrian, Mich., Telegram, as second vice-presi-
dent. Mr. Perry was elected a member of the board of directors at the
A.P. annual meeting at the Waldorf on Tuesday.

Melville E. Stone was again chosen secretary and counsel, Fred-
erick Roy Martin, assistant secretary and general manager, and J. R.
Young of the New York Sun, treasurer.

The following were elected member of the executive committee:
Frank B. Noyes, W. L. McLean, Philadelphia Bulletin; Adolph S.
Ochs of the New York Times; Charles A. Rock, Hopkins Clark, Hartland
Hutchinson; Robert O. Service, Journal; Sherman Carper, Minn. Dispatch;
W. F. Morgan, Hutchinson Kan., News; Arthur R. Perry, Saginaw, Mich.,
News-Courier.

NOMINATING COMMITTEE

Central Division—
H. J. Powell, Coverville, Kan., Journal; Charles A. Rock, Hartland
Hutchinson, New York; Charles 1. Blanding, Minneapolis Star; J. W.
Swanson, Portland, O. 1., Telegram.

NOMINATING COMMITTEE

Eastern Division—
Arthur N. Staples, Lewiston, Me., Journal.

ADVISORY BOARD

Central Division—
H. J. Powell, Coverville, Kan., Journal; Charles A. Rock, Hartland
Hutchinson, New York; Robert O. Service, Journal; Sherman Carper, Minn.
Dispatch; W. F. Morgan, Hutchinson Kan., News.

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Charles D. Simler, Stilwell, Oklahoma; Charles M. Green-

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J. W. N. Kay, Salt Lake City, Tribune; chairman; James D. Mered-
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James M. Thomas, New Orleans, N. Y.

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T. E. Wheeler, Portland, Ore., Telegram; and Dwight B. Heard, Phoenix,
The BOSTON TELEGRAM

Is
Still
Growing
Fast

Largest Circulation in Metropolitan Boston

The BOSTON TELEGRAM

Represented in the National Field by

BENJAMIN & KENTNOR CO.

NEW YORK       CHICAGO       LOS ANGELES
HARDING ADVISES EDITORS TO INSIST ON ACCURACY.

PREFACES NOTABLE WORLD COURT DECLARATION AT A.P. LUNCHEON WITH EARNEST COUNSEL TO JOURNALISM—URGES EDITORS TO INTERPRET CORRECTLY.

American journalism is in need of "a little less eagerness and much more accuracy," President Harding declared to five hundred members of the Associated Press and their guests at the annual luncheon at the Waldorf-Astoria Tuesday. The President prefaced his speech on the International Court of Justice with this counsel, and just before the close of his address made the declaration that editors as moulders of public opinion have ignored the fundamental reason for a "great change" which "has taken place, vitally influencing the work of administrative and legislative fulfillment."

The President's views on the attitude the United States should take interest in his counsel to journalism. Many of the reporters who "trail Harding," having advance copies of his speech, prepared the members for a most ... of the speech might "make or break" President Harding as a political figure.

"It is inevitable that the President, who happensto be a newspaper man, appearing before a newspaper gathering, must talk about journalism, because he is a journalist himself, and, if I were going to lecture on Journalism, my theme would be 'a little less eagerness and much more of accuracy.' (Applause)

THE GOLF STICK STORY.

"Not very long ago I returned from a southern vacation and I picked up a very friendly publication and in a story on the golf stick it was said that the President of the American Publishers Association said something about the golf stick. (Laughter) I have never squirmed under the criticism but I have sometimes been appealed at inaccuracy of statement, and if I were going to lecture on Journalism, my theme would be a little less eagerness and much more of accuracy. (Applause)

"I left America feeling very proud of our organization and come back with an even greater pride. Generous as was the praise showered on the Associated Press as the foremost news gathering organization in the world, the tributes everywhere to it substantiated impartiality were the most heartening words that I have ever heard, and I heard them at every point I visited."

REPORTS UNBIASED.

"Japan and China, with widely differing standpoints, agreed in crediting the Associated Press with the most scrupulous impartiality. When I reached them, and I found the relations between the two countries somewhat strained, but was met in both countries by the most outstanding testimony from leading public men and journalists that our entire unbiased and accurate reports have been of the greatest service to each of them."

"Everywhere it has been recognized (Continued on Twenty-seventh Page)

NORWALK, CONN.

a city of 29,000 population

with prosperous suburban communities

A large majority of the residents of this busy and industrious town, own their own homes.

The nine banks in Norwalk have deposits to the amount of $25,000,000, almost $1,000 per capita.

The NORWALK HOUR

Member A.B.C.

with its 5,000 circulation

( Guaranteed)

goes right into the homes of this solid buying power.

Norwalk residents spend their money with Norwalk merchants, and follow the advertising columns of the "HOUR" as their guide to reliable merchandise.

THE HOUR is a fully equipped "big town" paper, having the full leased wire service of the International News Service and operating six Intertypes, Ludlow Typograph, Slug Caster and a 24-page Hoe press.

"EVERY HOUR is BUYING HOUR with the READERS of the HOUR.

New York Department Stores, O'FLAHERTY Suburban List, Norwalk, Conn.

225 West 39th Street, N.Y.C.

EDWARD J. THOMAS, President & Publisher

National Advertising

George B. David Co., 171 Madison Avenue

New York City
Better Typography

By making italic matrices on an angle, it is possible to cast perfectly designed, perfectly fitted, fully kerned letters which cannot be broken in use. This is the most important improvement made in italic type in the history of printing.

Unbreakable, well-fitted Italic is an exclusive Ludlow advantage. These matrices
Caslon Italic 12 Pt.

Unbreakable, well-fitted Italic is an exclusive Ludlow advantage.
Caslon Italic 14 Pt.

Unbreakable, well-fitted Italic is an exclusive Ludlow advantage.
Caslon Italic 12 Pt. Chicago Daily News uses Ludlow.

Unbreakable, well-fitted Italic is an exclusive Ludlow advantage.
Caslon Italic 18 Pt. Brooklyn Eagle uses Ludlow.

Unbreakable, well-fitted Italic is an exclusive Ludlow advantage.
Caslon Italic 24 Pt. Indianapolis News uses Ludlow.

Unbreakable, well-fitted Italic is an exclusive Ludlow advantage.
Caslon Italic 30 Pt. San Antonio Light uses Ludlow.

Unbreakable, well-fitted Italic is an exclusive Ludlow advantage.

Unbreakable, well-fitted Italic is an exclusive Ludlow advantage.
PUBLISHERS DINE AND FROLIC AT "CARRIERS' LARK."

PARTICIPATE IN THE FOURTH ANNUAL PARTY GIVEN BY HEAD OF HEARST FEATURE SERVICES — TEXAS EDITOR IDENTIFIED AS KING TUT REINCARNATED.

Publishers who have attended previous frolics given by M. Koenigsberg, president of King Features Syndicate, International News Service, Universal Service and allied organizations, always expect something different in the way of entertainment, and they were not disappointed Wednesday when they gathered for the fourth annual party, this year known as a 'Carriers' Lark.' Practically every member of the A.P. and A.N. P.A. in New York this week attended the merry frolic.

The evening varied from the usual solemnity of gatherings of serious men in the hall to the more light-hearted making, a brief address by the host, a few words by Arthur, Brisbane, and a splendid program of professional and amateur entertainment, the high light of which was the creation of the evening. Supported by the roster of comic artists who create so large a part of the well-known features syndicated to newspapers by King Features.

The Friars' Song, led by Sidney Jarvis, with all present joining in the chorus, ushered in the merriment as soon as the coffee cups were whisked away, and between special acts and surprises brought to pass on the set stage at the front of the hall there was incessant by-play and amusing incidents by "planted" interlocutors and interpolators heard from strategic points about the room.

King Tutankhamen was reincarnated and delivered living to the diners soon after the evening was under full momentum. In presenting King Tut, Mr. Koenigsberg said that the excavators of the Tomb of Pharaoh Tutankhamen said no other than Amon G. Carter, publisher of the Fort Worth Star-Telegram, whereupon Mr. Carter appeared before a screen and a series of optical illusions created by electrical lighting effects, made it appear that he was brought to life from the mummified form of old King Tut. Friends of Colonel Carter established his identity as the reincarnated Tut by the evidence of the similarity in names between Tut-Ankh-Amon and Amon G. Carter. If further proof was needed, it was sent: the man was a colonel, as was revealed that Colonel Carter's middle name is Egyptian.

More than 150 American and Canadian Newspapers are Regular Subscribers to Our Complete Service.

Here are Nine Reasons:

(1) From ten to fifteen signed articles on international subjects per week.
(2) Special Correspondence written on international subjects by men in the field.
(3) Two articles a week, explaining to the lay mind the various achievements of men and women in the field of science or pseudo-science.
(4) A serial of from twelve to thirty thousand words of thrilling interest per month.
(5) A thrilling, true travel story each week, running from two to twelve thousand words each. These stories are the accounts of intrepid adventurers exploring every corner of the world.
(6) The Wider World—a daily feature of signed articles, running from 300 to 600 words, contributed by various men and women; being quaint little accounts of the customs and usages of various peoples, inhabiting every corner of the world.
(7) The World Today—being the town talk of the World's affairs. Two columns each week.
(8) Gossip of the Boulevard—A Weekly Paris Letter. One column each week.
(9) We maintain a staff preparing jokes and witty anecdotes, translating humorous comments, appearing in the columns of foreign publications. Two columns each week.

LET US SEND YOU FREE A TRIAL SERVICE FOR ONE MONTH.

Wire at our expense for our monthly rate— you will find it exceptionally low.

SERVICE EXCLUSIVE IN EACH TERRITORY.

J. J. BOSDAN, General Manager.
MORNING PAPERS TO PUSH JOINT CAMPAIGN.

ADVERTISERS AND AGENCIES WILL BE SHOWN VALUE OF REACHING THE CONSUMER EARLY IN THE DAY.

CONFERENCE WITH A.A.A.A. HELD ON THURSDAY.

About sixty of the publishers who attended the A.N.P.A. convention took part in the meeting of the Morning Newspaper Publishers Association which was held Wednesday afternoon in the assembly room at the Waldorf with A. Schaefer of the Fort Wayne Journal Gazette as chairman and Louis Wiley of the New York Times and L. K. Nicholson of the New Orleans Times Picayune as the leading speakers.

The general sentiment was in favor of continuing the work started by the morning association, which now has eighty-one members, and to take steps in the near future to crystallize the purposes of the organization into definite action.

WASHINGTON SCHOOL EDITORS TALK SHOP IN MEETING AT UNIVERSITY.

One hundred and thirty-four delegates from fifty-seven schools of the State of Washington attended a meeting of the Washington High School Press Association, held under the direction of the University of Washington School of Journalism, April 13 and 14.

For the purpose of furthering newswriting in high schools, aiding in putting out better high school publications and helping the high school editors in as many ways as possible, a plan was proposed that offers awards to the best high school newspapers in the state. These awards are to be presented at the annual meeting of the state high school press association.

To this end there will be conducted at the University of Washington an information bureau for the high school editors. This bureau will answer all questions asked by high school publishers concerning problems of management, editorial policy, organization, make-up and so on. The bureau will be conducted by the school of journalism.

A monthly bulletin will be printed for the general problems that arise among the high school editors. The bulletin will be distributed to all schools having a publication by the students. In this bulletin suggestions will be offered for the handling and gathering of news for high school papers. It will also offer suggestions on the handling and make-up of the different styles of publications.

Schools trying for the awards will be classified according to their student enrollment. One class will include papers from schools under 800, another from schools over 800, and the other class those from schools under 800.

These awards not only will be given to the school papers but to the school monthly magazines and annuals.

NEW YORK PAPERS TO PUSH JOINT CAMPAIGN.

ADVERTISERS AND AGENCIES WILL BE SHOWN VALUE OF REACHING THE CONSUMER EARLY IN THE DAY.

CONFERENCE WITH A.A.A.A. HELD ON THURSDAY.

Mr. Schaefer opened the meeting with an earnest description of the morning newspaper's strategic value both to the reader and to the advertiser. He said that the morning newspaper rather than the evening had struck the full page of editorial comment and other essentials which assured the newspaper an audience of the bulk of the consumer public.

Morning newspapers as a rule, declared, had not been so captivated by a too high rate of circulation and had given the most intimate relationship with the fields they serve because they have been forced to think of the day and interpretations of the news.

According to Mr. Schaefer, twenty or thirty of the largest advertising agencies place the bulk of the tremendous volume of advertising in the newspapers. He said that for some reason the attitude of advertising agencies towards the evening papers failed to change, although they had been handsomely encouraged at the expense of the morning newspapers. This was the result of advertising agencies using the morning newspapers at the source of advertising. Mr. Schaefer advised the publishers that it was not entirely a matter of national advertising.

It was his belief that, as only about three hundred of the two hundred and fifty daily newspapers in the United States are exclusively morning newspapers, it behooved the publishers of these three hundred morning dailies to get together and re-establish the value of the morning newspaper as an advertising medium. If they were not allowed to continue without some action on the part of the publishers, Mr. Schaefer said that the situation might conceivably arise in which the value of morning newspapers would be greatly magnified by coming from the morning newspapers.

The circulation of the morning newspapers is published at night and the newspapers are delivered into homes. It is his belief that if the papers were published early in the day the morning newspapers would be more read during the day.

James O'Shaughnessy, secretary of the A.A.A.A., met the executive committee of the association for a conference Thursday morning.

New York morning newspapers so greatly dominate in the New York suburban district that all but twenty-seven evening newspapers published within the 50-mile radius of New York are of no importance. These newspapers have a total circulation of less than one-third of the circulation of the six New York morning newspapers.

A year or so ago an investigation was made by the New York Stock Exchange, national advertisers and advertisers of doctors, lawyers. The result of this investigation showed that New York morning newspapers are of much greater value than evening newspapers. A year or so ago the New York Exchange was of much greater value than evening newspapers. The evening newspapers, owing to the rapid succession of these papers, are often ignored by the newspaper advertisers. The evening newspapers, owing to the rapid succession of these papers, are often ignored by the newspaper advertisers.

When advertising is dangerous.

To a man who told him that he had advertised freely and successfully with a morning newspaper, Harrison said he replied, "Sir, advertising is like a horse race. If you claim there was only one liquid a man could use in excessive quantities without being swallowed up by it, and that was printer's ink."

The morning newspaper advertisers have the valuable advantage of reaching the same readers day after day. Moreover, each reader's attention is concentrated upon one edition newspaper than it is not in advertisements in the evening newspapers. The morning newspaper may publish four editions daily and spend 4 a.m. but each edition goes to a separate printing press for duplication.

In New York the evening newspapers have many editions. The first edition is usually the best and the average reader goes home from business or from a day's shopping there are many newspapers that have been printed by afternoon editions. New York evening newspapers are sometimes read in the evening, or way home, or by the women in these suburban families.

G. W. Guy Terrick of the Bakersfield, Va., Exponent; L. G. Elling- 

New York morning newspapers are extensively read by the suburban families.

INVESTIGATION INDICATES PREFERENCE.

A year or so ago an investigation was made by the Research Bureau of New York University to determine the preference among the public for morning or evening editions.

Questionnaires were distributed to members of the New York Stock Exchange, national advertisers of doctors, lawyers. The result of this investigation showed that New York morning newspapers are of much greater value than evening newspapers. A year or so ago the New York Exchange was of much greater value than evening newspapers. The evening newspapers, owing to the rapid succession of these papers, are often ignored by the newspaper advertisers. The evening newspapers, owing to the rapid succession of these papers, are often ignored by the newspaper advertisers.

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G. W. Guy Terrick of the Bakersfield, Va., Exponent; L. G. Elling-
PUBLISHERS FIGHT "CLEAN BOOKS" MEASURE.

NEW YORK NEWSPAPERS FILE BRIEF WITH LEGISLATURE PROTESTING PROPOSED BILL AS ADDED VICE TO THE ARBITRARY POWER OF CENSORSHIP.

Newspaper publishers of New York City joined in the fight against the "clean books" bill now in the New York state legislature, when in alliance with authors, book publishers and members of the printing crafts they filed a brief this week with a special committee in which it was maintained that the proposed Corti-jones amendment would be but an added vice to the arbitrary power of censorship, subject to attack countless volumes of religious, classic and scientific books.

The effect of this amendment, taken in consideration with an announcement later considered, says the brief, "would be to enable interests hostile to particular publishers and authors to cause complaints to be filed against publishers and publications that they either desire to injure or prevent."

Opposition is also expressed to that section of the bill which would make a part or parts of a novel a sufficient basis for an indictment, information or complaint.

In Planning Your New Building—

You can now have the assistance of an organization which has developed and is developing plans for several major newspaper buildings (among them the production design and layout of the New York Tribune's new building).

This organization specializes solely in newspaper, publishing and printing buildings and includes technical engineers specializing in the various phases of newspaper operation and building design and construction, all coordinated under the direction of a trained newspaper man.

S. P. WESTON

Newspaper Buildings
Mechanical Layouts
Production, Operation
120 West 42nd Street
New York.

SIMPLIFIED SPELLING SAID TO BE GAINING IN FAVOR WITH PUBLISHERS.

The Simplified Spelling Board, reports more than six hundred newspapers and periodicals that have adopted for use in their columns about two hundred of the original list of three hundred words recommended for simplification.

This board was formed in 1906 by members of the American Philological Association, the Philological Society of London and other educational organizations. It has recommended the approval of many members of the teaching profession, the editors of leading dictionaries, college authorities, and some newspaper and magazine publishers. The board believes that simplified spelling will tend to save time and money, both in education and in printing, will remove the greatest barrier to Americanization of foreigners, and tend to make English an international language. The objection that simplified spelling will destroy the etymology of words is answered with the assertion that the "scolar" knows the derivation of words anyhow, and from that point of view, spelling means nothing to ninety-nine per cent of those who read and write English. An idea of the simplifications suggested may be gained from the following list of thirty words:

- insted
- ad
- anser(d)
- anser(d)
- programar
- reciet
- taskt
- 'reciev(d)
- bil(d)
- shal
- buro
catalog
det
det
engin
emf
filt(d)
fix

The simplified spelling board assures us that when the new forms become familiar they "will appear less ugly."

WHOLE CONTINENT IS PROSPEROUS SAVORY SAYS.

ALL WE NEED IS CONFIDENCE IN OUR OWN ABILITY TO COMPLETE READJUSTMENT PROCESSES, MERGENTHALER OFFICIAL SAYS AFTER U. S. AND CANADIAN TRIP.

"American business is cheerful all the way through the country. Values are high, and there is no indication that they are inflated. Optimism is the most noticeable, without discord, both in the United States and Canada."

This is the meat of the volume of information collected by Walter H. Savory, personal representative of the vice-president and general manager of the Mergenthaler Linotype Company, on his return from an annual trip that has taken him from coast to coast. Mr. Savory was in touch with local conditions in all parts of the two countries from Florida to British Columbia and Quebec to Los Angeles.

"Industries in the East are practically all working at full capacity," said Mr. Savory. "The resort places of the South and of California have been overrun all winter with people who have money to spend."

"Crops in all sections have been satisfactory and available at good prices."

"Even the cattle country of the plains, hardest hit last year and year before of all localities, is feeling better, and looking for a steady rise of its financial barometer."

"Texas is a verdant caldron of bubbling, effervescent activity. Her oil interests, cement industry, cattle men, cotton growers, are all hustling to keep up with the demands of their clients."

"The whole West coast from Los Angeles to Vancouver is teeming with business so great that real estate values are at a high level."

"California, Oregon, Washington and British Columbia are all anticipating a remarkable year—in transportation, business, in building of all kinds, in fruit growing and sale, in transportation."

"Mining has come back to its own (Continued on Fourteenth Page)"
Limit Urged in Exploiting Radio.

THE USE OF WIRELESS FOR PUBLICATION BY PRIVATE COMPANIES IS OPPOSED—NEW SCIENCE SEEN AS A MEDIUM FOR ENLIGHTENING MANKIND.

Radio is too great a medium for the commercial advancement of any one institutional and its use in its advertising should be strictly limited with the maximum amount of betterment. Halloran, editor of the Radio Magazine, at the Forum of the Commerce of San Francisco recently.

In co-operation with the American Radio Radio-conditioning subjects relating to radio and electrical development were discussed by various speakers. The standard of good radio is in variance with the one given just previous by Professor Edward R. Gardiner, marketing and advertising expert at the University of Wisconsin and president of the National Association of Advertising Teachers, who declared that the possibilities of radio were so limitless that it was an invaluable medium for advertising.

Radio in "Stone Age."

"Radio is still in the stone age of advertising," said Professor Gardiner. "We are only just beginning to get it away from a bit of miss-understanding and confusion and begin to realize that there is as much a real and artificial barrier in using the medium as there is in clothing. In fact, the barrier is a bit more pronounced from producer to consumer where it is not equal set to the medium, and it will require more development before it can be so."

SPIRITUAL FACTOR.

John A. Britton, vice-president of the Pacific Gas and Electric Company, spoke on the development of the power side of radio and... said Professor Gardiner. "We live in an age where purposes are prescribed by loyalty, the pride of association, and the inspiration to accomplishment. I was the party government where purposes are prescribed by Harding.

Large and Small Daily Papers for Sale.

Here are some of the newspapers listed with us for sale. Further details of same will be sent upon request.

<table>
<thead>
<tr>
<th>Name</th>
<th>Daily, city, year</th>
<th>Profit</th>
<th>Price</th>
<th>Terms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Xa-4</td>
<td>Ind. dly, city of 8,000</td>
<td>Av. mo.</td>
<td>profits over $30 and salary.</td>
<td>Price $22,000</td>
</tr>
<tr>
<td>Xa-14</td>
<td>Ind. dly, city of 4,000</td>
<td>Gross $114 per year with about $30,000</td>
<td>Well-equipped.</td>
<td>Price including real estate, $100,000 with several terms.</td>
</tr>
<tr>
<td>Xa-16</td>
<td>Daily in city of 18,000 in Central state.</td>
<td>Gross $50,000 with $14,000</td>
<td>Profits in 1922.</td>
<td>Well-equipped.</td>
</tr>
<tr>
<td>Xa-19</td>
<td>Ind. dly, city of 15,000.</td>
<td>Gross $50,000</td>
<td>Profits in 1923.</td>
<td>Price $11,000, terms.</td>
</tr>
<tr>
<td>Xa-31</td>
<td>Dly. and Sunday in 150,000 city in a New England state.</td>
<td>Big opportunity</td>
<td>Price $118,000, terms.</td>
<td></td>
</tr>
<tr>
<td>Xa-28</td>
<td>Ind. dly, city of 16,000</td>
<td>Gross $50,000 with $14,000</td>
<td>Profits in 1922.</td>
<td>Price $100,000.</td>
</tr>
<tr>
<td>Xa-26</td>
<td>Daily in 15,000 city near Chicago, profits in 1922 about $38,000.</td>
<td>Profits in 1923.</td>
<td>Price including real estate $100,000, terms.</td>
<td></td>
</tr>
<tr>
<td>Xa-40</td>
<td>Ohiol. dly, city of 14,000, profits in 1922 about $5,000 which can be increased easily.</td>
<td>Profits in 1922.</td>
<td>Price $110,000, terms.</td>
<td></td>
</tr>
<tr>
<td>Xa-41</td>
<td>Ohiol. dly, western part, making money.</td>
<td>Good equipment.</td>
<td>Price $105,000, terms.</td>
<td></td>
</tr>
<tr>
<td>Xa-42</td>
<td>Dly. city less than $200 miles east of Chicago, dominates its territory.</td>
<td>Making large profits on investment.</td>
<td>Price $135,000 with terms.</td>
<td></td>
</tr>
<tr>
<td>Xa-20</td>
<td>Ohiol. dly, salaries in 1922 over $30,000.</td>
<td>Profits in 1923.</td>
<td>Price $118,000, terms.</td>
<td></td>
</tr>
<tr>
<td>Xa-21</td>
<td>Dly. city of 12,000.</td>
<td>Clearing about $100 weekly.</td>
<td>Price $11,000, terms.</td>
<td></td>
</tr>
<tr>
<td>Xa-18</td>
<td>Dly. city of 18,000 in Central state.</td>
<td>Gross $50,000 with $14,000</td>
<td>Profits in 1923.</td>
<td>Price $60,000 with $40,000 in cash.</td>
</tr>
</tbody>
</table>

Large and Small Daily Papers for Sale (Continued on Twenty-Sixth Page)

More Accuracy Prescribed by Harding.

One more thought, little expected on this occasion, I am sure, but particularly appropriate before a highly representative body like the American Press. I know from experience how a newspaper man confidently prints public affairs. He has a marked advantage, because he is not only a good reporter, but he is a man of letters, and unless he happens to be elected President, and apparently not so, he has no chance of being re-elected. He has not yet achieved a pace in advertising and will require many years further development before it can do so, he stated.

"Radio is still in the stone age of advertising," said Professor Gardiner. "We are only just beginning to get it away from the representational and legislative fulfillment. This effectiveness is now influenced by war stress and Presidential personality.

In the political system, the rules of the primaries, the definition of pure democracy, and the growing impotence of political parties. We have gotten away from the representative system; we have reached a point where the lack of party loyalty has been replaced by party leadership in government less effective than it was for us to evolve to the time when a party platform is regarded by too many men in public life as even less important than a scrap of paper, and groups or sections are turned to serve group interests, and many individuals serve their own, while contempt for the party conference or cabinet has sent party loyalty much into the discard.

In the personal politics. They were the essential agencies of the political government, were in the making of what we are. We were never perfect, but under our party we have fought a development under representative democracy unmatched in all proclaimed liberty and attending human advancement. We achieved what we did, and we have been committed to sell parties and party loyalty was a cardinal factor in the inspiration toward accomplishment. Nowadays, in many states, party adherence is flouted, loyalty is held to be contemptible, nominations for office are often influenced by voters enrolled under an opposing party banner, and politicians are sometimes the in-sincere utterances of expediency, influenced by nominees, rather than by advocates of principle.

Let no one misconstrue me. I am not criticizing the abandonment of the primary which gives to every voter a voice in nominating the office and determining policy party. I would carefully preserve and safeguard it so that the mid-term causes which impelled its adoption, I would adopt, but I would adopt it so that it was not used as a means of party expression rather than a means of party confusion or destruction. It would be a means of the incitement of loyalty, the pride of association, and the inspiration to accomplishment. I was the party government where purposes are...

Large and Small Daily Papers for Sale (Continued from Sixth Page)

PUBLISHERS SERVICE BUREAU

110 N. Bowman St. (Established 1918) Mansfield, Ohio. Owned and Managed by Experienced Newspaper Men.

PUBLISHERS SERVICE BUREAU

for Sale

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Paul Cheney Patterson of the Baltimore Sun was re-elected president of the American Newspaper Publishers Association at the convention which closed Thursday at the Waldorf-Astoria and was notable for the attitude taken on labor, advertising, radio and the printing trade schools. All the officers of the association were re-elected. They are as follows: Paul C. Patterson, Baltimore Sun, president; S. E. Thomason, Chicago Tribune, vice-president; T. O. Fincher, Boston Globe, secretary, and Howard Davis, New York Tribune, treasurer.


Papers with members of the committee are wanted, now to have radio broadcasting stations on the air in Chicago, Chicago Daily News, Portland Oregonian, Los Angeles Times, Fort Worth Star Telegram and Detroit News.

Printing trades school.

In raising the present assessment of one dollar per machine per year for the printing trades schools' fund to twenty-five cents per month per machine, the convention adopted the following resolution:

Resolved: That the American Newspaper Publishers Association undertake the sponsorship of printing trades schools for the next two years to train the printing tradesmen, to improve their education, and to provide for their training of printers, operators and other contributors in the printing trade.

Printers金字塔 and Telegraph and Detroit News.

The committee on arbitration, the committee on openshop, are given in detail in other pages of this issue. After discussion of the tariff as (Continued on Twentieth Page)

The A.B.C. Auditor's Report on the circulation of the Omaha Daily News has just been issued.

It Shows A Substantial Gain Over The Last Report Issued.

A copy will be sent to all Advertisers and Advertising Agents who have not already received one.

The Omaha Daily News and The St. Paul Daily News are now under the management of N. W. Reay and C. D. Bertoleto.

C. D. BERTOLETO

Manager National Advertising
30 North Dearborn Street,
CHICAGO
SPLITTING OF COMMISSIONS, INTERNAL BORROWING, AND FREE PUBLICITY "BANDITS" CONDEMNED BY COMMITTEE.

The committee on advertising agents scored certain practices used by advertising agencies that it considered not only unethical but destructive, such as the borrowing of substantial sums of money from an agency by its principal, failure to maintain an adequate surplus, slow payment of obligations, and new-fangled schemes.

The newspapers of the country are losing out on the "pernicious" workings of free space "bandits," the report said, and to correct the situation the committee has recommended that agencies be required to post a bond, and that the bond be cancelled if they fail to make necessary payments.

The report follows:

During the year 110 applications for recognition were received. Thirty-seven for credit ratings, previously extended to the agencies were cancelled on the ground that applications were not completed in time. The committee is therefore not in a position to act on them.

In a preface to its report last year, the committee made known its interest in the question of the minimum surplus and the proper time in which to act on requests for recognition. It is now in a position to say that it has decided on the time in which to act, and that it is not now in a position to act on any application for recognition except in the case of those agencies which have been recommended to it by the American Society of Newspaper Editors.

The committee has classified credit ratings on the basis of the standing of those entitled to it and the quality of the work done.

In conclusion, the committee says that it is not now in a position to act on any application for recognition except in the case of those agencies which have been recommended to it by the American Society of Newspaper Editors. The committee has reclassified credit ratings on the basis of the standing of those entitled to it and the quality of the work done.

"As a protection to the members of the advertising agencies, your committee believes that the advertisers should maintain at all times an adequate surplus. This surplus is necessary for the purpose of defraying the cost of making audits in such cases."}

Failure to maintain an adequate surplus is a condition of recognition, and the committee is therefore not in a position to act on any application for recognition except in the case of those agencies which have been recommended to it by the American Society of Newspaper Editors.

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RAIL CONGESTION IN FALL MENACES PAPER SHIPMENT.

(Continued from Sixth Page)

for upward equalization. We are maintaining this view in pending cases affecting rates generally. The Interstate Commerce Commission is making an investigation into express transportation generally. Applications have been made for increases in rates and in various lines. The American Railway Express Company, at the beginning of the inquiry, notified your association that it would not seek any change in the existing rate on newspaper bundles. This rate was established two years ago as a compromise agreement with representatives of a number of large newspapers. Some members have expressed opinion that we should seek reduction of the express rate. Your committee, under advice of your directors, has considered it advisable to await opportunity for consideration later when not involved with other commodities and rates.

In news-press transportation, your committee has endeavored to render service through four principal channels:

1. Watchfulness over freight rates.
2. Relieving cases of newsprint shortage caused by traffic delays.
3. Offers of co-operation with paper mills in car shortages.
4. Preventing troubles by advance precautions in co-operation with government agencies and railroad officials who have cordially recognized the necessities of news-press transportation.

Through weekly bulletins during the past year, your association has requested publishers to notify the management on news-press transportation. All such cases were acted upon promptly in co-operation with railways and the threatened or distress relieved. Requests from mills for help in car supply also received immediate attention. Your committee gave this service to publishers during the year. Probably was greater than former years and your committee extends it to the association in case of necessity.

If forecasts are correct, serious congestion of railway traffic is anticipated for full car supply and prompt service for news-press, but publishers should be prepared to tide over temporary interruptions during the autumn congestion.

Your committee takes this opportunity of expressing its thanks and appreciation to Mr. L. P. Brown, associate director of the association whose energetic efforts have translated into direct action to the committee's advisory function and supplied to members an agency of real value.

J. P. Combs, S. M. Williams, Chairman.

AD CLUB REPRESENTATIVES OF TEXAS CONFER WITH GOVERNOR NEFF.

Four representatives of Texas ad clubs conferred with Governor Neff last week, urging him to submit to the special session a blue sky bill, the Real Estate Association of the State, a bill sent to the governor with the recommendation from the legislature that of Dallas will offer the bill if the question is submitted.

The legislature is necessary if the legislature was called in special session to consider certain matters, and that the work of the law enforcement in all printed matter, and is therefore proportionately effective. This efficiency is in the maintenance of rates and the permanence of performance.

Rates are stable. A cut rate in a newspaper is now a curiosity. Presidents have made no change in the matter of their newspaper.和 down the length and breadth of the land the outlook is promising and Europe's reconstruction while it might help, if hurried, will not greatly harm North American printing.

The country needs men men of ambition not publicity, but two-fisted people to produce crops and get money from the soil. East and West need them. Canada needs them, and there's plenty of room and money ahead for the class that's willing to work for the country.

"Printers of publicity are on a higher grade industriously and financially than ever before and there's every reason to believe present good business will continue or be still further improved.

PRESIDENT STILL MEASURES THE "ADS."

A home-town friend of President Harding staying at a New York hotel after a visit in Washington, told the executive:

"He got up and greeted him warmly from behind a desk littered with papers. They chatted for a few minutes about current affairs and old friends. Then the talk turned on political developments and matters of state. The President spoke earnestly about the duties and responsibilities of this great country and crossed the room and gazed out of a window reflectively.

"I'm learning away from the window. "If I had known what this job is, no one could have ever got me into it. I'm tired and worried and isolated most of the time. It's almost as if my work of late has been doing things that I'd like to do. I'm tired to this desk. I can't get enough exercise."

"Well," said the visitor, giving the president a sharper turn, "hope you haven't stopped reading the Marion Star?"

The President chuckled, "The Marion Star," he said, "No, John, I haven't stopped reading that. I take it to my room in a call at the chief executive.

"We will," said the visitor, "We will have to do half the things I'd like to do. I'm tied to this desk. I can't get enough exercise."

"And," said the visitor, "I can't have time to read the newspapers."

"Well," said the visitor, "I can't have time to read the newspapers."

"And," said the visitor, "I can't have time to read the newspapers."

CAROLINA PAPER OCCUPING NEW BUILDING.

The Morgantown, N. C, News-Herald celebrated the moving of its plant into a new building with a house-warming on April 14. The News-Herald is owned and published by Miss Beatrice Cobb who also operates a rather extensive commercial printing office. The printing plan is one of the best equipped of its size in the state, and Miss Cobb is also secretary of the North Carolina Press Association.
PATTERSON CITES ACHIEVEMENTS OF A.N.P.A.

(Continued from Second Page)

witnessing the widest activity on the daily newspapers. It gives me a great deal of pleasure to bear witness to the excellent work done by your various committees since the last convention. Many important matters have arisen, requiring prompt and aggressive attention. Feel it is necessary to review the detailed reports of these committees you will certainly agree most heartily that they have done excellently well and have rendered a service of inestimable value not only to our industry but to every newspaper in the land.

I shall only take the time to call briefly to your attention some of the more important matters taken up during the year.

DUTY ON SULPHITE Pulp PREVENTED.

Very soon after the 1922 convention the Committee on Federal Laws engaged itself in an active campaign to prevent the imposition of a duty on sulphite pulp. In furtherance of this work a most effective organization of sub-committees in each state was worked out and through these State Advisory Committees, much support was secured for the efforts of the main committee. The result is in the prevention of the proposed tariff.

DIFFICULT NEWS-PRINT SITUATION MET.

In the latter months of the year the news-print paper situation developed in such a way as to require especially aggressive and intensive work by the Paper Committee and the News-Print Conservation Committee. An effective campaign assistance was secured from the many special sub-committees which were organized in practically every state for that purpose, and much of the supervision of this work was in the hands of the chairman. Consumption of news-print has increased so rapidly over the past six months of the year that paper prices began to advance steadily. Demand for spot news was very heavy as to encourage practically all manufacturers to advance prices for contract print in an effort to close the contracts for the supplies of news-print. The result was that prices had been pushed up from an average of $3.50 per hundred pounds to an average of $4.00, or a rise of $0.50 per hundred pounds, which would prevail for the year 1923.

The News-print Conservation Committee and its various effective sub-committees conducted a vigorous campaign to impress upon the public the necessity of holding down as much as possible on the consumption of news-print in order to avoid paper shortage pressure in the spot market; at the same time strong representations were made by the Paper Committee to the manufacturers to avoid a serious upset of conditions by holding prices low at all times. The result was a reasonable figure. These counsels of mod- eration failed, it is true, in the first instance; but it is estimated that a price of $3.75 a hundred was fixed for the first six months of the year. Consumption is continuing in a record-breaking rate, but fortunately expansions have taken place in the news-print mills at a rate that should provide an ample supply of paper to meet the demands. Publishers avoid extravagant and wasteful use of paper.

ARBITRATION PROGRESS.

After much patient work the Committee on Arbitration Contracts successfully concluded negotiations for a new contract with the International Printing Pressmen and Assistants' Union of North America. The new contract provided for an increase in wages, and with the remaining unions continues to deadlock and presents one of the most important problems for consideration by the convention.

TRAFFIC PROBLEMS MET.

The Committee on Traffic has had a particularly active year. Traffic conditions on the railroads became very acute in the fall. Many manufacturers are reporting shortages of cars. In certain sections of the country embargoes on freight were placed. The Traffic Committee has dealt most effectively with these situations. It has been active touch with the various railroads and by keeping the railroads constantly informed as to the present need for adequate car supply has managed to relieve the immediate difficulties. Individual appeals from publishers have been dealt with by the Committee. The Traffic Committee was also very active in relieving news-print shipments from various embargoes. The routine work of the Committee is to receive the specials of the railroads, respond to its appeals and anxious to do all that lies in its power to meet the requirements of the situation.

POSTAL RATES ADJUSTMENT REFUSED.

Only in the case of the fight for a reduction in the rates is it necessary to record failure and this is in no way different from the intelligent and vigorous efforts on the part of the Postal Committee. The efforts of this committee in the attempt to secure a reduction in postal rates are due to the unaided antagonism on the part of a certain group of congressmen, and this situation may be able to continue until the members of this group understand the unjustice and the improbability of the existing rates.

DEVELOPMENT OF LINOTYPE SCHOOLS.

In accordance with the resolutions adopted the development of an educational system was decided by the publishers at the beginning of the year for the purpose of assisting in the maintenance of linotype schools. In order to this purpose the printers of the states have been approached and the difficulty for this purpose, in view of their direct support of the problem.

It has been rendered more difficult by reason of the fact that linotype schools are being organized in all parts of the country and applications being made for the support of the linotype school fund, which is inadequate to meet all these demands. This is an important question deserving the careful consideration of the convention and on which many of the Directors will submit a special recommendation.

I will not attempt to take the time necessary to touch upon the work of the other committees, but I must refer you to the very full and perfect of their reports, which you will find printed in full.

HUMAN INTEREST FABLES IN NEWSPAPER PUBLICITY OF A.N.P.A.

Julius Gutman & Co., of Baltimore, Md., are running a series of advertisements entitled "Modern Fables," The first story pointed out the value of paying cash and proving to happiness and read:

"Once upon a time there lived a man and his wife, and they had many, many squabbles over the money question. 'Twas a pity; for they loved each other dearly, and it was only the subject of money that brought them distress."

When the man was desirous of giving to his wife lovely clothes and much finery, but his income was limited, and she had acquired the 'charge habit,' so that on the first of the month there was quarreling and making up and new promises, made only to be broken. One day the wife happened in at the cash store. She walked about among the pretty clothes and things. She looked at the price tags and gasped in amazement because they were so much lower than the charges stores asked for the same qualities.

"When she went shopping the next time she shopped for cash. She saved money—much money. She had no bills, and when the first of the month came she promptly told him her achievements, and peace and contentment reigned in their house from that day forward."

In accordance with the resolutions adopted at the 1922 convention, an assessment was levied upon the members at the beginning of the year for the purpose of assisting in the maintenance of linotype schools. In order to this purpose the printers of the states have been approached and the difficulty for this purpose, in view of their direct support of the problem.

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NEWSPAPER PUBLICITY OF A.N.P.A.

The Byron, Cal., Times, following its recent loss by fire, is being issued on time and printed with a second color as usual. The Byron is more modern than the old plant. The situation has been rendered more difficult by reason of the fact that linotype schools are being organized in all parts of the country and applications being made for the support of the linotype school fund, which is inadequate to meet all these demands. This is an important question deserving the careful consideration of the convention and on which many of the Directors will submit a special recommendation.

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JOURNALISTIC STUDENTS NOW FRATERNITY MEMBERS.

Slugs of type attached to the coat lapel of eight journalistic students at the University of Utah herald their entrance into the Phi Kappa Phi fraternity, national journalistic fraternity, as pledges. The eight men are Preston Grever, Vernon Grieve, Donald Lyman, Russell Welser, Clinton Dinsdwoody, Lennox Murdock, Ray King and Wayne Farnsworth. Eligibility to the fraternity is based on either four years' successful participation in college journalism or the holding of the position of editor or business manager of a college publication.

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NEW PROCESS

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Branch Office—Principal Cities

An Injury Done Cannot Be Undone

Prevent Accidents With

THE CUTLER-HAMMER SYSTEM

IN NEW HOME JUNE 1.

Newspaper Publicity of A.N.P.A.

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"When she went shopping the next time she shopped for cash. She saved money—much money. She had no bills, and when the first of the month came she promptly told him her achievements, and peace and contentment reigned in their house from that day forward."

BYRON TIMES PLANS TO BE IN NEW HOME JUNE 1.

The Byron, Cal., Times, following its recent loss by fire, is being issued on time and printed with a second color as usual. The publisher, Mr. Hammond, while the fire was still burning said that he intended to build a better and more modern building to house the newspaper. Construction is already in progress on a building composed of hollow tile and much larger and more modern than the old plant.

The site will be on the property owned by Mr. Hammond, a corner lot fronting 170 feet on the Byron Springs highway and 173 feet on the Mount Diablo boulevard. It will be one story, twenty feet high, and will have a frontage of one hundred feet on both streets. The building is owned by Mr. Hammond.

Mr. Hammond expects to be in his new home by June 1.

N. Y. DAILY NEWS

HALF TONES

Best in the World

Made by

POWERS
NEW PROCESS

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The Services of our Art Departments are at all times at the command of our Customers if so desired.

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Kansas City Journal  Indianapolis Star
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Memphis Commercial Appeal  Syracuse Post-Standard
Brooklyn Standard-Union  Louisville Herald
Springfield Republican  South Bend News-Times
ALCO-GRAVURE, Inc. is the Largest Rotogravure Printing Company in the United States with a Capacity of
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Eight Page Sections a Week
April 28, 1923

THE FOURTH ESTATE
A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS


Subscription: FOUR DOLLARS a year. Page from April 28, 1923.

OFFICES AND PRINTING HOUSE
232 West 59th Street, Columbus Circle.

CHICAGO: 837 Marquette Building.

THE PRESIDENT'S ADVICE TO JOURNALISM.

President Harding's address to the Associated Press luncheon will go down in journalistic and political history as a most notable event. The President's admonition to journalists to cultivate less eagerness and more accuracy received a sympathetic hearing from the press when it came, as did from a President who has made it a point to be proud of the fact that he is a newspaper man. The governmental and political significance of the President's words was interpreted in various ways by his audience, composed of men of widely divergent political beliefs, but his counsel to journalism was heartily endorsed by the members of the press when it came.

It is apparent from the President's words that propriety is not new to him. He has learned a new side of the newspaper business during his occupancy of the White House. His address was not the first indication of this, but it was his first good opportunity since taking office to present his thoughts to a representative gathering of his newspaper men. The editors and publishers in the gathering, of whatever degree of Republican or Democratic faith, seemed completely to accept President Harding's counsel to journalism as that of a man notably qualified to advise. The Associated Press luncheon was the most eventful and interesting in that association's history. It is a source of deep gratification that the President of the United States selected a newspaper audience for his direct statement of his views on international relations, and that he did this thoroughly in keeping with the high standard of leadership set by the Associated Press that the people of the country should receive the president's messages through a medium of their own choosing. Add another scoop to the A.P.'s list.

CONVENTION PROGRESS ON LABOR MATTERS.

There can be no questioning the soundness of the A.N.P.A.'s action at this week's convention. This was made clear when it was attended by the first hearing because so little publicity had been given the proceedings of the papers. The third reading of the bill before the New York legislature was taken up on the third day of the convention.

As most in cases involving efforts at any kind of censorship, this matter was slipped through the assembly after it had been taken for granted that it would be pushed through without opposition. The opposition, however, is representing those who are determined to fight the measure made their voices heard.

The situation which led to presenting of this bill grew out of the views held by the Associations of newspapers as to some of the recent fiction products. Censorship, however, is hard to limit, and it is to those who advocate it, and the difficulty of limiting its application to the newspapers, that the A.N.P.A. has always made the paths of censorship advocates rough and rocky.

It will be noted that the Publishers Association of New York City, of which all the great metropolitan dailies are members, is also contributing first of the publishers' organizations to realize the iniquitous possibilities of the clean books movement as applied to newspapers, even though it is only in a beginning stage at the present time.

In 1914 there were at least 145 daily newspapers of all sizes in Canada. Today 102 comprise every daily enterprise in the country. Paper exports are being stepped up, and the establishment of a new daily is attended with unusual caution.

Need for encouraging school children to think of civic affairs is becoming increasingly apparent. It is an easily established fact that the schools alone are unequal to this great task. A statistical survey of educational work conducted by the Federal Bureau of Education shows that what is to be spent less than six years of his lifetime in school. Fortunately, says a leading Publisher, "There is an increasing interest in civic education, and the influence of the press—the greatest single factor in post-school education of adolescents and adults."

The pre-eminent of President Harding's more distant achievements is his opposition to the minor consideration of his administrative capacities was his interest in the press question, with the questions of the press, the press, and the press, and of the press. The pupils answered questions as to what they thought about Abraham Lincoln, Theodore Roosevelt and Benjamin Franklin about as about as much as they might have been expected, but when it came to Warren G. Harding, the unanimity wasippy. "He makes me want to play golf."
April 28, 1923

The Fourth Estate

PURELY PERSONAL

Mrs. Tip O'Neill, the wife of the managing editor of the Wausau, Wis., Record-Herald and family, and John T. McQueen, the editor, are now located in the Badger city, having motored over from Lansing, Mich., recently.

Mrs. Fred Scott, for several years society editor of the Austin, Texas, Statesman, has gone to Pasadena, Cal., where she will make her home with her parents.

Frank B. Pauly, publisher of the Middletown, Ohio, Journal, has taken up the work of state chairman of the Associated Press, succeeding Joseph T. Garretson, recently managing editor of the Cincinnati Times-Star, who was forced to withdraw because of ill health.

Captain William C. Howells, Columbus representative of the Cleveland Plain Dealer, will spend three months in Europe this summer with Colonel Ralph D. Cole, gathering information as to the activities of the famous Thirty-seventh Division for use in a book.

Paul Eisele, assistant business manager of the Columbus Dispatch, was elected treasurer of his Scottish Rite class last week.

George D. Morris, political writer of the New York Evening Telegram, and Miss Dorothy Craigie, a reporter for the same newspaper, were married last Monday. Mr. Morris was formerly city editor of the Albany Knickerbocker Press. Miss and Mr. Morris are passing their honeymoon at Hot Springs, Va.

Miss Louis Fitzhugh, editor of the American Women's Magazine, the journal of the American Association of University Women, the first woman to hold an editorial position in a magazine of general circulation, was a visitor recently in Omaha and Council Bluffs, the latter city being her place of birth. She is a sister of the late George Fitzhugh, who conducted the column, "Frolic of the Types" on the Council Bluffs Nonpareil for some time and who attained literary fame as the author of the Siwash college stories.

Miss Helen Glazebrook, for four years a member of the advertising staff of the New York World, and Alva E. Lamberton, business manager of the World, were married last week. The bride's associates on the World presented her with a chest of silver as a wedding gift. Following a brief honeymoon journey Mrs. Lamberton will resume her duties with the World.

MINNEAPOLIS EDITOR LEAVES FIELD AFTER WAGING STUBBORN BATTLE.

The Lamberton Star, which for the last four years under W. E. Schi, publisher, has been a storm center on loyalty questions, has been sold to C. M. Adams. Mr. Schi has conducted this paper during a very critical period in the career of a newspaper. It was a visitor recently in Omaha and Council Bluffs, the latter city being her place of birth. She is a sister of the late George Fitzhugh, who conducted the column, "Frolic of the Types" on the Council Bluffs Nonpareil for some time and who attained literary fame as the author of the Siwash college stories.

Frank H. Burgess, president of the Inland Daily Press Association, will take back to the Burgess youngsters in New York, Wis., a price of prize money as a souvenier of his visitation to New York. Mr. Burgess was one of the fans at the New York-Washington game at the Yankee Stadium on Monday afternoon, after which, following a determination of long

STAFF CHANGES.

S. C. George E. Masters, until recently on the city desk of the Butte, Mont., Republic, has been transferred from the Sioux Falls, S. D., Press. Mr. Masters began his newspaper work on the Chicago Inter-Ocean recently.

A. H. Frederick has been transferred from the Cleveland office of the Newspaper Enterprise Association to the San Francisco bureau, succeeding Gene Cohn, who has taken a position with the New York World. Mr. Frederick has taken over Mr. Frederick's duties in Cleveland and is succeeded by Jack P. Frey, who has charge of the service page. Morris was transferred from the Washington bureau of the United News to the N.E.A. staff in Cleveland.

Albert Easingwood has succeeded F. B. Miller as state editor of the Cincinnati Times-Star. The latter has gone into the publicity field.

L. C. Hudgson has become an associate editor of the News. Mr. Hudson's first training was obtained at the Hastings, Minn., Democrat, and St. Paul Globe is a continuation.

John A. Collins has left the advertising staff of the Allis Daily News. Mr. Collins has taken over a position in New York, Wis., a price of prize money as a souvenir of his visitation to New York. Mr. Burgess was one of the fans at the New York-Washington game at the Yankee Stadium on Monday afternoon, after which, following a determination of long

NEWSPAPER WOMEN TO ELECT NEW OFFICERS MAY 2.

The annual meeting and election of officers of the New York Newspaper Women's Club, will be held at the club headquarters at 42 West Forty-seventh Street on May 2 at 8 p.m. Miss Martha Conant, recently of the New York Herald, is president of the organization.

The club was formed a year ago. Its members are limited to women actively engaged in New York newspaper work. It has an associate membership of women who at one time were engaged in New York newspapers. Mrs. Conant, Miss Jane Grant of the New York Times, Miss Emma Bugh of the Tribune, were instrumental in organizing the club.

EDITOR KILLS VICIOUS ANIMAL.

J. E. Kessel, editor of the Portis, Kan. Star, to hunt and killed recently a large and vicious animal that had been terrorizing the county for weeks. Mr. Kessel took a .22 caliber rifle and shot the animal near its lair in the desert. The animal was found to be a large ferocious wolf. The animal was not only a danger to the residents of the area, but also a threat to the livestock in the vicinity.

EVENING JOURNAL APPOINTS NATIONAL AD HEAD.

William G. Hobson has been appointed manager of the merchandising department of the Evening Journal and will continue to direct all merchandising work.

INLAND'S LIVELY CHIEF GETS INTO HOMER CLASS AT YANKEE STADIUM.

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HEAD OF OKLAHOMA PRESS ASSOCIATION STARTED BY SHUCKING CORN.

Shuckering corn, working in the harvest fields and teaching school enabled Elmer V. Jessee, president of the Oklahoma Press Association, to become a special representative. Mr. Jessee has for several years been manager of the merchandising service department of the Evening Journal and will continue to direct all merchandising work.

OHIO PAPER BEGINS ITS FIFTY-SIXTH YEAR.

The Bowling Green Sentinel, now a part of the Sentinel-Tribune, has just entered on its fifty-sixth year, having been founded in 1867 by J. A. Bodenhamer and Fred C. Clute. The Sentinel was founded in 1859 by C. S. Van Tassell, in 1906 Alex B. Clark, and in 1918 by Alpheus Hadwell as manager and John T. Hutchinson as editor. Mr. Hadwell continues as manager, and Spencer A. Canary is editor, having assumed the position at the retirement of Mr. Hutchinson in 1909.

RETIRES ON ANNIVERSARY.

James Currie, who lately relinquished management of the Stirling, Ont., News, possesses a unique record in that his retirement took place on the sixty-third anniversary of his connection with the publishing business. Mr. Currie first came to Whitby township in 1853, and began his apprenticeship in Oswaw. Some years later, he moved to Whitley township, where he worked for a short time in Massachusetts and New York, before taking up printing and newspaper work in Port Perry. He has been in the publishing business for sixty-three years.

FORMER PUBLISHER HONORED.

Alexander P. Moore, former publisher of the Pittsburg Lead, the Pittsburg Leader, of Port Arthur, Ont., was a man of many interests. Mr. Moore was a driving force in the development of Port Arthur, Ont., and Whitby township, his work in these communities being of great benefit to them. He has always been a leader in any movement that he has supported, and his influence has been felt in many directions. He was a happy, cheerful man, and his passing is a loss to many friends and neighbors.
The Fourth Estate

Newspaper Mail Plan Offered by New.

(Continued from Twelfth Page)

it applies to news print, the convention adopted a resolution embodying a definition of "standard news print" as placed upon the free-list in the Federal Revenue Act of 1922, can be properly defined only as "newsprint paper used in the manufacture of standard newspapers."

Be it further resolved that the Committee on Federal Laws be authorized and directed to urge upon the Federal Treasury Department and Collectors and Appraisers at the several ports the adoption of this definition in the interpretation of the Tariff Laws.

The report on the Macon printing school developed an extended discussion, about forty of the members taking opportunities to present their views. The main point in doubt was just how the funds raised by the A.N.P.A. for the support of the Macon school might be most advantageously and equitably distributed among the member bodies. It was made plain that the publishers are anxious to extend the scope of these schools, so that they will include not only instruction on the linotype processes in general printing.

As a result of the discussion and the deep interest of the membership, a committee was selected to meet Wednesday night and report to the convention on Thursday. Those who served on the committee were: Amon G. Carter, Fort Worth Star-Telegram; Harry Chandler, Los Angeles Times; W. J. Pattison, Scranton, Pa., Republican; J. D. Barmum, Syracuse Post-Standard; U. C., Worcester, Mass.; W. C. E. Needham, Kansas City; F. R. Pigg, Portland Oregonian.

Enthusiastic support for the Bureau of Advertising and general interest and appreciation of its work was manifested by the publishers following the report of the Bureau of Advertising. Among those who took the floor to commend the bureau's work were: Louis Washington Times; Fleming Newbold, Washington Star; S. E. Thomas, Chicago Tribune; Harry Brag, Milwaukee Journal; William W. Rogers, Boston Transcript; and Amon G. Carter, Fort Worth Star-Telegram.

Radio occupied the larger part of Wednesday afternoon, a discussion that developed many interesting features. Among those who led the discussion were Harvey L. Payne, Los Angeles Times; E. E. Piper, Portland Oregonian; Amon G. Carter, Fort Worth Star-Telegram; P. H. McNeil, Memphis Commercial Appeal; H. S. Scott, Detroit News; Jason Rogers, New York Globe, and Daniel Nicoll, New York Evening Mail.

All the speakers except Mr. Rogers and Mr. Nicoll operate broadcasting stations, and meeting of the friendly rivalry manifested in the stories of achievements. All of them reported wide interest in radio among their readers, and said that a tremendous volume of mail was received from readers who had receiving stations. As to whether the printing of radio advertising presents any problems, most of the papers was to be considered news or advertising there seemed to be some difference of opinion. Some of the speakers declared they would continue to print only what was in the public interest.

The publishers' interest in the radio is based upon it as a service to readers, and there is no possibility of financial return it was said. The speakers generally agreed that the radio was a new and interesting medium, and that it did not have to take the place of other advertising.

The convention voted to authorize the president and board of directors to appoint a radio committee.

Independent action on the matter of second-class postage was recommended to the association by the report of the committee, presented by Chairman S. E. Thomas. This would mean that A.N.P.A. would take up postal problems with postal officials and with the post office department independent of the American Publishers' Association, which was organized about a year ago to represent publishers in all fields of postal matters. The report advises that the A.N.P.A. postal committee be referred to the association's Washington representative.

Questions relating to postage offered for discussion were: should the (Continued on Twenty-first Page)

Agency Expands—Officers Elected.

At a meeting of the board of directors of the Harry Maley Company of New York and Chicago, Harry C. Maley was elected president; Benjamin Franklin Moffatt, formerly general manager of the Western Newspaper Union, Chicago district, vice-president; William A. Grant of Rafter, Grant, Hellen, Company, Chicago and New York, treasurer; William J. MacInnes, recently with William H. Rankin Company and the New York Evening Journal, as secretary. The Maley agency has open a New York office in the Bowery Savings Bank Building, 110 East Forty-second street.

Commoner to Quit.

The Commoner, edited by Governor C. W. Bryan, in co-ordination with his brother, William Jennings Bryan, for the last twenty years, ceased publication in April. Lack of time was given by the governor as the reason for the suspension of the paper.

Mail News and Features

World-Wide News Service

J. J. Bosdun
15 School Street, Boston, Mass.

America's Best Magazine Pages

Daily and Sunday Newspaper Feature Service

141 W. 50th St., New York City

Complete your business page with the latest developments in the textile and allied industries.

Daily News Service
Features
Weekly Reviews
Special Articles.

Vise or Write for Particulars
Fairchild News Service
1 East 18th Street, New York City
AGENCY SCHEMES ARE RAPPED BY COMMITTEE.

(Continued from Thirteenth Page)

within the province of newspapers to render and enumerates them as follows:
First: To be able to furnish a survey of the local market and trade territory.
Second: To encourage and make possible an adequate distribution by supplying route lists of retailers for the purpose of salesmen of the manufacturer or advertiser who has made an adequate contract for space.
Third: If letters to advertisers or broadsides, so-called, are to be mailed, bills for printing and postage should be paid by the advertiser.
Fourth: To decline to sell goods, trim windows or make checkups on sales or distribution.

SPLITTING COMMISSIONS.

In the matter of splitting commissions, your committee calls attention to the resolution opposing this practice, which was adopted at the last annual meeting.

SLOW PAY.

The question of slow pay is one that every member should watch carefully and the New York Office should be advised by members of any such cases. Delinquent accounts, which are determined from a national basis only, and an agency placing considerable local business may discount his bills, while passing discount dates with publishers at a distance. Your committee feels justified in recommending the cancellation of recognition of all agencies that are habitually slow pay or who pass many cash discounts.

WORK OF COMMITTEE DURING THE YEAR.

One hundred and ten (110) applications for recognition were received. Thirty-seven (37) agencies were recognized; applications of twenty-nine (29) were refused; recognition previously extended to thirteen (13) agencies was cancelled; ratings of six (6) agencies were changed and recognition transferred on request for the services of (12) agencies.

RECOGNIZED.

Barber, Earle S., Advertising, Chicago,
Bauhammer Advertising-Publishing Co., Baltimore, Md.
Baum, Leo, 1410 Vine St., Kansas City, Mo.
DeLury, J. J., Advertising, Chicago,
Denny, William H., Co., New York City,
FarRESHAW, Brown & Schaefer, New York City.
Freund, Charles Daniel, Advertising, Chicago, Ill.
Greene, Dr. Charles W., New York City,
Maguire (Miss), E. V., Philadelphia, Pa.
Miller, Fred, Inc., Indianapolis, Ind.
Quinn, John W., Boston, Mass.
Reinhold, W. C., Advertising Corporation, Chicago, Ill.
Rogers & Walker, Inc., New York City.
Sokheim & Schermer, New York City.

PUBLISHERS RIDING HIGH ALONG THE NILE.

Here is a picture taken full in the face of Egypt's oldest inhabitants. In his dooryard are, left to right: William Allen White, Emporia, Kan., Gazette; Henry M. Pindell, Peoria, Ill., Journal and Transcript, and Mrs. White, Mrs. Victor Murdock, wife of the publisher of the Wichita, Kan., Beacon, and Mrs. Pindell belong to the party returned home a fortnight ago from a two months' Mediterranean cruise.

UNION CONTRACTS AIDED BY OPEN SHOP BODY.

NEW DIVISION CREATED AT LAST CONVENTION REAL AID IN LABOR PROBLEM, COMMITTEE REPORTS — RECOMMENDS THAT IT BE CONTINUED.

D. D. Moore, chairman of the committee on open shop, reported to the American Newspaper Publishers Association, the Waldorf, Astoria, Wednesday that the work done by the open shop division since its organization in September, 1922, justifies the action of the convention last year in creating such a division and plainly indicated that this work should be continued by the association.

The committee is comprised of M. T. Harrison, president, of the Bedford Democrat; W. A. Land, of the Blackstone Courier; R. C. Brayley, of the South Boston News; L. E. Pugsch, of the Newport News Press; A. P. Rowe, of the Frederickburg Star, and James C. Latimer, secretary and treasurer.

ADA NEWSPAPERS MERGE.

Hereafter Ada, Minn., will have but two newspapers, instead of three. The Norman County Post and Norman County Herald have been consolidated under one management, by action of the stockholders, and the paper will be known as the Herald. The Norman County Index is the other paper published in Ada.

NEWSPAPER MAIL PLANOFFERED BY NEW.

(Continued from Twentieth Page)

A.N.P.A. asks to the post office department to insure newspaper bundles?

What action should be taken toward restoration of former efficiency of mail service, impaired through the space taken up by the non-union and open shop offices, toward the establishment of an Open Shop Division? Should the A.N.P.A. submit a legal brief to the postal department contending that white space on newspaper pages should be credited not to advertising but to non-union rather than divided equally with advertising.

Labor affairs occupied practically the entire Thursday session. The morning meeting began with the presentation of the report of the arbitration committee by Chairman H. N. Kellogg, who reported in detail concerning the year's agreement and the agreement affected by the International Printing Pressmen and Assistants Union, which expired Jan. 1 and will continue in force until December 31, 1927. The report of the committee on open shop, presented by Chairman D. D. Moore, of the Record, advised the continuation of the A.N.P.A. open shop division and said that in several instances during the last year the open shop division had rendered material assistance to publishers in labor emergencies.

Victor F. Lawson of the Chicago Daily News, chairman of the committee on arbitration contracts, reported that the situation with regard to negotiations of a new arbitration agreement with the International Typographical Union remained practically the same during the year.

At a conference last August the committee refused to compromise on its objections to the 'set' law of the union, with the result that negotiations came to a halt.

MODEL BALL PLAYER TO BE EXHIBITED AT CONVENTION.

Leo C. Baum, president of the Playograph Company of Orange, N. J., has just introduced his new 1923 model ball player to the newspaper trade. He expects to have his model on display at the A.P. and A.N.P.A. convention at the Waldorf next week. He has some new plans of lease which he feels will interest the publishers.
HELP WANTED

Mechanical Superintendent

Wanted—A good mechanical superintendent for newspaper plant must have thorough, practical knowledge of all mechanical departments of a daily newspaper but with power to get and maintain a high standard of general production, as well as to handle men. Permanent position to one who can furnish satisfactory references. Address Box 5579, care The Fourth Estate.

Assistant Business Manager

A first class man 35 to 45 years and married to take charge of Advertising department of Norwegian-American descent and know Norwegian-American conditions in Northwest, as we publish a Norwegian language newspaper (The Decorah Posten, 48,000 circulation) besides doing commercial printing. Applicant must have had some technical experience in general office work and supervision. Give experience in detail, recommendations and state salary expected. A good opportunity for the right man. Address Box 5580, V. Pres., The Anundsen Publishing Co., Decorah, Iowa.

Editor Wanted

Excellent future for highly qualified man to edit a four-column, four-page paper published weekly each Sunday, the Fairbanks Alaskan, a four-column, four-page paper, published weekly in Fairbanks, Alaska. Address Box 5581, care The Fourth Estate.

Circulation Manager

Morning newspaper near New York City, circulating through news dealers, wants carrier system foreman. Must have newspaper building experience on both small and metropolitan dailies. Address Box 5582, care The Fourth Estate.

Advertising Director

Wanted: A first class man 35 to 45 years and married (as assistant or manager) to take charge of advertising. Must be of Norwegian descent and know Norwegian-American conditions in Northwest, as we publish a Norwegian language newspaper (The Decorah Posten, 48,000 circulation) besides doing commercial printing. Applicant must have had some technical experience (as country weekly or daily publisher, and must be experienced) in general office work and supervision. Give experience in detail, recommendations and state salary expected. A good opportunity for the right man. Address Box 5583, V. Pres., The Anundsen Publishing Co., Decorah, Iowa.

Energetic Advertising Manager

In southern city of 75,000 population by newspaper second in circulation. Good prospect of developing into dominant leader in its field. Unusual opportunity to capabiliy seeking person interested in putting over hard propositions, a good man and can get the most out of the department. Sixteen years experience. Credentials prove ability to handle large metropolitan inside detail; experience covers promotion, classified, circulation; resourceful result getter, now employed, desires change. Highest references, both character and training. Address Box 5584, care The Fourth Estate.

SITUATIONS WANTED

Advertising Manager

If you are the publisher of a second, third or fourth newspaper in your city and believe your advertising volume should show a marked connection circulation Manager. 18 years experience on morning and evening dailies. Must be permanent. Open after March. Address Box 5585, care The Fourth Estate.

Circulation Manager


General Manager

Available with constructive daily and Sunday-morning and evening newspaper building experience on both small and metropolitan dailies.

A successful executive, aggressive, good organizer and result producer in advertising and circulation and thoroughly familiar with business and mechanical details and all functions of newspaper making and management.

29 years old, married and available for connection on short notice.

Interview can be had during Publishers' Convention in New York.

Address Box 5587, care The Fourth Estate.

$100 Reward!

If I can't handle your telegraph city and news desks better than the two or three men you are now paying $60 a week up. Either this is a bluff which will cost me some money or you are going to cut your payroll a considerable amount. Address Box 5588, care The Fourth Estate.

Advertising Manager

With constructive daily and Sunday newspaper building experience on both small and metropolitan dailies. Have demonstrated ability in putting over hard propositions, a good organizer and can get the most out of the department. Sixteen years experience. Credentials prove ability to handle large metropolitan inside detail; experience covers promotion, classified, circulation; resourceful result getter, now employed, desires change. Highest references, both character and training. Address Box 5589, care The Fourth Estate.

General Manager

Trained executive, qualified by years of practical experience in every department, seeks opportunity for general manager of a daily newspaper. Develop advertising, build circulation, supervise editorial department, operate plant and business in general along economical and systematic lines. Highest credentials. Address Box 5590, care The Fourth Estate.

The Fairbanks Alaskan, a four-column, four-page paper, published weekly the last Sunday in each week, is the latest Alaska newspaper to make its appearance. James Feater is the editor.

NEW ALASKA PAPER.

April 28, 1923

THE FOURTH ESTATE

SITUATIONS WANTED

Mr. Publisher

Do you have a B.C. statement suit you? If not it can be consistently increased to your satisfaction in the following manner: 18 years experience on morning and evening dailies. Must be permanent. Open after March. Address Box 5585, care The Fourth Estate.

SITUATIONS WANTED

Business Manager or Advertising Manager

Wanted: A firstclassman 86to 46 years and married (as assistant business manager), in charge of ... state salary expected. A good opportunity for the right man. Address Box 5580, V. Pres., The Anundsen Publishing Co., Decorah, Iowa.

Telegraph Editor or Reporter


Circulation Manager

Wanted—A good mechanical superintendent for newspaper plant. Must have a thorough, practical knowledge of every detail and all functional mechanical details and all functional

General Manager

Available with constructive daily and Sunday—morning and evening newspaper building experience on both small and metropolitan dailies.

A successful executive, aggressive, good organizer and result producer in advertising and circulation and thoroughly familiar with business and mechanical details and all functions of newspaper making and management.

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General Manager

Trained executive, qualified by years of practical experience in every department, seeks opportunity for general manager of a daily newspaper. Develop advertising, build circulation, supervise editorial department, operate plant and business in general along economical and systematic lines. Highest credentials. Address Box 5590, care The Fourth Estate.

Assistant Advertising Manager

Can inspire salesmen, especially trained to handle large metropolitan inside detail; experience covers promotion, classified, circulation; resourceful result getter, now employed, desires change. Highest references, both character and training. Address Box 5585, care The Fourth Estate.

Assistant Circulation Manager


Advertising Manager

Who knows the game from A to Z wants to make change to paper where there is a real future. Should you need a livewire, here's your man. Address Box 5588, care The Fourth Estate.

Foreman


Classified Advertising Manager

Young married man with three years experience as Classified Manager, wants position in the Midwest, preferably city of 20,000 to 50,000. Address Box 5590, care The Fourth Estate.

Advertising Manager

Available with constructive daily and Sunday—morning and evening newspaper building experience on both small and metropolitan dailies.

A successful executive, aggressive, good organizer and result producer in advertising and circulation and thoroughly familiar with business and mechanical details and all functions of newspaper making and management.

29 years old, married and available for connection on short notice.

Interview can be had during Publishers' Convention in New York.

Address Box 5587, care The Fourth Estate.

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If I can't handle your telegraph city and news desks better than the two or three men you are now paying $60 a week up. Either this is a bluff which will cost me some money or you are going to cut your payroll a considerable amount. Address Box 5588, care The Fourth Estate.

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April 28, 1923

THE FOURTH ESTATE

SITUATIONS WANTED

For Sale a Punch in Your Display Advertising Space

by a "hot shot" Salesman with ten years behind him. No wind, your monthly figures tell the contractors, you and me. More space sold to each customer than the "old timer" says he ever would. The secret is knowing how—when what. It might take eight hours a day, it might take twelve, whatever the difference so long as the space is there. My customers tell their own story. Guarantee 8000 inches weekly. Line of your staff, give me all the "chronicles," "gyropettes," "don't believe in advertising," "won't run," "no results from last ad," and then turn me loose on that crowd. I will "snow" your former records every month. Working but up to the ladder I go.

My speed is 1000 inches from a grocery store in one week, who does an average business of $8000 each Saturday. Let him tell you. A man's store work register is telling a mighty tale. A drug store that is staking a living pace. I carry a rugged range of English, rough type, but hardfaced, deep cut, built for storm and strain. A gentleman Jim—tough or tender, according to circumstances—enough with a ladies ad, and a riot with a man's, a polish, but concealing that "landing" punch—tailored for the shop, but built for bazaars. The rough kind are as soft as a Government job, as clean as tough as a touchdown to your nose.

My character is plain, my age is 24, my salary is $100.00 per week. Put together with workmanlike that is a genuine joy for your bookkeeper, who will be no job. He can go high but I come through. Don't write me your 1's I have them all. I prove my punch. Prove yours.

Write Box 5564, care THE FOURTH ESTATE.

Unless you can pay the price don't write.

COMPOSING ROOM FOREMAN

Experienced with evening daily in city of over 200,000, with Sunday and bulldog; thoroughly competent, sober and efficient. Works nine hours night and lobster shifts; employing 90 to 100 journeymen. A-l references. Address Box 6860, care THE FOURTH ESTATE.

Experienced Reporter

Seeks position with newspaper in city over 200,000. Graduate of School of Journalism. Can furnish references.

Address Box 5366, care THE FOURTH ESTATE.

News Editor

Ten years experience in newspaper work. Capable, competent as city or managing editor. Now employed on paper of $50,000 circulation as city or general editor. Have reached limit in present connections. Will go anywhere. Will not exceed $60 per week. Available May 16. Address Box 5870, care THE FOURTH ESTATE.

News Editor

Ten years experience in newspaper work. Capable, competent as city or managing editor. Now employed on paper of $50,000 circulation as city or general editor. Have reached limit in present connections. Will go anywhere. Will not exceed $60 per week. Available May 16. Address Box 5870, care THE FOURTH ESTATE.

NEWSPAPER FOREMAN


Managing Editor

Large Southern morning daily executive. Nine years experience in large city, managing editor, big city daily. Has been in charge of editorial feature section. Ten years experience as executive. Entirely satisfactory to employer. Established reputation for organizing efficient staffs at minimum cost and maintaining efficient operation. Address Box 5585, care THE FOURTH ESTATE.

Managing Editor

Large Southern morning daily executive. Nine years experience in large city, managing editor, big city daily. Has been in charge of editorial feature section. Ten years experience as executive. Entirely satisfactory to employer. Established reputation for organizing efficient staffs at minimum cost and maintaining efficient operation. Address Box 5585, care THE FOURTH ESTATE.

START RIGHT.

To those who intend entering the publishing field I offer the benefit of my practical experience of twenty-five years in the trade paper field.

I CAN FIND THE REASON.

If you are now printing a weekly or a monthly and it is not as successful as it should be I can TELL YOU WHY.

A practical printer, with successful circulation, advertising and office management experience. Write confidentially to Joseph A. Savadel, 108 Targee street, Stapleton, N.Y.

A REAL WESTERN PRESS CLIPPING SERVICE that actually covers the WEST.

Pacific Northwest Press Clipping Bureau
Seattle, Washington

THE CAPITOL PRESS

Peoria, Ill.
(established 1913)

CHARLES HEMSTREET

PRESS CLIPPINGS

59 Park Place, New York

The covering of the Canadian field is answered by obtaining the service of the Dominion PRESS CLIPPING AGENCY which gives the clippings on all matters of interest to you, printed in over 30 per cent. of the newspapers and publications of Canada. We cover every foot of Canada and Newfoundland.

74-76 Church Street. Toronto, Ont.

At your service, THE IMPROVEMENT BULLETIN, reaching architects, construction contractors and engineers throughout the Northwest. 5000 circulation, and growing constantly. Our subscription list is a Buyers' List, reputable and virtually hand-picked from the Bulletin sent on request. DAILY CONSTRUCTION NEWS, publishing news of building projects, live leads for salesmen, $6 a year. WESTERN PRESS CLIP EXCHANGE, first-class clipping service for trade papers and individuals. Write us at Minneapolis, Minn.
FOR SALE

Stereotype Machinery For Sale

Metal Pot, Pump & Pyrometer $200
(3 ton)
(double Steam Table—Gas Heat $300)
1 plate finisher 1,000
Cross Reducing Pot 250
1 Cast box 250
1 Goss rocker casting box 250
1 Goss single cutter tail saw with 3 H.P. 250
General Electric Motor 250
1 Goss Shaver—Beltdrive 75
50 eye motor 220 volt—15 in.
1 Goss Shaver with 3 H.P. 250
2 Phase 60 eye motor 250
1 Goss Chipping Block 75
1 curved piece of plate making machinery 50
4 cylinders Casting box, tail saw, shaver and chipping block.

Observer-Dispatch Inc.
Utica, N.Y.

Linotype Machines

For sale two Model No. 4 Linotype machines, excellent condition. What is your best offer? THE ARGUS Co., Albany, N.Y.

Economy Chases

Eight Economy chases for 8 columns, 16 ems. Cost $85.00 each. Will sell for $30.00 each. Also Brown folder taking 8x14 in. Address: Daily News, Tarrytown, New York.

For Particular Printing, come to the
ALLIANCE PRESS
110-114 West 83d Street, NEW YORK

Bankruptcy Sale

Printing Plant of the Newburg, N.Y., Daily Star, 11 A. M., Saturday, April 28.

For sale all the plant remaining unsold as follows:

2 Linotypes
4 Motors
Type Paper
Sundry mechanical appliances
Office furniture

Will be sold at auction at the plant, Water and Fifth Sts., Newburg, N. Y., by August W. Bennet, Trustee.

FOR SALE

Stereotype Machinery For Sale

Hoe Equipoise Casting Box 300
Hoe Doublecutter tailsaw belt drive 14 X in 200
Hoe Shaver—Beltdrive 200
Hoe chipping Block 75

Metal Pot. Pump & Pyrometer $200 (3 ton)
1 double Steam Table—Gas Heat $300
1 plate finisher 1,000
Cross Reducing Pot 250
1 Cast box 250
1 Goss rocker casting box 250
1 Goss single cutter tail saw with 3 H.P. 250
General Electric Motor 250
1 Goss Shaver with 3 H.P. 250
2 Phase 60 eye motor 250
1 Goss Chipping Block 75

PRINTER'S Outfitters

Printing Plants and bought and sold. American Typefounders' products, printers and bookbinders machinery of every description.

CONNER, FENDLER & Co.
96 Beekman Street, New York City

THE NATIONAL TYPE FOUNDRY
Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimensheets and catalog on request. Old type taken in exchange for new.

POSTAL RELIEF TO BE FOUGHT OUT BY A.N.P.A.

(Continued from Thirteenth Page)

The American Publishers' Conference kept careful track of the situation in the House Postal Committee during the summer of 1922, and on December 12th the Kelly Bill was brought to a vote in the Postal Committee, and by a vote of ten to five was laid on the table. At this same meeting, although the Joint Postal Commission had made no report, the Post Office Committee went record as recommending an appropriation for the continuation of the work of this commission.

There can be no doubt that the provisions of the Kelly Bill offered a just and equitable solution of several important rates, preserving in every detail the features of the present zone law. The political consideration which brought about the defeat of this bill in the Post Office Committee is beyond the understanding of your committee.

It is notable, however, that five members of the present Post Office Committee were not re-elected, and it is believed that a judicious educational program, and a proper presentation of the arguments in favor of the Kelly Bill before the new Post Office Committee, through the efforts of our association's Washington representative, may yet bring about a more favorable consideration of the association's postal program.

The Fourth Estate
April 28, 1923

BUSINESS CHANCES

Newspaper Opportunities

Before purchasing a Newspaper send for "LISTINGS" April issue contains details of nearly 100 papers including daily and weekly, handsomely advertised. Make $6,000. Initial payment $10,000. Leading evening paper, small city, New York State. Located in attractive railroad business area in large market. Good editorial and business features. Make $6,000. Initial payment $10,000. Leading evening paper in Virginia; exclusive feature. 9,000 up, good plant doing nice business. Equipment/accounts receivable—"MONEY"—will not fall before your price asked. Initial payment $15,000. Half interest evening paper in New Jersey. Splendid opportunity. $75,000 cash required.

Some real bargains in weekly publications, half interest.

Russian Newspaper, 87 Liberty St., New York City.

To Buy Live Daily Newspaper

In growing city, with good field. Nothing but first class proposition considered. Write at once for full details. Address Box 5844, care THE FOURTH ESTATE.

Trade Journal Publisher

Want to get in touch with trade paper publisher who has foresight and aggressiveness to appreciate a very unusual opportunity in a new field. Object: establishment of publication. If you have a plant all the better. Address Box 5876, care THE FOURTH ESTATE.

PACIFIC COAST NEWSPAPERS
Monadnock Building, San Francisco
Write for list and special information. References given.

Wanted — Stereotype Machinery

Want to buy anything in practically up-to-date stereotype machinery.

New Method Matrix & Plate Company, 473 Broome street, N. Y. C.
The only journal outside of the United States published in the interest of newspaper men.

The 40 Pages Weekly NEWSPAPER WORLD
(Established 1898)

Annual U.S. Postal Subscription $3
Specimen Copy Sent Free
Address: 4 CROSS STREET
FINSBURY, LONDON, ENGLAND

MORNING PAPERS WILL PUSH CAMPAIGN.

(Continued from Ninth Page) public opinion is the strongest power in the world, the power of the daily newspaper is well-nigh immeasurable. Hutchinson's News Record relates how Mr. Simcox lived in retirement in England and other countries, where he was associated with The New York Times, the world's greatest newspaper in business, political and social. When letters from his far-away friends caused his heart to throb, he would read them by the score, and be touched and moved by the stories they told.

In these days when perfectly partisan newspapers have gone out of fashion, every self-respecting newspaper insists that its political news shall be written from an unbiased standpoint, with fairness being the keynote. In other fields of endeavor, comparatively few newspapers are in the Democratic or Republican ranks, but in the world of politics, the agitation of public questions and criticism of political leaders is supported by this great daily newspaper which, in the whole world of public life, is second to none in influence and power. The public opinion that this newspaper represents is the strongest power in the world.

TREND OF POPULARITY.

The trend of popularity of morning and evening newspapers in New York at least is indicated by the circulation reports made to the post office department in the six months ending March 31, 1922, as compared with the reports for the corresponding period ending September 30, 1921. The total net gain of the morning newspapers was in excess of 48,000, while the total net loss of the evening newspapers was 640 copies.

As a rule, in the larger cities, morning newspapers are the more profitable. The conditions of urban life appear to favor the production of morning newspapers. However, in a modified way, the fundamental principle that newspapers are to be self-supporting and self-financing themselves applies to the evening newspapers in New York as well as to the morning newspapers, for the daily record of events is indispensable to all classes and sections.

NEWSPAPER RESPONSIBILITY.

In a recent address Hilaire Belloc said, "Within one man's lifetime the great daily newspapers have grown from a negligible force to a power which is capable of influencing the political course of a nation." Mr. Belloc accurately summarized the present position of the morning newspaper. This great power has brought with it a great responsibility. The need for newspapers which can analyze and clearly present the true meaning of political questions and accurately represent the present-day situation, is greater than ever before.

The tendency, in the United States at least, is to learn more of the influencing factors of life, to understand the complex problems of the present-day society, of economic crises, and of world politics, than ever before.

The Open Shop Division was to keep accurate records of the various open shops and non-union offices, and of men available for employment in such offices, to the end that the members of the association might have accurate information at all times as to the number of open shops actually operated, and as to the available labor supply for such offices.

The Open Shop Division was ready to give prompt assistance to any member of the association who should be reasonable and complete in the handling of the matter.

In the opinion of the committee, the work thus far done by the Open Shop Division of the Porterville Sun in the establishment of a union contract in that city was of great assistance to the members of the association, and should be continued by the association.

Mr. Zerbe's fifty years of continuous active service in newspaper work.

HAMILTON-DE LISSE, Chairman.
The impressively maintained by The News in local, foreign and classified lineage year after year is possible only because of proved results to the advertiser.

The Indianapolis News
Frank T. Carroll, Advertising Manager
New York: Dan A. Carroll, 160 Nassau St. Chicago: J. E. Lott, 1,41, Tower Building

MORE ACCURACY PRESCRIBED BY HARDING.

(Continued from Eleventh Page)
reached in the reasoning of honest representation, and I like a party which is commissioned to strive in good conscience and all loyalty to keep the pledges which brought it popular approval.

Our drift today is toward pure democracy, and I hope democracy ever long survived. We talk solemnly and earnestly about preserving our world civilization. I have every confidence in its survival but it may be assured only by humankind reaching the proper appraisals of the proper avenues of twenty centuries of human progress. In our America we have the freest and best press in the world; its power today only the press can sound the warning and reason to that conviction which will enable us to play our full part in the work of the world.

Just before the President began his speech Mrs. Harding was escorted to a box in the center of the balcony, while the members rose in greeting. Mrs. Harding was accompanied by Commander Adolphus Andrews, the President's naval aide, Mrs. Joseph F. France, and Mrs. Frank B. Noyes. She immediately invited into her box Samuel T. Williamson, of the Washington staff of the New York Times, and Miss Cora Chase of the Metropolitan.


BEANS AS "NATIONAL DISH" OBJECT OF COMING CAMPAIGN.

The campaign to promote the sale of beans through an advertising and publicity drive is explained by Benjamin Gerks, one of its managers, in an article in the New York Commercial. The campaign has for its object to make this food the "national dish" of the country.

At the Hotel Men's Association in New York City last night a member a popular vote was taken at their exposition on the choice of a national dish. At the inn served corned beef and cabbage first, with pork and beans so close as to make it evident that the question was referred in New York opinion regarded beans as entitled to the high place, Mr. Gerks says.

He believes beans, with their history, can be used, which shows, may be easily moved up to first place as the national dish.

The New York State Bean Shippers' Association has undertaken to form a preliminary organization and response to requests for support have been prompt. A large Michigan operator telephoned he would back the project to the limit. The principal country operators throughout the East have given their support. Several hundred New York State elevators have contributed $10 each, making a total of $2,000.

"With the fund now subscribed," says Mr. Gerks, "I shall study sales plans and cooperate with producers to ascertain what made some succeed and others fail. A similar drive of the present fund include both non-members and members of the New York State Bean Growers Association. After the completion of the survey, I shall ask the following associations to send one delegate each to a conference: California Bean Growers' Association; Arkansas Bean Growers' Association; Louisiana Lincoln Bean Growers Association; Rocky Mountain Association and the Michigan and New York associations. Farm bureaus will be asked to co-operate.

The conference will be held in St. Louis, where a plan will be devised to raise an initial fund of $100,000, and cover the cost of advertising. The principal feature will be a steady flow of funds to establish a prominent fund and prevent the stagnation periods so frequent in the bean market.

COUNTY NEWSPAPER EDITORS ELECT OFFICERS.

Editors of newspapers in King and Kitsap Counties, members of the Washington State Press Association, Seattle, at a recent meeting elected Harrison W. Mason, editor of the Rainier Valley Times, president, and Captain B. P. Kunkler of the Bainbridge Island Beacon, secretary.


The reports show that the newspapers were well attended. The number of newspapers served with these verses from the Bible by the only immediate and available means of giving the word of God to the masses is through the press.
The Cincinnati Community
Consists of an Area of 70 square miles with a population of 600,000.

The Cincinnati Enquirer is the MEDIUM YOU SHOULD USE in this UNPARALLELED MARKET. For complete information, write to A. KLEIN, 60 East 56th St., New York, or 545 Court St., Cincinnati, Ohio.

New York's Famous Manufacturing City

BOSTON POST
1923 Circulation Averages
Daily 396,902
Sunday 401,643

KELLY-SMITH COMPANY
Special Representation
Marbridge Building, NEW YORK
Lytron Building, CHICAGO

In ALLENTOWN they say:
"PUT IT IN THE CALL"
THEY KNOW THEIR OWN CITY
FOLLOW THEIR ADVICE

OHIO DAILY TO EXPAND.
The Columbus Dispatch will this spring add two stories to its present five-story building at Gay and High Streets.

CORRIERE D'AMERICA
Luigi Barzini, Editor

Thirty-five correspondents brought as many friends. Dinner was served to seventy-five. Correspondents who had a letter in every issue last year were designated "star correspondents" on their ribbon, and the others who sent letters for twenty-six or more issues were belittled as "honour correspondents."

Robert S. Brown, the new editor of the paper, introduced himself and announced that $100 in cash prizes will be awarded on May 1 to the correspondent who has by that time turned in the most subscriptions and renewals. The contest is open only to bona-fide correspondents of the paper.

H. A. Pauly and A. C. McClurg, publishers of the Union and of the Troy Daily News, explained why the Union had been made into a semi-weekly, a farm page added, and an extra man hired as editor. Mr. Brown, they said, is spending almost half his time afield, in an effort to open up first-hand sources of real country news.

Will S. Garbry, the only correspondent who has attended every one of the twenty reunions, described the enthusiastic spirit of the Metropolis for nearly twenty years, he has attracted a large following, due mainly to the practical policies of the paper and his apparent desire to be more or less a storied pet. While Mr. Dean has claimed none of the eminence of a number of distinguished southern journalists, some of whom left indelible marks on the history of the press of the south, yet he can very well be classed with the most cementing of them, and the passing of his paper from a purely southern channel, he, to a purely northern man, as Mr. Cox is, will be noted as a change in southern journalism. Mr. Dean's acquaintances will wish him well in any new business undertaking, and Florida hospitality most certainly will never be found lacking by Mr. Cox.

McKittrick's Directory of Advertisers, their Advertising Managers and Advertising Agent: for 1923
Is Now Ready for Delivery.
108 Fulton Street NEW YORK
THE FOURTH ESTATE
April 28, 1923

It Pays to Advertise in the
ST. LOUIS TIMES
Now Generally Recognized as the
HOME NEWSPAPER OF ST. LOUIS

Foreign Advertising Representatives
G. LOGAN PAYNE
Chicago, IL.
Los Angeles
PAYNE, BURNS & SMITH
New York Boston

The RICHMOND, Va., TIMES-DISPATCH
is delivered 12,000 of the city's daily into best homes.
IN ALL VIRGINIA IT'S THE SAME STORY, BROOKS & FINLEY, Inc.
New York, Phila., Chicago, San Francisco

AGENCY SCHEMES ARE RAPPED BY COMMITTEE.

(Continued from Twenty-first Page)

The Kansas City Star
MORNING-EVENING-SUNDAY

TODAY'S HOUSEWIFE
A NATIONAL MAGAZINE

THE DALLAS NEWS

THE SPECIAL FEATURES OF THE BUFFALO TIMES
have made it the most popular newspaper in Western New York.

GOODE & BERREY, Inc., from Berrey Co., Inc., New York, N. Y.
Hoard, Inc., from Hoard, Inc., from Silver-Miller Co., Inc., Chicago, III.

NEWS LEAGUE OF OHIO DAYTON NEWS SPRINGFIELD NEWS

The papers with the big circulations are receiving the most attention.

I. A. KERN, Proprietor VEBRE & CONKLIN, Inc.
Special Advertising Representatives
New York, Detroit, Chicago, San Francisco

In Every Trade Territory—
One Newspaper Must Lead

In Houston and South Texas this distinction is held by

The special features of the BUFFALO TIMES
have made it the most popular newspaper in Western New York.

GOODE & BERREY, Inc., from Berrey Co., Inc., New York, N. Y.
Hoard, Inc., from Hoard, Inc., from Silver-Miller Co., Inc., Chicago, III.

NEW MORNING NEWSPAPER IN CALIFORNIA.

The Long Beach Morning Sun made its initial appearance recently with a four-section, forty-eight page edition. The paper is being published, including Sunday, by a corporation of business men and newspaper men, and has been in the process of organization for several months. The business office is located in the Central Building, First and Bell streets, with a staff of four men.

The company is incorporated by Ward C. Anderson. The editorial policies are in charge of C. C. Cuthaw, managing editor, who has been connected with Long Beach newspapers for a number of years and also with newspapers in the East. The city editor is W. H. Leonard, formerly financial editor of the Los Angeles Herald Journal. Montgomery Brown, is in charge of the business office.

Read in FIFTY per cent of ALL HOMES of Metropolitan New York

Eighty Per Cent of THE WORLD'S CIRCULATION, Morning and Evening, is in Metropolitan N. Y. A morning or an evening edition can be had in every single house in all five Boroughs and Hempstead (City of Hempstead, New York), New Jersey.

The Sunday World goes into every single home in all Metropolitan New York.
April 28, 1923

THE FOURTH ESTATE

DOMINATE BRIDGEPORT

98 per cent of the circulation of The Telegram and Post is concentrated within 13 miles of the City Hall. You can completely cover the greatest industrial market with one newspaper cost through the

TELEGRAM AND POST

The only A.B.C. Newspapers in Connecticut, Conn.

Cover NEW HAMPSHIRE with

MANCHESTER UNION & LEADER

Guaranteed Over 25,000

JULIUS MATHEWS, Special Rep.

BOSTON NEW YORK CHICAGO

PUBLICITY GRAFT HELD DEAR BY ADVERTISERS.

(Continued from Fourth Page)

for any parts it might sell for its cars.

In reply the Nash Motors Company wrote:

"You may not inform the news- paper of Illinois who ... you are not authorized to place any advertising for us whatever."

Commenting on this correspondence, Mr. Tufford said:

"The particular announcement attached was one which was eagerly waited for by the press of the nation. Numerous news men of the Associated Press and the United Press had made arrangements for getting the announcement, even though they were not entitled to it. We have no quarrel with newspaper publishers as to what they are willing to pay for their advertising. We are opposed to the practice of some editors of printing anything in the newspaper that is not requested by us."

Mr. Tufford then discussed the policy adopted by the Ypsilanti, Mich., Press in dealing with government propaganda. Upon request the newspapers refrained from printing anything in the columns of a newspaper gratis.

"I will be very appreciative if you will take a personal interest in this matter and see what can be done with the Inland Press Association to assure a fair attitude toward legitimate news material."

"I compliment the Inland Daily Press Association and O'Shaughnnessey, secretary of the American Association of Advertising Agencies.

"I am of the opinion that the Inland Press should be in the same category as the banks and the treasury department should be willing to pay for their advertising."
THE BUFFALO TERRITORY OFFERS BIG POSSIBILITIES TO NATIONAL ADVERTISERS

Twelfth American City and second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective circle of this billable market is the big, popular, home newspaper—A.B.C. net paid 105,958, 80% of English-speaking Homes.

THE SYRACUSE POST-STANDARD

IS THE BIG, POWERFUL result-producing medium of Central and Northern New York

Average Seven-Day Net Paid Circulation 53,278

For Six Months Ending Jan. 1, 1923

Greatest daily circulation of any newspaper published in this part of the country.

Represented by PAUL BLOCK, Inc.
New York, Phila., Chicago San Francisco

THE JOURNAL IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & PINLEY, Inc.
New York, Phila., Chicago San Francisco

COMMITTEE TELLS TREASURY WHAT NEWS PRINT IS.

(Continued on Sixth Page)

THX NEW YORK EVENING JOURNAL

The largest circulation of any newspaper in America.

THE NEW YORK EVENING JOURNAL

The leading advertising medium in South-West Texas. Has 60 percent more paid circulation into the Homes of San Antonio than the second paper and twice the average as the third.

Th PRINT Tariff.

At the time of the 1922 convention, the Revenue Act had been reported out of the House of Representatives with news-print, and both in the Tariff Act that the shipments of the Canadian consignor at prices somewhat under the American market would not to violate the Anti-Dumping Act.

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New York, Phila., Chicago San Francisco

COMMITTEE TELLS TREASURY WHAT NEWS PRINT IS.

(Continued on Sixth Page)
THE DAY-WARHEIT

America's FOREMOST Jewish Daily
Reaches theSchuman of purchasing power of the Jewish element in America.

Essentially a home paper—written for and read by every member of the family.

THE DAY-WARHEIT

"The National Jewish Daily." Member A.B.C.
Main Publication Office: 182 East Broadway
NEW YORK

DALLAS EVENING JOURNAL
Published by
J. H. Bolo & Co.
Covers the afternoon field as completely as does the Dallas News in the morning.

LARGEST AFTERNOON Circulation
D. LORENTE, Manager Eastern Dept.
700 Tribune Building
NEW YORK

PRINTING SCHOOLS TO BE GIVEN FURTHER AID.

(Continued from Second Page) remedy them. If we are doing well we have comfort in knowing it.

The Mergenthaler Linotype Company has loaned us twenty-four machines, nineteen of which are in good working condition. All are old models, except one Model Fourteen, which was new when sent to the school two years ago.

The Intertype Company loaned us three practically new machines, one of them a recent model.

The Mergenthaler Linotype Company has loaned us twenty-four machines, nineteen of which are in good working condition. All are old models, except one Model Fourteen, which was new when sent to the school two years ago.

Thus we are in position to give the student a good working knowledge of the multiple magazine machines. He is taught to set all of the different kinds of composition used in a newspaper plant, and some of the publishers are really enthusiastic about the showing made by the new graduate.

Two of the publishers of daily papers who have had associates of them are Mr. J. L. Horne, Jr., of Rocky Morton G., and Mr. W. S. Holbrook, Los Angeles.

Some amusing reports are received now and then from unions that have learned from the school and are enthusiastic about it.

A student traveling in the field to avoid trouble, gets a card by keeping quiet about his connection with the school; and then writes to the school telling all he has heard.

The menu of the luncheon which the American Ambassador, William M. Collier, gave last Saturday at Santiago, Chile, to the correspondents attending the Pan-American Conference, bore the reproduction of a photograph of the President reading at work in the composing room of the Marion, Ohio, Star. It was printed from the Press of the Day-Warheit.

"With printer, publisher and editor, salutations from the Republic of the United States to the press of the Latin-American Republics, with all good will and good wishes for an ever-enduring friendship."

PAPER MAKERS OFFER 10 PER CENT WAGE RISE.

Officials of eight paper manufacturing companies Thursday submitted a wage increase offer of four cents per hour to all employees. Union officials will consider the offer on Sunday and report back to the conference next Thursday, at which time wage agreements will be signed for the coming year, effective May 1.

The wage increase approximates ten per cent and will affect 10,000 men, it was said, and was said to be less than had been sought by the Union representatives.

LIBEL SUIT OF CALIFORNIA EDITOR IS DISMISSED.

The libel suit for $25,000, filed by D. R. Hanhart in connection with charges made in a recent grand jury report, that he, as publisher of the Ranger and Madera Mercury, had "padded" his bills to the county, against F. A. Howard, grand jury, was dismissed when the case was called in the superior court this morning.

Mr. Hanhart agreed to pay the cost of the suit, which amounted to $101.
DISTRIBUTION
and the part advertising plays

Here's the Hook Drug Company with fourteen large, modern retail outlets. They are interested in Turn-Over—not in furnishing warehouse or store space for slow-moving articles. Newspaper advertising certainly is the "OPEN SESAME" for distribution through the Hook chains. They know that it is good business for them always to stock merchandise for which adequate advertising has been scheduled on a noncancellable basis in the Indianapolis News. On the other hand, the Hook Drug Company, and other Indianapolis retailers, are unwilling to do the gambling for the manufacturer. The manufacturer must guarantee—with News advertising—that he will produce the demand before the retailer stocks. The retailer should not stock, nor will he, when the salesman's advertising promise is contingent upon the sale in the market of a certain quota that has been established in advance by the manufacturer.

The Hook Drug Company knows the power of News advertising. They probably use more space in this paper than any other drug concern uses in any one paper in the world.

The Indianapolis News

Chicago Office
J. E. LUTZ
Tower Building

FRANK T. CARROLL
Advertising Manager

New York Office
CAN A. CARROLL
150 Nassau Street
The above map emphasizes the wide-spread influence of The S. C. Beckwith Special Agency and the strategic position of its several offices. Each office commands a well defined field of national advertising.

No important advertising point is more than a night's ride from a Beckwith Office.

The Beckwith organization is the Oldest, Largest, Most Powerful and Best Known newspaper special agency in America. It has 24 trained newspaper advertising salesmen.

The character and leadership of the newspapers, together with the years of satisfactory service, are a most substantial endorsement of the high standard of representation maintained by this agency.
A Record Unsurpassed

Years Represented by E. Katz Special Advertising Agency

Hutchinson News........................25
Erie Times...............................23
Joplin Globe.............................23
Jacksonville Journal.....................22
Lexington Leader.........................22
Evansville Journal.......................21
Oklahoma City Oklahoman...............20
Ansonia Sentinel.........................19
Muskogee Times Democrat...............17
Ft. Smith Southwest American.........16
Cheyenne Tribune.........................12
Montreal La Patrie....................... 9
Shreveport Journal...................... 9
Huntington Advertiser................... 6
Ardmore Ardmoreite...................... 6
Wichita Falls Times...................... 5
Asheville Citizen......................... 5
Colorado Springs Telegraph............. 3
Butte Post................................ 3
Massillon Independent.................. 3
Oklmulgee Times......................... 3
Long Beach Telegram.................... 3
Waterloo Tribune......................... 3
Wichita Beacon..........................16 months
Coffeyville Journal.....................10
Denison Herald...........................10
Paducah News-Democrat.................. 9
Durham Herald........................... 7
Bluefield Telegraph...................... 6

Why don't you write to or talk with these publishers and find the reason for this record?

Call at our own offices: you will be interested to know something of our business-getting methods.

E. Katz Special Advertising Agency

Publishers' Representatives

58 West 40th Street (between 5th and 6th Avenues) New York City
Branches: CHICAGO KANSAS CITY ATLANTA SAN FRANCISCO
The Directory includes:
First, a LIST of the REPRESENTATIVES of Newspapers, with names, addresses and telephone numbers, in the principal cities.

Second, a LIST of NEWSPAPERS and their individual Special Representatives.

There are in all 319 offices listed, distributed as follows:

- Chicago, 92
- Los Angeles, 21
- San Francisco, 26
- Detroit, 15
- New York, 87
- Boston, 84
- Kansas City, 13
- Philadelphia, 10
- St. Louis, 11
- Toronto, 9
- Montreal, 3
- Seattle, 3
- Oklahoma City, 1
- Kansas City, Kan., 1
- Washington, D.C., 1

There are 1,772 newspapers in the United States and Canada that have Special Representatives, as shown in the List beginning on Page 7b.

The arrangement by column explains this "key" automatically.

The list of the Newspapers and their Representatives may give, for example, the Cleveland Plain-Dealer represented by WOODWARD. This is the "key" for John B. Woodward in New York, and Woodward & Kelly in Chicago.

Column 1 gives the name of the Special Representative.

Column 2 shows the "key" letters, which appear alongside the newspaper in the list beginning on Page 7d.

Column 3 gives his main address and branch offices.

Column 4 gives his telephone number.

The Fourth Estate will welcome at any time information that will be of value in making this list as minutely accurate as possible.

The list is revised and brought up to date in every detail, so far as it has been possible to obtain information.

Page 3A

NEW YORK CITY

Name and Branches

<table>
<thead>
<tr>
<th>Key</th>
<th>Address</th>
<th>Telephone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcorn &amp; Seymour, Inc.</td>
<td>Alcorn 67 W 44th</td>
<td>FITroy 8822</td>
</tr>
<tr>
<td>Allied Newspapers, Inc.</td>
<td>Chicago, St. Louis</td>
<td>58 Vanderbilt, VANDorit 6904</td>
</tr>
<tr>
<td>Alcorn, Detroit, Los Angeles, San Francisco</td>
<td>Chicago, St. Louis, Kansas City, Atlanta, Los Angeles, San Francisco</td>
<td>6904</td>
</tr>
<tr>
<td>Am Ammon</td>
<td>Chicago, Los Angeles &amp; San Francisco</td>
<td>3001 N. 36th</td>
</tr>
<tr>
<td>Am Press Association</td>
<td>APA</td>
<td>325 W 59th</td>
</tr>
<tr>
<td>Arkenberg Special Agency, Arkenberg World</td>
<td>BEEKman 2547</td>
<td></td>
</tr>
<tr>
<td>Wilbur L. Arthur</td>
<td>Arthur 1318 W 20th</td>
<td>COLumbus 8260</td>
</tr>
<tr>
<td>Roy Barnhill</td>
<td>Barnhill 694 E 56th</td>
<td>MAD Sq 5040</td>
</tr>
<tr>
<td>S C Becket Press Agency, Inc.</td>
<td>Chicago, Cleveland, San Francisco, Atlanta &amp; St. Louis</td>
<td>6504</td>
</tr>
<tr>
<td>B K Fenno &amp; Co.</td>
<td>Chicago, St. Louis &amp; Kansas City</td>
<td>3001 N. 36th</td>
</tr>
<tr>
<td>Stephen H. Barnes &amp; Co.</td>
<td>235 E 40th, MURray Hill 777</td>
<td></td>
</tr>
<tr>
<td>A E Boddard</td>
<td>225 E 5th</td>
<td>MAD Sq 4218</td>
</tr>
<tr>
<td>Paul Black</td>
<td>65 Madison av</td>
<td>MAD Sq 4264</td>
</tr>
<tr>
<td>Rodney E. Booth</td>
<td>Boone, 170 Cola Circle</td>
<td>CIRcle 8260</td>
</tr>
<tr>
<td>John M. Brandham</td>
<td>407 Madison av, MAD Sq 4264</td>
<td></td>
</tr>
<tr>
<td>Wallace E. Broder</td>
<td>385 E 5th</td>
<td>MAD Sq 4264</td>
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<tr>
<td>Bryant Griffith</td>
<td>Bryant 2006th av</td>
<td>MAD Sq 4264</td>
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<tr>
<td>Bruno E. Brown</td>
<td>Bryant 2006th av</td>
<td>MAD Sq 4264</td>
</tr>
<tr>
<td>Cone &amp; Huntton</td>
<td>395 E 5th</td>
<td>MAD Sq 4264</td>
</tr>
<tr>
<td>Woodman, Inc.</td>
<td>Cone 654th av</td>
<td>MAD Sq 4264</td>
</tr>
<tr>
<td>John B. Ogg &amp; Co.</td>
<td>265 E 5th</td>
<td>MAD Sq 4264</td>
</tr>
<tr>
<td>Hugh Burke</td>
<td>250 W 56th av</td>
<td>MURhy Hill 7444</td>
</tr>
<tr>
<td>N C. Cullender Jr.</td>
<td>Chicago, St. Louis</td>
<td>58 Vanderbilt, VANDorit 6904</td>
</tr>
<tr>
<td>Carpenter &amp; Co.</td>
<td>Carpenter 500th</td>
<td>GRAMercy 4256</td>
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<tr>
<td>Dan A. Carroll</td>
<td>195 MURray</td>
<td>8260</td>
</tr>
<tr>
<td>W W Chew</td>
<td>1816 W 20th</td>
<td>COLumbus 8248</td>
</tr>
<tr>
<td>J C Clark &amp; Co.</td>
<td>14 W 26th</td>
<td>FITroy 4264</td>
</tr>
<tr>
<td>A C Clayden</td>
<td>Chicago, Indiana</td>
<td>347 E 7th</td>
</tr>
<tr>
<td>Collegiate &amp; Ad Agency Inc.</td>
<td>Collegiate 405th av</td>
<td>MAD Sq 4264</td>
</tr>
<tr>
<td>Cone, Huntton &amp; Woodman, Inc.</td>
<td>Cone 5th av</td>
<td>MAD Sq 4264</td>
</tr>
<tr>
<td>R W Frank &amp; Co.</td>
<td>156 W 5th av</td>
<td>WATkins 4257</td>
</tr>
<tr>
<td>L H Crall Co.</td>
<td>Crall 5th av</td>
<td>MAD Sq 4264</td>
</tr>
<tr>
<td>A W Creed</td>
<td>345 E 40th</td>
<td>VANDorit 1072</td>
</tr>
<tr>
<td>Geo DeClerq, Inc.</td>
<td>Crele 7th av</td>
<td>MAD Sq 4264</td>
</tr>
<tr>
<td>Harry DeClerq, Inc.</td>
<td>Crele 7th av</td>
<td>78260</td>
</tr>
<tr>
<td>Drey, Donahoe &amp; Drey</td>
<td>Drey 120th av</td>
<td>CHElsea 1100</td>
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ADVERTISING

The JOHN M. BRANHAM COMPANY

A Personal Service Organization

Fully equipped with a thoroughly competent sales force to service the entire territory with regularity.

SEVEN LOCATIONS:

- Canadian Pacific Building
- New York
  - Chemical Building
  - Kress Building
  - Columbus Building
  - Wellington Building
  - Republic Building
  - Hobart Building

- St. Louis
- Chicago
- Dallas
- Kansas City
- San Francisco
- Philadelphia
- New York
- Toronto
- Montreal
- Oklahoma City
- Kansas City, Kan.
- Washington, D.C.
- Chicago
- St. Louis
- Los Angeles
- Detroit
- Columbus
- Kansas City, Kan.
- San Francisco
- Philadelphia
- New York
- Toronto
- Montreal
- Oklahoma City
- Kansas City, Kan.
- Washington, D.C.
- Chicago
- St. Louis
- Los Angeles

- New York
- St. Louis
- Chicago
- Dallas
- Kansas City
- San Francisco

(Names and Branches)

- Key
- Address
- Telephone

The Fourth Estate Publishing Co.

(Copyright, 1928, by The Fourth Estate Publishing Co.)
WASHINGTON TIMES SHOWS MILLION LINE GAIN IN ADVERTISING.

Mr. Payne associated himself with Mr. Hearst as publisher and general manager of Mr. Hearst’s Washington Times, in October, 1921. Mr. Payne says since that goal has been attained that his organization is now striving for a million and a half for the next period.

Many newspapers could adopt Mr. Payne’s idea of organization, and with much profit to themselves. Each Monday Mr. Payne calls an executive luncheon at which his department heads have an opportunity to discuss the various problems, bring forth suggestions, and develop a get-together spirit in general. As a result of these weekly meetings, a fine spirit of cooperation is manifested throughout the organization.

Mr. Payne says that after the executive luncheon he would like to manage any of the local advertising, Chicago Daily News, is director of advertising of both the Herald and Times.

J. P. McKinney & Son
Representing Daily Newspapers

ARIZONA
Phoenix—Gazette

ARKANSAS
Little Rock—Daily News

CALIFORNIA
Pueblo—Star Journal

FLORIDA
Miami—Herald

MASSACHUSETTS
St. Joseph—Gazette

MISSOURI
Elmira—Star Gazette

PENNSYLVANIA
Little Rock—Daily News

OHIO
Canton—News

ONTARIO
Toronto—Mail and Empire
SEATTLE.

John Budd Co. ... Budd ... Seattle, Wash...Elliott 4580 (hdqrs New York)

C M Morgenroth & Co... Morgenroth ... Seattle, Wash...Elliott 4580 (hdqrs New York)

William Lawrence ... Lawrence ... Seattle, Wash...Elliott 4580 (hdqrs New York)

Sidney J Wolf ... Wolf ... Seattle, Wash...Elliott 4580 (hdqrs New York)

Atlanta.

Allied Newspapers, Inc...Allied ... 65 Edgewood Av.Walnut (hdqrs New York)

C M Morgenroth ... Morgenroth ... Atlanta, Ga...Elliott 4580 (hdqrs New York)

C W Tuerke ... Tuerke ... Atlanta, Ga...Elliott 4580 (hdqrs New York)

KANSAS CITY.

Allen-Klapc Co...Allen...N.Y Life Bg...Elliott 4580 (hdqrs New York)

Amer. Assn. of Foreign Language Newspapers...Foreign...Int'l Bkbg.(hdqrs New York)

C M Morgenroth & Co...Morgenroth...Kansas City, Mo...Elliott 4580 (hdqrs New York)

Maud D Newton ... Newton ... Kansas City, Mo...Elliott 4580 (hdqrs New York)

KANSAS CITY, KAN.

Parker ... Parker ... Kansas City Bg...Elliott 4580 (hdqrs New York)

AURORA, ILL.

K Parker ... Parker ... Aurora, Ill...Elliott 4580 (hdqrs New York)

E Katz ... Katz ... Aurora, Ill...Elliott 4580 (hdqrs New York)

J E Baeck ... Baeck ... Aurora, Ill...Elliott 4580 (hdqrs New York)

GEO M Kohn ... Kohn ... Aurora, Ill...Elliott 4580 (hdqrs New York)

Amer. Assn. of Foreign Language Newspapers...Foreign...Int'l Bkbg.(hdqrs New York)

IEER, N.Y Life Bg...Elliott 4580 (hdqrs New York)

Phelps ... Phelps ... Kansas City, Mo...Elliott 4580 (hdqrs New York)

Sidney J Wolf ... Wolf ... Kansas City, Mo...Elliott 4580 (hdqrs New York)

HOW MERCHANTS KNOW WHAT WILL SELL.

ADVERTISING RECORD OF THE PRODUCTS ORDERED FOR THEIR SALE IS UNFAILING GUIDE — YEARS AGO THERE WAS NO WAY OF TELLING, BUT NOW IT'S DIFFERENT.

In a recent investigation conducted by the J. Walter Thompson Company news bulletin, several of the most prominent department stores were interviewed and asked what they looked for first in the purchasing of their stock of merchandise. A good many said quality; others said price; but far more than 50 per cent. of the dealers called upon said that the first question they asked themselves before they bought any piece of merchandise was "Will it sell?".

If the merchant can choose unerringly the kind of merchandise that will sell, his turnover problem will automatically answer itself. But how is he to know what merchandise will sell and what will not?

Years ago, there was no method of knowing. A merchant had to choose his stocks entirely on his own judgment and upon a knowledge of advertising and some manufacturing of merchandise unsold by any effort of the manufacturer who made it. In other words, the buying methods and the buying methods that governed the buying methods was: "Goods well bought are half sold," in other words, price and quality which could be sold in the merchandise itself were the sole determining factors in the purchase of goods.

But since that time we have entered the merchandising age and many manufacturers of merchandise have realized that the dealer is not a buyer but a salesman. These manufacturers have spent a part of their profits in advertising their goods to attract customers to the store to more readily receive the merchandise which they sell.

It is in the advertising of these manufacturers that has created a public interest in the merchandise bearing their name. It has created a reputation, a standard of value in the minds of millions of people who know and recognize the goods. The trade mark is looked upon by the consumer with confidence. In some instances this has resulted in an overwhelming demand for one or more particular brands so that the merchant is obliged to carry stocks of that brand in order to supply the demand.

On other kinds of merchandise, the advertising has created a public acceptance so that the brand is favored or chosen when it is offered for sale. The old proverb: "Goods well bought are half sold," is no longer true. In order to meet the changed conditions the proverb around to read: "Goods well sold are well bought."

Thousands of merchants already know this to be true and it will be done. The old proverb is not impossible today, to find a merchant who did not carry advertised brands in his stock. Insofar as the merchants are concerned the branches which are most readily accepted he contributes in the more rapid turnover of his merchandise. The trouble with most merchants is that they do not go far enough in concentrating upon the branches of merchandise which move the easiest.

The average stock of merchandise throughout the country will usually contain a certain percentage of lines which sell easily and turn over several times each year. But many mer-
Ask Service Corner

THE FOURTH ESTATE will always gladly answer the questions of publishers, advertising agents and national advertisers on technical subjects.

TOLEDO

F X Gaughen Gaughen ... 2825 Maplewood av

ADJ BUREAU INCREASES ITS SERVICE TO MEMBERS.

IT'S REPORT WILL INDICATE THAT NATIONAL ADVERTISING IN NEWSPAPERS WILL EXCEED IN VOLUME FIGURES OF BOOM YEAR PUBLISHERS HAD IN 1920.

A new record of achievements will be indicated in the tenth annual report of the bureau of advertising to be presented Wednesday to the American Newspaper Publishers Association. Characterizing the period since the last convention as a "busy and productive year," the report will point to the continuing increase in national newspaper advertising and the significant fact that newspapers have gained in a greater ratio than any of their competitors. Its forecast for the year will indicate that national advertising in the newspapers will exceed in volume the figures of the boom year of 1920.


The advisory members of the committee are General M. D. Bryant, Six-Point League, New York, and Fred E. Crawford, who succeeded H. K. Clarke as representative of the Newspaper Representative Association of Chicago.

William A. Thomson is director of the bureau with headquarters in the World Building, New York. Thomas H. Moore is associate director, F. Guy Davis is western manager with headquarters in Chicago, and Thomas L. Emory is in charge of the Pacific coast offices in San Francisco.

An outstanding accomplishment was the establishment of a statistical department at the close of 1922 under the direction of F. Douglas Campbell, formerly of the Lowell, Mass., Courier-Column. This branch of the service is now being organized. The statistical department fills an urgent need in investigating and presenting intelligent help and advice to advertisers. The newspapers are not so well equipped as the magazines for gathering concrete information, especially as the completependitures of various advertisers, the bureau has found. Some of the statistical information in the magazines, especially that prepared by the Curtis Publishing Company, is of an extremely high character.

The bureau's statistical department is now equipped with figures to answer questions which will prove of constantly greater value to the newspaper industry. The bureau today finds that seventy-five per cent of the inquiries received from the advertisers are of statistical nature.

Work in making surveys has been continued by the bureau, but it has had more calls for what it terms "reason why" information than it has had for purely market data. Several times during the year the bureau was called upon to prepare briefs of a competitive nature.

ACHIEVEMENTS ON COST.

Some of the most spectacular work during the year was accomplished on the Pacific coast. That region happened to be an unusually productive field and Thomas L. Emory, the bureau's coast representative, proved to be an unusually active and aggressive solicitor. Numerous splendid tributes have been paid to the bureau's work on the coast by publishers and others. The office, which was opened in San Francisco on January 2, 1922, has added to a noteworthy measure to the general prosperity of the industry, which has been considerable in newspaper advertising from that section of the country and in several instances has prevailed upon advertisers to make marked changes in policies.

MUCH NEWSPAPER COPY.

The large gain in national newspaper advertising during the year was an other demonstration of the bureau's ability to convince national advertisers of the value of newspaper columns. The appearance in newspapers of an impressively large number of advertising copies is now a natural and accepted phenomenon.

We invite inquiry regarding negotiations for representation.

Benjamin & Kentnor Co.

Established 1893

225 Fifth Ave. 900 Mallers Bdg. 401 Van Nuys Bdg.

New York  Chicago  Los Angeles

1893 1923

Thirty years of faithful and aggressive service to daily newspapers only, and thirty years of honest dealing with the trade, have established an enviable reputation that we are honored with and are proud of.

We invite inquiry regarding negotiations for representation.
# LIST of NEWSPAPERS and their REPRESENTATIVES

(Copyright, 1923, by The Fourth Estate Publishing Co.)

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<thead>
<tr>
<th>ALABAMA</th>
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<td>David</td>
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### NEWSPAPER SPACE AS THE AGENCY'S BUYER SEES IT.

Publication should show it covers definite field, and be fair in rates to pass tests, Gibbons' Space Buyer specifies.

Space buyers, as a rule, have a lot to say, but don't always say it. They don't talk for publication as much as the others. The papers we carry are selected because we think they have value, and we want to show them as well as possible.

Space buyers, as a rule, have a lot to say, but don't always say it. They don't talk for publication as much as the others. The papers we carry are selected because we think they have value, and we want to show them as well as possible.
THE ACID TEST OF ADVERTISING SINCERITY.

TOLEDO DEPARTMENT STORE SETS HIGH EXAMPLE IN STRICT APPLICATION OF TERMS WHICH MIGHT BE MISLEADING—OLD "DODGES" OF VERBIAGE CONDEMNED.

More and more retailers are coming to realize the dangers of comparative prices, the use of superlative and hackneyed expressions in their newspaper copy. Recently a number of prominent stores in the East and South have decided to refrain from this form of advertising.

Now the Better Business commission of Toledo, Ohio, calls attention to the idea of the merchant who, sensing the change of the old order, has formulated an advertising code for his store. He has placed the following list of phrases and retailing practices on his expurgatorian index:

- All Sizes—Used only when a complete stock of all sizes is on hand.
- Bargain—Used for merchandise that is priced below regular. This is a word the people understand, and can be used whenever the merchandise warrants it.
- Best—Should not be used. Because of the many uses of the word, its meaning is questionable, and it is impossible to determine when it is correct.
- Brand—Should not be used except on Enrich Stock—May be used only when a particular line is in stock. Nothing can be held out of such a sale.
- Choice to Conditions—Competition or Competitors—Must never under any circumstances be referred to in a complimentary manner.
- Cost—At Cost—Below Cost—Must never be used, even if true, because it may be assumed that the public will look upon these statements with suspicion.
- Cut—Must be exact reproductions of the advertised articles, unless the general tone of the ad makes it obvious that no particular item is referred to in the advertisement.
- Damaged—Is used only in connection with the cause of the damage.
- Description—Merchandise must not exaggerate, and is to be worded so that a reasonably accurate picture is produced in the mind of the reader. Ever before—merely meaningless. Former Price—Refers to the price an article was marked before a permanent reduction was made, meaning, in most instances, merchandise not quite up to date.
- Special—Must Not Be Flagrante.
- Fortune—Purchasing—Sample Lot—Products—Overstock—And like phrases to be used only when they are absolutely correct. They cannot be used merely because the store is in merchandise from its regular stocks.
- Last Season—Don't hesitate to use, but it should be used sparingly.

Limitied Quantity or Whole Quantity—Use when there is a chance of stock being exhausted before the end of the day.

Among Specials—House Sales—and other schemes, new and different, are being encouraged; for a woman who cannot come to the store, nothing is entitled to the same privileges as the one who can get there when the doors open!

Never Before—Never Again—Must never be used.

Not All Sizes—Cannot be used.

(Continued on Page 13b)

IDAHO.

Boise Statesman.

Capital News. Alcorn. Alcorn

Idaho Falls Post. Northrup. Northrup

Moscow Star Mirror. APA. APA

Nampa Free Press. Beckwith. Beckwith

Twin Falls News. David. David

Times. Northrup. Northrup

Wallace Free Times. David. David

ILLINOIS.

Vilion Telegraph. Alcorn. Alcorn

Aurora Herald-News. Star. APA; Clark. APA; Clark

Belleville Advocate. Carpenter. Carpenter

Bloomington Pantagraph. Knil. E Wilson

Carol Bulletin. Payne. Payne

Carson Register. Carpenter. Carpenter

Carbondale Free Press. Mulligan. Anderson

Champaign Herald. Payne. Payne

Champaign Illinois. APA. APA. APA

Tribune. Hill. Hill. Hill (SP)

News. Woodward. Scolaro (Det)

Trenton Review. Allen. Allen

Danville Commercial News. Randall. Allen

DeKalb Independent. APA. APA

Davenport Journal. Alcorn. Alcorn

Deer Catler. Alcorn. Alcorn

Dickinson Post. American. Byrne

Evansville News-Index. David. David

East St. Louis Journal. Murphy. Murphy

Edwardsville Intelligencer. Carpenter. Carpenter

Eugene Daily Citizen. Reynolds. Reynolds (LA)

Eugene Register. Reynolds. Reynolds (LA)


Galena Gazette. APA. APA

Galesburg Mail. Boss. Boss

IDAHO.

Boise Statesman. Morton. Morton

Capital News. Hall (SFPLA)

Idaho Falls Post. Northrup. Northrup

Moscow Star Mirror. APA. APA

Nampa Free Press. Beckwith. Beckwith

Twin Falls News. David. David

Times. Northrup. Northrup

Wallace Free Times. David. David


CONNECTICUT.


Bridgeport Evening Star. Hamilton. Hamilton

Hartford Courant. Bryant. Bryant

Times and Farmer. Bryant. Bryant

Times. Kelly. Kelly


Meriden Journal. Gilman. Gilman

Middleton Free Press. Mathews. Mathews


New Britain Herald. Gitman. Gitman

Record. Keeler. Keeler

New Haven Journal Courier. Gilman. Gilman

Register. Mathews. Mathews

Times Leader. Easton. Easton

Union. Stanwich. Stanwich


Globe. Easton. Easton

Stamford Advocate. Mathews. Mathews

Trumbull Register. Mulligan. Anderson


Republican-American. Gilman. Gilman

Willimantic Chronicle. Mathews. Mathews

DELAWARE.

Wilmington Every Evening. Bryant. Smith (Phi)

Journal. Story. Story

News. Story. Story

Star. Story. Story

DISTRICT OF COLUMBIA.


News. Allied. Allied

Post. Block. Block

Sub. Carroll. Latus

FLORIDA.

Clearwater Sun. APA. APA

Daytona News. APA. APA

DeLand Express. APA. APA

Fort Meyers News. APA. APA

Gainesville Sun. APA. APA


Times Union. Benjamin. Benjamin

Key West Citizen. APA. APA

Lake County Star. APA. APA

Aurora Beacon-News. Alcorn. Alcorn

Miami Herald. APA. APA

Tampa Daily Tribune. APA. APA

Tallahassee Democrat. APA. APA

West Palm Beach Times. APA. APA

GEORGIA.

Liberty Herald. Bryant. Bryant

Tribune. APA. APA

American Times-Recorder. Frost. Kohn (At)

Ocala Banner-Record. Miller. Stockwell

Pineapple Express. Costa. Costa

DID You KNOW. APA. APA

The Atlanta Constitution. APA. APA

Atlanta Constitution. APA. APA

Herald. APA. APA

Knox News. APA. APA

Macon News-Messenger. APA. APA

Moultrie Reporter. APA. APA

Tomes. APA. APA

Whitemire's Weekly. APA. APA

Any News. APA. APA

Tifton Gazette. APA. APA

Waycross Journal-Herald. APA. APA

THE FOURTH ESTATE April 28, 1923

EAST. WEST.

Augusta Chronicle. Eddy. Eddy

Herald. Eddy. Eddy

Brunswick News. APA. APA

Columbus Telegraph. APA. APA

Dublin Cigar-Dealer. APA. APA

Macon News-Messenger. APA. APA

Moultrie Reporter. APA. APA

Newspaper. APA. APA

Savannah News. APA. APA

Tifton Gazette. APA. APA

Waycross Journal-Herald. APA. APA
NEWSPAPER ROTO
STILL MYSTERY
TO MAJORITY.

MANY NEWSPAPER MEN WHO
COME IN CONTACT WITH FINISHED
PRODUCT KNOW LITTLE ABOUT PROCESS
HERE IS HOW EXPERT DESCRIBES IT.

While rotogravure as a finished product has come to be familiar to newspaper men and the public generally, there are still few who have an adequate knowledge of what goes into it. Although hundreds of newspapers have their sections one week, the work of producing the section is usually done in a plant outside the city, for the reason that the work is performed by specialists and because rotogravure equipment is much too expensive to have idle four or five days a week.

TIMES HAS OWN PLANT.

Even in New York City, the New York Times is the only newspaper which operates its own rotogravure plant. The sections which are features of the New York Times are turned out by commercial printing concerns, usually specialists in rotogravure work, who have found that their plant is too expensive to keep it busy steadily, for not only the delicate sections, but also the weekly picture page, a feature of the Times, are also reproduced in the plant. Two million, five hundred thousand pieces of these sections come out in the plant every week, a figure that is all the more remarkable when it is remembered that rotogravure is much slower than ordinary newspaper printing.

The Times rotogravure plant occupies two entire floors in The Annex, the department being on the sixth and the press room on the seventh floor. The former employs a force of forty-five men, and the latter about forty-five.

DESCRIPTION OF PROCESS.

Newspapermen who have not had opportunity to become familiar with the rotogravure process in the course of their own work will be interested in a description of the process by Mr. Harry Jaeger, of the Times pressroom department. Mr. Jaeger's explanation shows plainly why it is that only the very largest newspapers do their own rotogravure printing.

"Rotogravure is the method of printing made on a copper cylinder and technically known as the intaglio process," Mr. Jaeger said.

"In intaglio, or sub-surface, printing the designs are etched on a copper cylinder, producing grooves or cells, below the surface. The varying depths of the etched designs result in different densities of the impression when the paper is passed through the press, producing extreme contrasts not obtainable on the ordinary cylinder.

"This intricate engraving process as applied to reproducing pictures was invented by Karl Klics (pronounced Klits) (pronounced Klisch) born in Bohemia eighty years ago.

"Rotogravure is practically all photogravure, the making of the negative. It is generally made on sensitized glass. The paper is placed on the easel of the camera and is then reduced or enlarged to the size

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better handling, and is placed in proper position on the copper cylinder with the sensitive side next to the carbon paper. This is followed by a heavy rubber roller, after which the carbon paper is allowed to partly dry. It is then immersed in warm water and the paper backing taken off.

Following this, all the soluble gelatine that has not been baked hard by light washes is removed, leaving on the cylinder a faithful reproduction of the positives included in the negative film of fine lines. This portion of gelatine is then washed off by the action of strong light on its sensitized surface. This renders it insoluble in water.

STAGING METHOD USED

The cylinder is then allowed to stand until the gelatine on it is dry. When thoroughly dry all portions of the cylinder where the tone illustrations are to appear and the margins which are to remain white are painted over with asphaltum (which is an acid resistant) to prevent these portions from being etched at that time. This is termed staging. When this is done the cylinder is ready for the actual etching of the line work.

A weak acid used for this purpose is iron chloride, which dissolves copper. When this has been applied the exposed copper on the carbon paper is etched away, or etched, the copper in proportion to the varying thickness of the film of gelatine that resists the action of the acid.

Where the gelatine film is thinnest the acid acts least; whereas the gelatine thickest, it etches the least.

When the etching has been carried to exactly the desired depth the cylinder is washed with water to halt the action of the acid. The asphaltum acid resist is removed by using a weak solution of a reducing agent which is wipe clean of all traces of the remaining gelatine.

The carbon paper containing the tone illustrations is then squeezed on to the cylinder in the same manner as previously mentioned. Great care must be exercised to place the second carbon paper exactly in the position where the first was laid. In hot weather difficulties are frequently encountered, as the heat softens the gelatine stretch.

Before etching the tone, the line work already etched is covered with asphaltum acid resist. The picture or tone parts exposed. The etching proceeds as before, only that to develop the various tones it is necessary to use a weaker solution of acid, as long as the etching of the line work required.

The highlights, as previously explained, have printed most heavily. In other words, they are represented by a thicker layer of hardened gelatin than the shadows. Therefore, in etching, the high lights are etched the least and the shadows etched most deeply.

MUST BE DONE BY EXPERT

To accomplish this the etcher passes the etching acid over the cylinder by hand, and here much of the quality is finally achieved. One doing this work must be an expert in order to get exact etching, as the degree to which the etching should be carried is a matter entirely of judgment. After the asphaltum and gelatine have been removed the cylinder is ready for the press.

The etcher has thus created in copper plate a positive impression of tiny cups, 22,500 of these to the square inch, that are surrounded by copper walls. These cups vary in depth according to the position they occupy in the picture, shadows being deepest and high lights shallow. By examining a rotogravure...
print through a magnifying glass, particularly in these little spots of ink may be clearly noticed. During many stages of the rotogravure process, it is necessary to work in rooms of even temperature and humidity. Variations in the atmosphere of the pressroom must be particularly guarded against.

The actual printing is one of the simplest parts of the whole process. The cylinders are placed in position so that they roll up over the vat of ink. The ink is about the consistency of thick soup. A steel blade, very flexible, is set on a dovetail blade, is so set that when the cylinder revolves out of the vat of liquid ink, the knife scrapes off the superfluos ink, leaving only that which is in the tiny cups. A rubber roller, pressing the plate of the paper on to the etched cylinder, brings the paper in contact with the ink, remaining in the etched or inked portions of the cylinder.

MICHIGAN DAILY SENDS FREE PUBLICITY MATTER BACK TO TREASURY DEPT.

The Ypsilanti, Mich., Press doesn't hesitate to place the various government departments in the same class with other free publicity seekers. Here is an example of the sort sent by the Press to the treasury department:

During Thrift Week we received a letter from C. T. B. W.,孵, requesting samples of what you are giving away on behalf of the Treasury Department. We are printing this "news item" from the enclosure to the paper. You will note that we not only have Thrift advertising from government men, but that both banks took good size space, the banks advertising four times during Thrift Week. Personally we feel that the government and the treasury department should be in the same interest with the banks, i.e., they should be willing to pay for our advertising. We have noted with interest that the treasury department has given the large city dailies and magazines but have passed up the best advertising by giving to the small city dailies which go right into the home without street and news stands.

BUSINESS AFFILIATION OF A. A. C.W. MEMBERS.

The members have been printed a statement showing just what is the business affiliation of all the 25,000 members of the Associated Advertising Clubs of the World and here are the figures:

- Retailers: 21.4%
- Manufacturers: 15.6%
- Newspapers: 7.3%
- Advertising Agencies: 5.4%
- Financial: 6.7%
- Lithographers: 4.3%
- Outdoor and Poster: 4.2%
- Agricultural: 3.8%
- Directory: 1.3%
- Miscellaneous: 18.9%

NORTH CAROLINA.

Asheville Citizen Davidson
- Burlington News: Fos; Kohn(At)
- Charlotte Observer: Story
- Concord Tribune: Fose
- Durham Herald: Kohn (At)
- Edenton News: Kohn(At)
- Fayetteville Observer: Bryant
- Goldsboro News: AFA
- Greensboro News: Cone
- Raleigh News & Observer: Bransham
- Salisbury Post: Cone
- Winston-Salem Journal: Cone(At)

BUSINESS AFFILIATION OF A. A. C.W. MEMBERS.

- Retailers: 21.4%
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BUSINESS AFFILIATION OF A. A. C.W. MEMBERS (Continued).

OHIO.

Akron Beacon-Journal: Watson
- Alliance Review and Leader: E. Ward
- Ashland Gazette: E. Ward
- Athens Messenger: E. Ward
- Belleville Examiner: E. Ward
- Bellville Sentinel-Tribune: E. Ward
- Bucyrus Forum: Mulligan
- Cambridge Telegraph: E. Ward
- Canton News: McKinnery
- Celina Standard: AFA
- Chillicothe Gazette: E. Ward
- Cincinnati Commercial: E. Ward
- Cincinnati Enquirer: Klein
- Cincinnati Post: E. Ward
- Dry Press: Murphy
- Fort Madison Times: E. Ward

NORTH DAKOTA.

Bismarck Tribune: Payne
- Grand Forks Herald: Back
- Jamestown Alert: Thies(At)
- Minot, Dak. State Journal: Mulligan
- Valley City Times-Record: Thies

NORTHERN TERRITORY.

The business affiliation of the Northern Territory members is as follows:

- Retailers: 21.4%
- Manufacturers: 15.6%
- Newspapers: 7.3%
- Advertising Agencies: 5.4%
- Financial: 6.7%
- Lithographers: 4.3%
- Outdoor and Poster: 4.2%
- Agricultural: 3.8%
- Directory: 1.3%
- Miscellaneous: 18.9%
### THE ACID TEST OF ADVERTISING SINCERITY

(Continued from Page 8b)

cause it is misleading. State the sizes you have in stock. It is advisable to state the exact amount of each size. Do not handle. $1 Article for 39 Cents—Or similar statements, are poor advertising even if true. These promises are vague and therefore must not be used.

One paragraph: Two Dollars—When using or otherwise writing, be sure to have a reasonable quantity on hand. If the quantity on hand of the $2 article is insignificant, reduce your statement to the price at which you have a reasonable quantity and have customers agreeably surprised by finding better goods than mentioned.

QUANTITY MUST BE STATED EXACTLY.

- Quantity—If referred to at all, must be stated truthfully.
- Reduced For This Sale—Means a reduction from the regular price which you would bring the regular price if placed in stock.
- Sales Force—Must not exaggerate the value or quality or price of articles advertised. Advertisements as are made in the ads.
- Seconds or Run of the Mill—Must always be accompanied by advertising such goods.
- Sold Elsewhere At—Not accepted, because it is misleading. Special—Special Price or Special Sale—Can be accepted only when the words are compiled with literally. The price in each instance must be below the regular price. Must always be accompanied by applying goods offered at regular prices.
- The Latest—The Newest—Can be used only when it is fact. Undercutting—Must be stated as new and not as it was before bleaching or shrinking. Commercial width may be 36 inches, whereas the actual width is 35 inches.

### WASHINGTON SCRIBES TO HOLD GOLF TOURNAMENT

The spring tournament of the Washington Newspaper Golf Club has been set for May 22, as a result of a recent meeting of members of the club. "The course will be played at the Washington Golf Club.

The tournament will serve to open the 1923 season of the club, which is one of the courses provided by the municipality for citizens of Washington.

At its meeting the club decided upon a revival of the intercity tournament. The tournament has always been held a year ago last summer, but did not take place in the following year. Invitations to participate will be sent to newspaper golf clubs of Boston, New York and Philadelphia, and also of Baltimore if the correspondents of that city are prepared to take part.

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### OKLAHOMA

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### OREGON

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AN.PA. AD BUREAU EXPANDS SERVICE TO MEMBERS.

(Continued from Page 6a)

turers who heretofore had used only other media was a tributeto thebureau'sactivity. While it is indicatedthat newspapers will carry more national advertising than they did in the record year of 1920, the magazines, which also reflect the im-

pressing campaigns, are still from twenty per cent to twenty-five per cent behind their 1920 figures.

Exchanges are being maintained with the individual agencies and with the American Association of Advertising Agencies. The bureau has been called upon several times by these agencies on matters that directly concern the development of national advertising.

The bureau will report that there have been few marked changes in rates in the several cities. In some places there is a serious trouble in the national field over newspaper rates. In fact, James O'Farrell, president of the American Association of Advertising Agencies recently stated that advertising rates in the various fields are to be eminently fair.
HOW MERCHANTS KNOW WHAT WILL SELL.

(Continued from Page 5a)

chants' stocks are still cluttered up with an even greater percentage of merchandise obtained from many manufacturers and much of it bearing no name or brand which the public knows and recognizes as a standard of value.

The answer to more rapid turnover therefore lies in a greater concentration on those lines which do sell and this kind of merchandise próprio is the brand which the public knows through advertising.

The merchant who would successfully answer the question "What merchandise will sell?" must first ask himself the following questions:

How long has the product been advertised?

How frequently and continuously has it been advertised?

If he can satisfy himself that the merchandise has been advertised in publications which reach not a few, but millions of people, and that it has been advertised not once a year, but every month in the year—not only for one season, but for a number of years—that it does not promise reputation and salability in the future, but that its reputation and salability are already here and already well established—then he can know positively in advance that this is the kind of merchandise that will sell. This is the kind of merchandise that will make rapid turnover in his store if he concentrates his selling effort in a big way behind it.

In addition to the increased turnover which he will obtain by concentrating on the salable merchandise, the merchant will find that he can now easily eliminate parallel lines which had only a small and sporadic sale.

EAST. WEST.

Peterboro Examiner Miller Douglas St. Catharines Standard Miller Douglas St.funceau

Stratford Beacon Miller Douglas Stratford Beacon Miller Douglas

Toronto Globe Lorenzen Lorenzen Mail & Empire Lorenzen McKinlay

Star Eddy Eddy Telegraph Verree Verree

Windsor Record Gilman HDeClerque Woodstock Sentinel-Review Miller Stockwell

EAST. WEST.

Three Rivers Le Nouveliste David David

SASKATCHEWAN.

Moose Jaw News Randall Thomson (Tor) Abraham (Mon) Millar

Regina Leader-Post Klebahn; Guy (Tor) Abraham (Mon) Medicine Hat News W. D. Ward

Prince Edward Island.

Charlottetown Guardian Northrup Northrup

The following list of College Daily Newspapers is printed here because, although they have no exclusive Special Representatives, there are two Agencies devoted especially to the solicitation of advertising for College Newspapers, viz.:

College Special Adv Ag, Inc, 503 6th Av, New York, Vanderbilt 4501

The Collegiate Special Adv Ag, Inc.

Collegiate Representative, for the solicitation of advertising for College Newspapers.

603 5th Av, New York, VanderBilt 1010 SWabash, Chicago. Central 3788 Roy Barnhill, Inc. 119 S E 8th, New York, Mad Sq 5064

The Collegiate Special Adv Ag, Inc.

New York.

New York City Daily News New York City College Spectator

New Haven, Ct Yale News

Chicago.

Champaign, I11. Harvard Crimson University of Illinois Daily

Chicago, Ill. Chicago Maroon Northwestern University Daily

Los Angeles, Cal. Los Angeles Daily

Stanford, Cal. Stanford Daily

Santa Barbara, Cal. Daily DailyDaily

Iowa City, Iowa. University of Dubuque Daily

Bloomington, Ind. Purdue Exponent

Lafayette, Ind. Purdue Exponent

Lawrence, Kan. Kansan

Ann Arbor, Mich. Michigan Daily

Minneapolis, Minn. Minnesota Daily

Moline, Ill. Rock Island Daily

Lincoln, Neb. Nebraska Daily

Hastings, Ne1. Hasting Daily

Princeton, N. J. Princetonian

Ithaca, N. Y. Ithaca Daily

Syracuse, N. Y. Daily Syracuse Daily

Columbus, Ohio Ohio State Lantern

Oklahoma City Daily Daily

Norman, Okla. Oklahoma Daily Daily

Eugene, Ore. Eugene Daily


Pittsburgh, Pa. Pittsburgh Daily

Provident, R.I. Providence Daily

Brown Daily

Boston, Mass. Boston Daily

Washington, D.C. Washington Daily

Austin, Tex. Texas Daily

Madison, Wis. Madison Daily

Coralville, Ia. Coralville Daily

B BUYING ECONOMIES BEGIN AS HOUSEWIFE READS HER DAILY NEWSPAPER.

(Marquette, Mich., Journal.)

Modern business is largely described as being based on advertising. People no longer follow the ancient custom of going to market to purchase the food necessary articles that were required by the family, and which the merchant may havé had exposed upon his shelves or tucked away under the counter or behind in tiers of drawers that were never opened unless the customer inquired for the goods that were thus hidden away.

Today the successful merchant uses the column of the newspapers to advertise his wares. He not only tells what he has got, but he illustrates his advertising space with pictures of the various articles either separately or artistically grouped. He gives prices and he also often describes articles in order to stimulate the desire in the mind of the reader. The reader may thus obtain a very clear understanding of what is offered for sale, its price, and the house, the terms and conditions of sale. It is this variety of advertising that has created a demand for thousands of articles that would not have sold had they not been advertised.

Advertising is the mainspring of business. It is the creator of business and the source of a nation's prosperity. Advertising tells the merchant where to go, how to go and how to get the benefit of the money he has spent upon his campaign. Advertising builds mills, railroads, great industries, and in fact everything that enters into the development and progress of any nation. It keeps the trains moving, the ships sailing, the airplanes flying, the goods sold, and it gives employment to people who would otherwise find existence a problem.

Advertisements are of vital importance. They may save millions of dollars in the expenditures necessary to every household.

CONNING TOWER CONTRIBUTES ATTEND ANNUAL DINNER.

The contributors to Franklin P. Adams' (F.P.A.) "Conning Tower" is the New York World gathered at the Waldorf-Astoria April 19 for their annual dinner.

The gold or silver watch for the best piece printedin the "Conning Tower" in 1922 was presented to Flaccus (Newman Levy), for his meditation on "Thais." Herbert Bayard Swope of the World was toastmaster. After the dinner there was a show, written, produced, acted and applauded by the contriv, including, besides those mentioned, G. K. Chesterton, George Bryan, Barun Ireland (Nate Salis bury), Morris Kunitz, Jack Hogan, Bill Netch, Miss L. Eddie Hahn, and others.
April 28, 1923

THE FOURTH ESTATE

EMOTIONAL VALUE
REAL "PULL" IN ADVERTISING.

AGENCY WRITER TELLS HOW METHOD OF APPEAL FOR SEVERAL BIG ADVERTISERS WAS DETERMINED — HARD TO DO IT FOR A CAKE OF SOAP, BUT IT'S DONE.

"We are in the habit of speaking of emotional advertisements as if they were a particular type of advertisement— as if some advertisements were emotional and others were not," says Edith Lewis, of the New York office of the J. Walter Thompson Co. "This is a misconception. All good advertisements are emotional. One could almost say that they are good according to the degree of emotional quality they possess.

"Writing is nothing when it has not emotional quality behind it. It is what gives writing its color, its life, its power to awaken the imagination. And one thing this quality always depends on, whatever it may be, is the writer's using it. He must depend on the material that the writer is handling; it simply depends on the writer's using it, of course, strongly about that material."

In advertising, it is especially necessary to have this emotional quality, because in advertising you must write so that the average reader—you must induce him to act on the strength of the interest and sympathy you have shown. The thing that distinguishes different types of advertisements is largely a matter of where you place your emphasis in a situation. Sometimes you can put this emphasis on emotional appeal itself. For instance, food, furniture, clothes, vacation trips have themselves a strong emotional appeal.

DIFFICULT TO MAKE APPEAL.

"But there is a very large class of products which it would be difficult or even impossible to present in such a way as to make, in themselves, any appeal to the imagination.

"Take, for instance, the wash of soap. The soap itself may look like, smell like, feel like dozens of other soaps except for differences, which, however, real, are so intangible, that it would be impossible of classing them in importance. In a case like this, one cannot dramatize the product itself—one cannot appeal to the emotion of the reader, because there is no emotion in the product."

PARROTING OF STOCK PHRASES WILL NEVER PASS FOR GOOD REPORTING.

"If college courses in news reporting produced a standardized type of writing, one might have listened to P. Stone of the Chicago Daily News, and a member of the staff of the Medill School of Journalism at Northwestern University, "The prospect of counting one's feeling. Emotional quality has to be real—it cannot be counterfeited; the public, regardless of class, is too intelligent. One cannot use our emotional appeal on the whole to detect and resent them."

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PARROTING OF STOCK PHRASES WILL NEVER PASS FOR GOOD REPORTING.
PRESTIGE ALWAYS DEPENDS UPON THE EDITOR.

OCCASIONAL MISTAKES ARE QUICKLY FORGIVEN BY PUBLIC WHEN IT KNOWS PAPER HONEST, SAYS ILLINOIS EDITOR — AND HONESTY ALWAYS SHOWS.

"Every editor has many responsibilities, but each bears the impress of his editorship more keenly than any other role," John H. Harrison, editor of the Danville, Ill., Commercial News, says in an article written for the Quill. "An editor may own his newspaper, may have title to it as property; the build-


ting, the equipment, type-setting machines and presses; the circulation, the organization, he may claim; the dividends, if such there are, may be his to dispose of as he chooses. But there is something else, an intangible though definite thing, that is not his. And yet it is his greatest asset; it is that thing on which he cashes in. I mean that quality which we call 'good will,' or 'influence,' or 'prestige,' or the 'power of the press.'" "That is only a trust in his hands, for which he must render an accounting. Every new subscriber added to his list is an addition to the trust, an added obligation. It means that the subscriber has voluntarily placed in the editor's hands the power of influence, eye, control, more than to any other agency, the destiny of that subscriber. The reader yields to the editor the right and the privilege of leading, either for good or ill. That editor who does not see it in this light and who is not ruled by the consciousness of this great obligation, is I assert, not fit to be an editor. "It must be admitted that there are editors not high-minded. The motives which shape their policies are on a lower level. Some are actuated only by profit; for instance, some for power: some for vanity. There are editors who are like some small boy in possession of a piece of artillery, which he would fire off for the fun of the noise; without comprehending or caring anything about the consequences of his act. To truly succeed a newspaper must realize that it is a public inst-

ution. In order to intelligently ful-

fill his obligation and proper-

late his policy it is necessary that an editor be in touch with the ground. He must live himself into his community as a part of it. The public must have confidence in its paper. It must believe that it is hon-

erly. "A paper may make an occasional mistake, or take the wrong side of a question, but if the public believes that the paper is honest and is actuated by right motives, these occasional errors will not cause of prestige nor will the circulation be affected. The public is possessed of the spirit of sixth sense, which intuitively knows of the integrity or otherwise of a newspaper. "A newspaper's policies and views are most of all under the scrutiny of the public. Its readers are influenced to whatever degree they feel the paper is actuated by blind partisanship, by prejudice, by selfishness, or whether it sincerely seeks good government through the election to office of honest men and the rendering of service. In journalistic ranks there is much discussion as to the relative merits of the paper and the so-called in-

dependent paper. The editor, however, must keep in view the fact that to act as a free lance is more effective. Others maintain that the popular paper which hopes for its existence within to make its own party better and thus merit party success is following a more desirable course. The method at least has the advantage of an organization to back and put into effect the policies advocated. "In any event the highest privilege of a newspaper is to demand the best men in the public service, that there may be honesty and efficiency in admin-

istration."

A GOLF STORY THAT SELLS ADVERTISING.

From Merchandising Advertising. "I don't see that advertising makes your stuff any better," Charlie Darwin—who, though totally unrelated to his namesake of evolution theory fame, was doing his best to make a monkey out of me for trying to get him to spend our hard-earned money we were coming out with a big publicity drive—thought he had me cornered. I could tell it by the twinkle in his eye. But he had sliced his shot. "Charlie," I said, "you play golf?" "I knew he did. Of course he nodded a assent. "Well, then, when you do eighteen holes in 108, to whom do you tell yowse the quality of a product, but it's a pretty sure indication that the product is better, that it is at least an '88 instead of a '100.'"

CANADA COMBINES SALES AND AD ASSOCIATIONS.

PERMANENT ORGANIZATION TO TAKE PLACE IN OCTOBER—NEW BODY DIVIDED INTO THREE SECTIONS, ACCORDING TO TERRITORY—VAN SCOYOC TEMPORARY PRESIDENT.

The Canadian Advertising and Sales Association is soon to combine and superecede all the publicity and advertising associations in Canada. Temporary officers have been appointed, headed by H. S. Van Scyoc, president of the Montreal Publicity Association and vice-president for Canada of the Associated Advertising Clubs of the World, as its first pres-

ident. These preliminary steps were taken at a meeting recently held at Toronto and which was attended by the following dele-

gates: D. George Clark, president of the Advertising and Sales Club, London, Ont.; W. T. Gregory, president, E. G. Taylor, secretary, W. G. Rook and F. W. Hunt, of the Toronto Advertising Club; Thos. F. Kelly, Hamilton Advertising Club; H. S. Van Scyoc, president, and Charles N. Valiquet, secretary, Montreal Publicity Association. APPROVED BY AD CLUBS. All the Canadian advertising clubs were reported in favor of organizing the Canadian associations and it was decided to launch this under the name of the Canadian Advertising and Sales Association, since the present members-

hips include both publicity men and sales managers and it was considered advisable to continue this close connection between the two branches. A constitution and by-laws were drafted, after which the following off-

cicers were appointed, pending a genera-

l convention of the association at a place yet to be selected next Oc-

tober: D. S. S. Van Scyoc, president; E. G. Taylor, secretary-treasurer; and Charles N. Valiquet, chairman. It was also decided to organize the new Dominion association into three divisions, the eastern division comprising all provinces east of Quebec; the central division comprising Que-

bec and Ontario; and the western division, all provinces west of On-

tario. Each of these divisions will have its own local convention under a vice-

president, while the central com-

mittee will comprise the president, three vice-presidents, secretary-treasurer and an executive as yet to be elected. Temporary vice-presidents of the three divisions will consist of: Eastern Division, the president of the St. John's, N. B., Advertising Club; Central Division, George Clark, president, the Advertising and Sales Club, Lon-

don, Ont.; Western Division, the president of the Edmonton Advertising Club, and it is hoped that this number will be added to before the convention date arrives. At a meeting of the Toronto Ad-

vertising Club called to consider the new national organization, the plan was passed by Mr. Van Scyoc with-

warmly endorsed.

SPECIAL EDITION FOR DOLLAR DAY SALE.

The Ypsilanti, Mich., Daily Ypsilan-

tian-Press recently issued a special three-page page paper giving plans for the pro-

posed sixth annual dollar day sale at Ypsilanti. The paper carried over 3,500 inches of advertising in the edition. In 1921 the Daily Ypsilant-

ian-Press set a new state record for cities up to 10,000 in the matter of Dollar Day editions and each suc-

ceeding day has seen new records. In this issue the paper also an-

nounced the 100th anniversary for the city's one hundredth anniversary which is also the centennial of the first settle-

ment in Washtenaw County to take place July 1 to 4.

CAN WE INCREASE YOUR BUSINESS?

Let us tell you the story of what we have done and are doing for publishers.

HAMILTON-DE LISSER SPECIAL AGENCY

Phone: VANderbilt 4067

25 West 43rd St.
New York City

127 N. Dearborn St.
Chicago, Ill.
THE ADVERTISER AND THE MEDIUM

Advertising aims, methods, results have developed greatly in recent years.

Advertising has come to be recognized as salesmanship's most forceful factor.

It moves goods to quick turnovers and speedy profits, and builds and preserves reputations for merchandise that grow into tremendous assets.

Only advertising that is an honest, informing, assuring voice to the buyer is of much permanent value.

The merchandise and performance must thoroughly back up every statement made, whether direct or implied.

The good advertising business message is not only keen, clear-cut, and convincing in its construction, but is carried by messengers (media) in whose advertising contents the public confidence has grown stronger and stronger each year.

The newspaper has become the ideal advertising medium. Every intelligent man and woman in the land reads it daily. It is welcome in every home, and the honest, straight-forward business messages therein are greeted in a spirit of good will that adds to the response.

We are the National Advertising Representatives of TWENTY PROGRESSIVE NEWSPAPERS in that many fine cities of the United States.

We are equipped to lay before any interested advertiser or advertising agency a vast amount of up-to-the-minute information regarding the market opportunities and publicity advantages of those cities, whenever and wherever you say.

The John Budd Company

National Advertising Representatives of Newspapers

9 East 37th Street
Tribune Building
Chemical Building
Healey Building
NEW YORK
CHICAGO
ST. LOUIS
ATLANTA

Examiner Building
Title Insurance Building
Securities Building
SAN FRANCISCO
LOS ANGELES
SEATTLE
"It Pays to Advertise" just as well in the Country Papers as in the big city dailies.

For many years the American Press Association has made a specialty of this productive field.

Here are the Better Country Dailies

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<tr>
<th>ARIZONA</th>
<th>Miami Silver Belt</th>
<th>Nogales Democrat</th>
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Represented for Foreign Advertising by the

AMERICAN PRESS ASSOCIATION

NEW YORK | CHICAGO | SAN FRANCISCO

The American Press Association Also Represents Over 7,000 Country Weeklies.
ESTABLISHED 1886

HUDSON TRADING COMPANY
300 MADISON AVENUE
NEW YORK CITY

REPRESENTING A COMBINED ANNUAL PRODUCTION OF

200,000 TONS
NEWSPRINT
HALFTONE
ROTOGRAVURE

For the service of publishers we carry stock in standard sizes at several convenient shipping points. If you require spot paper communicate with us.
"The Big Scheme of Simple Operation"

A Primer of Linotype Mechanism

THIS book, just off the press is a complete, non-technical account of how the Linotype is built and how it works. Each stage in the operation of the machine, from the time the key is pressed until the matrix is automatically returned to the magazine, is described in plain, understandable language, fully illustrated with photographs and phantom views.

While the operator or machinist will find it of interest, the book is written primarily for the man who has never worked on the machine—for the executive who wants to know the "how and why" of his Linotypes.

The nearest agency will mail a copy on request.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

Canadian Linotype Limited
TORONTO

NEW ORLEANS
CHICAGO
SAN FRANCISCO
ANNUAL MEETING OF NEW ZEALAND PROPRIETORS.

NEWSPAPER PROPRIETORS PAY TRIBUTE TO P. SELIG UPON RETIREMENT FROM CHRISTCHURCH PRESS AND PRACTICAL JOURNALISM AFTER FIFTY YEARS.

A large and representative gathering attended the annual meeting of the Newspaper Proprietors' Association of New Zealand held recently at Christchurch. President C. W. Earle, who presided, in his report said that the past year had been a most difficult one for newspapers in many respects, and the outlook was not so bright as had been hoped. Paper prices were hardening at the moment, and proprietors were still paying double pre-war rates for supplies, with the prospect that prices would go higher in June. For years New Zealand had maintained a very high standard in the service rendered by the press to the public. They had lately added materially to the volume of cable news, and extended the scope and quantity of special features, while the issues had been generally enlarged.

Visitors declared that, considering the population, New Zealand had the finest daily press in the world, and it was a matter of concern to all interested that that standard be maintained, for it affected the public as well as the proprietors. The association has a membership of sixty-four.

Opportunity was taken at the meeting to bid farewell to P. Selig, who retired from fifty years of active association with the Christchurch Press. President Earle said that Mr. Selig was an institution in newspaper circles. For something like fifty years he had been associated with their newspaper life, and for the past score of years or so had taken a most prominent part in it. He had been the first president of the Master Printers' Association; for more years than many of them cared to count he had been a director and chairman of the United Press Association; and for thirteen years he had been chairman of the Newspaper Proprietors' Association. Looking back over the years, they realized that he had set a splendid example to all of them in the service he had ungrudgingly rendered to the newspaper proprietors of New Zealand. It had been decided to present him with an illuminated address and a cheque with which he could purchase some memento of his association with them; but, perhaps, what he would appreciate most was their decision to make him the first life member of the association.

On behalf of the provincial proprietors, R. J. Gilmour dwelt in eloquent terms on the great services Mr. Selig had rendered to their section of the association, and the feeling that by his retirement they were losing a valued counsellor and very good friend. He had been ready at all times to listen to the grievances of the smallest newspaper proprietors and advise and counsel them. Sir George Penwick and Mr. A. McNicol added their tributes.

PRESENTATION FROM AD FIRMS.

The principal advertising agents of New Zealand also presented Mr. Selig with an appreciative address and a souvenir of the esteem in which he was held, the latter taking the form of a substantial cheque which Mr. Selig was asked to convert into a suitable memento of the occasion.

VETERAN NEWSPAPER MAN HONORED BY COLLEAGUES.

Dr. Esdaile P. Cohen, reporter on the staff of the New York World, whose entry into newspaper work in New York dates back forty years, was given a birthday dinner early last week at Delmonico's by about a hundred of his present and former newspaper associates.

Robert H. Lyman, an editor of the World, was toastmaster, being introduced by Charles G. Hambridge, president of the Newspaper Club of New York, of which Dr. Cohen is a charter member.

Among the speakers were: Clinton T. Brainerd, president of Harper & Bros.; James S. Metcalfe, former dramatic editor of Life; David A. Vogeles, editor of the famous poker stories in the old Sunday Sun; Roy L. McCardell, humorist; Martin Green, reporter, the Evening World; Wells Hawkes, and Robert E. Livingston, publisher.

Dr. Cohen was given a cigare case. In expressing his appreciation he informed his audience he was only sixty-eight years old, instead of the seventy they had credited to him.

FEATURE SERVICES TO HAVE EXHIBITS AT WALDORF.

The staff of King Features Syndicate and its allied organizations include in the representation at the publishers' convention in the Waldorf the following:


STUNTS AT THE CONVENTION.


H. S. Bressler presides at the Star Adcraft, Mrs. Florence McIntyre at the Premier Syndicate exhibit, and Floyd MacGriff and W. S. Cousins in charge of Cosmopolitan News Service.
A. P. STRETCHES FROM MEXICO TO CAPE HORN.

LATIN-AMERICA SPANNED BY ITS MEMBERSHIP — SERVES MORE THAN FORTY PAPERS FROM 4,000 TO 5,000 WORDS FILED DAILY — HAS LEASED WIRE TO CUBA.

The Associated Press by-line today stretches from the Rio Grande almost to Cape Horn. It is displayed over press reports in more than two countries. Its membership has become a most important factor for the dissemination of news in that section of the world.

From four to five thousand words are received on an average day by the larger member papers in Latin-America, where the news copy is filed in New York. Only a small percentage is sent directly from Europe. As these reports move through the Associated Press skeleton form, it is evident that a vast amount of space is devoted to Associated Press news.

The Associated Press wire from New York to Buenos Aires runs through Lima, Peru, and Santiago, Chili. As Lima and Santiago take a smaller service than is supplied to the southernmost part of the continent, it is evident that many visiting and resident Americans have said that they could learn more and obtain a better appreciation of world affairs from the papers there than from their home sheets in which they declared local events crowded out valuable foreign news.

LEASED WIRE TO HAVANA.

A leased wire is maintained by the Associated Press from New York to Havana for the use of the larger newspaper papers in Cuba. As usual, the function of the Havana service is to supply the transmission of reports, the entries, results and prices of the Havana races. This service, which was established several years ago, enables some papers in the United States to get the results in their ledger editorials.

The news destined for Latin America is handled at New York by W. P. Flower, Jr., former chief of the Santiago bureau. Mr. Flower sifts the Associated Press reports from all over the world for the Latin-American papers. He is at present on special duty to the papers he is serving. He has found that the news of the larger newspapers command greater attention as the regularly they are received. This fact is of special importance. For this reason, the reports from Madrid are usually relayed in the New York edition.

Papers in Latin-America receive their reports but a short time after they are telegraphed from New York. They are then relayed by paper to Buenos Aires. Frequently the time is but two days, with occasional references to thirty or forty minutes. The difference in time between the eastern and western hemispheres enables the morning papers in New York to reach the newspapers in Buenos Aires, while reports from New York to Madrid are delayed several hours.

KANSAS EDITOR DESCRIBES IMPRESSIONS OF RECENT MEDITERRANEAN CRUISE.

William Allen White of the Emporia Gazette addressed the National Popular Government League at the New York Hotel at Washington, D.C., last week. He described the trip of the United States as the World War with a new world of nations. Mr. White said that Mussolini was the "real man" in Italy and that he would remain in power. The British fleet was given a tour of the world. Ruhr was very much divided, he stated, likening the frame of mind of that area to that prevailing in this country when the league of nations was the paramount issue. Touching on the World War, Mr. White declared that it had been won, not by the allies, but by labor and the women — labor through its advanced economic position and women through their advanced social and political freedom.

LINOTYPE COMPANY HAS ATTRACTIVE EXHIBIT AT CONVENTION.

As usual, the makers of the linotype, a very interesting exhibit in the East Room, just a few steps removed from the main convention hall. Directly opposite the main entrance to the East Room is a Model 21 linotype machine framed with an enlarged newspaper page with riddles from various lines of type to the magazines from which the lines were set. The feature of the exhibit is to allow a visitor, by dropping a coin into the key board of the Model 21, to set a complete page out of type, which has been called a "complete composing room in itself." Representing the linotype at the exhibit is Walter H. Savory, of the general manager; Fred C. Grumm, manager of the New York agency, and his staff; William C. Dock, manager of the Chicago agency; Fred W. Bott, manager of the New Orleans office; Alfred Archer, manager of Canadian Linotype Ltd.; Mark H. Boynton, New England representative; and Hugh C. Curry and Thomas Butler of New York.

NO CHINESE JOURNALISTS OF DISTINCTION.

China has nowhere in its history produced an outstanding journalist, a man who has dominated the field and left there the imprint of his personality as have Greeley, Dana, Bennett, Pulitzer, Nelson and Watson in the United States. As a natural consequence of the recency of its activities, has no tradition of the press for politics and for political intrigue.

TRUTH BASIS OF ADVERTISING SAYS GRINNELL PROFESSOR.

Truth is one of the corner stones of advertising, says Professor J. P. Grinnell of Grinnell College, who adds that the object of advertising should be to convince, just as the object of speaking is to convince. He declared the surest way to achieve this end is to be strictly truthful.

CONTROL CHANGES IN SO. NORWALK AND STAMFORD.

GOLDENS RETAIN INTEREST IN TWO SENTINELS, TITLE PASSING TO NEW COMPANY. W. P. MILLIGAN VICE-PRESIDENT.

Negotiations lasting several weeks between L. E. and A. L. Golden and the Sentinel Publishing Company have reached an agreement taking over the entire publishing interests, the South Norwalk, Ct., Evening Sentinel and the Sentinel. The deal involves the purchase of the entire printing plant, franchises, etc., of the Evening Sentinel.

The Golden family, associated with the publishing business in Connecticut since 1879, retain a substantial interest in the new corporation.

Leigh Danenberg, president of the new corporation assumed immediate control of the editorial direction of both papers. Wendell P. Milligan, vice-president and treasurer, assumes general business management.

Mr. Danenberg has been associated with newspapers in various parts of the country. His experience enabled him to cover a wide field and he comes eminently qualified to be in the position he now holds. He is a graduate of New York University.

W. F. Tait, formerly sales manager for the Fairfield News Service, has been named advertising manager of the two Sentinels.

NEWSPAPER MEN HELPING SALVATION ARMY.

Six thousand men and women, including committees representing every trade, profession and industry in Greater New York, will be engaged in collecting funds for the Salvation Army during the month of May.

Major Edward Underwood, director of the Salvation Army campaign and announcing the total number of organized workers, emphasized that the list of 6,000 includes no so-called "paper salesmen." Among the advertising and publishing fields, the following prominent men are chairmen of their respective divisions:

Edwin S. Friendly, business manager of the New York Herald, chairs the newspaper division.

Bruce Barton, of Barton, Durstine and Osborn, represents the advertising and publishing fields.

S. S. McClure, of the McClure Publications, chairs the magazine publishers.

The opening of the appeal is scheduled for May 1st, and the Salvation Army estimates that the sale of $50,000 for the maintenance of the work in New York City for the fiscal year beginning June 1st will be raised by May 15.

AMERICAN NEWSPAPER MAN SECOND LARGEST OWNER OF LONDON MAIL.

It will be of general interest to American newspaper men to learn that Pomeroy Burton, an American born and bred newspaper man, is the second largest stockholder in the London Daily Mail. When Lord Northcliffe bought the controlling interest of his late brother, Lord Northcliffe, in Associated Newspapers Ltd. — the Daily Mail, Evening News and Weekly Dispatch — Mr. Burton acquired a large block of new shares.

POMEROY BURTON.

Added to those he already had made this last trip to Lord Northcliffe in amount of stock owned.

Mr. Burton as general manager and Sir Andrew Cadle as managing director are the active publishers of the Daily Mail, as Lord Northcliffe does not take the burden of actual management upon himself. Under their direction the Daily Mail continues to lead the world's newspapers in circulation, with more than 2,500,000 copies daily, while the Evening News and Weekly Dispatch are booming along with more than a million. The Associated Newspapers have for some time paid dividends amounting to forty per cent per annum.

The last visit Mr. Burton made to this country was in 1920, when he came over to replenish his supply of American newspaper ideas. As a result of his observations on that trip, the new plant of the Associated Newspapers embodies many of the best American features.

HUDSON TRADING COMPANY TO BE REPRESENTED AT THE CONVENTION.


The company supplies foreign and domestic newsprint and has contracts with newspapers in this country as well as abroad, that make them instrumental in relieving the newsprint stringency for a number of newspaper publishers throughout the country.

MANAGER OF PATTERSON TIMES.

A. W. McCrae, formerly of the New York Evening Post, has been appointed business manager of the Times in place of H. H. Knickerbocker.

(Continued on Page 9b)
**LARGE EXHIBIT AT "OWN YOUR HOME" EXPOSITION.**

NEW YORK TRIBUNE SHOWING DESIGNS OF ITS FIFTY-THREE HOUSE PLANS AT EXHIBIT AT SIXTY-NINTH REGIMENT ARMORY — SPECIAL SUNDAY SUPPLEMENT.

The New York Tribune issued a special "Our Your Home" supplement of many pages Sunday, and free copies were given to all those who requested them at the Tribune booth at the fifteenth annual New York "Our Your Home" Exposition which opened Saturday at the Sixty-Ninth Regiment Armory, Lexington Avenue and Twenty-sixth and Twenty-sixth streets. The doors of the exposition will be thrown open for the home seeking public to view.

The exposition is being conducted by the Metropolitan District. As in previous years, the Tribune is playing a conspicuous part in the exposition, having taken the leading position in sponsoring the "Own Your Home" movement since its inception during the World War days.

All of the Fifty-three house plans featured on the "Small House Page" of the Tribune Sundays over the last thirty-two weeks are exhibited and made available for those who desire to purchase complete working drawings and specifications. The Tribune and the Home Owners' Service Institute have done a joint constructive and educational purpose, with all the houses illustrated, containing in addition to the plan information from the Tribune Plan No. 6 of the five-room frame house that was the prize-winning plan of the National Lumber Manufacturers Association. This was built at Larchmont and exhibited at the annual EEG convention. But many of the other house plans appearing in the Sunday Tribune have been built by Tribune readers. Photographs of some of these also will be exhibited.

The feature of the 1923 "Own Your Home" exhibition will be the full size five-room, cement block and stucco house, the construction of which was started Monday and completed by opening day. It will be located on the extreme end of the armory drill floor, known as the "House That Bob Built." Its design is modeled after the cover design of the Tribune's "Own Your Home" supplement.

Through the cooperation of the Garden Club of America, a group of miniature model houses will be shown. The grounds of each house will be planned by the gardeners. The weather vane for the newspaper's direction — when your classified weather vane wouldn't back you up? National and local advertisers know that the classified section of a newspaper is the weather vane of its advertising possibilities.

The Basil L. Smith System, Inc.

Look For Our Exhibit At The A.N.P.A. Convention at the Waldorf-Astoria — Parlor Room 222.
WRITING of a MILLION-LINE GAIN IN ADVERTISING gives us a thrill. We do not expect you to have our same enthusiasm. But our million-line gain in local advertising concerns you, and is important to you because it is indicative of the strides being made in the National Capital by the Washington Times. It shows progressiveness—It Is Keeping Up With The Times, as it were.

A newspaper cannot gain one million lines in local advertising in a year without having the confidence of local advertisers. This confidence cannot be secured by conversation—the local advertiser is on the ground where he can check results almost daily. Advertising confidence in a newspaper is measured only by so many dollars returns against so many dollars invested.

A gain of 350,000 lines in national advertising is also an achievement worthy of thought. This, too, shows a confidence in The Washington Times, for the number of national advertisers listing Washington, and the Washington Times during the past year, has increased steadily.

Washington is recognized as one of the strategical advertising and selling points in the country. As a tryout market it is ideal. The combination of the Washington Times, evening, and The Washington Herald, morning and Sunday, at an attractive combination rate, offers complete coverage at the lowest line rate per thousand. This combination represents massed circulation far greater than the number of homes in the National Capital.

When the calendar year of 1923 is closed, gains that will be made by The Washington Times will prove one of the sensations in the newspaper world. These gains are not confined to advertising, because The Washington Times’ Circulation is moving along with the whole organization.

*For the fiscal year ended May 31st.
IN November, 1922, when The Washington Herald was bought by Mr. William Randolph Hearst, it was necessary to cut its circulation to 30,000 in order to put it on a net paid basis. Since that time, The Washington Herald has gained over 20,000 daily circulation. It was absolutely impossible for The Washington Herald to create 20,000 new readers to a morning paper. This 20,000 increase in readers had to come from somewhere. The last Postoffice Statement, and the A.B.C. Statement for the period ended March 31, will prove interesting to advertisers who believe that There Is No Substitute for Circulation.

The Washington Herald is an ideal medium for advertisers having a product adapted peculiarly to the morning field. Bought in combination with The Evening Times, the unit gives a greater circulation at a lower rate per M than any other Washington paper.

The combination circulation of The Herald and Times in the Postoffice Statement just filed, shows 117,000 circulation—6,000 more circulation in Washington and suburbs than there are families.

When The Washington Herald was bought by Mr. Hearst, its Sunday issue was merged with that of The Sunday Times under the name of The Sunday Times-Herald. On Sunday, April 22, the name of the Sunday issue was changed to The Washington Herald. This change was in name only. The editorial contents will remain the same. The circulation of The Washington Herald Sunday is 140,000. This at 10 cents against 5 cent competition. The Sunday Herald has nearly as much circulation as the other two Washington papers put together, and they sell at five cents. As long as the law of averages hold true, buying circulation will be the thing to do. If you increase the number of readers, you automatically increase the number of prospects. The Hearst unit in Washington gives you more readers and more prospects at a lower line rate per M.
FAMOUS MAITRE DE HOTEL AND ENTERTAINMENT MANAGER READY TO GREET PUBLISHERS WHEN THEY GATHER FOR A.P. AND A.N.P.A. CONVENTIONS.

Oscar, the Waldorf Astoria's famous maitre de hotel, is again greeting the publishers and looking after their comfort when they gather for the A.P. and A.N.P.A. conventions at that hotel.

Publishers all over the country, who have made the Waldorf-Astoria the center of their activities at convention time every year since 1898, never miss shaking hands with the famous maitre de hotel, Oscar Tschirky, who is responsible for the hospitality and comfort extended to the publishers during their stay at the Waldorf-Astoria.

PERSONALITIES OF WILLIAM A. THOMSON, THOMAS H. MOORE, F. GUY DAVIS AND THOMAS L. EMORY ARE REFLECTED IN THE ACHIEVEMENTS OF NEWSPAPER ADVERTISING.

The increasing prosperity of newspapers throughout the country is due to a considerable extent to the ability and aggressiveness of the men who direct the activities of the bureau of advertising of the American Newspaper Publishers Association. In all its stupendous and interesting growth, from coast to coast the bureau reflects the personalities of the executives who preside over the organization with its motive power. Sketches of the men in charge of the bureau's three offices follow.

William A. Thomson, director of the bureau, has been at the head of the organization since its inception in 1913. Mr. Thomson was born in Philadelphia, Pa., in 1890. He was connected with newspapers in Philadelphia and New York for some years before coming to New York in 1908 as representative for the Ireland Advertising Agency. From there he went to the New York Globe where he was appointed assistant publisher in 1911. He was called to the A.N.P.A. in 1913 and after helping to organize the bureau of advertising was appointed its director the same year.

Thomas H. Moore, associate director, was born in Philadelphia. After working on newspapers in Philadelphia and New York, Mr. Moore became advertising manager for the John Wanamaker, New York. He was manager of advertising in 1915 as associate director.

F. Guy Davis, manager of the western office at Chicago was born at Osborn, Ohio. Moving west with his parents, Mr. Davis spent his boyhood in Kansas and Nebraska. Leaving school in 1901 he engaged in the advertising business for a number of years was associated with various newspapers as western representative with headquarters in Chicago. Mr. Davis was connected with the L. H. Crall Company as western manager manager.

Thomas L. Emory, Pacific coast representative, was elected October 24, 1921, from a large field of candidates to manage the San Francisco office. Mr. Emory is a member of the Put- ton family, original proprietors of the Baltmore American and it was on this newspaper that Mr. Emory received his first training in advertising work. Since 1919 Mr. Emory has been active in advertising circles in Portland, Ore., where he was connected with three newspapers until he was transferred to the Hall and Emory advertising agency in Portland. He was named secretary-treasurer of this organization until he left to join the headquarters of advertising at San Francisco. He has been advertising manager of the San Francisco office since it was opened on January 2, 1922, in the First National Bank Building.

HOL-NORD FEATURE SERVICE

Give our Broadsides your Careful Attention because we restrict our aim to constructive, informative, timely and stimulating feature articles and special columns, which run in DAILY, WEEKLY and MONTHLY SERIES.

We obtain our authors by personal solicitation.

HOL-NORD FEATURE SERVICE
500 Fifth Avenue
Phone: Longacre 0987

MORNING DAILIES MEET DURING CONVENTION.

GATHERING ON WEDNESDAY TO MARK REAL BEGINNING OF NEW ASSOCIATION'S ACTIVITIES — LOUIS WILEY AND L. K. NICHOLSON TO ADDRESS PUBLISHERS.

Two hundred morning newspapers are expected to be represented at the meeting of the Morning Newspaper Publishers Association, to be held April 25 at the Waldorf-Astoria, during the annual session of the A.N.P.A. convention. Invitations have been sent to all morning paper publishers. The meeting will mark the beginning of the association's activities, its earlier sessions having dealt altogether with papers and special problems.
A Treasure in Facts and Ideas—

The ultimate significance of the day-to-day developments in journalism and advertising strikes home only when you see them spread upon the record.

Facts and ideas are the tools of both professions. Day by day and week by week they expand and increase, becoming in time trends, movements, and customs.

The when, the how, the who, and the where are spread upon the record in the

BOUND VOLUMES

of

THE FOURTH ESTATE

Their pages contain the accurate record of men, methods and masterpieces—not only pictures of the events but mirrors of their inspiration.

From them come new facts and new ideas such as underlie all progress—a solid block of irreducible knowledge and practical help.

Let us tell you how to

Bring the Treasure Home.
CIRCULATION NOTES.

The International Falls, Minn., Daily Journal is offering three automobiles and a host of other valuable awards free of cost in a $3,500 automobile and prize subscription campaign, which is being conducted by the Daily Journal and the Weekly Echo. The campaign began on May 12. The person who secures the highest number of votes on subscription payments during this campaign will be presented with a six special sport model touring car valued at $1,350. While a candidate will enter and compete from the district in which he or she lives, they will be permitted to take subscriptions either out of their own district. Seven prizes are to be awarded in each of the two districts—city and county. The territory is divided into two districts in order to make equal distribution of the prizes.

Extra votes will be awarded in large numbers during the campaign. The Journal - Echo Profit - "Sharing Everybody's Success" subscription will be divided into three periods. The campaign is being conducted by the Bird Syndicate, Madison, Wis.

The Bird Syndicate is also conducting a similar contest for the Hoopes-ton, Ill., Chronicle Herald, which closes May 19. It ... Springs, Cal., News, which closed on March 10, and for the Danville, Ill., Commercial-News, which was completed on March 8.

The Indianapolis Star will hold its tenth annual free vacation week at Lake Webster, Ind., 122 miles north of Indianapolis. Each year new attractions are secured to add to the enjoyment of all who are lucky enough to win a trip. The vacation party this year will leave Indianapolis on Sunday, June 17, and return Saturday, June 23. A special train and automobiles will take the Star's party to Lake Webster and return. There will be plenty of amusements to entertain the passengers. Boating, fishing, swimming, dancing, dances, sand and all other outdoor sports have been planned for the party. Mr. and Mrs. Charles Payne will look after the Star's 1923 vacation party. Fifty city carriers will go on the trip.

The Washington Times and Washington Herald were the hosts of the five hundred and fifty newsboys of those papers at the Knights Templar Carnival at Washington last week. Twenty-one motor trucks, two big passenger cars and a number of other conveyances were used in taking the youngsters to the fun. The procession was led by the Times-Herald's newsboys' Band. Two automobiles filled with colored clowns completed the party. W. H. Wagner, of the circulation department of the two papers, assisted by his staff, kept the boys in order.

'UNADVERTISABLE' RANKS SWIFTLY DIMINISHING.

Since it has been shown that axles, hotels, iron pipe, and even water can be sold by advertising exceptions are mighty few.

It's the typical point of view of a non-advertiser that his product 'can't be advertised successfully'—in other words, that it isn't advertisable. Fuller & Smith, Cleveland advertising agents, explain in a recent statement: 'Sometimes that is a direct statement of a given case. Sometimes it's an erroneous or an uninformed point of view.'

'Motor-car axles and bearings weren't supposed to be advertisable—nor need they be. The leading manufacturer in that field proved the case. 'What the consumer buys,' objectors said, 'is an automobile, not an axle. It's all right to advertise cars, or accessories that the consumer buys separately; but you can't advertise parts of cars, that lose their identity before they get to the readers of advertisements.'

'Hotel service wasn't supposed to be advertisable, either. You could tell the people that your hotel was a fine one—but you couldn't advertise the service it gave, because all hotel service was pretty much alike, so far as it could be described in advertisements. Then a hotelkeeper showed 'em.'

'You can think of plenty of instances: drinking water and iron pipe and hardwood lumber and shipping cartons and white lead and the like.'

'There are products suspected of being unadvertisable because the right way hasn't been shown, yet, to advertise them; but they are growing fewer every year; and many does fix the man who was the first advertiser in his field is thanking his stars that he was the first.'

CIRCULATION CAMPAIGNS

No matter whether they are called "Salesmanship Clubs", "10,000 Clubs" or by any other name—they are the same old contests after all.

BUT—

We will conduct a contest for you as you would wish it conducted. We give special attention to the many little details which tend to make a contest worth while. And you do not need to go to a new world for that. We can refer you to satisfied publishers in your own state.

JOHN C. MONTGOMERY & CO.,
122 S. Orchard St.,
Watertown, N. Y.

Now On The Troy Times, Troy, N. Y.

PRACTICAL ADVICE TO WOULD-BE PUBLISHERS.

SYRACUSE UNIVERSITY CLASS TOLD HOW AND HOW NOT TO STAP NEWSPAPER BY JAMES A. EASTON, OWNER OF ONE AND PUBLISHER ON MR. HEARST'S STAFF.

"Newspapers have become sound business enterprises of recent years. The World War helped to bring this about. In the old days, the newspaper was merely a political organ, which followed the political will of the wise—and if fortunate it managed to keep about two jumps ahead of the sheriff. But for newspapers under should have more than one daily publication. It is true there are many cities of that population and under that two fairly successful dailies are published. But the tendency is toward elimination and consolidation.

"This situation should not be minimized. Many small cities are suffering and are perishing because of an over abundance of weak, struggling papers which are unable to represent their city aggressively. No small city can really support more than one newspaper. To endeavor to do so is to place an added burden upon the merchants and business resources of the town—a burden which they should not be asked to carry. 'If you want to own a newspaper in a small city, therefore, do not try to start a new one, but buy a daily already in the field if you can, and build it into a strong, vigorous property. If you insist upon starting new papers, select a city of fifty thousand population or over and be prepared to spend lavishly—not a few thousands of dollars, but a hundred thousand or several hundreds of dollars.'

The Premium of The Moment

"The American Flag"

We are offering our new Gloriabunting Flag, sewed stripes, Printed Unions, Guaranteed Fast Colors, at prices considerably under.

Write at once for Samples and Prices.

S. BLAKE WILLSDEN
29 East Madison St., Chicago
A. P. STRETCHES FROM MEXICO TO CAPE HORN.

(Continued from Page 4B)

Latin-America to publish European events the same day that they break.

MAINTAIN THREE BUREAUS.

Four bureaus act as the hub of the organization’s activities in Latin-America. Jesse Crosswy is in charge of the bureau at Rio de Janeiro, F. C. Scoville is in Havana, is at the head of the Santiago office and M. N. Stiles is bureau chief at Buenos Aires. Member papers in smaller cities take care of their regional news.

The principal functions of the bureaus are to attend to the needs of the member papers, to endeavor to guide the Latin-American desk in New York as to the news requirements of the members and to deal with them in matters pertaining to their relations with the Associated Press. The bureaus also cover events which are of interest to newspapers in North America.

While the demand of North American papers for Latin-American news is not yet sufficient to require a daily glut of dispatches to New York, their appetites seem to be growing judging by the stories from those regions that have been featured prominently during the past few years. The Buenos Aires bureau, in addition to collecting the news of Argentine, Uruguay and Paraguay worthy of sending to the United States, co-operates with the correspondents in other bureaus since South America news flows into Buenos Aires in greater quantity than to other South American cities, the bureau at Buenos Aires is in the best position to keep check on all South American happenings.

An illustration of the widespread service of the Associated Press cable service in the western hemisphere was furnished by the manner in which the organization covered Lieutenant Walter Hinton’s seaplane flight from New York to Rio de Janeiro. Lieutenant Hinton flew over land and water down to the West Indies, through the Greater and Lesser Antilles, from the Windward Islands to Trinidad and thence down the South American east coast to Bahia, Pernambuco and finally Rio de Janeiro. Wherever the seaplane party touched, its progress was reported by Associated Press correspondents. Wires were filed successively by H. M. Frith, Associated Press correspondent at Nassau, Bahamas; F. C. Scoville, Havana; F. E. Evans, Fort-au-Prince, Haiti; Laszlo Pardo, Santo Domingo City; Harwood Hull, San Juan, Porto Rico; J. R. Carrere, Blase-Terre, Guadeloupe; Jose Ivanes, Fort-de-France, Martinique; George Grell, Port-of-Spain, Trinidad; B. D. McDougall, Georgetown, British Guiana; The Times, Paramaribo, Dutch Guiana, and M. Deschanell, Cayenne, French Guiana. The arrival in Brazil was chronicled by Antonio Tigre, Pernambuco, and the Rio de Janeiro bureau, which covered several events during the time the American fliers remained in Brazil.

That’s the average capacity of the Stevenson Furniture Mold

Any height of base desired—Shell cast (.759”), Ludlow (.765”), Zinc (.856” or .860”), or any intermediate height required. Any size of slug 6-12-18-24-30-36 pt., 30 pica lengths.

The STEVENSON FURNITURE MOLD

can be applied to any Linotype, Lino Slug Caster, or Intertype.
NEW HAVEN

Connecticut’s Largest City.

In New Haven, Conn.—

The New Haven Register

is

FIRST and FOREMOST

It completely blankets the field.

Every night The Evening Register has a larger circulation than any two other New Haven papers combined—a concentrated circulation—91% of which is within ten miles of the New Haven city hall.

The average Daily and Sunday combined circulation of The Register for the six months period ending April 1st, 1923, was per issue

35,514 Copies Net Paid

All Special Extras Excluded

The Register fulfills every requirement in quantity and quality as the best advertising medium in Connecticut’s largest city. It covers the field completely and the wise advertiser will insist that The Register is on his list if he enters Connecticut at all.

During the past year The Register printed 10,306,721 lines of advertising—3,298,654 lines more than any paper in New Haven.

The New Haven Register.

Quality and Quantity circulation. It covers the field.

REPRESENTED BY

JULIUS MATHEWS SPECIAL AGENCY, Boston, New York, Chicago, Detroit.
Making the Most of Chicago

When cultivating the Chicago market in their desire to reach ALL buyers, advertisers naturally turn to The Daily News first.

Here's why: The Daily News is read by very nearly every worth-while family in Chicago—96 percent, of its immense circulation being within Chicago and its suburbs.

The London Chronicle says: "The Chicago Daily News is by far the best evening newspaper in the world." Chicago agrees with this. Chicago likes The Daily News; reads it; believes it.

Eminently successful advertisers, local and foreign, use more space in the six buying days a week, month after month, year after year, in The Daily News than in any other Chicago newspaper. Successful advertisers, asking the most of Chicago, use

The Chicago Daily News

FIRST in Chicago
EDITORS' FIRST MEETING STRIKES HIGH NOTE.

PROFESSIONAL ETHICS CODIFIED FOR GUIDANCE OF PROFESSION — YOST AGAIN ELECTED PRESIDENT — HARDING'S ADDRESS ONE OF THE HIGH LIGHTS.

Harmony and high purpose marked the two-day session of the American Society of Newspaper Editors at the New Willard Hotel in Washington last week at which the nation's press was pledged to honesty and fair play, and a code of ethics by which "sound practice and just aspiration in journalism could be designated" was adopted.

The final session of the meeting was participated in by President Harding in his capacity as editor of the Marion Star, who spoke as one of the active members elected under a rule permitting membership of editors of papers in cities of less than 10,000 population who have attained distinction in other fields.

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The keynote of the gathering was sounded at the opening session by Casper S. Yost, editor of the St. Louis Globe Democrat and president of the society, who declared the need of establishing the newspaper on a basis which would clearly entitled its workers to professional recognition.

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Selling more food products and fruits in Philadelphia
by getting women to ask for your goods at 5900 grocery stores

Producers of food stuffs who seek a market in Philadelphia can reach both retailers and the buyers for the nearly half a million homes in the city through the newspaper which nearly every local advertiser uses—The Philadelphia Bulletin.

If you want increased sales, get the women who buy for the 2,046,945 population of Philadelphia and Camden, and those who buy for the big surrounding territory, to ask for your goods by name or trademark at the 5900 groceries in Philadelphia and Camden.

You can reach nearly every family in and around Philadelphia and Camden through The Bulletin—the choice of most large and small retailers for their own campaigns.

Dominate Philadelphia
Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin
PHILADELPHIA'S NEWSPAPER

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending March 31,1923—505,098 copies a day.
KERNEY GREETED BY WILSON ON BIRTHDAY.

GOVERNORS JOIN IN HONORING NEW JERSEY EDITOR AT HIS FIFTIETH ANNIVERSARY DINNER. PRESENT GOLD RING—PERSHING SENDS HIS CONGRATULATIONS.

Former President Wilson joined with Governor Silzer of New Jersey and many other notables in extending greetings to Kerney on his fiftieth birthday anniversary of the Trenton Evening Times. The Federal Club at dinner Monday evening at Trenton, presented Mr. Kerney, who has been the organization's toastmaster for ten years, with a magnificent set of golf clubs.

Edward C. Stokes, former governor of New Jersey, in a happy speech, made the presentation with a few lines of verse equating attorney and editor in a parody of a verse by President Wilson felicitating Mr. Kerney.

Mr. Wilson wrote: "I wish that I might be present to express my congratulations, regard and appreciation. But unhappy circumstances prevent my being here and I can only send in this way my congratulations by the mouth of this gentleman on his birthday. I shall be only sixteen years ahead of him and in ten or fifteen years there shall be no apparent difference between us in vigor and fighting spirit."

General John J. Pershing also sent a fine letter of greeting to Mr. Kerney. Governor Stokes read another letter, from former Councilman Everett Townsend, now general manager of the Allentown (Pa.) Leader, in which he declared "Jim Kerney has always been eminently fair in all matters of a religious, political or social nature."

Governor Stokes facetiously said, "It wouldn't be Trenton without Jim Kerney," and declared that when Kerney was in the room there was not such a harsh at times as those in prosperity, for he had a never-failing kindness for those who came to him in his office, no matter what his troubles were before him."

Governor Silzer, who attended the dinner, made an exception of this occasion when he cancelled his speaking engagement a few days before, in the interest of public business.

TECHNICAL ADVERTISERS TO HOLD FINAL MEETING AT NEWARK MAY 11

The Technical Publicity Association will close its season of regular monthly meetings with an entertainment on the evening of May 11. The association usually meets in New York but it is planned to hold this meeting at the Robert Treat Hotel, Newark, N. J.

COMING FROM CALCUTTA

William Smith, who visited New York last year as a representative of the Calcutta, India, Englishmen and Indians' Association, said that he had lived quietly in a city for fifty years. The association meets usually in New York but it is planned to hold this meeting at the Robert Treat Hotel, Newark, N. J.

DIRECTING MERCHANDISING WORK IN ADDITION TO NEW DUTIES.

William G. Hobson, manager of the merchandising service department of the New York Evening Journal, will continue to direct the merchandising department in addition to his other duties.

PAPER MANUFACTURERS SIGN WAGE AGREEMENT

Representatives of nine paper and pulp manufacturing companies and six labor unions operating in the United States signed an agreement last week in New York. The agreement provides for an increase of 10 cents per thousand dollars for unskilled labor and 15 cents for skilled labor. The employers offered an increase of 10 cents for unskilled labor and the unions accepted it.

RECORD GROWTH SHOWN IN A.P. SERVICE.

The Associated Press in its march toward strengthening its service, reported an increase of 100,000 miles in the last year. The organization's news over its 105 leased wires is now being transmitted in the volume of matter disseminated by the Associated Press to its 1,270 members. The organization's news over its 105 leased wires is now being transmitted in the United States and the other is used from ten o'clock in the morning to ten o'clock at night when the news load is the heaviest.

NEW MEMBERS.

Forty-five additions were made during 1922 to the organization's leased wire service, bringing the total to 1,600. The new state circuits are giving member papers highly developed service for the transmission of the daily reports. The development wire is operated during the entire twenty-four hours of every day and the other is used from ten o'clock in the morning to ten o'clock at night when the news load is the heaviest.

TRENCHES IN TELEGRAPH CORPS.

Although the Associated Press employed less than 600 operators in 1916, it today has in the neighborhood of 950 operators in its corps. The organization is leasing approximately sixty-five percent more wires than in 1916.
PROTECTING YOUR INVESTMENT

Leadership. EVERY development of the slug composing machine from the first idea of the circulating matrix to the present quick-change, multiple-magazine text and display machine has been a Linotype achievement. The Linotype Company maintains organized departments that do nothing else except work ahead to keep the Linotype user in the front of the printing business.

Performance. LINOTYPES are in active operation today after more than a quarter-century's steady use. Many are in use in remote places. Linotype resources have been invested without stint in factories and equipment to take care of the needs of the printing business for years to come.

Service. THE more than 45,500 Linotypes throughout the world are supplied through Linotype sales and supply organizations that serve four-fifths of the world's printers and publishers.

MERGENTHALER LINOTYPE COMPANY
29 Ryerson Street, Brooklyn, N.Y.
FORMER AMBASSADOR GERARD PAYS TRIBUTE TO GENERAL FAIRNESS OF NEWSPAPERS—ECONOMIC WAR WOULD AFFECT ADVERTISING FIRST OF ALL, HE SAYS.

"The slightest dislocation of our complicated social organization would affect you, gentlemen, first of any class— ... the large assemblage of editors, publishers and advertising men at the annual dinner of the A.N.P.A. Bureau of Advertising."

FAIRNESS OF NEWSPAPERS OF ALL, HE SAYS.

"Making it easy for the farmer to borrow money, necessary as that is, is not enough— it is a poor help to enable a man to work and save. ... if we wish to preserve him as an individualist he must have government aid in forming co-operative associations."

THE CASE OF THE FARMER.

"There is bitter unrest in this country among those people who form the backbone— the farmers. A friend of mine told me that he lately paid plasterers in this city $40 per day in wages and bonus for 12 hours work on a quick job."

NEWSPAPER WOMEN RE-ELECT MARtha COMAN PRESIDENT.

"Metropolitan newspapers throughout the United States and Canada are prospering as never before," says a New York newspaper man. "Something must return. Remarkable increases in circulation and in advertising lines are being reported. The general outlook is that the end is not yet."

PROSPERITY AMONG DAILIES GENERAL FEATURE MAN FINDS.

"In this connection, it would be well for newspaper owners to beware lest legitimate news be too greatly subordinated to advertising copy. It is a fact that the proportion of real news and features will never evoke such complaints."

NEW ADVERTISING AGENCY.

"The head of one of the greatest railroads to whom I was suggested the establishment of a special school to teach copy editing and headline writing—a school, they say, they might be financed by half a dozen of the leading dailies of the country, or by newspaper owners, might be made self-sustaining by charging a fee for the training. Such instruction, which could be complete and include the standard styles of the leading types of good newspaper advertisements."

AGENCY CHANGES NAME.

"The firm name of Benson, Gamble & Slaten of Chicago and Cleveland, has been changed to Benson, Gamble & Crowell. The personnel of the agency remains the same as herebefore.

KANSAS SCRIBES PLAN GOLF.


DULUTH EDITOR LEAVES NEW ADVERTISING AGENCY.

"Major J. S. Stoddard, Northwest editor of the Duluth Herald, who died March 02, left property valued at $9,000. Estate."

RAYMOND A. FAGAN.

"Fagan last year won the association's trophy for the best front-page make-up. He was second in the make-up contest this year."

KANSAS CITY EDITOR WINS I.E.A. PRIZE FOR SERVICE TO HIS COMMUNITY.

"Raymond A. Fagan, city editor of the Kansas City Star, has been awarded the International Editorial Association's silver trophy for service to the public in 1922."

THE FOURTH ESTATE May 5, 1923

FORMER AMBASSADOR GERARD PAYS TRIBUTE TO GENERAL FAIRNESS OF NEWSPAPERS—ECONOMIC WAR WOULD AFFECT ADVERTISING FIRST OF ALL, HE SAYS.

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KANSAS SCRIBES PLAN GOLF.

NEW HOME
The New York Times
The new building as it will appear when completed, with a frontage of 243 feet on West 43d Street

A fourteen-story addition to The Times Annex, to be completed next Autumn, will double the present capacity and provide The New York Times with one of the largest and best equipped newspaper plants in the world, covering an area of 317,800 square feet.

Presses—64 Units to run as 20 Sextuples or 16 Octuples, with a capacity of 600,000 twenty-four page papers or 480,000 thirty-two page papers per hour.

Typesetting machines—79.

The New York Times is read by the largest group of intelligent, responsive and discriminating persons ever assembled by a newspaper.

The New York Times publishes a greater volume of advertisements than any other New York newspaper. In four months of this year The Times printed 8,322,122 agate lines of advertising, 223,516 lines in excess of the corresponding period of 1922.

In twelve months, May, 1922, to April, 1923, inclusive, The New York Times published 24,465,738 agate lines of advertising, a gain over the previous twelve months of 1,894,721 agate lines, and an excess over the second New York newspaper of 6,499,298 lines.

The average daily and Sunday circulation of The New York Times for the six months ended March 31, 1923, as reported to the Post Office Department, was 370,266 copies. On Sunday the net paid sales exceed 550,000 copies.
SIMPLE MISTAKES MAGNIFIED BY EAGER CRITICS.

IOWA EDITOR explaIns SOME NEWSPAPER INTRICACIES FOR BENEFIT OF THOSE WHO LIKE TO POKE FUN WHENEVER ERRORS ARE DISCOVERED.

There seems to be a perfect epidemic all over the country of finding fault with newspaper mistakes that appear in print. People who can't read, or typographical errors, a misplaced line, are rushing to the paper with the news of their discovery and chortling with glee at the embarrassment they cause, comments the Fairfield, Iowa, Ledger.

It doesn't seem to be understood among the laity that getting out a newspaper is a good deal like rolling a dollar along on a fence top, with many more chances of getting astray than of getting a thing right.

We once heard a preacher say that the charge that righteous people were narrow-minded, dull and disgusted, was the truth and narrow and straight, with more room all about it than along its way. The marksmen's bull's eye, he pointed out, had hardly any margin at all, but had to keep within very narrow limits.

Nobody realizes that better than a newspaper man familiar with the operations of a modern newspaper: which calls for large output and much speed. The play of all the modern and intricate machinery and highly trained specialists are required in their operation. Striking the right key on a linotype is a matter of skill and precision, and the operator who sits the day through and turns out lines of type by the hundred, is on a constant strain.

It takes but the fraction of an inch and the merest touch of the finger to go wrong, and a second's distraction, the least lapse of attention, means a mistake that must be hunted down and corrected, and every hand and eye throughout the force is strained to catch these mistakes and make the corrections.

With the lapse of time, of course, errors do not escape even the vigilance that is spent upon them, and everybody about the paper has a remedy for the paper's out if nothing more than a misprintings appear. The urge of every newspaper is to accuracy, and it seems to those engaged in making the paper that every man's hand is against them. The most by-and-large statements are made to reporters as the solemn truth, names are misspelled, facts omitted, wrong initials given, the vague rumors magnified into important news.

It was different in the old days of weekly newspapers, when the editor put into his newspaper in a week about a third of what goes into the newspapers of today. He had to lead to proofs, time to corroborate statements, some opportunity to go about and check up his facts.

But in these days of telephone and telegraph, an attempt to cover a whole country every day to go into details in the complexities of a life that would have been men of a quarter of a century ago dizzy, the chances for mistakes multiplied, despite all later dates and correction.

And really it is not a difficult matter to find them, and the discovery of them does not entitle anyone to a distinction as a reporter. They are there for anyone to read, there despite the fasting and prayer of the whole force, there as a necessary accompaniment of the speed and extent of modern newspaper work. Every newspaper has them, and if the paper were held up until it could be turned out in perfection it would be a historical document and not news.

NEWSPAPERS UP-TO-DATE AND JUST AS RELIABLE AS TEXT BOOKS.

Science as set forth by the press is more up-to-date than most text books and just as reliable, according to Dr. Ernest Horn, of the University of Iowa, who recently completed a series of lectures in Minnesota at the invitation of the Minneapolis Teachers league.

Dr. Horn based his statement upon research performed by Dr. Charles W. Finley and Dr. Otis W. Caldwell of the Lincoln school of Teachers college, Columbia University, in which the articles on biology in eleven representative American newspapers were studied.

"In general, the reliability and high standard of material collected," Dr. Horn said the conclusions read, "is one of the definite impressions made by the study."

"Newspapers appear to be more up-to-date in biological than are college and high school textbooks. Every newspaper has them, and if the paper were held up until it could be turned out in perfection it would be a historical document and not news."

NEWSPAPERS OF UTAH ELECT OFFICERS.

MANAGING EDITOR OF DAILY PRESS CHOSEN HEAD OF CLUB—AMON W. FOOTE, WHO LEAVES NEWSPAPER WORK AFTER 30 YEARS, NAMED HONORARY PRESIDENT.

Harry A. Fox, managing editor of the Utica, N. Y., Daily Press, was elected president of the Utica News-writers' Club at the annual meeting last week.

Amon W. Foote, retiring president, leaves newspaper work after thirty-one years. He was unanimously elected as honorary president for life, having served as president of the local newspaper men for the period of fifteen years. Mr. Foote was also managing editor of the local daily.

President Foote retires as city editor of the Observer-Dispatch on May 1, at which time he will take up the duties of executive secretary for the local lodge of Elks.

The retiring president responded with heartfelt emotions, following the resolution thanking him for his unceasing activities in behalf of making the club a live organization. Among other things he mentioned that it had been fun to sit in association long with local journalists, and that he had found them always a bunch of good fellows.

The next gathering of the club will be the annual banquet, set for tonight.

REQUESTS FOR EDITORIALS WRITTEN BY JOURNALISM STUDENTS.

State officials of Missouri, Wyoming, North Carolina, and Idaho have asked the Medill School of Journalism of Northwestern University for a number of editorial typesetting sets, and other requests for editorial use in directing their public policy in regard to education. Other organizations have shown similar interest and the Chicago Live Stock Exchange has ordered 600 copies printed at its own expense for distribution. Indiana and North Carolina have also asked for several hundred copies.

The broadside, Save Illinois' Cows, was written by fifteen members of the class of editorial writing and policy at the Medill school.


Other broadsides have been published on forestry legislation, the question of mental defects, economic conditions in Chicago, relation of history to modern life.

AGENCY IN NEW QUARTERS.

The George W. Ford Advertising Agency has moved into new quarters in the Hurt Building, Atlanta. The change was occasioned through the business growth of this agency.

JEWISH DAILY FORWARD STAATS-HEROLD CORRIERE D'AMERICA
FAMILIAR ROMAN LETTER FORMS EASY TO READ.

PLEA FOR MORE GENERAL RECOGNITION OF ROMAN LETTER FORM DOES NOT BAR NEW TYPE DESIGNS, LINOTYPE TYPOGRAPHY DIRECTOR DECLARES.

For type to be easy to read by the great masses of people, it must be in the familiar roman letter forms which they have learned in the schools, and read most easily through the power of habit, Irwin L. Gage, assistant director of linotype typography, in a recent address on the subject, emphasizes that so much of our everyday reading is of roman letter form which depart from the established roman alphabet can produce a type face or style of lettering that will be successful in advertising. Type designers who seek novel roman types or lettering, disregard the most powerful factor for getting their story across.

"This plea for a more general recognition of roman letter forms does not bar new type designs, nor shall we discriminate between the several established roman letters which are all fundamentally legible because true to their roman source," said Mr. Gage.

"We must also recognize that the subdivisions of the several families are generally learned from the well-ordered text books, and we can discriminate between the several roman faces, but there is no space available for a discussion of the many, many differences of light and heavy faces of the same type, nor of the effects of colored inks and papers. It is generally true that the normal weight roman types, printed in black ink on white or light-toned paper, furnish maximum legibility.

"It is unquestionably true that the so-called gothic types, extra bold faces, text or display roman, italic roman, roman capitals, and other special or secondary roman, should not be used in advertising, but even if they are used, the book ideal dominant type selection.

"The legibility depends strongly upon background space; the legibility of type depends upon the space between lines and masses and makes for readable character. Crowded lines and masses are always uninviting, frequently quite repellent. Here again the book page is a safe guide. Properly designed, it will be sufficiently leaded to promote an easy passage of the eye. The length of line will be related to the size of type. If small type is used on a large page it will be set in two or more columns.

"Spaces between masses of type determine the apparent relationship between the lines. In display typography, lines and masses adhere in appearance as wide spacing decreases. In this respect, in the qualities of symmetrical arrangement, display type is an exact direct descendant of title-page design.

"Correct leading of type is often neglected, with resultant loss of legibility. In certain faces, the ascending and descending characters, (b, d, f, g, h, k, l, t, w, c, o) have been deliberately extended to exact an apparent unity of the 'body' mass of the alphabet to include adequate white space. Such type retains maximum legibility when solid. The linotype Cheltenham family has this characteristic.

"Other types, notably the Scotch and Bodoni, require ample leading to invite reading. Glambattista Bodoni planned his type to be used with luxurious margins and generous space between lines. To crown his work, he violated as much as the sound logic of his design for a given purpose, in order to advertise. Bodoni himself type should use Bodoni types without first studying the books printed either by Bodoni or his competitors. His ideals.

"The reading of books gives us another type instinct—for arrangement in rectangular masses. This is the way we read the newspaper, in which set type and therefore the most simple as design. But its great value lies in the irregular lines of type. Irregular lines of line set in regular spacing in reading. However, irregular lines of type, headings, etc., gain in effect by contrast to the regular rectangular masses of body matter.

"In book composition small illustrations are usually inserted on the pages by allowing rectangular white spaces. In advertising typography, as in display typography, the type is 'run around' to fit the composition, because the type line is generally easier in appearance and legibility.

"The Linotype Company recognized an urgent need among printer's and users of printing type for a book ideal typography. Such a book should show the book ideal in all typography and should be interpreted in terms of book ideal in advertising and general printing. A book of this type should show the generally accepted type families and the traditions of style to which the reader is most accustomed. The page must be selected with its echo in the business requirements of other media.

"Protracted work, painstaking and detail to be found in the forthcoming Manual of Linotype Typography. The principles which have been laid down in this article will be found elaborated and illustrated with many variations in the 272 pages of the Manual. The literature of printing does not contain a similar book of creative stimuli and technical work examples. Printers, publishers and advertising men must realize that the book ideal typography and type use and typographic treatment.

"AD MAN TRACES HISTORY OF ADVERTISING — GIVES EXAMPLES.

F. D. Zimmerman, advertising manager of the Continental Oil Company of Denver, and formerly vice-president of the Associated Advertising Clubs of the World, in an address on the Romance of Advertising, before the Seattle Advertising Club, traced advertising from the time of the Egyptians to the present, with fascinating accounts of publicity and quotations descriptive of sales offered, from hiring a slave to a roman to the early advertisements.

"Showing what advertising could accomplish, Mr. Zimmerman cited the case of an insurance company which has sold 250,000 policies solely through advertising at a cost of $1.60 policy. He listed the success of advertising and sales agents. He gave a comprehensive history of automobile publicity as well as a study of many popular companies.

"His address closed with an appeal for truth in advertising, the great problem of the Advertising Clubs of the World, predicting that the profession is going to have to observe what advertising mediums, especially newspapers and magazines, are carrying to avoid the charge that the advertisements carried by them were the truth—100 per cent.

"MUSCLE SHOALS TESTIMONY HEARD.

MANY PURCHASERS SUPPORT ALLEGATIONS OF FALSE CLAIMS AND MISLEADING ADVERTISING—H. J. KENNER OF AD BUREAU, AMONG THE WITNESSES.

Further hearing on the complaint of the New York Better Business Bureau against Howell & Graves, who are selling lots in the vicinity of Muscle Shoals, Alabama, from offices at 350 Madison Avenue and in a store at 1257 Broadway, held before Magistrate Simpson in the Municipal Court. A half-dozen purchasers of Muscle Shoals lots were present to support allegations of false claims and misleading advertising.

"Mr. Kenner, managing secretary of the bureau, among the witnesses, said that Graves had told him Howell & Graves intended to withdraw a circular bearing the pictures of Henry Ford, Thomas A. Edison and President Harding, but not until 2,500,000 copies had been distributed.

"As to an alleged secret "straw vote" in congress in favor of accepting Henry Ford's offer to take over the Muscle Shoals development from the government, one of the witnesses, Mrs. Irma H. Stewart, formerly employed by the bureau, testified that Albert L. Howell, one of the partners, told the story as part of his illustrated talk to prospective purchasers. Mr. Howell said that he had cast his ballot in favor of accepting the offer.

"Mrs. Stewart said she attended the lecture with another employee of the bureau and had made a memorandum of it the next morning. Colonel William Rand, representing Howell & Graves, demanded that the memorandum be produced. It was marked in evidence.

"Mrs. Stewart said Howell described the land as similar to the Palisades, high and dry, and capable of growing two bales of cotton to the acre. He described a brick-paved road, separating Muscle Shoals Center from the government nitrate plant, which the bureau declares does not exist.

"The magistrate refused to admit testimony as to what two of the salesmen told the prospective customers in a private office, after the lecture.

"The allegations are that advertising matter is being disseminated in violation of Section 421 of the Penal Code.

MR. KENNER SAID THAT IN HIS TALK WITH GRAVES, THE REAL ESTATE MAN REMARKED THAT IF FORD OR HALF A DOZEN OTHER INTERESTS DID NOT TAKE HOLD OF MUSCLE SHOALS THE GOVERNMENT WOULD BE FORCED TO DEVELOP THE PROJECT THEMSELVES. HE ADMITTED THE WITNESS, SELLING ONE LOT FOR $4,900, AND EXPLAINED THE REASON FOR NOT HOLDING THE PROPERTY SO THAT HOWELL & GRAVES COULD REAP ALL THE PROFIT FROM THE CONTEMPLATED SOAP BOOM WAS THAT THE FIRM EXPECTED ITS CUSTOMERS TO FOLLOW IT FROM ONE INVESTMENT TO ANOTHER.

"It used advertising methods, Graves said, "to meet competition."

Press dispatches say that three firms, in addition to Howell & Graves, are under investigation. Those named are the Muscle Shoals Development Corporation, E. Frank Croissant and the Hillhouse Development Company.

"Chattanooga papers say the realty board of the city fined Howell & Graves $100 for not furnishing free advertising matter to the public in connection with Muscle Shoals lots. The city says there are twenty-five suits pending against the Hillhouse company by the State of Georgia.

Lots bought as low as the rate of $25 per acre have been selling for $7,000 each, an acre yielding eight or nine city-size lots. Land prices within the limits of the Muscle Shoals towns of Sheffield, Tuscumbia and Florence have been rising to a high level, it was stated.

"When the Wilson Dam is finished not more than 300 to 400 men will be employed in the powerhouse, so the possibility of profits from real estate in the outlying sections becomes entirely a matter of the magnitude of any commercial or manufacturing development that might occur.

DORRANCE, SULLIVAN & COMPANY
formerly Grandin-Dorrance-Sullivan, Inc.
Advertising
130 West Forty-Second Street
NEW YORK
COLUMNIST’S IDEA OF A PERFECT NEWSPAPER.

PLENTY OF CONSIDERATION FOR EVERYBODY BY CHRIS TOPHER MORLEY—AND THIS INCLUDES THE REPORTERS AND EDITORS, AS WELL AS READERS.

A great lover of newspapers, sometimes we wake late at night thinking about our idea of the Perfect Paper. Some, at any rate from the editor’s point of view, confides Christopher Morley, Bowling Greening in the New York Evening Post.

Newspapers are published too often. Journalists work much too hard, and at such high pressure that many of their best qualities—imagination, judgment, humor, perspective, etc.—are vitiated by the swift spin of their routine.

The Perfect Paper (we make these suggestions only tentatively, not arrogantly or as dogmas) would be published twice a week. And this could be justified by the fact that people are more interesting two out of every three days. Two days a week is enough to keep the news alive, and it would provide a breathing space for the Sunday paper.

Of course a lot of the features we would want to see in it are already in existence in various journals. We are never ashamed of copying a good idea from any one of our contemporaries. We believe in the adage, “Imitate the ancients and surpass the moderns.”

The Perfect Paper would be greatly interested in religion, and would print every Wednesday an actual sermon delivered the preceding Sunday in some church—not from the parson’s MS, but exactly as it was delivered.

The Perfect Paper would be a little skeptical about the general business of each and every community. Some say that the public wants to be kept in ignorance of the activities of the city in which it lives. But the Perfect Paper would give much space to the activities of the community, and would endeavor to keep its readers informed of the doings of the great and the small.

The Perfect Paper would be much interested in Crime, and would employ all the vivid art of De Quincey in reporting it. It is a matter of common knowledge that the public is interested in crime, and that it will support a newspaper which gives them the full details of the crime.

The Perfect Paper would be much interested in Music, Drama, and Literature. It would review these with the same loving curiosity now devoted to Food. A Food Reviewer would be sent around the country to report, truthfully and appetizingly, on what he finds. Schools and colleges would be reviewed by an educational reviewer, who would report on the actual state of affairs in these institutions.

The Perfect Paper would give much space to the activities of Congress. We have a passionate curiosity to know exactly what is going on in Congress. We have never been able to find out— we mean the actual flavor of the Senate and the House. We would have a correspondent in Washington, who would give us a daily report on the activities of the legislature.

The Perfect Paper would be interested in the activities of the newspapers themselves. We would have a correspondent in each city to report on the doings of the local papers. We believe that the public has a right to know the doings of the newspapers which it supports.

The Perfect Paper would be interested in the activities of the advertising agencies. We would have a correspondent in each city to report on the activities of the advertising agencies. We believe that the public has a right to know the doings of the advertising agencies which it supports.

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The Perfect Paper would be much interested in the activities of the advertising agencies. We would have a correspondent in each city to report on the activities of the advertising agencies. We believe that the public has a right to know the doings of the advertising agencies which it supports.
EARLY AMERICAN NEWSPAPERS AID OUR HISTORIANS.

BOSTON NEWS LETTER, THE WEEKLY POST BOY AND NEW YORK GAZETTEER HAVE FURNISHED MANY AUTHENTIC INSIGHTS INTO 18TH CENTURY EVENTS.

Students of early American history within recent years have been paying considerable attention to the newspapers published in the Colonies. A recent work by Dr. John K. Lord, entitled "The Fourth Estate: Early American Newspapers and Their Importance to Our Historians," has shed new light on this fascinating subject.

EARLY AMERICAN LOTTERIES.

James Rivington's New York Gazetteer, which, during the Revolution, was called the "Lying Gazetteer," tells in March, 1794, of a lottery scheme to raise 600 pounds to build a church near the Brooklyn ferry. Another writer of "words which the patronage of the Rector and Vestry of Trinity Church." In August, 1767, the Weekly Post Boy tells of the trial of William Johnson on charges of piracy. The jury acquitted him, but the case revealed the depth of public dissatisfaction with the government's handling of the war with the French.

WHEN NEWS WAS SCARCE.

Coming down to the Weekly Post Boy of New York City, the editor, James Parker, on February 9, 1747, published a pathetic lament on the scarcity of news. He said:

"Our kind readers must now naturally expect a great dearth of news and we are, therefore, quite at a loss what to give that may be agreeable. The town being alarmed, pursued them, the enemy finding it, scattered them into parties and so did the English into ten in a company pursuing them."

In July, there was an interesting item which recalls stories of Captain Kidd's adventures. According to the Weekly Post, three ships were caught in a storm at sea, and only one man was saved. The man, who claimed to have escaped from Captain Kidd's ship, was eventually given a large sum of money by the government.

NEWSPAPER ADS FOUNDATION OF SALADA.

ADVERTISER CREDITS STEADY ADVERTISING FOR SUCCESS OF HIS FIRM—BUYS SPACE IN NEARLY EVERY PAPER OF LARGE CIRCULATION THROUGHOUT COUNTRY.

Thirty years ago when P. C. Larkin came to the United States to see about importing groceries and the public in a new branch of tea he was pushing, people knew him, he didn't care; sales seemed hopeless. The trade was indifferent. The product had been on the market for years, but the public wasn't interested. The attempt to launch the product was being made in Boston, and it went well there, it was hoped to extend its sales somewhat to the rest of the country. And perhaps, although a rather fond daydream at the time, a little beyond.

The idea was that a newspaper campaign, which took in all the newspapers of the country, would eventually result justified his belief, since newspaper advertising in a city where newspapers were established, had been on the way to understand the advantage.

OURS IS A LAND OF PAPER ADS.

The paper was issued weekly, and in the number of July 24, 1704, occurs a notice which has added materially to our knowledge of the weekly publication. It refers to the execution of six pirates in Boston, of which the ring leader was Captain John Quelch.

When news was scarce, the weekly Post Boy tells of the trial of William Johnson on charges of piracy. The jury acquitted him, but the case revealed the depth of public dissatisfaction with the government's handling of the war with the French.

THE EDITOR'S VIEW.

There is lots of white space to be had, plenty of clever commercial artists, no lack of good typographers, but men who have the ability to write compelling copy—men who can take the twenty-six letters of the alphabet and a few punctuation marks, and arrange them on the page to make people unloose their purses strings or reach for their check books, are so few and so far between that when such a discovery is offered more work than he can do, we are able to favorably sympathize with the sums received by the popular story-writers.

An interesting test of the value of copy was made by a mail-order publisher a short time ago. He had two magazine ads prepared by two different copy writers for a series of twelve newspaper advertisements for a leading real estate concern. Another writer of "words which cut like steel," received $2,500 for the series of six sales letters.

The total insurance is expected to reach approximately $2,000,000 of which some $800,000 will be newly written.

The Chicago offices of the Arkenberg Special Agency have been removed from the Lytton Building to 250 East Ohio street.
ADVERTISING IS A NEEDED HELP IN BUSINESS.

MANAGER OF PHILADELPHIA DEPARTMENTSTORE SAYS BRINGING BACK BUSINESS DEPENDS UPON SALESMAHSHIP—DISPLAY TYPE AN IMPORTANT ITEM.

The prayer of business men should be: "bring back a healthy, steady demand for those utilities of nature which through labor have been produced in sufficient volume to meet the normal, healthy needs of a happy, working nation," says Herbert J. Tily, general manager of Strawbridge & Clothier of Philadelphia.

"Bringing business back depends upon consummate salesmanship," Mr. Tily continued, "and making it forge ahead on your resourcefulness, knowledge, sincerity and devotion to your profession.

Retailing, like producing, must go on forever. It is simply supplying directly the needs of the consumer. Manufacturers may sell directly to the public, but in thus selling they become retailers and will have, ultimately, all the troubles which confront the retailer today.

"If retailers, be they who they may, fail or fall in the self-imposed task of supplying demand, studying demand, stimulating demand, they will regress instead of bringing business to where we want it. Who would go back to conditions which existed before advertising had grown to be the great lever of retailing? Is it not true that before the art of display in type and in show windows had become so great a factor in the stimulation of demand that the world was encouraged to live more fully, more richly, more completely, more happily?"

"Unfortunately," Mr. Fellows added, "too many advertising dollars are being shot into the air without any logical plan. Then when people turn to the newspapers for news and advertisements, they find the papers empty and the buyers go elsewhere.

"Businessmen can take a good lesson from their wives," R. N. Fellows, advertising manager of the Addressograph Company, said. "When giving a party the wife carefully picks the people she wants to give her a smile and a feeling that makes them glad they came."
SPOKANE TO SEEK ADVANCEMENT BY PUBLICITY.

COMMITTEE TO TIE UP WITH RAILROAD CAMPAIGN APPOINTED—CITY'S GROWTH SLOWER SINCE PUBLICITY DRIVE WAS HALTED TEN YEARS AGO.

Organization for a greater publicity effort for Spokane and the surrounding country has been completed by a group of prominent business men who have formed what will be known as "Spokane and Inland Empire, Incorporated." It is described as a non-profit-sharing organization of citizens interested in gathering and giving publicity to accurate and authoritative information about Spokane and the Inland Empire.

Officers of the new organization are: Chairman, R. B. Paterson; vice-chairmen, L. M. Davenport and W. H. Cowles; treasurer, W. D. Vincent. Frank J. Walker was appointed chairman of the finance committee, and L. M. Davenport, Frank W. Guillbert and Raymond P. Kelley a publicity committee.

The movement started last December when the two Chicago men responsible for the two-dollar advertising campaign of the Burlington, Great Northern and Northern Pacific railroads were in Spokane. At that time an organization committee was formed, with representatives of various civic organizations holding a series of meetings at which plans were discussed and a tentative budget made up.

In January an open meeting of 60 representatives of all the business and professional groups, and arriving at an agreement to raise the necessary funds, was held. The quotas having been accepted by these groups on the basis of a maximum budget of $13,000, an organization meeting recently brought the preliminary work to a close, and the responsibility of raising funds was delegated to the finance committee, composed of Mr. Walker and the various group representatives.

"The advertising campaign of the railroads offers Spokane and the surrounding country an unusual opportunity to put its advantages as a place in which to live and do business before a tremendous audience," said Mr. Paterson. "It looks to me like a chance to get in the advertising game and to put up some advertising that will last, and I am heartily in favor of going ahead with it energetically. It is the best kind of business to invest a comparatively modest sum in getting more people here to advertise their business more locally, with the additional result that we may be able to have a much more effective advertising campaign than we have had in the past.

"Spokane has had practically no organized effort on anything beyond an incidentalscale for 10 years," said Mr. Davenport. "From 1908 to 1912 Spokane went farward in population and progress, and we know that a lot of the growth was largely due to our vigorous efforts in advertising and publicity. In the intervening years we have done little in this direction because of lack of funds, and as a consequence we have enjoyed but little growth. To my mind an effort of this kind is not only a good investment, but more, it is a pressing necessity. I think the plan is a good one, offering an exceptionally profitable investment."

MERCHANTS SET STRAIGHT ON NEWSPAPER ATTITUDE BY TRADE PAPER.

The Michigan weekly newspapers found an ally in the Michigan Trade man after the fifth annual convention of the Michigan Dry Goods Association, who scored that branch of the newspaper industry. The convention claimed that it was cheaper to install mail lists as the newspapers "had degenerated." The trade paper reminded, probably will watch the local merchant who finds his business dwindle to a certain point and then go to town and win over his customers to the native "hick" merchant who buys space in the weekly and sells products.

The large mail order houses usually make an appropriation for advertisement, on my purchase list, the other merchants fail to use the local paper, the trade publication pointed out.

"Another feature which local merchants should take pride in is the feeling of resentment which will ultimately result from the attempt on the part of the local newspaper to starve a business. This resentment will ultimately find expression in a campaign of retaliation which will make the career of the village merchant an exceedingly difficult one."

"As soon as the country printer becomes fully conversant with the benefit of having his former advertising patrons, he will go to nearby cities and fill his pages to overflowing with the announcements of big city stores, which will play havoc with the small town merchant. The city merchants will follow up these announcements with personal appeals to the farmers, offering to accord them the privilege of charging accounts. This will naturally result in the money business from the town dealer to the farmer, and place the small merchant in an uncomfortable position."

"I found, when I was in business that it paid me to advertise the facts about my concern and play square with my customers. Continuous persistent advertisers are reliable and are soon known as such."

Mr. George declares that advertisements are of great educational value because merchants, financiers, industrial leaders and all classes of business men make a point to advertise the latest inventions and marketable commodities.

By reading bond advertising and "display" descriptions of great industrial developments, according to Mr. George, is in the forefront of educational progress. By studying these ads Mr. George contends that he is able to profit greatly in his daily business transactions.

"I think I can truthfully say," declared Mr. George, "that 75 per cent. of all my purchases are made from the newspaper advertising. I also am informed by some people who expect to reap all their facts from the reading matter, but I suggest that these ads are too good and they will be astonished at what they will find therein to interest them."

SOUTHERN PAPER IN NEW HOME.

The Morgantown, N. C., News Herald has moved into its new home and in celebrating the occasion gave a housewarming to hundreds of citizens of Morgantown and vicinity who were shown through one of the most model small town newspaper plants in the south.

The many compliments paid the new building by visitors were evidence that the people join with the publishers in their pride over the fact that Morgantown is able to boast of a newspaper that is able to do the things that have been done by the News Herald.
PREMIER SQUIRES
PUSHES PAPER MILL PLAN.

NORTH AND WEST SECTIONS OF NEWFOUNDLAND SOLIDLY SUPPORT PROGRAM FOR BIG WATER POWER PLANT—SOME OPPOSITION COMES FROM SOUTHEAST.

Following the dissolution of the Newfoundland parliament, Sir Richard Squires, leader of the Liberal party in Newfoundland, is appealing to the people for a mandate to put through a large water-power development program, to be effected by harnessing the power of the Humber River and utilizing its vast lumber reserves for the manufacture of paper.

Under the program of development proposed, the water power would be used for pulp mills having a daily capacity of four hundred tons, as also for other industrial purposes. Development will be completed under the joint guarantee of the British Government and the Newfoundland government. Premier Squires has endorsed the opposition at the polls.

Account of conflicting interests, a strong fight has already been staged over the proposition. The North and West sections of Newfoundland are strongly behind Premier Squires' development policy. In the Southeast section, however, opposition has rallied under the leadership of Sir Michael Cashin, the executive head of the Tory element. Sir Michael has issued a circular to the electorate, describing the undertaking as visionary.

The same opposition was encountered earlier by the Liberal party when, under the leadership of Right Hon. Sir Robert Bond, it inaugurated the scheme for the development of the waterpowers and paper possibilities of Grand Falls, now the well-known Anglo Newfoundland Development Company town.

Reason for the opposition is said to be due to the fact that the majority of the large fishing merchants located in the southeast section and belonging to the conservative party, believe that in land industrial development will take men from the fishery and other vocations and that they will consequently have to pay the fishermen higher wages than at present.

Advises received at the Washington office of the Newfoundland Business and Financial interests are that Premier Squires probably will be endorsed by a large majority, as the South sections of the island, while populous, has not sufficient voting strength to control the whole country.

SOUTH DAKOTA EDITORS FIND WOMEN CORRESPONDENTS MOST SATISFACTORY.

Men or women country correspondents— which? Women, reply 20 of the 25 editors who filled out answers to a questionnaire submitted by the South Dakota Rural Press. Two replies show that editors prefer men correspondents in rural communities providing the men can be persuaded to give as much time as women would give to the same job.

One editor answered that he had no choice, either men or women were satisfactory, it all depended upon the person's ability, and that "good ones of each sex were found on the paper." One reply suggested that a farmer could give better service to the newspaper because he had a bigger grasp on general news, such as the crops, improvements, farm changes, etc.

Why do South Dakota editors who replied to this questionnaire consider women better correspondents? This answer may be taken as typical of those received: "Usually women are not so tightly wired up on business and work—work they feel they cannot drop a moment to write some items: women use the telephone more for 'visiting' and thus get news." Housewives are singled out of this classification as the most desirable correspondents for various reasons, but the most universal answer was similar to this one: "A housewife who has some time at her command. one interested in church, lodge and social activities."

Other reasons for placing housewives in the first rank as 'reporters' of country news to weekly papers are as follows: "Housewives are always at home and on the job—they use the telephone more than men." "* * * Correspondents, especially housewives, are able to furnish personal items, such as sickness reports, births, deaths, parties and church activities because they are interested in such events." "Women have more inclination for the work and are better gossipers."

These editors were almost unanimous in agreeing that school teachers and preachers are poor correspondents for country communities because they are less interested in the happenings which newspapers record.

IN NEWSPAPER WORK HALF CENTURY—GIVEN BANQUET.

Colonel T. W. McCullough, a journalist landmark of the West, was given a surprise banquet recently on the occasion of his fiftieth anniversary in the newspaper business, dating from his boyhood as a printers' devil. Colonel McCullough was busy with his daily grist, writing editorials for the Omaha Bee, when he was notified that his presence was imperative at the Brandeis Building. There he was escorted to a dining hall on the tenth floor, where 200 representative men and women were waiting to greet him. These included the chief representatives of all the daily newspapers of Omaha.

James B. Wootan, editor of the Public Service Magazine of Chicago, was in town especially for the occasion. He was for years one of the editorial executives of the Bee. He escorted the colonel to the seat of honor and made a glowing speech. Letters and telegrams were read from old-timers of the Bee staff from all over the country.

One of Colonel McCullough's old fellow-workers in Rapid City in the old pioneer days related with great gusto the story of how "Mac" first defied him to shoot, then slapped the gun from his hand, pummeled the fellow and threw him out, keeping his gun as a souvenir.
N. Y. DAILY NEWS

HALF TONES

Best in the World

Made by

POWERS

NEW PROCESS

CANADIAN PAPER INDUSTRY IS EXPANDING.

NEW MILLS AND EXTENSIONS TO OTHERS, BIG FACTORS ASSURING DOMINION’S PROSPERITY—DOMINION AND PRICE BROTHERS ENLARGE NEWS PRINT OUTPUT.

Ever since January, news in Canada has made it plain that the Dominion and Price Brothers, lumber and paper manufacturers in Quebec, have been increasing their output of newsprint. The Dominion, which is one of the largest newsprint producers in the world, has added a new mill at its plant in Quebec, and has increased its capacity by 25 per cent. Price Brothers, on the other hand, has increased its capacity by 40 per cent. They have also added a new mill at their plant in Ontario, and are now producing a total of 50,000 tons of newsprint per month.

The increase in newsprint production is due to the growing demand for newspapers in both Canada and the United States. The Canadian government has been encouraging the production of newsprint to help meet the needs of the country, and the companies have responded by building new mills and expanding existing ones.

For PROMPT SERVICE

TYPOGRAPHICAL MACHINERY

In Stock for Immediate Shipment by
Selling House Located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS COMPANY

An Injury Done Cannot Be Undone

Prevent Accidents With The

CUTLER-HAMMER SYSTEM

Printing Press Control
"Safest in the World"

N. Whitney, formerly sales manager of the Merrill-Soule Company, Syracuse, N. Y., and for the last two years general manager of the Continental Stores Company, Cleveland. He was for years advertising manager of the Larkin Company, also of Buffalo.

Walter J. Munro, for several years secretary of the advertising agency of Brooke, Smith & French, Detroit, has joined the...
POWER OF PRESS
MOCKED IN HALL MURDER CASE.

NEW YORK WORLD REPORTER TELLS OF INJUSTICE DONE BY DETECTIVES DESIRE FOR PUBLICITY—MRS. HALL MADE INNOCENT VICTIM OF INNUENDO, HE SAYS.

There was one phase of the Hall-Mills murder case in New Brunswick, N. J., that struck Peter Vischer, New York World reporter and first national vice-president of Sigma Delta Chi, as of the highest importance and that lends itself to brief presentation. He was astounded at the ease with which the great power of the press—that forceful and righteous determination of newspapers to present the truth—was insensibly mocked.

"Motive was the star to which detectives and reporters immediately hitched their wagons—with horses whipped to a gallop," says Vischer, writing for the Quill, published by Sigma Delta Chi. "Who had provocation to commit this crime? Naturally, motive pointed most brazenly to her husband and to his wife. He was promptly eliminated, on the satisfaction that a man of such easy-going and unearthing nature, withal so mild and so ignorant, could not possibly have committed the hideous shooting. Detectives, with most of the reporters following their lead, made up their minds that she must certainly have been the instigator if not as well a witness of the crime. (To charge the same opinionated procedure to the three prosecutors who had the case in hand at various times would hardly be fair.)"

"One of the so-called star reporters on the case told me before he set foot in New Brunswick that in his opinion the only way to cover a murder story was to make up one's mind just who the culprit must be, then follow all leads that point in the direction of the chosen criminal."

"The natural suspicions of the reporters were heightened by the fact that the rector's wife kept herself secluded. For weeks she did not show her face, much less talk to reporters. She made but one statement and the few facts that could be learned about her had to be wheeled out of the suffragist-friend who came to her aid so loyally and protected her so staunchly in retreat, and the lawyer this friend brought into the case at a comparatively late hour.

"Koenigsberg, the editor, said the wiser, backing back to their first guess, these were the actions of a guilty woman. What other explanation could there be for declining to be interviewed four or five times a day?

"The many other possible theories were quite overlooked. Robbery was quite possible, though the jewelled chain and money were missing. Blackmail was hardly given a thought. Thqt three and perhaps more women venerated and worshiped the rotund little rector was considered insignificant.

"All this is background, to show how it happened that the finger of suspicion pointed only in one direction. And here follows what I am driving at.

"Reporters were after news. Whether they thought her guilty or not was of no moment. They had to report what the detectives on the case were doing, supplemented by what they discovered through their own investigations. They sent their papers every word that detectives said.

"They quoted anybody and everybody who claimed to know anything at all about the case. They clambered up and down the rickety framework of charges the prosecution was carelessly erecting. They grasped eagerly the countless downright lies told them by hard-visioned detectives. They wrote columns about the sights noratories seeking 'eye-witnesses' claimed to have seen.

"The upshot of the whole business was that the newspapers—the fair, honest newspapers, organized like Joseph Pulitzer's so that they would never tolerate injustice—virtually accused this woman of the foulest of murders. Her crime was that she never lived a life in retreat and elected to stay in retirement after her husband was murdered, bad enough, and then publicly revealed as a traitor to his cloth and a cad.

"The newspapers make this woman a martyr to sensationalism. I am as convinced of her innocence as were the members of the Somerset County Grand Jury which refused to indict her on the flimsy though outspoken and damning charges which had been broadcasted over the country, yes, over the whole world, in the press. I feel that the press owes this woman an apology.

"The newspapers must first of all give the news, says an expert.

What is the difference between advertising and news? If a man is running a newspaper, is he going to permit himself to make any restrictions in what he will print as news, and what is purely advertising?

"A genuine newspaper is true to its name," says Arthur Hallam, advertising instructor at the University of Oklahoma, Norman. "It prints in its news columns news, and news only. Of course, it is not always easy for the publisher of the paper to draw a hard and fast line between the two factors, and it is easy to go to extremes either way.

"The one basic point that must not be overlooked is the fact that the paper is valuable to its advertisers in direct proportion to the respect with which it is held by its readers. It is the interest of these readers that makes them want the paper, and it is their desire for the paper that makes its columns acceptable to the advertiser.

"A newspaper must first of all be a newspaper, not a puff sheet to satisfy the vanity of a minority of the members of the community who may be a little more vociferous than their fellow townsmen.

"In the next few talks we will attempt to define a policy that a newspaper publisher can adopt with discretion, which he can use in deciding just what he shall print as news for his readers, and what kind of material he should refuse to accept unless it is paid for at regular advertising rates. It is much more important to have a paper that is respected in the community for its independent treatment of news than to make peace with a few aggressive people who feel that they are entitled to some free publicity."
REACHING A CITY WITH ITS OWN LANGUAGE.

DIFFICULT, OF COURSE, BUT IT'S WORTH THE TROUBLE, AND THAT'S BIG REASON FOR NEWSPAPER STRENGTH—BEST OF GENERAL COPY MUST BE LOCALIZED.

The very best general advertising campaigns are those that are not bound to be "shy" in one important point. It can't carry the good, friendly, neighborhood appeal that other forms of advertising can if it is not located in the exact community it is trying to reach.

The most effective advertising is that which is tailored to the needs and tastes of the people in the community. It is these communities that have the most money to spend, and it is these communities that have the most potential for growth.

Newspapers that are able to reach their communities in this way are able to attract more advertisers, and they are able to charge higher rates for their advertising. This is because advertisers know that their money is being well spent.

A newspaper that is able to reach its communities in this way is also able to attract a larger audience. This is because the people who live in these communities are more likely to be interested in the products and services that are advertised in the newspaper.

The key to reaching a community is to understand its needs and its tastes. This requires a lot of research, and it requires a lot of effort. But it is worth it, because the rewards are enormous.

JOHN C. MONTGOMERY & CO.

122 S. Orchard Street
Watertown, N. Y.

Now on The Troy Times, Troy, N. Y.
Stories of prosperity that are coming in from all parts of the country seem to have banished most of the bitter recollections of the depression that followed the panic of 1929. While most of the discontenting happenings of that era have lost their edge, there is still a wholesome respect for the manner in which economic law grind those who trifle with the means of wealth. The faa tendency, especially among newspapers, seems to be to take the rising tide warily.

One of the most conclusive demonstrations of prosperity so far as newspaper publishing is concerned, is furnished by the reports of several Southern publishers. Walter C. Johnson of the Southern Newspaper Publisher's Association in local advertising, forty-four members reported gains as follows: Six, from one to five per cent; twelve, from five to ten per cent; eight, ten, ten to fifteen per cent; five, fifteen to twenty per cent; and one, twenty per cent increase. One reported the same volume of business. Two ad

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J. A. Zeigler, publisher of the Florence, S. C., News-Review, was a visitor in New York last week. He secured an A.P. membership for his paper. Gotley, with the New York Journal, published daily and Sunday, Mr. Zeigler reported that business is good in his section of the Carolinas.

Hopson Owen, formerly advertising manager of the Montgomery, Ala., Advertiser, was in New York last week mingleing with his many friends among the publishers. "Hop" is connected with the colossus New York Sun Service Corporation which is conducting the national slogan and trade-mark campaign.

Everett C. Johnson, publisher of the Newark, Del., Post, was the chief speaker at the annual banquet of the Pennsylvania Railroad Veterans Association in Wilmington last Saturday night.

Harris Samonsky, sports editor of the Wilmington, Del., Evening, has been appointed manager of the Grand Lodge of Delaware, A.F. & M.

C. F. Hart, mechanical superintendent of the Wilmington, Del., Evening, has returned from several weeks' visit to Atlanta and other Southern points.

J. A. Dean of the New York Times' proofroom is back from a three-months' trip to South America, where he went to escape the rigors of winter.

T. F. Olsen, former Northwest editor of the Duluth Herald, has been appointed special traffic investigator of the ... Olsen was appointed Northwest editor of the Herald, a position he held until he left in January of this year.

T. M. R. Keane, president of the Pacific Coast Advertising Clubs Association, is making a tour of the Pacific Coast advertising clubs in the interests of the association's convention which is to be held at Spokane, June 17 to 21.

W. Bruce Macnamee, former Washington newspaperman, and Mrs. Hazel Haberman, of Marion, Ohio, were married a few days ago at the City Hall in New York. The wedding was the outcome of a campaign which began during the Harding "Front Porch Campaign" at Marion in 1920, when Mr. Macnamee, then covering the political developments at Marion for the Universal Service, first met Mrs. Haberman. Mr. Macnamee is now with the publicity division of the same company. The newly married couple will live in Washington.

The marriage of Thomas Kirby, former Washington newspaperman, and Miss Margaret McKinley, took place at St. John's Church, Boston, Mass., last Saturday morning. Mr. Kirby was formerly on the staff of the New York Times. He served as captain of artillery attached to the general staff in the World War and is now engaged in a representative capacity with the disabled veterans organization. The bride is the daughter of Mr. and Mrs. Gilbert James McKinley of Washington. The couple will establish their residence in Washington.

NEW REPRESENTATION.
Dubuque, Iowa, Daily American Tribune to C. L. Houser Company.

May 5, 1923
BOSSOM ESTABLISHES PRIZE IN ARCHITECTURE FOR BRITISH STUDENTS.

Alfred C. Bossom, architect of The Fourth Estate Chair presented to President Harding by the Newspaper Editors of America, was born in England and studied there, and even since he came to America has made a serious study of his work. He is now offering silver and gold medals and traveling stipendship to English architectural students, who will gain them opportunities of making a greater success of their architectural education. He is carrying out the following plan:

All large architectural schools in Great Britain are invited to submit not only the design, but also the most accurate approximation of cost, and a financial statement of the probable revenue, upkeep, costs, depreciation, etc.; in other words, a complete financial statement of the entire undertaking.

The judges will be composed of a group of men consisting of a prominent architect, a prominent builder, and a prominent business man, who will check up on all points of merit.

A silver medal will be awarded to the best design submitted in each school. The winners of these silver medals will send their drawings to London, where the Royal Institute of British Architects will judge them, as mentioned above, and select the best one, which will receive a gold medal. The winner will also have a six months' trip to America.

England will send her architects here to study our modern commercial architecture, which is conceded to be the best in the world, and undoubtedly many students will prefer to come here rather than going on to the Continent as they did in former years to get ideas.

It is Mr. Bossom's hope that this interchange of ideas will help very much in the understanding between the great English speaking peoples.

with this plan because it promises to stir up building, which has been operated largely at a loss due to the absence of the Standard Requirements on the part of the architects, and it should in a reasonable time to some extent help in the unemployment problem, which is so acute at present. It will also be stimulating to investors and other kindred organizations interested in the scheme.

Mr. Bossom is going abroad soon to conclude the various details and present the problem to the Royal Institute of British Architects.

NEWSPAPERS WILL BE ASKED TO BAR TABLES OF RUNS AS BLOW TO GAMBLERS.

Commissioner Kenesaw M. Landis is planning to ask the owners and editors of the newspapers of the United States, especially the owners of papers in major league cities, to cease printing the tables showing how baseball runs made weekly by the club bars.

His investigation of gambling and gamblers has convinced him that the printing of these tables is merely catering to the pool gamblers and the pool gambling element and that, if the newspapers would quit publishing them, gambling in this form would be reduced.

Commissioner Landis has discovered that the persons who make large sums out of baseball pools have virtually no chance to win, since, in addition to the mathematical odds against them, the swindlers conducting the large pools pay out less than 90 per cent of the total money wagered in prizes, and some of the pools appear to give back less than 10 per cent of their total takings.

He considers this form of gambling, by which large sums are taken from small bettors, to be most dangerous to baseball and as a further effort to stamp it out all over the country. In many cities papers catering to the gambling element permitted this and this is considered the chief aid to the poolroom swindlers, who otherwise would be forced to calculate the "pay off" figures in some form that would enable the authorities to trace them and destroy their "sure-thing" game.

NEWSPAPER ADVERTISING AND THE ALPHABET MAKE THIS STORE PROFITS.

To the ordinary person the alphabet with its 26 letters placed in a row merely represents a conglomeration of symbols. The Sieg Company store of Marshalltown, Iowa, uses it to attract reader interest and to sell its wares in a distinctly different way. Below the alphabet placed at the top of its window card, the store ran the following copy:

"We have here 26 letters with which we might write anumber of words, sentences or even pages. With their various combinations we have been able to tell you of our previous advertisements of our business ideals, our standard price and our full value is the only way we can satisfy a customer of our low overhead, and of our determination to deliver to the people of Marshalltown better values every day."

"If you should attempt to give you, individually, these messages, the expense would be prohibitive. With our greatly increased volume of business our advertising expense last year was only per cent of our sales. We are convinced that where a business has a real message to tell, that newspaper advertising is by far its best medium and tends toward economy."

MAIL NEWS AND FEATURES WORLD-WIDE NEWS SERVICE J. J. BOSDAN 18 SCHOOL STREET BOSTON, MASS.

America's Best Magazine Pages Daily and Sunday Newspaper Feature Service
341 W. 58th st., NEW YORK CITY

Complete your business page with the latest developments in the textile and allied industries.

Daily News Service Features Weekly Reviews Special Articles.

Wire or Write for Particulars.
ETHICS BASIS OF JOURNALISTIC INSTRUCTION.

TWENTY-FIVE PER CENT. TIME AND ATTENTION OF CLASSES IN REPORTING AND COPY-READING GIVEN OVER TO MATTERS OF ETHICS, PROFESSOR FLINT SAYS.

"Three questions seem to be involved in a discussion of teaching the ethics of journalism," says L. N. Flint, professor of journalism at the University of Kansas, in an address prepared for the American Association of Teachers of Journalism.

"First, when should ethics be taught? In what part of the course?"

"One way to answer the question is to say that ethics is necessarily taught in all parts of a course in journalism. A diagram might be made showing that the first, second, and third per cent. of each journalistic subject that should be devoted to a discussion of ethical questions can be found, I think, that a course in reporting or writing that stresses the time and attention of the class is given to matters of ethics. The same is true of a course in history. If 25 per cent. of the percentage is even higher in a course in editorial writing, and so on. This element in a journalistic course, I believe, is, in my opinion, the most important and should be increased to the maximum."

"Considering specific courses devoted to ethics, we find that in practice, they fall into two classes. The first, ethics combined with a course in history. History and Principles of Journalism is an example. The second, separate courses, such as a course in ethics. The other group consists of courses teaching the name of Ethics of Journalism or some such name as Editorial Problems and Policies."

"In my opinion, both types of courses have a place in any curriculum in journalism. In my history of journalism belong in the first year, so that the beginner will acquire a broad view of the business before he is preparing to enter. A course in his- tory of journalism is necessarily needed by the student in his various classes as assembled and organized and amplified into the beginnings, at least, of a philosophy of journalism."

"The second question involved in a discussion of the teaching of journalistic ethics has to do with the content of the special course in ethics."

"My notion is that there are four kinds of stuff to be brought into such a course. First, an introductory consideration of the general principles of ethics. Students who have not had a general course in ethics need such preparation for the more specific questions to be introduced later. For those who have had a general course, this introduction serves as a review of the subject. In both cases, it will prevent fresh points of view."

"The second element of the course is the consideration of the ethics of journalism. It consists of the enumeration of the twenty or thirty major ethical problems that confront editors and the discussion of the theories of ethics as applied to such problems. These two divisions of the course might be described as the theoretical part."

"The third element of the course as taught in the department of jour-
HELP WANTED

Advertising Manager
College town, 6,000; evening daily; must be able to write copy, sell campaigns and special pages; $525 to start. NEWS-JOURNAL, Wilmingtom, Ohio.

Wanted
Advertising solicitor, thoroughly experienced in New York City, with full record in making good now, and with long successful record under various circumstances, desires better and permanent connection. Young married man. Metropolitan and Provincial experience. Positive producer. Now located in the East. Address Box 5999, care THE FOURTH ESTATE.

Business Manager or Advertising Manager
making good now, and with long successful record under various circumstances, desires better and permanent connection. Young married man. Metropolitan and Provincial experience. Positive producer. Now located in the East. Address Box 5883, care THE FOURTH ESTATE.

Circulation Manager
Morning newspaper near New York City, circulating through newspaper, wants to develop carrier system. Preference to those with long standing newspaper experience. State age and last two circulations Address Carriers System, care THE FOURTH ESTATE.

Assistant Circulation Manager
18 years in subscription gallery and delivery dept of dailies and weeklies. Practical in every detail. 20 years of age and wide awake. Can handle correspondence. Available immediately. Highest references. Address Box 5897, care THE FOURTH ESTATE.

Advertising Manager
If you are the publisher of a second, third or fourth newspaper in your city and believe that your advertising volume should show a material increase, and are ready to pay advertisement for details as to my past record. For seventy years I have been climbing by developing my record and my record is an enviable one. I am just finishing my experience on a metropolitan daily and would like three weeks vacation before tackling the next hard nut. I am married and young. I have the initiative, enthusiasm and executive ability to produce the results that you demand. I am not looking for an easy job. I ask an honest record before I come. Let me give you a summary of my past record before I go. Address Box 5886, care THE FOURTH ESTATE.

Mr. Publisher
Do you want circulation? And a carrier organization that will give you 100 percent service. A circulation organization that can co-operate to get results. Will consider any proposition—medi um size city preferred. Address Box 5386, care THE FOURTH ESTATE.

Circulation Manager
Wants connection with live newspaper, nine years experience, 18 years in circulation and circulation and thoroughly familiar with business and mechanical details and all functions of newspaper making and management. 29 years old, married and available for connection on short notice.

Interview can be had during Publishers' Convention in New York.

Credentials prove ability to handle any proposition—medium size city preferred.

Address Box 5388, care THE FOURTH ESTATE.

Editorial Job
Assistant editor of leading daily in Eastern city of 100,000 wants desk job in or near New York. Can write forceful editorial writer and humorous paragrapher. Married, 35, eight years experience. Address Box 5379, care THE FOURTH ESTATE.

NEW ALASKA PAPER
The Fairbanks Alaskan, a four-column, four-page paper, published weekly each Sunday, is the latest Alaska newspaper to make its appearance. James Feater is the editor.

CHRISTIAN DAILY PAPER TO BE REVIVED IN CHICAGO
The American Daily Standard, a Christian daily newspaper published for three months in the winter of 1920-21, is to be revived shortly as the Chicago Daily Standard. It will be a morning newspaper. Its predecessor was an evening paper. Rev. Oliver Monoma, who was an editor in chief of the American Daily Standard and now is editor of the Ministers' Monthly, will be the publisher.

A plan the newspaper will not be published until sufficient advertising for one year has been contracted for and 25,000 subscribers paid in advance are on the books.
SITUATIONS WANTED

Editor
Practical news man and editorial writer, now employed, desires change in location. Prefers city of between 50,000 and 100,000 in Ohio or neighboring state. Address G. B., care The Fourth Estate.

Circulation Manager
Seats Change
An efficient, energetic, enthusiastic, tactful circulation manager, 18 years experience, seeks change. Has added 1,200 new subscribers and doubled cash receipts, without use of voting contests, in past two years. Will present connection. Best of references from past employers. Salary $65 to start, more as I earn it. Good reason for desiring change. Address Box 5994, care The Fourth Estate.

Editor or Assistant
Trade publication or house organ. Reporting and copy desk experience. Young. College graduate. N. Y. territory. Address Box 5897, care The Fourth Estate.

Circulation Manager
Good opportunity for man of ability. Territory covers twelve Southern States. Give age, experience, references and salary. Address Box 5998, care The Fourth Estate.

Editor or Assistant
Trade publication or house organ. Reporting and copy desk experience. Young, College graduate. N. Y. territory. Address Box 5897, care The Fourth Estate.

SITUATIONS WANTED

MRI. PUBLISHER
If an Insurance Co. stood ready to write a policy insuring you a 25% increase in your circulation during the next 12 months wouldn't you make it your business to get a policy?
The nearest you can come to that policy is to hire me as Circulation Manager based on the increased circulation during a certain period over your present ratio of increase.
Your Circulation Department is not "just a part of your paper." I will make it an important and valuable asset. The larger the city or the field the better.
Address Box 5401, care The Fourth Estate.

START RIGHT.
To those who intend entering the publishing field I offer the benefit of my practical experience of twenty-five years in the trade paper field.
I CAN FIND THE REASON.
If you are now printing a weekly or a monthly and it is not as successful as it should be I can TELL YOU WHY.
A practical printer, with successful circulation, advertising and office management experience. Write confidentially to Joseph A. Savadel, 108 Targee street, Stapleton, N. Y.

General Manager-
Efficient executive with long experience, city and country; good organizer, expert reporter, in business and mechanical ends. Can make good from start in cities up to 100,000. Will go anywhere. Age 45. Available April 10. Address Box 5864. care The Fourth Estate.

HAVE YOU AN OPENING or can you create one? I am an advertising solicitor of proven ability. One who does not know what "impossible" means in getting results. In or near New York City. Address Box 5871, care The Fourth Estate.

Classified Advertising Manager
Young married man with three years experience as Classified Manager, wants position in the middle west, preferably city of 50,000 to 100,000. Am now employed. Address Box 5890, care The Fourth Estate.

SITUATIONS WANTED

News & Editorial Executive
News and editorial executive, at present managing editor in city of 200,000, has excellent reason for desiring change. Sixteen years metropolitan and small city experience, the last three devoted largely to organization and reorganization work. Last connection nearly 10 years.
Energetic, constructive builder in both news and editorial departments, seasoned executive and trained developer of ideas. Will consider only afternoon or twenty-four hour proposition. In 30's. Married. Address Box 5340, care The Fourth Estate.

MR. PUBLISHER
If an Insurance Co. stood ready to write a policy insuring you a 25% increase in your circulation during the next 12 months wouldn’t you make it your business to get a policy?
The nearest you can come to that policy is to hire me as Circulation Manager based on the increased circulation during a certain period over your present ratio of increase.
Your Circulation Department is not "just a part of your paper." I will make it an important and valuable asset. The larger the city or the field the better.
Address Box 5401, care The Fourth Estate.

Your Newspaper’s Future—
Have you planned your organization so that it will carry on when you are ready to relinquish full or partial control?
Do you need a man to relieve you of some of your burdens so that you may conserve your energies for the bigger and more trying problems of present day newspaper problems?
In short, do you feel the need of a highly trained assistant publisher or general manager?
Such a man, at present engaged on a large midwestern daily, is prepared to make a permanent connection elsewhere.
Address Box 5377, care The Fourth Estate.

Newspaper Foreman

Editor
 Twenty-two years service in publishing business. I desire to form a connection as editor, small or medium sized daily, or good weekly. Will purchase interest in a property that can show a reasonable profit on operations. Address Box 5875, care The Fourth Estate.

SITUATIONS WANTED

Advertising Manager
Who knows the game from A to Z wants to make change to paper where there is a real future. Should you need a live wire, Here's your man. Address Box 5870, care The Fourth Estate.

WE CONNECT THE WIRES—
EDITOR AND MANAGER wants substantial interest by cash investment in small city afternoon daily. Has owned, developed sold two newspapers, making handsome profit by each venture. Employer writes: "Saved us at rate of $30,000 a year by his knowledge of the business." Our No. 9780.

FERNALD'S EXCHANGE, INC.
Third National Bank Building, SPRINGFIELD, MASS.

Advertising Manager
with ten years successful experience on leading dailies, desires a permanent connection as an advertising or business executive. I am a man with broad vision and high standards with ability to produce and hold the confidence of both publisher and public. Age 25, married, college education. Available September 1st or sooner if imperative. Address Box 5899, care The Fourth Estate.

A REAL WESTERN PRESS CLIPPING SERVICE that actually covers the WEST.
Pacific Northwest
Press Clipping Bureau
Seattle, Wash.
the greatest auxiliary news service in the middle west.
THE CAPITOL PRESS
Peoria, Ill.
(established 1912).

CHARLES
HEMSTREET
PRESS CLIPPINGS
59 Park Place, NEW YORK
The problem of covering the Canadian Field is answered by obtaining the services of the Dominion PRESS CLIPPING AGENCY which gives the clippings on all matters of interest to you, printed in over 95 percent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.
74-76 Church Street. TORONTO. CAN.

At your service, THE IMPROVEMENT BULLETIN, reaching archivists, contractors, engineers, contractors, and architectural firms throughout the Northwest, 8,600 circulation and growing constantly. A subscription list is a Buyer's List, reputable and virtually hand-picked. Sample of the Bulletin sent on request. DAILY CONSTRUCTION NEWS, publishing news of building projects, live leads for salesmen, $50 a year. WESTERN PRESS CLIPPING EXCHANGE, first-class clipping service for trade papers and individuals. Writs at Minneapolis, Minn.
FOR SALE

Proof Presses
Several Poor Models No. 2, bed 18x26 inches; in absolutely first-class operating condition, with de- rful press for proving full column galley or large forms quickly and getting clean, clear proofs. Wish to sell immediately; priced accordingly. 116 Sansom St., Philadelphia.

UNIVERSAL TYPE CASTER with complete equipment and large spaces in 6x4 point. First class working condition. Will furnish operator for installation. Frank Nossel, 38 Park Row, New York.

For Sale

High class evening paper, Eastern Pennsylvania, modern equipment; good business; earning large dividends on price asked. Initial payment $25,000. Leading evening paper, small city, New York area are noted for their extreme-making money. Initial payment $7,000. Evening paper in East, exclusive field, modern plant, good business earning, bankable. Initial payment $50,000.

Control evening paper in Virginia; exclusive field; up to date; bankable. Initial payment $15,000. Half interest in well known evening paper in the Northwest. Splendid opportunity. $75,000 cash required. Some real bargains in weekly publications. J. B. Shale Times Bldg., New York City.

FOR SALE

WASHINGTON SCRIBES PROMPT IN KEEPING APPOINTMENTS.

Washington newspaper men are scrupulous in keeping the appointments with high officials of the government at the precise hour. If an official asks for an appointment he always asks for a certain time. Washington newspapermen have found that the best way to keep appointments is to stand on time. If the official is late, the reporter may be late or not at all. A reporter who is late is usually excused by the official, but a reporter who is not there at all is always excused.

The earliest newspaper advertising in this country of which there is any record appeared in the New England Farmer in 1707. The first newspaper advertisement in the United States was in the Pennsylvania Gazette in 1708. It advertised the sale of a horse.

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ONCE BENEATH THEIR DIG

Evening Paper for Sale

110 N. Bowman St., Mansfield, Ohio

The earliest newspaper advertising in this country of which there is any record appeared in the New England Farmer in 1707. The first newspaper advertisement in the United States was in the Pennsylvania Gazette in 1708. It advertised the sale of a horse.

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Newspaper Opportunities

Before purchasing a Newspaper send for "LISTINGS." April issue contains details of nearly 100 papers needing from $10,000 down to $4,000 cash to handle. Weekly and longer time payments. John Wane has some papers that can be leased. All parts of the U. S. represented. Our personal service plan enables publishers to find the proper advertisers for their newspapers. They want a supply of "LISTINGS" before you buy. It's free and published three times a year.

We have a large number of customers who are depending upon us for newspaper advertising. They want to sell! List with us and save yourself the annoyance of curiosity seekers and those who want your paper and desire to work out the pay. We send you only actual inquiries. We have some customers ready to go at a moment's notice. Some big advertising job is just in. See if you don't want the business. Advertisers are quick and expect quick returns. Price. Also have those seeking small newspapers and weekly handbills who want to lease. No matter the size of your paper or where it is located, get your blank list with us and your paper will be quickly sold.

SEND FOR BLANKS TODAY and you will be surprised at how quickly we will dispose of your paper.

PUBLISHERS SERVICE BUREAU

118 N. Bowman St., Mansfield, Ohio

One of the largest publishing agencies in the United States. Our list of advertisers is constantly growing and we have always a good stock of blanks for the paper. We guarantee to handle your paper for you and to make you a good profit on your advertising. We have been in business for 15 years and have a large number of advertisers.

Mailing Machine

Rapid addressing machine, in good condition. It is designed to make room for larger equipment. Low price for quick sale.

Address Box 1050, Care THE FOURTH ESTATE.

NEW CHICAGO AGENCY.

Selling Newpaper Properties

Rapid addressing machine, in good condition. It is designed to make room for larger equipment. Low price for quick sale.

Address Box 1050, Care THE FOURTH ESTATE.
"SPIRIT" PICTURES FAKED, WORLD'S TEST SHOWS.

PRIEST'S UNIQUE REVELATIONS IN NEW YORK EVENING WORLD'S PHOTOGRAPHY ROOM SHOWS HOW EASY "SPIRITS" ARE SNAPSHOTTED—TELLS HOW IT'S DONE.

"Spirit photographs," which have been receiving more attention than ever from the press since the return to this country of Sir Arthur Conan Doyle, were placed in the class of news fakes and home made hoaxes recently by tests conducted for the New York Evening World by Rev. Father de Heredia, a Catholic priest, who is professor of Spanish at Holy Cross College, Worcester, Mass. Father de Heredia has devoted himself to the study of spiritualistic demonstrations and is one of the world's best informed on the subject. He has prepared to see an exhibition which could easily be shown not to affect the credibility of Sir Conan Doyle's exhibition.

The third was a staff photographer of over twenty years' experience who believed he knew his man. Sir Conan Doyle having been in the city for a few weeks, the photographer produced an unexposed plate from the Evening World's stock, in a new darkroom. The plate was developed and placed in the middle of the group appeared a shadowy but unmistakable likeness of Sir Conan Doyle's secretary, Mr. Betty, the editor of the Liberty of Great Britain.

"It is not necessary to use living persons," said the Rev. Father de Heredia. "The 'spirits' have been able to take the portrait of a prominent man..."

Back into the dark room went the plate, and when it was developed the shadowy pictures of a bulbous nosed man, who bore a striking resemblance to Sir Conan Doyle leaped out on the negative, on either side of Mr. Anderson. These witnesses crossed for another "show." With the same precautions, a portrait of Father de Heredia was taken, and the agent reported seeing the shadowy figure of the British Unknown Soldier on Amistad Day mingling with a great crowd at a ball in the city.

Voluntarily, he went to the Evening World and offered to produce a similar picture in the presence of witnesses, using, as he said, "trickery and device, and spiritism not at all—because as between living persons here on earth and the spirits that have passed from the body there is not and cannot be a control from the living world."

With three members of the Evening World staff, Father de Heredia went to the Evening World photographic department and witnessed was an artist who had heard Father de Heredia lecture many times before large gatherings and had seen him manipulate shapes that looked like spoons, tables, cause rappings and read sealed messages brought to him on a tray without touching the keys. He was quite certain Father de Heredia would fulfill his promise.

Another was a reporter of some twenty-five years' experience, a lifelong admirer of Sir Conan Doyle and inclined to believe the British spiritualist "might have something" and was not qualified to understand. This witness was prepared to see an exhibition of Sir Conan Doyle's photographs, to be shown here.

The advertising manager of a well-known house in New York has compiled a series of things not to do in writing advertisements. Here they are:

Don't write as wildly in advertising or publicity effort. There should be an objective just as in other departments of business endeavor. Don't forget that you have something to sell. Find out what that something is and sell it in which publication as definite details in a sales campaign. Don't turn out anything but the highest quality of copy reasonably possible.

Don'toversrate your case. If you do, the result may be to suggest compromises when you should take a firm stand. Don't forget that the individual you aim at is not obliged to read your stuff. The problem is to make him read it and like it.

Don't advertise as accomplishments things which are only prospects. There comes a day of accounting in advertising as in other things. Don't always try to be the other fellow at his own game. The best guide as to what you should or should not do. Don't mix things up too much. The copy man in your institution should be generally uniform, but this should not be carried to the extent of monotony.

KLAN PAPER'S AGENT IS ARRESTED BY POLICE.

George A. Pipp, who says he is a national agent for the Fiery Cross, a paper published by the Ku Klux Klan, was arrested in Columbus, Ohio, after he is alleged to have shouted his wares in a raucous voice, and had caused a crowd to collect around him in the entrance to the station. He said his home was in Indianapolis. He was released on $25 bond.

The Circulation of the NEW YORK EVENING MAIL

Represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

AD MAN GIVES ESSENTIALS OF ADVERTISING.

The ten essentials of good advertising have been concentrated to two—sincerity and plausibility. John Lee'Mahin, president of the Associated Advertising firms, said Mr. Mahin. "You must have the goods, and describe them truthfully to build permanent success. It is faith on the part of the readers which has made possible the tremendous expenditures on advertising in the daily newspapers, and in magazine and direct advertising."

"But advertising must be plausible. You must tell the truth so that it will seem apparent to the person who reads it."

"In the effort to make truth plausible, advertising must teach, and of recent years it has become a wonderful educational force."

HIGH SCHOOL PRESS ELECTS.

Adolph Emaksp, business manager of the Spokane Journal, was elected president of the Washington High School Press Association at the closing session of the convention held in Seattle recently.

The press convention was in cooperation with the Washington High School Leaders, which was held under the auspices of the University of Washington on the campus.

In the press association section many topics, such as a financing the high school paper, selling ads and proving their worth, managing the humor columns, and better make-up, were discussed and every representative was given an opportunity to benefit from at least a few of the suggestions. Several of the smaller papers are thought to have been greatly benefited.

THE TRIBUNE

In Terre Haute, Indiana, Leaders the Second Paper For the first Four Months of 1923 As Follows:

<table>
<thead>
<tr>
<th>Total Advertising</th>
<th>496,678 Lines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Advertising</td>
<td>414,638 Lines</td>
</tr>
<tr>
<td>Foreign Adv.</td>
<td>53,550 Lines</td>
</tr>
<tr>
<td>Classified Adv.</td>
<td>28,490 Lines</td>
</tr>
</tbody>
</table>

"In April the Tribune led the Second paper 28.7% in Total Advertising."

Representatives:

G. LOGAN PAYNE CO.
Chicago, Detroit, St. Louis, Los Angeles
PAYNE BURNS & SMITH, Inc.
New York, Boston
The impressive lead maintained by The News in local, foreign and classified lineage year after year is possible only because of proved results to the advertiser.

The Indianapolis NEWS

Frank T. Carroll, Advertising Manager
New York: Dan A. Carroll, 150 Nassau St. Chicago: J. E. Lute, The Tower Building

SINGLE-KEYBOARD MODEL 14 INTRODUCED BY LINOTYPE.

An outstanding feature of the Linotype exhibit at the A.N.P.A. convention was the single keyboard model 14, presented for the first time. The machine at once attracted wide approval, and several orders were placed on the spot.

The new machine has a range from five to sixty point, and the three main magazines and the main keyboard are controlled from one standard power driven keyboard. The operator does not have to move his hands away from the keyboard to get any character that runs in the machine. A touch of a control knob instantly switches the keyboard action from thirty-four channels of a main magazine to the auxiliary. At the same time the other fifty-six keys remain in operable connection with the main magazine.

Composition from the auxiliary is as rapid as from the main magazine, since the auxiliary is operated from the same power driven keyboard and from the same keys and the same position to which every operator is accustomed.

The thirty-four channels in the auxiliary magazine are arranged to accommodate five matrices, giving the model 14 a broad field of usefulness. The range of the auxiliary extends from the smallest faces to condensed sixty point. It includes all twenty-four point caps and the caps of most thirty point faces. The auxiliary magazine may be split or full length, as desired.

The supporting framework of the auxiliary magazine is a fixed part of the machine. There is no swinging or other motion. A touch of a control knob switches the keyboard action to the auxiliary. Magazines are taken off and put on in fifteen seconds, and from the front of the machine.

Representing the Linotype company at the exhibit were Walter C. Hayro, personal representative of the Chicago agency; Frank T. Carroll, manager of the New York agency, and his staff; Walter C. Bieloch, manager of the Chicago agency; Fred W. Bott, manager of the New Orleans agency; Jack Sterrett of New Orleans; Alfred Arden, sales manager of Canadian Linotyped Ltd.; Mark H. Boynton, New England representative, and Hugh H. Boynton, New England representative, and Hugh C. Cony and Thomas Butler of New York.

EDITOR WHO WAS KIDNAPPED

G. V. Sanders, former editor of the Houston Press, was given damages in the sum of fifty dollars against Colonel Billie Mayfield and others, for alleged kidnapping of Sanders in Houston during the reign of martial law in that city. Sanders was released by both parties.

Judge Ewing Boyd of the Harris county district court, held that affidavit of Billie Mayfield and his associates by a court martial, on the charge of attempting to kidnap Mr. Sanders and take him to the military law zone, did not constitute a bar to the recovery of damages.

Appeal was taken by Mayfield to the court of civil appeals.

PAPER CHANGES NAME.

Sunday Opinion, the paper published at Pueblo, Colo., for many years by John Lockin, who died about two months ago, has been converted into a Pueblo Public Opinion and is now a full-fledged Democratic weekly, consisting of four pages of seven columns each. The paper is edited by Hallett G. Gallup, with O. D. Faith manager.

NEWSIES ELECT OFFICERS.

Permanent officers have been elected by members of the St. Paul Newsboys' Association. They are president, Ben Schwartz; vice-president, Idaofe Schaffer; secretary-treasurer, Dave Schaffer, all veteran newsboys.

LOW MILLINE RATE

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York morning paper.

FIRST IN OHIO!

The Columbus Dispatch

Reps. O'MARA & ORMSBEE, Inc.
New York, Chicago, San Francisco

LARGEST MORNING CIRCULATION in the Nation's Capital

THE WASHINGTON POST

DAILY 2c—SUNDAY 5c

Member A.B.C.

Represented by Paul Block, Inc.
New York Chicago Boston

BURLINGTON, LEADING CITY OF VERMONT

Cover it comprehensively. Every evening.

BRYANT, GRIFFITH & BRUNSON
Spec. Reps., New York, Chicago, Boston

WISCONSIN FARM ADVERTISING ENLISTED ASSISTANCE OF STATE'S EDITORS.

"The weekly and daily paper editors of Wisconsin have the opportunity of becoming the advertising managers for Wisconsin's largest industry—farming," says W. A. Sumner, assistant professor of agricultural journalism and farm advertising at the University of Wisconsin.

"The advertising account of a corporation capitalized at from two and a half to three billion dollars is not often found. This is the capitalization of Wisconsin's biggest industry.

"The farmer being a producer looks to his editor for advertising and selling assistance. The far-sighted editor can and will become the advertising man for his community. "An increasing number of Wisconsin farmers are finding it profitable to name their farms. In order to go on the market with a quality product, it is necessary that a farm name be established. One of the first steps of the community advertising man is to develop named farms. One enterprising editor who tried a series of articles on naming the farm and printed in his community paper a list of all the farms that were named. He offered every inducement to stimulate the naming of farms.

"Trees, shrubbery and grass greens are the second step in developing a farm advertising campaign. The farm which produces a quality product needs to be an attractive manufacturing plant. Painted buildings, green grass in the front yard, attractive shrubs and flowers around the farm home, give the farm the attractive background necessary for better business. Incidentally the progressive farmer is on the market for paint, nursery stock, flower and grass seed.

"The farmer who expects to sell efficiently needs a farm office. An increasing number of Wisconsin farmers have found that a farm office is just as essential as a cow. In the last five years a great increase in the number of typewriters has been noted in Wisconsin. Today the progressive, forward-looking farmer is on the market for a typewriter, a desk, and various inexpensive office accessories such as file and filing equipment.

"The advertising purveyors to this big industry of Wisconsin will find a number of other outlets and forms of advertising appeal which may be used. In every community there are auction or public sales during the course of the year. The typography of these farm sale posters is not that the farmer would call 'examples of pleasing typography.' A study of any considerable number of sales bills reveals the decision that they are all the same: that they are careless, that they are distinctive: that they follow tradition blindly."

PRINTING PLANT BURNS.

The plant of the Dawson, Minn., Sentinel, owned by Representative Theodore Christianson, typewriter was practically destroyed by fire recently. The loss was estimated at about $12,000.
The Cincinnati Community
Consult of an Area of 70 square miles with a population of 600,000.

THE CINCINNATI
ENQUIRER
is the MEDIUM YOU SHOULD USE
in this UNPARALLELED MARKET.

Foreign Representatives:
- 90 East 49th St., New York
- 1445 Dearborn Building, Chicago

New Jersey's Famous Manufacturing City

H. B. Doyle, who has been with the Phil. Bobo Advertising Agency, New York, for the last two years, has been elected vice-president of that organization.

Charles B. Howry, Jr., recently with the Larcha-Horton Company, Providence, and at one time with the advertising staff of Libby, McNeill & Libby, Chicago, is now with Hazad Advertising Corporation, New York.

William J. F. Dailey, formerly vice-president of Van Patten agency, New York, has joined the staff of McCmillan-Nash, also of New York.

Vincent P. LaPorte has formed an advertising business at New York under the name of J. P. LaPorte, Inc. He was formerly associated with LaPorte & Austin, New York.

Alfred C. Strasser, formerly of the Pancoast Studios and the Welanetz Company, has been added to the art department of Dorrance, Sullivan & Co., New York.

J. Jay Fuller of Buffalo, until recently an executive officer of James Wallen, E. A. Aurora, N. Y., has established an advertising agency.

The DeForest Porter Advertising Service of Buffalo, which has been in business for ten years, was recently incorporated under the same name, with DeForest Porter as vice-president, and H. E. Bredemeyer, formerly advertising manager of J. W. Clement Company, Buffalo, as secretary.

At the annual meeting of the stockholders of Hoyt's Service, held April 20, the board of directors were re-elected for another year, and two additional directors: namely, Samuel W. Nestor, Jr. and Arthur E. Hobbs, both of Buffalo. Maurice was also elected vice-president of the company.

William A. Grant, in order to devote his entire time to the Harry C. Maley Company, has withdrawn as secretary-treasurer and general manager of the Foreign Language Publishers Association of the United States.

James A. Telford has left the Wylie B. Jones Advertising Agency, New York, and has joined the forces of Ruthrauff & Ryan.

Miss Zela Cody has been directed to direct a recently formed promotion department in the office of John B. Woodward, publishers representatives. Miss Cody was previously with the Chicago Daily News.

Shaw Newton, formerly with the International Nickel Company as head of its research department, has joined the copy staff of the Gardner-Glen Buck Company. He will be located in the New York office. Mr. Newton at one time had been with the H. K. McCann Company.

The World Wide Advertising Corporation has moved to new and larger quarters at 303 Fifth avenue, at Thirty-first street, New York.

FRANK AGENCY MOVES.
The office of AlbertFrank & Co., advertising agents of New York, Chicago and London, has been moved to new and larger quarters on the ninth floor of the Corn Exchange Building, 134 South LaSalle street. The old offices in the Postal Telegraph Building, 32 South LaSalle street, had been occupied by the company for more than twenty years. The new offices will provide separate departments for the various branches of the organization, which has greatly needed its staff in the last few months, making larger quarters necessary.

EXPORT ELECTS OFFICERS.
Frank J. Barnett, having purchased an interest in Steven de Counek, Inc., publisher of Export, New York, has been elected vice-president and director of that organization. He will devote all his time to this publication, although remaining president and director of the Barnett-Kennedy Corporation, publisher, also of New York.
It Pays to Advertise in the

ST. LOUIS TIMES

Newly Generally Recognized As the Home Newspaper of St. Louis

Foreign Advertising Representatives

G. LOGAN PAYNE Co.
Chicago, Philadelphia, New York, Los Angeles

PAYNE, BURNS & SMITH
New York, Boston, Chicago, San Francisco

The RICHMOND, Va., TIMES-DISPATCH

Is delivered to 12,000 of the city's daily into best homes.

In ALL VIRGINIA IT'S THE SAME
STORY, BROOKS & FINLEY, Inc.
New York, Philadelphia, Chicago, San Francisco

In the Ad Field.

Advertising Accounts Now Being Placed By

THE AGENCIES

LOW, 10 W. 44th, N. Y.—Placing copy in newspapers for Radio Research Guild (radio apparatus), New York, N. Y.


WADE, 130 Wells, Chicago—Sending out orders for Quaker Oats Co. (poultry feed), Chicago.

WALTZ-WEINSTECK, Buffalo—Placing copy in newspapers for McCormick-Cigar Corp. (harvest signs), Buffalo.

MITCHELL, Minneapolis—Sending out orders for Loring Park Sanatorium, Adrian, Mich.

KLING-GIBSON, Chicago—Preparing campaign in Southern newspapers for Lorraine Mfg. Co. (seersucker & suiting), N. Y.

COTTER, Boston—Placing advertising for American Institute of Finance of Boston. New York, Boston and Chicago dailies are being used at present.

In Every Trade Territory—

One Newspaper Must Lead

To the paper which best serves its readers and its advertisers, naturally gives this leadership.

In Houston and South Texas this distinction is held by the

Houston Chronicle
Texas' Greatest Newspaper

M. E. FOSTER, Publisher
(Eight-Page Rotogravure Section)

Today's Housewife

A NATIONAL MAGAZINE

authority on the business of homemaking.

THE DAILY NEWS LEAGUE OF OHIO
DAYTON NEWSPAPER

Circulation, Morning and Evening, is in

The special features of the

BUFFALO TIMES

Foreign Advertising Representatives

80 East 49th St., New York

944 Fort Dearborn Bank Bldg., Chicago

NORMAN E. MACK, Proprietor
Cotter, Inc. Special Advertising Representatives

New York, Detroit, Chicago, San Francisco

Jones Co. (automobile parts & oil field specialties), Toledo.

BRANDT, Chicago—Obtained account for N. L. & Sons (Crystral water softener & White Line washing powder), Indianapolis.

FERRY-HANLY, Kansas City, Mo.—Placing advertising for M. L. Campbell (finishing products), Kansas City.

SOHN, 25 W. 45th, N. Y.—Placing advertising for Fountaine & Co. (importers of Oriental pearls & synthetic replicas), N. Y.

MACE, Peoria, Ill.—Handling advertising for Alsorter Bro. Co. (labor & power & electric washers & ironevs). Peoria. Newspapers will be used.

HOGAN, 109 W. 47th, N. Y.—Securing the following accounts: World Mutual Automobile Casualty Insurance Co., N. Y. Daily newspapers in New York and upper N. Y. State will be used.

Randall Falls Cherry Corp. (mfrs. of surgical, dental and veterinary instruments and specialties), Boston.

Newspapers will be used for Nation-Wide Tire Stores, N. Y.

HONIG-COOPER, San Francisco—Placing advertising for Scott Products (rack for holding Mah Jongg counters and tiles), San Francisco.

HOGO, 347 Madison, N. Y.—Placing advertising for Karpeles Co. (La Tourna pearls), Providence, R. I.


CLARK, 28 E. Jackson, Chicago—Obtained account and will use newspapers for Corinco Corp. (collapsible automobile rims), Chicago.

MALEY, 110 E. 42d, N. Y.—Secured account and planning newspaper campaign for this line for the next few months.

Also handling full-page newspaper campaign for J. A. Meinhardt Co. (Handy-Maid mops & polish).

WALKER & DOWING, Pittsburgh—Placing advertising for S. M.
May 5, 1923

THE FOURTH ESTATE

DOMINATE BRIDGEPORT

98 per cent of the circulation of The Telegram and Post is concentrated within 13 miles of the City Hall. You can completely cover this great industrial market with one newspaper cost through the

TELEGRAM AND POST

The only A.B.C. Newspapers in BRIDGEPORT, Conn.

Cover NEW HAMPSHIRE with the MANCHESTER UNION & LEADER

Guaranteed Over 25,000 JULIUS MATHEWS, Special Rep.

BOSTON NEW YORK CHICAGO

KNOW THE COST AND CHARGE THE PROFIT, SOUND BASIS FOR FIXING RATES.

C. L. Snowden, general manager N. Y., of the Oswego Daily Times, has some very pronounced and advanced views as to the fixing of advertising rates. Mr. Snowden's views are based on many years of experience in newspaper work in a number of fields and are sound and businesslike.

"Three bases for estimating advertising rates are in vogue: One, what the traffic will bear independent of the advertiser. Two, what the cost of publication is, plus a reasonable publisher's profit of 15 to 25 per cent. This is fair to both the publisher and consumer. The last basis means a cost system which will include all income to the publisher, all rents, other overhead expenses, raw material, depreciation, etc.

"My cost system is exact and shows that readers and news items cost one third more than display advertising. This means that free readers cannot be charged to charity.

"Another poor practice is to make a lower rate for cuts and electrotypes under the mistaken notion the newspaper is selling labor and material, and not space and circulation.

"Some newspapers have a sliding scale for advertising. They hold that their customers are accustomed to receive advantage in buying in large quantities. Large publishers may be able to insist on and maintain a flat rate but it is doubtful if the newspapers of small circulation can do this.

"I believe a publisher can teach his client that every page is a live page by making it so in the matter of news. Further, a publisher should explain to his patrons that good advertising or publicity department of a retail store should fulfill accurately, if it is to operate successfully, sell the product, and, second vice-president of A. I. Annan & Son of New York.

"The buyers and merchandise managers are held responsible for the volume of sales of the departments which they represent.

"It is interesting to note that the volume of advertising merchandise in Chicago is about 10 per cent of department sales. In some departments it is a great deal less, in others more. The regular business is less than about 85 per cent. The total volume, so you see how important it is to keep the buyer and merchandise manager in keeping stock complete. In having merchandise priced right, in having the right quantities, is so necessary, not only to the buyer, but the merchant who is responsible to the customer who will not be satisfied if the product is not there when they want it.

EXCELLENT RESULTS obtained with tryout copy in the PLAINFIELD, N. J. Courier-News

Member Audit Bureau of Circulations and United Press.

ACORN-SEYMOUR CO., Representatives New York, Chicago and St. Louis.
EIDERS’ SOCIETY STIKES HIGH NOTE.

(Continued from Fifteenth Page)

obtain command of these essential qualities.

THE SYRACUSE POST-STANDARD

IS THE BIG, POWERFUL result-producing medium of Central and Northern New York.

Average Seven-Day Net Paid Circulation

53,278

For Six Months Ending Jan. 1, 1923

Greatest daily circulation of any newspaper published in this part of the world.
THE DAY-WARHEIT
America's FOREMOST Jewish Daily
Reaches the cream of purchasing power of the Jewish element in America.
Essentially a home paper—written and read by every member of the family.

THE DAY-WARHEIT
"The National Jewish Daily."

Greatest Circulation that Boston has ever known.

NEWSPAPER WOMAN WEDS.

E. R. Adler, publisher of the Davenport, Iowa, Times, announces the marriage of his sister, Miss Betty Adler, until recently editor of society and women's club news and a feature writer of the Times, and Henry Waterman, the well-known attorney of Western

NEWSPAPER ARTIST'S SON

Genius is seldom inherited but exceptions often prove the rule. With this latter idea in mind, admirers of Winsor McCay, newspaper artist, will look for the work of his son, K. Winsor McCay, Jr., who will draw the

ARThur Capper Publisher

NEWSPAPER ARTIST'S SON

DRAWING COMIC STRIP.

C. M. Randall, who issued the first paper ever produced in Idaho Springs, Colorado, visited the scene of his childhood labors recently, when he went from his home in Iowa to attend the celebration of his father's birthday last week.

The paper, which he edited and published, was established in Idaho Springs in 1872, and a hand press which was used in its production is still in the office of the Idaho Springs Gazette. Mr. Randall is now engaged in the job printing business in Clifton, Iowa.

WINSTON-SALEM, North Carolina's Largest City (U.S. Census)

Twin City Sentinel leads all North Carolina Dailies in Home Circulation.

The Sentinel goes into eight out of every ten homes in Winston-Salem.

WINSTON-SALEM SENTINEL

Representatives

WEBSTER & THOMPSON

NEW YORK, New York City

South Bend, Indiana's LARGEST CIRCULATION

The special section of the Logansport Pharos-Tribune, issued on April 23, containing cuts of Cass County farm homes, including pictures of some 217 houses, has created favorable comment among the Pharos-Tribune readers.

For the last year the paper has been using cuts of the farm homes and the average of two or three a week. A short time after the announcement of this feature, it received numerous calls from readers who requested that their homes be included. A. W. C. Draper represents this enterprising paper.

WINSTON-SALEM SENTINEL

Representatives

G. LOGAN PAYNE COMPANY

SPECIAL REPRESENTATIVES

Fifth Avenue Building, NEW YORK

117 Madison Avenue, CHICAGO

28 E. Jackson Boulevard, CHICAGO

51 Market Street, SAN FRANCISCO

S. C. THEIS COMPANY

SPECIAL REPRESENTATIVES

NEW YORK

144 Fifth Avenue, NEW YORK

87 Marcy Avenue, PHILADELPHIA

S. C. Theis, mgr., W. S. Grabowli,Mgr. of Special Service.

 Representation of Grouped Dailies

THE JOHN BUDD CO.

Representing Newspapers of

9 East 27th St., NEW YORK

Tribune Building, CHICAGO

Chemical Bldg., ST. LOUIS

Healey Bldg., ATLANTA

Securities Bldg., SEATTLE

Examiner Bldg., SAN FRANCISCO

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Healey Bldg., ATLANTA

Securities Bldg., SEATTLE

Examiner Bldg., SAN FRANCISCO

Influence and Purchasing Power.

Representatives

STEVENS & BAUMANN, INC.

17 West 34 St., New York

1st Nat'l Bank Bldg., Chicago

Higgins Bldg., Los Angeles
Sometime before May 25, all three offices of this advertising agency will move into larger quarters.

New Address—About May 25
383 Madison Avenue, New York
(Present Address 25 West 45th Street)

New Address—Now
220 Delaware Avenue, Buffalo
(Formerly Ellicott Square Building)

New Address—Now
230 Boylston Street, Boston
(Formerly Little Building)

Member American Association of Advertising Agencies
Member Audit Bureau of Circulations
Member National Outdoor Advertising Bureau
Fountain Heads of Investment

It is not the so-called "plutocrat" whose investment habits are already fixed and unalterable, who sustains the world’s markets. It is the man of growing means who looks about for sound investments to take care of and increase his surplus savings.

This is the man who reads financial news and comment and who reads and is influenced by legitimate advertising.

Among the readers of The Chicago Daily News there are thousands of these investors, actual and potential—the present and future mainstays of the market. They read the carefully edited financial pages of The Daily News with interest and confidence, and this interest and confidence are extended to advertising appearing in these pages.

These readers of The Daily News are primary sources of profitable business to those who advertise in The Chicago Daily News

FIRST in Chicago
VITAL PROBLEMS LOOM FOR A. A. C. W. CONVENTION

NOTABLES TO DISCUSS OUTSTANDING ADVERTISING ISSUES — CRAWFORD ADDRESS TO FEATURE VISIT OF BRITONS — COMPETITION FOR 1924 MEETING KEEN.

With an array of speakers of world-wide reputation listed to discuss such problems as "How can the managers of classified advertising increase their business?" and "What will be the central thought of the forthcoming convention of the Association of Newspaper Classified Advertising Managers, when this body, which is a part of the Associated Advertising Clubs of the World, meets in convention in Atlantic City?" the convention program for the 1924 meeting is keen.

How can the managers of classified advertising increase their business?

That will be the central thought of the forthcoming convention of the Association of Newspaper Classified Advertising Managers, when this body, which is a part of the Associated Advertising Clubs of the World, meets in convention in Atlantic City.

The convention will spend two days and two luncheon meetings in a study of how to get more business, and their program this year is without doubt the most constructive that the organization has ever built. It is conceived on the triangle plan of more ads, more lines, more insertions — will discuss methods of increasing business.

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The readiness with which governmental affairs are adjusted to the needs of the press was illustrated this week by a prompt change in the hour of President Harding's regular Tuesday interviews with the Washington press. Apprised of the fact that a large number of cities had changed to "daylight time," and that the information gleaned from the conference with the press representatives would have to be put on the wires earlier in consequence, the President immediately arranged to advance the hour of greeting the scribes from one o'clock to noon. A corresponding shift was made in the hours of convening the cabinet, which was changed from 11 a.m. to 10 a.m. Thus, the entire administration schedule for that day swung in obedience to the requirements of the press of the country for "spot news."

The hour for the regular Friday conference with the press representatives will continue at four o'clock in the afternoon, as formerly, as the information then obtained is to be used in the papers of the following morning, and no necessity for an earlier interview is involved.

BIRMINGHAM NEWSPAPER MEN JAILED FOR CONTEMPT.

Three members of the staff of the Birmingham Post, an afternoon paper, were sentenced to jail Wednesday for twenty-four hours for contempt of court. Those arrested were E. T. Leech, Jack Betha, managing editor, and Lewey Robinson, reporter. The men were cited to appear by Judge H. P. Hefflin in circuit court and sentenced after a hearing in which they were defended by Newton D. Baker of Cleveland, ex-senator of war, and Birmingham counsel.

The court gave the men an alternative — an order promising that they would not again print what the court termed "improper matter" about the late governor. The case arose over a news item containing an alleged record of a man charged with murder. The charges that the news story was prejudicial and caused the postponement of the trial, Mr. Baker held that nothing was printed except absolute facts based on court records and that no harm was done to the defendant in question as the law interpreted the facts. The court in passing sentence said that the court was higher than the newspaper, and that the liberty of the press was secondary to human liberty. Leave to appeal was denied.

CHINESE BANDITS COULDN'T HOLD LEHRBAS.

NEWSPAPER MAN'S COURAGE IN ESCAPING CAPTORS GAVE GREAT STORY TO I.N.S. — JOHN B. POWELL STILL A PRISONER — BOTH SCRIPPS AND COCHRAN SAFE.

Although the number of American newspaper men reported captured by the Chinese bandits who wrecked the Shanghai-Pekin express and carried off most of its passengers has dwindled from four to one, John B. Powell, correspondent of the Chicago Tribune and the New York Daily News, is still a prisoner.

Lloyd Lehrbas of the International News Service made his escape after the bandits had started the long march back into the hills behind Linchung. Robert P. Scrippa of the Scripps (Continued on Twenty-seventh Page)

ORIENTAL THEME FOR JOURNALISM WEEK SESSIONS.

MISSOURI SCHOOL PROGRAM STRIKES UNIQUE NOTE — MANY JOURNALISTS FROM JAPAN, CHINA AND RUSSIA WILL SPEAK — MANCHURIAN BANQUET A FEATURE.

A spirit of a modern and industrialized Orient will prevail at the fourteenth annual journalism week of the school of journalism of the University of Missouri, to be held in Columbia, May 21-26. With a program including speeches by newspaper men from Japan, China and Russia, and closing with a "Made-in-Manchuria" banquet arranged through co-operation on the part of journalism with the South Manchuria Railway, the chambers of commerce of Manchuria, the motif will be carried out during the entire week.

This oriental atmosphere will be in keeping with the relationship that Missouri school of journalism has maintained with the Far East throughout the fifteen years of its existence. Since its establishment it has kept closely in touch with Japanese and Chinese students, having sent a number of its graduates to this field in addition to having trained many native newspaper men of both countries.

Significant of this relationship will be the reception by Missouri graduates recently returned from the Far East. These men — Earl H. Riley, president of the Missouri alumni association of New York, and special writer on Kwantung and Manchuria, and Frank H. Hedg, Peking correspondent of the Japan Advertiser and the Philadelphia Inquirer — will be among the hosts at the reception.

When the 600 guests gather at the "Made-in-Manchuria" banquet in Rodwell Gymnasium, Friday, May 25, they will be lifted out of the reality and dropped into the dreamy atmosphere of the Orient. A large shipment of decorations and food is expected to arrive from Manchuria soon. (Continued on Twenty-fifth Page)

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Industrial leaders are helping you to sell more automobiles in Philadelphia

When the head of a great industry, like Samuel M. Vauclain, says, "If a man of mine won't add gasoline power to his leg power, I don't want him," the market for automobiles takes a jump.

If you make automobiles, or accessories, you can profit from this increased market in Philadelphia this summer. You can tell practically every prospect in the "third largest market in the United States" about your product through The Bulletin.

The Bulletin every day goes into nearly every home, office and workshop in Philadelphia, Camden and their suburbs.

Dominate Philadelphia

*Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—*

The Bulletin

PHILADELPHIA'S NEWSPAPER

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending March 31, 1923—505,098 copies a day.

NEW YORK
DAN A. CARRILL
160 Nassau Street

DETROIT
C. L. WRIGHT
Vossel & Cowell, Inc.
117 Lafayette Blvd.

CHICAGO
Vossel & Cowell, Inc.
95 East Jackson Blvd.

SAN FRANCISCO
ALLEN HOFMANN
Vossel & Cowell, Inc.
661 Market Street

LONDON, M. EAST, 126 Pall Mall, S.W. 1
(Copyright 1923—Bulletin Company).
BENSON STRESSES SELLING
POWER OF NEWSPAPER

PRESIDENT OF FOUR A's DECLARES
MAGAZINES COULD WELL AFFORD
TO LET ADVERTISERS BOLSTER
CAMPAIGNS WITH NEWSPAPER
AND TRADE PAPER COPY.

National magazines could well afford to let the advertiser spend money in the trade papers, in order to cement and build up retail connections, and also let them spend money locally in newspapers to build up local distribution, President John Benson of the American Association of Advertising Agencies declared in addressing the Advertising Agencies Exposition, held at Chicago May 3 and 4. Mr. Benson urged that publishers of all classes pay more attention to seeing that advertisers are satisfied.

In his address, he stressed the need of a greater co-operative spirit among all the factors that make advertising. For the agency's part, he said, the present overhead was already too high. Advertisers must guard against expecting too much in the way of results.

NEW YORK TIMES
PAYS SALARIES
BY CHECK.

The system of paying salaries by check has met with favor among employees of the New York Times, which is the first daily newspaper in New York to adopt the plan. The benefits are obvious both to the Times and its employees, the majority of whom receive their salaries this way, and it is expected that before the close of the year all employees will be paid by this method.

The system of paying salaries by check has been in operation for many years, and has been successful in many other countries. It has been shown that the pay is more easily obtained, and that it is more convenient for the employees.

The system of paying salaries by check has been adopted by many newspapers, and has been successful in many cases. It has been shown that the pay is more easily obtained, and that it is more convenient for the employees.

A. N. A. DISCUSSES
BETTER SALES
METHODS.

SEMI-ANNUAL CONVENTION
CONSIDERS DIRECT MAIL
— JEWETT STRESSES VALUE
OF ADVERTISING TO AUTO
FIELD—COLOR ENGRAVING
PROCESS DEMONSTRATED.

Discussions on salesmanship, and direct mail advertising featured the semi-annual convention of National Advertisers which began Monday morning and ended Wednesday afternoon at the Hotel Statler, Detroit.

G. B. Sharpe, advertising manager of the Burroughs Adding Machine Company, presented the sessions which were attended by about eighty delegates, representing the largest commercial concerns in the country. By George B. Sharpe, advertising manager of the company he represented.

He drew an amusing comparison between the use of the automobile today, with Detroit's new-owned reputation as the center of the automobile industry, and in 1891, when he first came to Detroit, as an offer of an interest in the Ford Motor Co. The advice of a banker who told theauto manufacturer that automobile business is over-produced.

The name 'pleasure car' is a misnomer. The automobile is not a pleasure car; it is a fundamental element of economic growth. With this in mind,
I. N. S. Scores Another World Scoop

LANDS FIRST EYE-WITNESS STORY OF
Chinese Bandit Coup

International News Service man first to give the world
all the facts about the fate of Americans captured
by Chinese train bandits—and give them right!

On May 7th, while a breathless world awaited full re-
ports, International News Service flashed to its hundreds of news-
paper clients, and enabled them
to play, hours before their com-
petitors, an amazing eye-witness
story by Lloyd Lehrbas, Interna-
tional News Service representa-
tive in the Far East, a passenger
on the captured train. Filed after
Lehrbas had risked his life to
escape with his thrilling news—
that International News Service
might run true to form—his story
beat the world by eleven hours.

The splendid co-ordination
of all I. N. S. units made the
service of I. N. S. clients swift
and sure. Working with Lehr-
bas in getting FIRST and
RIGHT all details of this amaz-
ing episode were Miss Edna Lee
Booker, brilliant Shanghai cor-
respondent of the International
News Service; Duke Parry, who
directed the handling of the
story from International News
Service's Far Eastern headquar-
ters at Tokyo; and Ellis H.
Martin, Pacific coast news mana-
ger for International News Ser-
vice.

Due to their tireless efforts
the story circled the world in
thirty hours and was, owing to
its complete detail and accuracy,
the first to be featured by Chi-
inese newspapers!

Again International News Service justifies its slogan—
"Get It FIRST—but FIRST Get It RIGHT"

INTERNATIONAL NEWS SERVICE, Inc.
M. KOENIGSBERG, President
New York City
Members of the Canadian Daily Newspaper Association at their annual meeting in Toronto May 3 and 4 reaffirmed their stand in opposition to the rebating of commissions by advertising agencies, by deciding to retain Clause J as part of its requirements for recognition of agencies. The committee on agency relations reported that during the year special effort had been directed at increasing the number of newspapers which refuse commissions to agencies unrecognized by the association. There are now sixty newspapers which are parties to this agreement, and nine others which make exceptions only in the cases of certain local agencies.


The meeting showed that the problem of the recognition of commissions in newspaper Canada is much the same as they are in the United States. Much of the discussion, pointed at reducing the costs, and it was urged that all members cooperate with the new and existing agencies in furnishing faithful complete reports.

The labor committee was instructed to investigate and report upon questions of lending support to printing schools, and the committee of second-class postal privileges was referred to the postal and parliamentary committees for action.

It was recommended by the executive committee that efforts be made to lessen the amount of advertising paid by newspapers to recognized and that no firms of American, British or Canadian origin be added to the list of recognized agencies.

Prior to the convention, members conferred with the Canadian Association of Advertising Agencies, of which sixty were present, including representatives of agencies in London, Hamilton, Toronto and Montreal.

Almost the entire discussion related to the much-talked-of Clause J in the agency agreement with the C.D.N.A. All of the agencies represented were strongly in favor of the retention of this clause and facts and figures were presented in support of its continuance as a qualification of recognition by the publishers' organizations.

A luncheon was given to the publishers at noon, at which W. H. McCready, treasurer, was re-elected president of the C.A.A.A. A.A.

Among the speakers at the banquet on Thursday evening were Lieutenant Governor Cockshutt of Ontario, Don Gage, A. G. McDonald, Preston and Mr. Imrie. The convention adjourned Thursday afternoon, a day’s highlights of the Canadian Press Meet.

At the meeting of the Canadian Press, Limited, its policy to give to the newspaper publishers, the name of the organization became the Canadian Press, the status of the organization having been changed from that of a company without share capital to that of a corporation without share capital. President, E. Norman Smith, Ottawa

C. G. Hambidge Again Heads Newspaper Club.


Other officers elected were: First vice-president, Gene Fowler (opposition); second vice-president, Phillip D. Hoyt (opposition); treasurer, John R. Halsey (opposition); recording secretary, Alfred W. Pierce (administration); corresponding secretary, Ben Mellan (administration).

Board of directors: George T. Hargrave, John Hargrave; William E. A. Hargrave (opposition); E. C. Hargrave, James D. Davis (administration); James T. Hargrave, Russel B. Porter, Dwight L. Hargrave and William O. McGeehan (opposition). Associate members of board, G. Selmer Howner (administration); Andrew W. Ford, managing editor of the Evening Telegram, was chairman of the election board.

STRIKER WITHDRAWS AS DETROIT CLUB HEAD.

Again Adler had held his position for two years as president of the Detroit Club, John A. Trukey of the Saturday Night Press, has withdrawn from that position. He had served every since the club was organized and a great deal of its present financial standing is due to his efforts.

Besides guiding the destinies of the club in two years, he has established the official publication and has been in full charge of editing and publishing work which has been launched.

The club issued a twelve-page publication full of interesting articles, letters, cartoons and other material. Mr. Stojiw, who is the officer of the organization to the Chicago convention and also to Boston, and he has recently been appointed as representative of his club at the Buffalo meeting in August.

ILLINOIS DAILY INSTALLS NEW GOS S PRESS.

The Decatur, Ill., Daily Review has installed a new Goss sextuple press to meet the increased demands of its circulation and for greater flexibility.

The press now possesses one of the best press rooms in the Middle West. A Cuellar-Hammer dispatch conveyor conveys the papers from the press to the mailing room.

H. C. Schaube is president of the Daily Review. Jeryl Cone, manager and secretary; R. D. Rainey, business manager and treasurer. The paper was established in 1878 and has been making rapid strides in its circulation. Chemnitz & Woodman represent the Review.

NEW FINANCING BY NEW YORK EVENING POST; REPORT OF GLOBE PURCHASE DENIED.

Stockholders of the New York Evening Post have been called to meet Wednesday, May 16, to discuss a meeting of the evening meeting. The Post is reported to be in a better position for the increase in capital stock from $1,000,000 to $500,000, the issuing of $300,000 in convertible gold notes is contemplated.

The office of Edwin F. Gay, president of the New York Evening Post, who was invited to the new newspaper company which publishes the Post was denied.
Enlarged Quarters For

THE KANSAS CITY STAR

Increases in circulation and advertising volume have made it necessary for The Kansas City Star to enlarge its facilities 50 per cent above its former capacity.

Back in 1911 the “new building” of The Kansas City Star was the largest individual newspaper plant in the United States. What was thought to be ample allowance for future growth had been made.

Yet all that room has been consumed, and the editorial offices, business offices and mechanical departments are clamoring for more space. What was once the largest newspaper plant in America no longer suffices for The Kansas City Star. The enlargements now under construction will increase the building to about half again its present size.

An entirely new boiler and engine plant will be installed. This will consist of three Hooven-Owens-Rentschler Company uniflow engines, capable of generating 1,200 k.w. Four 350-horsepower Heine boilers will be required.

Two new Goss color presses are to be added. Standing sixteen feet high by thirty-one feet long, these presses represent the latest refinements in color printing. The color presses are in addition to The Star’s equipment of nine Goss octuple presses, each with a capacity of seventy thousand 16-page papers an hour.

The Kansas City Star’s circulation growth since 1911:

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<thead>
<tr>
<th></th>
<th>April 1 1923</th>
<th>Jan. 1 1924</th>
<th>Gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evening Issue</td>
<td>240,446</td>
<td>166,225</td>
<td>74,221</td>
</tr>
<tr>
<td>Morning Issue</td>
<td>234,005</td>
<td>167,000</td>
<td>67,005</td>
</tr>
<tr>
<td>Sunday Star</td>
<td>298,824</td>
<td>171,372</td>
<td>127,452</td>
</tr>
<tr>
<td>Weekly Star</td>
<td>390,697</td>
<td>260,045</td>
<td>130,652</td>
</tr>
</tbody>
</table>

About 3 1/2 million papers are printed every week.

THE KANSAS CITY STAR

CHICAGO OFFICE 1418 Century Bldg.

NEW YORK OFFICE 15 East 40th St.
NATION'S BUSINESS MEN DISCUSS RAIL CRISIS.

TOPIC FEATURED ON A.N.P.A. PROGRAM ALSO LEADER AT GREAT CONVENTION OF CHAMBER OF COMMERCE OF U. S. — NEW YORK TIMES BUILDING IS DESCRIBED BY Hoover.

Transportation, which was one of the most important of the topics discussed at the recent convention of the American Newspaper Publishers Association, also had prominent place in the discussions at the annual meeting in New York this week of the Chamber of Commerce of the United States. In addition to the passage of resolutions favoring private operation of the government railroads by the transportation group of the chamber, President Julius H. Barnes dealt at length with the railroad transportation situation in his annual address. Both he and Secretary of Commerce Hoover counseled against government ownership, and Mr. Barnes drew a broad distinction between government operation and legitimate regulation. The latter, he said, was what the country required.

In the myriad meetings which were held during the chamber's session, practically every phase of the economic situation at home and abroad was exhaustively discussed. Among the newspaper men who were leading spirits were Dr. H. Parker Conner, editor of the Virginia Register, Mr. Alfred L. Fahey, who spoke in opposition to making credit requirements easier for the farmer than for the industrialist, and, John H. Fahey, owner of the Worcester, Mass., Post, who presented resolutions to the finance group of the convention urging recognition of the need for aid in the settlement of Europe's economic disorder and for the assistance of the United States in restoring the economic equilibrium of the world. Mr. Fahey's resolution was unanimously adopted by the finance group and was passed along to the Thursday session of the whole convention. At a dinner held in honor of American delegates to the recent conference of the International Chamber of Commerce at London, Mr. Fahey spoke on world conditions made a deep impression. Mr. Fahey was a member of the conciliation committee appointed by the national chamber.

The first indication of the chamber's stand on one of the leading transportation problems came in the passage of resolutions by the transportation group urging the President plans for direct operation of the Government's ships and to renew negotiations with shipping interests to enable private operation.

President Julius H. Barnes in his address said that business could not be safely placed on a permanent period of prosperity until the world's economic problems had been settled by calling the nations of Europe into an economic conference to which this nation should be a party. This statement was based on a study of European conditions and the recent visit to Europe as a delegate to the International Chamber of Commerce Congress.

"Manifestly transportation, which is the life blood of national life," said Mr. Barnes, "must be studied and developed in several wider aspects than railroad development. The chamber of commerce, impressed with the necessities of a comprehensive study of these various phases and at the request of a number of rail executives, has under way the ascertain- ment of accurate information on which we hope intelligent determination of these relations and of a future program of development may be finally evolved."

Then be warned that while the country was prepared for legitimate regulation of railroads, it was opposed to government ownership and operation.

Mr. Barnes pointed out that the standard of living and the general economic well being has been advanced concurrently with industrial expansion. In the decade since 1913, he pointed out, the country has progressed so far that comparisons with the pre-war period as a normal are no longer valid. The influences which have come into play since 1913 he analyzes as follows:

"Our population has increased fourteen million, with all that means of enlarged requirements. Annual national income has increased from thirty-four billion to over fifty billion dollars, with all that means of buying and investment power."

"Our aggregate savings deposits have increased from six billions to fourteen billion dollars with all that means of the reward to thrift and self-denial. Deposits in national banks increased from six to seventeen billion dollars, with all that indicates of the accumulation of liquid capital for investment, and for enterprise."

Finance occupied a leading place in the general discussions. Morton L. Correy, member of the Federal Farm Loan board, made a strong plea for giving a trial to intermediate credit banks. (Continued on Twenty-first Page)

HOW WORK ON THE NEW YORK TIMES WONDERFUL NEW BUILDING IS PROGRESSING.

When completed this fall, the handsome new building of the New York Times, with its equipment, will double the present capacity and will be the largest and best equipped newspaper plant in the world. It will provide a total floor space of 22,639 square feet, with a frontage of 243 feet on West Forty-third street. Ten thousand square feet will be added to the pressroom. The presses, with new equipment, will include sixty-four units, to be run as twenty, sixty-four or sixteen octuples, with a capacity of 600,000 twenty-four page papers or 480,000 thirty-two page papers per hour.

PRESS CLUB OPENS FOURTH FLOOR FOR LUNCHEONETTE.

The New York Press Club is serving a luncheonette on the fourth floor of its clubhouse at 21 Spruce street, every night until midnight or later. The main dining room is open until 8 p.m. Members may bring women guests.

COMMUNITY NEWSPAPER IN SNYDER, OKLA., WITH W. M. ALLISON, EDITOR.

A "community newspaper", published by the Community Publishing Company is being operated under the name of the Snyder Signal-Star at Snyder, Okla. An organization of business men has formed the new company and has leased the paper from the Allison Publishing Company, of which W. M. Allison was the head.

Under the new administration, Mr. Allison remains as editor and manager, but the general direction of the paper is in the hands of a board of directors, selected by the company for that purpose. At this time the personnel of the board is as follows: J. R. Blanchard, George Cox, Hilburn Nunn, Joe Roark and Jeff Wilson.

SUN ALUMNI HOLD REUNION.

The Sun Alumni Association, which is composed of former members of the editorial staff of the New York Sun, held its eleventh annual dinner last night at the Manhattan Club. Many of these former writers, editors and reporters for Charles A. Dana, who owned the paper years ago. Others present were the editorial staffs of other newspapers, while some have entered other fields.

BOYS OF CITY NEWSPAPER MEN FOR DAY.

The Johnson City, Tenn., Chronicle last week published a fine boys' edition in honor of national boys' week. Nearly one hundred young journalists took part in getting out the issue. The offices were turned over to them for the time, the regular staff remaining in the background. News, editorial materials, and other feature stories were the result of the boys' efforts, with the exception, of course, of Associated Press dispatches and other newspaper advertisements. Contributions were sent in from boys all over the country.

For several days previous to the publication, the boys had covered the city carefully and it is very doubtful if their eager eyes overlooked the slightest clue. Everything would probably be classified as news. The youthful editors and managers for the day spent the entire time writing copy in the Chronicle office getting out the edition.

Each article had at the top the name of the lad who had written it. The first page of the edition included: Hoscoe Snipes, editor-in-chief; Carl Musgrove, associate editors; and Herbert Carroll, John Folliott, and Clifford Maxwell, advertising managers.
A Treasure in Facts and Ideas—

The ultimate significance of the day-to-day developments in journalism and advertising strikes home only when you see them spread upon the record.

Facts and ideas are the tools of both professions. Day by day and week by week they expand and increase, becoming in time trends, movements, and customs.

The when, the how, the who, and the where are spread upon the record in the

BOUND VOLUMES

of

THE FOURTH ESTATE

Their pages contain the accurate record of men, methods and masterpieces—not only pictures of the events but mirrors of their inspiration.

From them come new facts and new ideas such as underlie all progress—a solid block of irreducible knowledge and practical help.

Let us tell you how to

Bring the Treasure Home.
VITAL PROBLEMS FOR AD CLUBS' CONVENTION.

(Continued from Second Page)

Advertisers Association, which will hold its first meeting as an affiliated unit of the Associated Advertising Clubs. This association represents an industrial group with a capitalization of something like seventeen billion dollars, its president being W. P. Strandberg of the Railway Light and Power Company of Portland, Ore. The utility men are going to Atlantic City with a well-defined program to "sell" to hundreds of member utility companies the business building value of a systematic and continuous advertising program.

PUBLIC UTILITY PROGRAM

Notable advertising campaigns are now being conducted by a few public utility companies, like the American Electric Railways Association and the telephone interests, but the thousands of utility organizations scattered over the country have been backward advertisers, and the chief purpose of the coming meeting will be to bring to their attention that it will pay to buy advertising space just as the merchant and banker does. Speakers for this section have been announced as follows:

Grover C. Maxwell, former secretary of the Ohio Public Service Commission, "Telling the public the story of the public utility;" James O'Shaughnessy, executive secretary American Association of Advertising Agencies, "What agency service means to the public utility company;" W. S. Vivian, manager public relations, Automatic Electric Company, Chicago, "Getting your customers interested in your business;" J. C. McQuiston, manager publicity department Westinghouse Electric and Manufacturing Company, "Why Advertise?" Francis H. Sisson, vice-president Guaranty Trust Company, New York, "Public utilities and public relations;" W. W. Hodge, manager advertising department, Bylleshay Engineering and Management Corporation, Chicago, "Customer ownership advertising;" C. K. Woodbridge, chairman of the national program committee announces that the convention will open Sunday afternoon with an inspirational meeting on the Steel Pier at which an audience of 10,000 is expected. Fred B. Smith of Johns-Manville, Inc., New York, will talk on "Advertising and the world outlook." Mr. Smith's address will be based on a world tour which he has just made in a survey of world conditions for his company. It is also planned to have a talk by one of the foreign visitors.

The theme for the Monday afternoon session will be "New tasks for advertising." Senator Walter E. Edge of New Jersey will tell "What the government of the United States has to advertise." Senator Smith, who is a resident of Atlantic City, is well qualified to talk on the subject, as in addition to being a United States senator he is president of the Dominion Advertising Agency. He will be followed by W. S. Crawford, vice-president of the Associated Advertising Clubs of England, who will discuss "How advertising can control international relations." Mr. Crawford, president of W. S. Crawford & Co., Ltd., one of the leading advertising agencies in Great Britain.

Robert Lyon Cox, vice-president of the Metropolitan Life Insurance Company, New York, will talk on "Extending the length of life." Mr. Cox is a former member of the New York state legislature and former manager of the Association of Life Insurance Presidents, succeeding Grover Cleveland to that position. He is one of the most effective of the gospel of health and a longer life to millions.

Frederick M. Feiker, assistant to Secretary Hoover in directing the world survey of raw material supplies will discuss "The elimination of waste in industry through advertising." Mr. Feiker, who is vice-president of the McGraw-Hill Company, New York, is said to be better informed on this subject than almost any other man in the country.

COMMERCIAL FIELDS TOPIC

Four well-known men will talk Monday afternoon on "What advertising has done and can do for your great commercial fields, public utility, automotive, financial and agricultural." Floyd W. Parsons, editor of Gas Age and writer for the Saturday Evening Post, World's Work and other national publications on public utility questions, will cover that field. Mr. Parsons is a member of the American Institute of Mining and Metallurgical Engineers Society of America and Academy of Political Science. He is the founder of Coal Age. He will cover the relationship of the coal industry to the economy and national prosperity, discussing particularly the part advertising can play (Continued on Thirteenth Page)

The SCOTT "Multi-Unit" Newspaper Press

WITH

HEAVY DUTY 64-PAGE FOLDER

is now in successful operation and overcomes all the troubles incidental to heavy cutting, creasing and folding. Saves time and money now wasted in stuffing your papers.

THE SCOTT "MULTI-UNIT" PRESSES

are steadily gaining in popularity and are daily showing their worth. The only press that can be used indefinitely without complications and which actually becomes more versatile as it is expanded. Built to endure at high speed all heavy products. Gives greatest possible production on all combinations.

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY.

1457 Broadway, at 42nd St.

NEW YORK

Monadnock Block

CHICAGO

JAVAN LOPEZ


NEW REPRESENTATION.

Anchorage Times, Juneau Sunday Capital and the Hyde Alaska Miner to E. Katz Special Advertising Agency on Pacific Coast. These newspapers have established a branch office at Seattle.

AUTHORS WORTH KNOWING

Irvin S. Cobb

is a reporter first and always. Here is his story of his newspaper days—thrilling, humorous and intensely human—an autobiography you can't afford to miss.

STICKFULS

"Rich and Varied"

—N. Y. Herald

Net $2.00

A One Girl Job

Any daily mail list up to about 20,000 or where additions, corrections, changes of address, etc., amount to around 300 per day, can be taken care of by one girl with the style C Reliefograph shown below; for larger lists our power Reliefograph will do the work of embossing plates at the rate of 150 to 250 per hour.
RIVALRY FOR SILVER LOVING CUPS WILL BE KEEN THIS YEAR — ENTRIES CLOSE JULY 15 — RESULTS WILL BE ANNOUNCED AT SUMMER PRESS MEETING.

Rivalry among the weekly newspapers of South Dakota for the possession of the four silver loving cups offered as first prizes in the annual South Dakota Weekly Newspaper Contest will be keen this year. The third annual contest results will be announced at the summer meeting of the South Dakota Press Association to be held sometime in August, probably in the Black Hills. Editors have until July 15 to complete their entries.

CLASSES ANNOUNCED.

The usual classes are announced in the 1923 contest. Loving cups will be awarded the winners of the front page, farm news page, farm advertising display advertisement, and sports news page. These cups will be awarded to those placing second and third in each class.

TROPHIES WILL BE RETAINED YEAR.

Class A— Best typographical makeup of front page, spacing, arrangement of heads, length of stories, contrast between tops of columns. A separate copy of the newspaper must be submitted for each class entered and should be plainly marked "Class A," "Class B," etc. It is not necessary to submit a copy of the entire paper. All entries must be marked "Entry, Newspaper Contest," and addressed to Agricultural Editor, State College, Brookings, within the time limit specified above.

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PROMINENT MEN SUBSTITUTE FOR NEWSIES AS LADS GO ON OUTING.

Forty-four prominent men of Trenton sold newspapers on street corners of the New Jersey capital recently in order that half a million copies of the Trentonian might enjoy a day of outing pleasures as members of their newspaper's circulation department. The event, sponsored by Elkins Olliphant Post, American Legion, George W. Sharp, president of the Post, had charge of posting the substitute "newsies" and with these arrangements the "newsthat" were "newspapering" for the day dispensed papers at the city ha'penny.

Among the other prominent men taking part in the "newsthat" were: John R. Anderson, publisher; Albert T. Dehave, managing editor; Dr. Clifford B. Haines, attorney; and W. W. Hoppes, secretary of the Trentonian, who served in France as an aviator.

When the Legion post broached the outing to the boys the project seemed hopeless. Some of the youngsters were too concerned to disappoint long-standing customers; others needed the papers' earnings to buy their own supplies or their families to take a day off to play. Business and professional men readily decided to match the boys' own spirit and to see that they had a real holiday without loss of precious time. The response was instant response when the call went out for volunteers. The local newspapers and advertising agencies contributed starting money to classified advertising agencies, and in many cases the proceeds of the "newsthat" went to local charities.

When the real newsthat returned to town early that evening they found that they had more money than they thought they had. They were able to meet their expenses and then have some money left over for the newspaper. The "newsthat" were so successful that they were able to meet their expenses and then have some money left over for the newspaper.

The suggestion has been made that the membership of the Southern Newspaper Publishers Association from the states of Texas, Oklahoma, Arkansas, Louisiana, Mississippi and Alabama be invited to attend the Kentuckiana Press Association annual convention, to be held in Louisville, Ky., for the special purpose of making arrangements for the 1923 convention. The idea is that the members could assemble in Lexington and put in day of sightseeing and shopping. They could schedule themselves to arrive in Lexington on one of the early morning trains, spend the entire day in Lexington, and the Blue Grass, leaving at 4 p.m. the same day. They could then return the same day and return to their respective homes.

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HARRY H. CHARLES.

HARRY H. CHARLES, publisher of the Richmond Item, was unanimously elected president of the Advertising Club of New York at its biannual dinner meeting in the old clubhouse at 47 East Twenty-fifth street. As a consequence, Mr. Charles, who three years ago made the first proposal that the club purchase a building, will be its president.

ELECTION TAKES PLACE ON SEVENTEENTH ANNIVERSARY OF CLUB, WAS ORGANIZED ON MAY 8, 1916 — SPECIAL PROGRAM PRESENTED AFTER BUSINESS SESSIONS.

Harry H. Charles, president of the Advertising Club of New York, was unanimously elected president of the Advertising Club of New York at its biannual dinner meeting in the old clubhouse at 47 East Twenty-fifth street. As a consequence, Mr. Charles, who three years ago made the first proposal that the club purchase a building, will be its president.

RICHMOND ITEM VISUALIZED IN ANNIVERSARY NUMBER.

On the occasion of the tenth anniversary of its present management, the Richmond, Ind., Item issued a twenty-eight page paper in an effort to visualize for the advertiser the Item's circulation, territory and merchandising opportunities. Solid pages of small houses with the notation "we read the Item" filled the entire special number. It contained no advertising or reading matter. The Item has received many letters commenting on the novelty of the plan and the effectiveness as an "attention getter." The Item was established in 1878 and incorporated in 1901. April 18, 1913, was the Item's first anniversary, and the circulation had jumped to 4,818. On April 18, ten years later, the publication had just reached 12,000. The circulation was 15,000 at the end of the year, and only nine per cent was sold on the street or through newsstands. Store, brokers & editors represent the paper, of which C. S. Dodd is manager and Edward J. Finley is advertising manager.

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AD CLUB TO GIVE COSTUME DANCE ON MAY 15.

The Advertising Club of Grand Rapids, Mich., will give its spring entertainment in the form of a costume dance which will be awarded as prizes, with costumes deemed most original by the judges. The program will be a costume dance. Between dances there will be several "stunts" to interest those who do not dance. Thomas H. Warwick, Charles Ashton and Earl Moore are in charge of the arrangements.

EDITOR OF COLLEGE PAPER.

John A. Bills, a member of the class of 1924 of the University of Michigan, has been made managing editor of the Michigan Engineering Journal. Mr. Bills has had other experience on university publications.
BRONX TABLOID IS ISSUED FROM OWN PLANT.

THE BRONXONIAN, WEEKLY PICTORIAL PAPER, PRINTER—O'SULLIVAN HEADS PUBLICATION—CIRCULATION REACHES 100,000 MARK.

The Bronxonian, the new tabloid weekly newspaper devoted to the activities and interests of the Bronx, New York, is being issued from its thirty-fourth issue last Sunday on its own duplex press which was recently installed at its plant, 511 East 193 Street. Starting little more than half a year ago, this tabloid paper was printed in a commercial printing establishment. The first copies were distributed as samples from house to house over a large part of the Bronx.

Because the printer gave first consideration to other commercial work, the paper's first number consisted of only four pages. The founders of the Bronxonian realized that this condition could not continue and plans were made immediately to issue the paper from its own plant.

The new press, the duplex press, is capable of printing two full pages at a time. This speed of the old Campbell Press was 1,000 an hour. The speed of the press is 2,000 an hour.

"It has been the policy of the Commercial-Newspaper to establish a clientele of high-class character. It has always been the policy to advertise something more definite than mere circulation. If the circulation of the Commercial-Newspaper measures up to one-half of what it is, it would still be the outstanding advertising medium of Eastern United States, because of its remarkable editorial strength. A feature of the newspaper is the writer and distributor of interesting reading matter. Its success is gauged by the reader's interest in the paper. The Commercial-Newspaper measures up as an exceptional newspaper. News is a perishable commodity. A good newspaper publishes the news first, and it has been our aim invariably to follow this rule.

The newspaper has been taken in featuring select stories, and during the 25 years a number of the very select stories and editorials have contributed to the success of the Commercial-Newspaper. The circulation during the twenty-five years have been connected with the paper. There were 800 to 22,000, more than twenty times. It is my own wish that I may live to see the circulation reach 50,000. If the present times continue, I do not hesitate to assert that I think that end will be achieved within the next ten years."

REPORTER COMPLIMENTED.

Russell B. Porter, who covered the A.P. and A.N.P.A. conventions at the Waldorf-Astoria for the New York Times, was commended by the Porto Rico and The Campbell Presses for his coverage.

CALIFORNIA AD MANAGERS ORGANIZE WITH L. L. PUTNAM AS PRESIDENT.

Organization of the California Association of Advertising Managers was completed recently when a constitution and by-laws were adopted and officers and the board of directors were elected.

The following officials were elected: President, L. L. Putnam, Santa Rosa Republican; secretary-treasurer, J. A. Long, Richmond Independent; first vice-president, William R. Church, Modesto Herald; second vice-president, H. R. Judah, Santa Cruz News; third vice-president, A. W. Guickman, Marysville Democrat.

Directors for one term: Don Ward, assistant manager; Russell Garrett, San Bernardino Sun; and W. W.消費, F. D. McPherson, Santa Cruz Sentinel; J. C. Allison, Marysville Appeal.

CHURCHES TO ADVERTISE.

Ministers at Marion, Ohio, have decided to go in for church advertising on a large scale. This decision was reached by the Marion Ministerial Association, in making public the ministers' decision, declared that advertising is necessary to the life of the church.
ADVERTISING AS A MUNICIPAL BUILDER.

UNEQUALED OPPORTUNITIES NOW AWAITING CITIES TO MERCHANDISE THEMSELVES, NESBIT ASSERTS—POINTS TO FACTORS THAT HAVE MADE COMMUNITIES FAMOUS.

Never in all history has good advertising of a community had so swift and sure means to convincing an average man of its worth, D. W. Nesbit, vice-president of the William H. Rankin Company, advertising agency, declared in a recent address at Buffalo. He pointed to the Bible as the most successful advertising medium and said that the twenty-seventh chapter of Ezekiel is the most wonderful chapter of the Bible, because it is the combined and multiplied life and effort of all the people, while, on the other hand, the lead must be such dominating individuals as Alexander the Great, Julius Caesar, Washington, Columbus, Washington, and so on, to attain imperishable remembrance. Nesbit added that he would find it full of the stories of the rise and fall of all the nations. The Bible is the oldest, the greatest, and the most successful advertising medium of all time. It convinces, and it serves—and there you have all there should be or can be in an advertisement. It speaks its full purpose. It is a model to any advertising literary style, and for convincing appeal it has never been equaled. The twenty-seventh chapter of the book of Ezekiel is the most wonderful piece of municipal advertising ever written.

"A man must be honest in his work; an organization must be honest if it is to be a success. If a city is to be honest in its work, it must have an individuality to be known. "If Tyre had, as she thought, a natural monopoly, then the wonderful advertisement of it in the book of Ezekiel would today be lost somewhere in the world to Tyre instead of to sound a warning to the world. Merchandising a municipality grows out of the primary functions of a municipality: to rule, order, and control. If we are going to sell ready-made clothes we try to find the man who ought to wear those clothes, at the time when he ought to buy a new suit. If we are going to sell automobiles, we try to find the person who can afford to buy one and excite him in his desire to possess one. Here we are merchandising. But, before we sell anything, we should know something about the goods we sell.

SELLING A MUNICIPALITY.

"If we are going to sell a municipality to some one, we have to know about the community, we have to know about each individual, and we ought also to know why this individual is not attracted to this municipality. If he is a school teacher, our municipality should show him an opportunity to be of service to the community and to the rising generation. If he is a laboring man, our municipality should show him an opportunity to get a good job and to hold it and to make something of himself. He should be shown to him where and how to make something of himself. He should be able to show him where the knowledge of his profession would benefit him greatly in our field. If he is a hotel man we should be able to show him how if he has the right talent he can benefit our community and our community can benefit him. If he is a publisher, we should be able to show him that in our municipality lies the sort of atmosphere that is a short time for him to get out of the rut and go forth, get a car, and sin no more of the sin of a spectatorial being like King Tutankhamen's but I will have one advantage over him, I will have a decade of development which will come out much alive and ambitious.

The motor company, impressed by the convict's sincerity, will help him in his ambition to begin life anew.

PUBLISHER SELLS INTERESTS IN IOWA PAPER.

Arthur W. McBride, Iowa, editor and publisher of the Guthrie County Vidette, has purchased the Iowa Falls Sentinel from Roy A. Stacey, who has become owner of the Vidette, which property he expects to dispose of. Roy A. Stacey has long been interested in the newspaper business and will be the Sentinel's new owner. The Sentinel is well known in the town of Iowa Falls, a thriving little city which has a population of about 10,000. Stacey has been a prominent citizen of the town for many years and has been active in local affairs. He is a member of the Iowa Falls Chamber of Commerce and has served as president of the organization. He is also a member of the Iowa State Bar Association and has been active in legal work.

MICHIGAN SCHOOL EDITORS AT AN ARBOUR.

More than 150 editors, business managers and faculty advisors of Michigan high school publications are expected to attend a convention to be held at the University of Michigan on May 18 and 19. The convention is the second of its kind held in Michigan. Sigma Delta Chi, Michigan chapter, is in charge of arrangements for the affair.

VITAL PROBLEMS FOR AD CLUBS' CONVENTION.

(Continued from Tenth Page)
CANADA AROUSED BY TALK OF $80 PAPER PRICE.

News print manufacturers of Dominion may keep to $75 price and seek to gain further favor in American market if L.P. makes increase.

Philip T. Dodge, president of the International Paper Company, has stirred general interest throughout the Canadian paper industry by his recent statement forecasting an increase to $80 per ton for news print. According to the Trade Journal, this has raised a suggestion that some interesting possibilities might be in store should the International Paper Company raise its price to $80 a ton and Canadian producers should at the same time decide to hold their rate at the $75 per ton level. It will be recalled, the trade journal explains, that when the price of news print was undergoing its readjustment of about a year ago, the Canadian manufacturers got their price down to $80 per ton, which was almost thought to be the last word as the readjustment should go, taking into consideration the cost of production, particularly in view of the fact that the price of wood which most every company in Canada, as well as the United States, was then working on.

Considerable surprise and annoyance was expressed in Canada when the International Paper Company carried its rate down to $75 per ton, which has since remained, the Canadian producers having decided to follow suit to protect their customers in the United States. Having readjusted their positions in the meantime, Canadian companies have since January 1, however, been working under the new rates agreed to by the mills with the unions, providing for wage increases of five cents an hour. Commodity prices have also been advancing and it is possible that the prices might have to be raised to $75 a ton profits on a reasonable basis, but, on the other hand, has received from Canadian standpoint that it would be better for the Canadian industry to handle themselves, establish Canada as the real arbiter of rates instead of following the International Paper Company as in the past. It is also argued that, with the narrowing margin of profit for American mills due to the present price, there would tend to narrow down the competition. The Canadian producers can meet in this market and increase the number of their American customers.

INTERNATIONAL PAPER CO. IN NEW HEADQUARTERS ON PERSHING SQUARE.

The International Paper Company has moved from its old offices at 30 Broad Street to the new Pershing Square Building, 100 East Forty-second street. Its move was prompted by the general exodus of business houses to the so-called "midtown" of New York.

Just before vacation the old Kếtner, the International Paper Company had its annual meeting. The officers are: President, P. T. Dodge; vice-presidents, Ogden Mills, Capt. W. E. Haskell, and C. W. Lyman; treasurer, Owen Shephard; secretary, F. G. Simons; auditor, D. O. Ellis.

G. F. Underwood, P. H. Jennings, E. H. Zerbst and W. A. Fensutoff were all re-elected as to directors for the coming year.

The same time a report was given out which said that the concern had earned more than $400,000 in dividends per year, a rate not in any other with the exception of one, in the history of the company.

Members of the Mason City Globe-Gazette office, just a little closer together recently when they gathered for a banquet and other entertainments at the Mayflower Hotel, room as the guests of the paper. Mayor Frank H. Burgess and Editor W. F. Muse acting as host and 

The feature of the affair was the presentation of an insurance policy to each of the employees. Those who had been with the company for a period of one year were paid a $1,000 policy, while those with the paper for less than that time were given a $500 policy. The policies were used as payment in full.

Mr. Conroy acted as toastmaster of the evening with a steady stream of happy stories and reminiscences of events which had taken place during the last quarter century of the Globe-Gazette's existence.

NEW IS LIKELY TO ATTEND INLAND MEETING.

Postmaster General Harry S. New is likely to attend the May meeting of the Inland Daily Press Association to be held at the Morrison Hotel, Chicago, Tuesday and Wednesday. It is likely that the postmaster general will have something to say about second class postage in the future of a new wrapper for daily newspapers in the mail so speeding up then delivery. It is known that he contemplates some marked improvements in the United States. Having readjusted their position in the meantime, Canadian companies have been making good profits and...
FARM PAPERS ARE ALSO FIGHTING SPACE GRAFT.

A QUITE FORMIDABLE ARRAY OF PUBLISHERS ORGANIZATIONS IS NOW LINED UP TO ELIMINATE PRACTICE — APPLICANTS FOR PUBLICITY TO BE DISCOURAGED.

The Agricultural Publishers Association, like the A.N.P.A., the Inland Daily Press Association and various regional associations is waging war on space grafters, as is indicated by the following article issued recently to its membership. The article was headed, "Requests for charity in the way of free space." A few agencies and advertisers still cling to that old-fashioned theory that advertising "don't cost nothing," or that the publication is a charitable institution for the handling out of favors to the failing firm. It is a fallacy which can be a way devised to have all the usual camouflage eliminated from such requests, and applications confined to straight out supplications for donations of cash. Some of the former letters asking for assistance of this nature are really composed in a driven manner, and designed to wring tears from an Egyptian Mummy.

Let us suppose that some publisher has been doing business with a paper manufacturer for many moons. During some unlucky period he loses money on one of his editions, or gets his arms in a blue sky stock, or from playing the ponies, or rolling the bones. How would this do to make the manufacturer in blue sky, or his agent, write the harrowing details to the paper house, and request that ten thousand extra pounds of paper be shipped in the next car, gratis, to help him over the hill. They have to run the paper mill anyway, it will be no trouble to load the extra jag, and there will no doubt be room to squeeze it into the car. Just what would your paper manufacturer think about you and your proposition? He will think, right off the bat, that the supplicant is a "boob." And at the very first "think" you will agree that the ringing bell, cleans all the bases, and registers a home run.

The analogy is not a far cry of the publishers' space to the value of $500, or any amount in question, which represents exactly that much money, just the same as paper or any other commodity valued at a certain amount. The agency or advertiser is really asking for a cash donation when free space is agreed to. It should appreciate that fact. Several incidents of this nature have been brought to the attention of the Agricultural Publishers' Association late, and it has been suggested in the future we publish notice of advertiser and agency making such proposals.

In a recent case the agency wanted assistance for the advertiser on account of an admitted error in judgment on the part of his client. When the request was refused, along comes the filling letter which disclosed that the publisher's competitor has granted the space, which was not true. Sometimes there is an apparent attempt to "put it over" by playing one advertiser against the other.

Every publisher should make up his mind to the fact that the publisher's business is a clean-cut business proposition, just the same as any other manufacturing enterprise, and that all competing for charity should be stated as such and considered as the mind of the reader, an occasional case where charity in the way of free space is merited, as the evil should be suppressed, for good and all. The time will come when concerns asking for such accommodations in the way of "alms" will be looked upon with suspicion.

FAMILY FAITH IN ITS DAILY NEWSPAPER STRESSED BY CHICAGO DAILY NEWS.

Much has been written of the great faith which the regular coming in of a newspaper inspires. It is a faith that, being built up day by day, develops subconsciousness in the reader, a confidence in the newspaper and an affection that are none the less real although probably not realized.

The Chicago Daily News has expressed this newspaper relationship rather graphically in some of its current publicity by saying: "Dear old friend of the introducer to Chicago you may be sure that what you have to say will be listened to with respect, though this is really a merchandising message from the Daily News, it seems to convey in fewer words than usual just what the relationship between the community and a real newspaper standby is.

All newspaper advertising could be sold and deal more consistent if this feature in the newspapers influence over their field was emphasized. Publishers that have been in existence over a long period of years as the Chicago Daily News has a claim to the title "a friend of the family" and when the friend introduced the product in a favorable reception is assured.

ROTOGRAVURE HAS OVERLAPPED MAGAZINES.

REMARKABLE DEVELOPMENT AS NEWSPAPER FEATURE IN TEN YEARS — HIGHLY TECHNICAL REQUIREMENTS OF PRODUCTION RESTRICT PRINTING TO EXPERTS.

One of the most steady developments in the daily picture during the past ten years has been that of the rotogravure process and its application by American newspapers, which has been carrying away the best exponents of this form of printing in the world, from its inception the rotogravure process was recognized by the dominating newspaper publishers of the United States as a remarkable adjunct of the newspaper and ideally suited to increase the newspaper's capacity for the distribution of intelligence.

So long has seen this growth and so logical was it to expect that the newspaper field would make the most of it, that one of its con-comitants seems to have been generally realized. While the magazine field has been turning its efforts to the most desperate efforts to swing back some of that percentage of national and international advertising to the columns of its publications, the newspaper has gained added strength from the fact that its rotogravure feature serves the reader as a magazine most satisfactorily.

The ethical, strong, legitimate agencies or advertisers, who furnish the very backbone of daily paper lineage, do not ask for any such charitable accommodations. When a regular manufacturer or reader of a regular daily paper is in the market for advertising that news paper, it is the responsibility of the advertising man to entice him to make his deposit in the same way that he would make a deposit in a regular bank.

The Cutler-Hammer Mfg. Co., Times Bldg. — New York City Branch Offices — Principal Cities

Mid-Week Pictorial, Annexal, and War Volumes of the Times. More than 2,500,000 pieces of rotogravure work are turned out in its plant every week, an average of over 60,000 pieces per day. When it is considered that the rotogravure process is much slower than that of ordinary printing, it is to be expected that the Times' new auxiliary building at Twelfth Avenue and Forty-fourth Street is completely equipped, with more than 1,400,000 eight-page sections a week. Newspaper manufacturers that have long aimed at the exclusive production of rotogravure work has led this firm first to establish plants in New York, Baltimore, Cleveland, St. Louis and Kansas City.

Even so urbane and sophisticated a body of readers as that served by the New York Times, for instance, has not yet ceased to marvel at the step forward in the Times rotogravure plant process. The Times, in its rotogravure plant, has turned out 1,400,000 eight-page sections a week. The Times rotogravure plant provides the Sunday book review, magazine.

For PROMPT Service

TYPE Printers' Supplies

Machinery

in Stock for Immediate Shipping by Selling Houses Conveniently Located

"American Type the Best in Any Style"

AMERICAN TYPE FOUNDERS COMPANY

Atlanta Denver Pittsburgh

Baltimore Detroit Portland

Kansas City Richmond

Buffalo Los Angeles San Francisco

Cincinnati New York Spokane

Cleveland Philadelphia Winnipeg

An Injury Done Cannot Be Undone Prevent Accidents With CUTLER-HAMMER SYSTEM

Printing Press Control "Safest in the World"


Times Bldg. — New York City

Branch Offices — Principal Cities

"The Times has always been that itamplified and interpreted the news for the particular class of people to whom it directed its appeal. Perhaps the greatest reason for the remarkable hold which the rotogravure process upon the American public is that it goes a long way toward amping the news and provides visual evidence by which the reader can form his own interpretation. It is an American characteristic to demand the opportunity of seeing for oneself, therefore the competitive craft must see that the rotogravure process will be pushed to the front of the reader's list.

The general trend of rotogravure has been made possible by the grouping together in one organization of highly-trained experts, who control several newspapers. The process requires equipment and training that is expensive, so that there can be no such thing as rotogravure printing on a small scale. Alto-Gravure, Inc., under the leadership of the holder of the patent, operates five completely equipped plants, capable of turning out 1,400,000 eight-page sections a week. Newspaper manufacturers that have operated in this field has led to the conclusion that one firm to establish plans in New York, Baltimore, Cleveland, St. Louis and Kansas City.

N. Y. DAILY NEWS HALF TONES

Best in the World

Made by POWERS NEW PROCESS
ALL OPERATED FROM THE SAME KEYBOARD

Three Magazines and a 34-Channel Auxiliary

THE SINGLE KEYBOARD MODEL 14

One Keyboard

All three main magazines and the auxiliary are controlled by regular power-driven keyboard. The operator does not have to move his hands from this single keyboard to get any character that runs in the machine. A touch on a control-knob instantly switches the keyboard action from 34 channels of the main magazine to the auxiliary. At the same time the other 56 keys remain in operative connection with main magazines.

Power Driven

Composition from the auxiliary is as rapid as from the main magazines since it is operated from the same power-driven keyboard and from the same keys and the same position to which every operator is accustomed.

Wide Range

The 34 channels in the auxiliary are arranged to accommodate large matrices, giving the Model 14 a broad field of usefulness. The range of the auxiliary extends from the smaller faces to condensed 60 point. It includes all 24 point caps and the caps of most 30 point faces. The auxiliary magazine may be split or full length, as desired.

All Magazines Changeable Without Disturbing Auxiliary

The supporting framework of the auxiliary magazine is a fixed part of the machine. There is no swinging or other motion. A touch on a control-knob switches the keyboard action to the auxiliary.

It is always out of the way. Operative position-shifts of main magazines are made instantly at will without touching the auxiliary. The same is true of magazine changes. Magazines are taken off and put on in 15 seconds.

Mergenthaler Linotype Company

27 Ryerson Street, Brooklyn, N. Y.
The Single Keyboard Model 14

All magazine handling from front of machine—Split magazines in any or all three positions, as desired. Auxiliary magazine changes equally quick. Continuous composition from main magazines and auxiliary all from the regular keyboard
THE FOURTH ESTATE
A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS

Issued EVERY SATURDAY, by The Fourth Estate Publishing Company, Ernest F. Birmingham, President and Treasurer; Fred J. Runde, Vice-President; M. C. Birmingham, Secretary; 232 West 69th Street, New York City.

Subscription: FOUR DOLLARS a year. Postage extra to Canada, 50¢; to other foreign countries, 50¢. Single copies, TEN CENTS (except Specimen Copies.) Back Numbers—Less than 3 months old 25 cents; more than 3 months old, 50 cents. Advertisement Rate, 50 cents a line. Forms close Thursday. Advertising Rate, 50 cents a line, each insertion without discount. Situations Wanted, 15 cents a line net. Please send cash with order.

(advertisement)

How Beautiful upon the Mountains are the Feet of him that bringeth Good Tidings, that publisheth Peace.
—Isaiah, LIT, 7.

IT'S WORTH WHILE TO READ A NEWSPAPER RIGHT.

No man is thoroughly educated who does not regularly and systematically read the daily newspapers, nor is he against experience, and the victim resolves to "keep his eyes open" the next time.

The spindle-eyed man to peel the eye is when the daily newspaper is opened. Only intelligent measuring of day-to-day events will enable any business man to keep fully informed. He can not hope to hear of every development that may affect his business, but he can hope to read enough to sharpen his judgments and give it a fair chance against the field.

In addition to reading very closely his local newspaper and the news from other centers of commerce and industry, it is possible to read the trade press and the periodicals that are devoted to the particular line of business in which he is engaged.

THE "WHY OF ADVERTISING" FROM A NEW SLANT.

Advertising, especially that which Uncle Sam does on behalf of his navy, has a brand new critic in the person of Mrs. Robert M. La Follette, wife of the senator from Wisconsin. Those pretties pictures of white-eladsailor boys lolling around tropical verdure are gross deceptions, according to Mrs. La Follette, who speaks from the heart in defending the youth of the land from the disillusions of a "good time" world and finding out that they are not worth the buck that is paid for a cruise.

One can almost hear the plaintive wails of the gullible youths that Mrs. La Follette describes. "We asked for a poloneck and they gave us a houndstooth," goes the refrain, but as far as the Senator is concerned, no one will probably get out of sluicing a poloneck.

The cynical-minded New York World really says about all that need be said in reply to Mrs. La Follette. It speaks not for the man but for advertising generally. It regards the criticism indulgently, but sets things straight as follows:

"Mrs. La Follette forgets that the object of other advertisements, is to attract and not to repel. She would not expect a restaurantkeeper to advertise the fact that though his orchestra was excellent they were "by appointment," or his waiters "decent looking." She would not expect the landlord of a summer-resort hotel to advertise an "incredible" price for a room, and nothing about the view.

"She would not expect anybody to pretend that an article of food, which everybody knows is good, is "insuperably" bad. She would not expect the teacher to tell his wife only that which was most discreditable to himself, omitting his triumphs. Advertising is only human, and the navy is human also."

May 12, 1923

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COMING NEARER TO REAL NATIONAL JOURNALISM.

One of the many far-reaching consequences of the first non-stop cross-country flight is the concept that conceivably the "national newspaper" which has so long been regarded as the property of the states, while journals in England, France, Germany, Italy and other old countries are regarded as national journals, the American journalist has courageously developed a newspaper concept that could mean a new development in the world of journalism.

Transportation is really the backbone of civilization, and every improvement in transportation and its twin, communication, has an impact upon journalism. It is expected that among the first great developments of 100-mile an hour speed as a constant factor will be a speed in development of journalism.

It is hardly likely, though, that any man or group will start a publication with the avowed intention of making it a really national newspaper. And then "let the national journalism of the old world look to its laurels."

NOTE AND COMMENT.

That the spruce bud worm is doing more damage to the pulpwood forests of North America than all the cutting by the pulpwood company is pointed out by C. W. Boyce of the United States Forest Service, who has estimated that the loss of the spruce bud worm, the larva of which previously could not have been imagined. Nothing follows transportation and communication quite as the daily newspaper, and so it is here that we are to be interested in that among the first great developments of 100-mile an hour speed as a constant factor will be a speed in development of journalism.

Note: The "why of advertising" from a new slant is a regular column by the New York World which reports on advertising. It is a valuable resource for understanding the role of advertising in society and its impact on various industries. The column is written by a team of journalists who specialize in covering the advertising industry, and it provides a unique perspective on the latest trends and developments in the field. The column is published weekly, and it is available online for free. The "why of advertising" from a new slant is a valuable resource for anyone interested in understanding the role of advertising in society and its impact on various industries. It is a regular column that provides a unique perspective on the latest trends and developments in the field.
FLORIDA NAMES COUNTY FOR
PROMINENT NEW YORK
ADVERTISING MAN.

In recognition of the services of Barron G. Collier, New York advertising
man, toward development of the Florida west coast, the legislature of that
state has named after him a new county, comprising thirty-seven
townships, in the southern part of Lee County.

Mr. Collier is head of Barron G. Collier, Inc., advertising agency of
New York, president of the Street
Railways Advertising Company, and head of the V-C Advertising Agency, New York, of which Cornelius Vander-
bilt, Jr., is vice-president.

Mr. Collier is said to have told the legislature that he plans to ex-
pend $10,000,000 for improvements on the west coast in the next few years, partly for extensive railway con-
struction linking the Everglades with the main lines along the coast. He has already taken steps toward im-
proving rail and water communica-
tions, notably by dredging the Allen River from Everglade, the seat of the new county, to deep water in the Gulf of Mexico. More than 1,000,000 acres of land belong to Mr. Collier. Mr. Collier is in Florida at the present time.

STAFF CHANGES.

Miss Winifred Arnold has become social editor of the Helene Mont-
Record-Herald, succeeding Mrs. Betty Dishon, who has gone to San Francisco.

George Abern, formerly of the Business Post, Cleveland, has been as-
tached with the Stanford News, sentinal. Mr. Abern has been connected with the Post for a number of years. Lamar
Middletown, until recently with the Stanford News, University, also has been added to news staff of the Sentinel.

BARRON G. COLLIER.

Miss Ruth Cartzdarfner, a graduate of the department of journalism at the college of commerce and journalism at Ohio State University, Columbus, has joined the staff of the Sandusky, Ohio, Register.

Ralph L. Lindsay, recently connected with The Fourth Estate, has become circulation manager of the Stamford, Ct., Sentinel.

Robert E. Murphy, for the last five years in the advertising department of the Birmingham News, most of the time as manager of the copy and promotion department, has taken a similar position with the New Orleans Item.

George Ahem, formerly of the Bridgeport, Ct., Telegram, has been made city editor of the Stamford, Ct., Sentinel. Mr. Ahem has been with the paper number of years. Lamar Middletown, until recently with the New York Daily News, has also been added to news staff of the Sentinel.

Charles H. Huls, editor-elect of the Ohio State Makio; Gansey R. Johnston, business manager-elect; and Gus K. Bowman, business manager-elect, of the Sun Dial, have been elected to membership in Pi Delta Epsilon, honorary journalism fraternity.

MEMORIAL TO NORTHCLIFFE.

A somewhat unique memorial to the late Lord Northcliffe has just been unveiled at the Memorial Home of the National Society of Operative Printers in the uplands of Leicestershire, Leicestershire. It takes the form of a rose garden, the center of which is occupied by a granite cairn hearse, erected to the memory of Lord Northcliffe, with an inscription. The unveiling ceremony was per-
formed by Mr. Marlowe, chairman of the Associated Newspapers, Ltd., and there was in attendance about one hundred workmen from the various offices contributing to the memorial.
Montana Daily Celebrates Birthday.

It is fifty years since the Missoulian began its long career—growth of newspaper large—has paid-in-advance circulation system.

The Missoulian, Mont., Missoulian is celebrating its fiftieth birthday anniversary. It was back in 1873, during the financial and industrial panic of the reconstruction days following the

News

Wire News

Scribes to Play Ball.

A tentative schedule has been drawn up by the Newspaper Club of New York baseball team, including games with the National Press Club, Washington; Pen and Pencil Club, Philadelphia; Brooklyn Press Club, and press associations in Boston, Buffalo.

President Harding will be invited to toss out the first ball at the meeting between the Washington and New York writers at a date yet to be fixed. The contest will be in Washington and since the President is a member of both clubs, there is been guessing as to which club he will root for.

Paper Mill Burns.

The plant of the Fort Miller Pulp and Paper Company at Fort Miller, N. Y., was destroyed by fire last Sunday. The loss is $100,000. The cause of the fire is unknown.

Features Since 1889

The International Syndicate

The Man in the Street

250-word Inspirational Chats on Vital, Interesting Subjects

by

Dr. Alexander Irvine

daily or weekly

C-V Newspaper Service, INC.

Borden Building, New York

"Fifty Famous Features"

Adams Features are standard products. They shine like stars in their places in the columns of hundreds of newspapers. "Adamservice" offers the most unique and original collection of features in existence, singly or in expense-saving Groups. Let us send you a full set of Adams "Fifty Famous Features," including some of the best.

The George Mathew Adams Service

8 West 40th St. — New York

Mail News

America's Best Magazine Pages

Daily and Sunday Newspaper Feature Service

241 W. 58th St., NEW YORK CITY

Complete your business page with the latest developments in the textile and allied industries.

Daily News Service

Features

Weekly Reviews

Special Articles

Fairchild News Service

8 East 13th St., New York City
May 12, 1923

THE FOURTH ESTATE

EQUITABLE RATE ACT PASSED IN NEW YORK.

BILL EQUALIZES PAYMENTS FOR PUBLIC NOTICES AND LEGAL ADS — SIMPLIFIES METHOD OF MEASUREMENT — BIG VICTORY FOR KEEFE AND PRESS BODIES.

Passage by the New York State legislature of the newspaper rate bill shortly before it adjourned means that hereafter public notices and legal "ads" printed in newspapers of New York state will be measured by simply counting the number of lines in each particular advertisement as it appears in its publication.

This important change marks the culmination of two years of effort on the part of Frederick H. Keefe of the Newburgh Daily News and the joint legislative committees of the American and New York Press Associations, comprising more than fifty of the daily newspaper publishers in the larger cities of the state; the New York Associated Dailies, an organization in the smaller cities; and the New York Press Association, in which are not only daily newspapers but also three hundred and thirty 300 weekly newspapers of the Empire State.

Governor Smith's signature which is assured will make the "newspaper rate" bill a law whose passage both the senate and assembly. This change will be the greatest sensible stroke yet taken by a group of newspaper advertising that has taken place in years. The bill not only provides this method of measurement but also requires that all state, legal and public notices published for the public interest be measured according to this method.

Here-tofore much confusion has existed because of doubt as to which of three methods of measurement applied to a "news flash" is to be used. Such is the case with newspapers containing no first or second class city, will receive compensation for the publication of notices proportionate to their circulation.

The idea of this bill is said to have originated in February, 1921, by Mr. Keefe, who patterned it after laws which have been in effect and working satisfactorily in New Jersey. These laws, however, only provided for measurement of news and did not give the newspaper fair compensation on the basis of its circulation.

Through co-operation of the state comptroller's office in Albany, it is the initial measure as proposed was greatly simplified and reduced to the easily understandable details. Thus, for each column of a line of a column width of not less than 12 pica ems, it is provided that in computing such charge per line, the line shall average at least six words. Display copy must be also taken care of by adequate measurement, the same as national advertisers have always been.

The final paragraph of the law provides for its immediate effect, so that all that is now necessary is the governor's signature, and no difficulty is anticipated in this respect.

JERSEY WEEKLIES MERGE, NOW COME OUT TWICE A WEEK.

For the first time in thirty-four years the Summit, N. J., Herald and the Summit Record are being issued under one management, and also for the first time in the forty-seven years of Summit's newspaper history there is a semi-weekly paper in that town. The name of the Summit Record, Inc., which was published Tuesday, is the new title of the Record was merged with that paper. The Record was purchased by Albert S. Morse, publisher of the Record since 1875, has purchased the summit Record from the Summit Record, Inc. The Record was published on May 4 and carried the announcement of the merger.

The Record was established thirty-seven years ago by D. M. Smythe, who later started the Herald. Within a year or two the paper passed into the hands of the late Thomas F. Lane, who continued the publication with his brother, Alfred J. Lane, for twenty-five years. The Herald is now being published by the New York Press Association, and a member of the Jersey Journal house of assembly. Fred W. Cliff is editor.

With the May 1 issue, the Herald stumped as a semi-weekly, and the Record as a weekly, newspaper. The publication days will be Tuesdays and Fridays.

The Herald has taken over all unexpired subscriptions and advertising, and only the Record will fulfill them. Formal notice of subscription rate adjustments will be sent to subscribers.

The Herald will eliminate its composing plant and turn over its business to the Record Press, under the management of Albert S. Morse, who has been publisher of the Record for two and one-half years for some time past. Mr. Morse has been devoting himself more to that end of the business.

IOWA JOURNALISM STUDENTS GET OUT DES MOINES DAILY.

Thirty-five students of journalism under Professor William S. Maulsby at the University of Iowa, broke the ice of "cubdom" recently when they published the first issue of the "Iowa Daily." The papers was planned as a propaedeutic for the students who had no previous experience. Ruth Daggett, Ottumwa, Iowa, handled the society news. Ulysses Vancet took care of the state news and farm page.

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NATION'S BUSINESS MEN DISCUSS RAIL CRISIS.

(Continued from Eighth Page)

Immigration aroused the interest of one of the largest groups sessions. Speakers declared that it was one of the most pressing and important problems with which the country had to deal at the present moment. Representative Johnson, author of the quota law, announced that there was not likely to be any loosening up of the immigration law at the next session, that, in fact, there might be a tightening up. In this he said, that President Harding was quite in sympathy.

HIGH LIGHTS OF HOOVER'S ADDRESS.

Secretary Hoover, in his address at the night session, came out strongly for individual initiative in business, coupled with national planning of industry through government aid and not government interference.

High lights of Mr. Hoover's address as he defined Americanism, to business men and others who are habitually "bulls on America," were:

"The United States today could supply each person with the same amount of commodities that he consumed ten years ago and lay aside two million people from work."

"We have passed from the unemployment of 5,000,000 in 1920 and 1921 to a surplus of 500,000 jobs."

"The state of the country is economically stronger than before the war and this strength has radiated stability to the entire world."

"Caution need not be timidity nor exclusive of confidence and courage. There has been no apparent large accumulations of goods. Wholesale prices today are about thirty per cent below the crest of 1920. The government index shows an increase of about six per cent in the last nine months, contrasted to a rise of twenty per cent in the nine months following the collapse of the 1920 boom."

"We have been steadily increasing our production for the last eighteen months.

"Normal standards of living and volume of business are not normal now. Normalcy is a vastly higher and more comfortable standard than 1913."

"Population has increased 14,000,000 in the last decade."

"We are producing a larger amount of commodities per capita than ever before in our history."

"Exhaustive study from many angles of production over acreage periods ten years apart, before and since the productivity should have increased about fifteen per cent due to the increase in population, yet the actual increase has been from twenty-five to thirty per cent indicating an increase in efficiency."

"There has been no increase in the number of our farmers during the last decade, yet the agricultural community not only feeds an increase of fourteen million of people but has increased its average exports from about seven and one-half million tons annually. This would show that the individual farmer has increased his efficiency in production by from fifteen to twenty per cent in this period. Increase in production and distribution per person engaged in many other industries can be similarly added."

"We have been able to add to our standards of living by the general distribution of many articles which were either altogether luxuries ten years ago or which were luxuries war, would indicate that while our to a larger proportion of the population.

DO YOU NEED A

General Manager
Business Manager
Advertising Manager
Circulation Manager
Managing Editor
City Editor
Reporters
Designers
Innovator Operator
Web-Pressman
or any kind of help?

OR ARE YOU SEEKING A CHANGE

The quickest way we know of to bring about your desires is to USE THE SMALL-AD DEPARTMENT

Send along your ad and the promptness of results will surprise you. Ads should be received by Thursday, although few can be squeezed in Friday morning.

Why not mail or telegraph copy for the next number and start the machinery? Think of being able to position one of the strongest forces in the newspapers field to work for you for a few pennies?

THE FOURTH ESTATE

323 West 59th Street, NEW YORK

The Press
East Stroudsburg, Pa.

is the new paper this week.

Furnished full page matrices black alone, black and red, and black and three colors; or, as in the first page of a printed comic section.

HERALD-SUN SYNDICATE
280 Broadway, New York
HELP WANTED

Advertising Manager

College town, 5,000 evening daily; seeks experienced, able to write campaigns and special pages; salary starts $850.00, NEWS JOURNAL, Wilmington, Ohio.

Circulation Manager

Good opportunity for man of mass of ability. Territory covers twelve Southern States. Give experience, references, and salary. Address Box 8896, care THE FOURTH ESTATE.

Mechanical Superintendent

Wanted—A good mechanical superintendent for newspaper plant. Must have a thorough, practical knowledge of all mechanical departments of a daily newspaper. Must be able to maintain a high standard of printing and production, as well as have the experience. Must be a man in position to one who can furnish satisfactory references. State full particulars as to experience and give references with reply. J. M. Riegel, care Dispatch, St. Paul, Minn.

Assistant Business Manager

A first class man 35 to 45 years and married to take charge of advertising. Must be of Norwegian descent and know Norwegian-American conditions in Northwest, as we publish a Norwegian language newspaper (The Decorah Posten, 6,000 circulation) besides doing commercial printing. Applicant must have had some technical experience in general office work and supervision. Give experience in detail, recommendend references, and salary expected. A good opportunity for the right man. R. B. Bergson, V. Pres., The Anundsen Publishing Co., Decorah, Iowa.

Advertising Director

Wanted: A first class man 35 to 45 years and married to sell advertising. Must be of Norwegian descent and know Norwegian-American conditions in Northwest, as we publish a Norwegian language newspaper (The Decorah Posten, 6,000 circulation) besides doing commercial printing. Applicant must have had some technical experience (as above) and must be experienced in general office work and supervision. Give experience in detail, recommendend references, and salary expected. A good opportunity for the right man. R. B. Bergson, V. Pres., The Anundsen Publishing Co., Decorah, Iowa.

Energetic Advertising Manager

In southern city of 75,000 population by newspaper second in circulation but with ambition and prospects of developing into dominant leader in its field. Unusual opportunity for a man seeking permanent connection where results secure recognition. Must have had experience in remuneration. State your past experience and record in selling advertising and give references. Address Box 8896, care THE FOURTH ESTATE.
SITUATIONS WANTED

Editor

Practical news man and editorial writer, now employed, desires change in location. Prefers city of between 20,000 and 50,000 in Ohio or neighboring state. Address G. B., care The Fourth Estate.

Desk Man

A desk man of more than ordinary ability, desires city position. Many years experience as a general writer and will stick. Address Box 5404, care The Fourth Estate.

Advertising or Circulation

Result-producing executive wants position as newspaperman of importance requiring thorough knowledge of local advertising. Experienced large and small cities. Prefer medium or large city, but will consider business management in a small city. Outline your needs to Box 5408, care The Fourth Estate.

Circulation Manager

Age 31, ten years experience, morning and evening papers, a producer, reference. Address Box 5409, care The Fourth Estate.

Newspaperman

Capable managing editor for live daily—knows news and make-up—University graduate—age 29—Address Box 5401, care The Fourth Estate.

Circulation Manager

Young man 28 years of age, 7 years experience in circulation three years with Chicago paper. Young. College graduate. Address Box 5397, care The Fourth Estate.

Editor or Assistant

Trade publication or house organ. Reporting and copy desk experience. Young. 25 years old. Address Box 5398, care The Fourth Estate.

Classified Advertising Manager

Young married man with three years experience as Classified Manager, wants position in the middle west, preferably city of 20,000 to 50,000. Am now employed. Address Box 5890, care The Fourth Estate.

Advertising Manager

With constructive daily and Sunday newspaper building experience in small and metropolitan dailies. Have demonstrated my executive ability in putting over hard propositions, a good organizer and can get the most out of the department. Sixteen years experience. My record of results fits me for any connection that requires ability, hard work and initiative. At present advertising manager of best paper in one of the largest cities. Married. Young. Want permanent connection. Let me give you the details. Address Box 5873, care The Fourth Estate.

SITUATIONS WANTED

News & Editorial Executive

News and editorial executive, at present managing editor in city of 200,000, has excellent reason for desiring change. Sixteen years metropolitan and small city experience, the last three devoted largely to organization and reorganization work. Last connection nearly 10 years.

Energetic, constructive builder in both news and editorial departments, seasoned executive and trained developer of ideas. Will consider only afternoon or twenty-four hour proposition. In 30's. Married. Address Box 5340, care The Fourth Estate.

MR. PUBLISHER

If an Insurance Co. stood ready to write a policy insuring you a 25% increase in your circulation during the next 12 months wouldn't it make it your business to get it?a position too difficult to handle. Willing to go anywhere seeking real opportunity and permanent connections with big future. Married, age 41. Address Box 5406, care The Fourth Estate.

Advertising Manager—Position Wanted

I have been in Newspaper Advertising work since I was eighteen and through all the business departments up to Advertising Manager. Left the Newspaper field two years ago to enter another line. Years of practical successful experience in Washington, Baltimore, Pittsburgh and Philadelphia. Letters of reference speak in highest terms of past work, ability and character. No proposition too difficult to handle. Willing to go anywhere seeking real opportunity and permanent connections with big future. Married, age 41. Address Box 5401, care The Fourth Estate.

Advertising Manager

On morning daily in city of 50,000 in middle west is seeking a new position because he has reached the limit in advancement and inside the present position. Is 29 years old, single. College graduate, at home in newspaper work, four years of experience, hard worker, steady, reliable, conscientious, not afraid to work overtime to increase business. The success he has attained can be determined in recommendations he will furnish from former employers. Address Box 5395, care The Fourth Estate.

Circulation Manager

Seeks Change

An efficient, energetic, enthusiastic manager, age 28 years of age, with 10 years experience, is ready to handle a large circulation and a major circulation campaign. Has 1,000 new subscribers and doubled cash receipts, without use of voting contests, in past two years in present connection. Best of references from past employers. Salary $45 to start, more later. Good reason for desiring change. Address Box 5394, care The Fourth Estate.

Newspaper Foreman


Editor

Twenty-two years service in publishing business. Desire to form a connection as editor, small or medium sized daily, or good weekly. Has an eight-year's experience and knowledge of good management. Address Box 5375, care The Fourth Estate.

Editorial Job

Assistant editor of leading daily in Eastern city of 100,000. Wants desk job in or near New York. Capable executive. Address Box 5376, care The Fourth Estate.
ARIZONA EDITORS ELECT OFFICERS FOR SECOND TERM.

PUBLISHERS VOTE TO ADMIT WEEKLY PAPERS TO BODY ON INVITATION — NEXT CONVENTION AT NOGALES — ATTENDANCE BEST SINCE ORGANIZATION.

Election of officers at the annual meeting of the Arizona Daily Newspaper Association at Miami, Ariz., brought no opposition to the men already holding office. J. K. Westover, publisher of the Yuma Sun, being unanimously re-elected as president of the association. Colonel Fred S. Breen, publisher of the Coconino Sun took the re-elected vice presidency, while O. B. Jaynes, business manager of the Tucson Citizen, was re-elected secretary.

It was voted by the association to admit weekly newspapers to membership on invitation. In the past the association has been limited to daily newspapers only.

Attendance at the meeting was the best ever recorded since its organization, and interest in the various phases of newspaper problems brought up for discussion, was exceptional.

Mr. Jaynes, as chairman of the morning session, in addition to discussing many problems of interest to Arizona, told of the new weekly papers in the state, and of the measuring of circulation by the use of index cards.

Mr. Jaynes also gave the visiting newsmen a personal letter of introduction from the secretary to the management and the editor of the Arizona Daily Star.

AZORES PRINTERS ELECT OFFICERS FOR SECOND TERM.

For Particular Printing, come to the ALLIANCE PRESS

WAGES ON TEXAS DAILIES.

C. H. Berrigan is conducting a circulation campaign for the Semi-weekly Goniec Polsko of South Bend, one of the oldest Polish newspapers in Indiana. Among the prizes are a Studebaker sedan worth $1,610 and a Ford touring car.

OKLAHOMA NEWSPAPER MAN STARTED AS OFFICE BOY AND PRINTER.

W. F. Allen, editor and publisher of the Vinita Daily Journal and the Vinita Leader, after serving as office boy and printer, purchased the Vinita Echo in 1919, when he acquired control of the successor to one of the earliest papers in the state. The Echo was established in 1882. From the newspaper holdings, Mr. Allen evolved the Vinita Daily Journal and the Vinita Leader.

RUDYARD KIPLING, REPORTER.

A. C. Jackson, advertising representative for the O. W. R. & N. Co., can claim that once at least, he sat in these seats. He bought the name to the Daily Journal in 1927, when he became owner of the Vinita Silver Belt and Bulletin, a small paper in the San Francisco newspaper district. He made a living in San Francisco newspaperdom, although the whole wide world was glad to give him enthusiastic recognition later.

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**The Fourth Estate**

**Boston's newest and fastest growing paper the Telegram**

Largest Evening Circulation in Metropolitan Boston

Represented by

**Benjamin & Kentnor Co.**
Los Angeles Chicago
Van Noyis Blggs, Mallers Blggs.

New York
225 Fifth Ave.

The only journal outside of the United States published in the interest of newspaper men.

The 40 Pages Weekly

**Newspaper World**

(Established 1898)

Annual U.S. Postal Subscription $6

Specimen Copy Sent Free

Address: 14 Cross Street, Finsbury, London, England

from the several postal stations to the railroad terminals and between these stations for local delivery.

"Regardless of all other needed improvements in the postal facilities of the city the use of the tubes should be resumed, and we firmly believe that upon proper presentation of the matter by influential elements among the newspaper community the Postmaster General will when Congress is in session give the matter due consideration and issuance of the tubes is resumed by the Post Office Department without delay.

Other organizations included in the joint committee of Philadelphia trade bodies on pneumatic tube mail service were the Philadelphia Advertising Club, the Merchants' Club, Hotel Men's Association, Clearing House Association, Engineers' Club, Assn. of Newspapers and the Real Estate Board.

**ORIENTAL THEME**

FOR JOURNALISM WEEK SESSION.

(Continued from Second Page)

Aside from the Oriental note, which is a special feature this year, an exceptionally fine program of speakers has been prepared. Because of the high character of the programs which have prevailed without exception in the past, journalism week has gained a national reputation as a journalistic chautauqua and clearing house of ideas pertaining to the profession.

On the first day the Wisconsin Writers' Club, under the chairmanship of Dr. Robert H. Ross, will present a special feature, while the next day, the University of Missouri, under the chairmanship of Dr. Robert L. Ramsay of the University of Missouri, will have the distinction of hosting the program.

A. N. A. DISCUSSES BETTER SALES METHODS.

(Continued from Fourth Page)

who would say the automobile was essentially a pleasure car? E. St. Elmo Lewis, eastern representative of the Campbell-Ewald Co. and first president of the A.N.A., who was created in Chicago in 1910, recalled the formation of the organization. Harry E. Barnard, of the New York, business manager and president of the A.N.A., which was organized in the 又一年, recalled the formation of the organization. Harry E. Barnard, of the New York, business manager and president of the A.N.A., which was organized in the 又一年, recalled the formation of the organization.

H. E. Barnard of Chicago, secretary of the American Bakers’ Association, addressing the convention on "Individual Co-operative Advertising" at the Tuesday morning session. Mr. Barnard invited the large gathering of advertisers to consider the fact that the pizza, the art of advertising, and the principles of advertising, are the basis of all modern advertising.

In April the Tribune led the second paper 19.7% in Total Advertising, compared with other forms of advertising, effective in mention prices as against omission of advertising, effective in mention prices as against omission of advertising.
The impressive lead maintained by The News in local, foreign and classified lineage year after year is possible only because of proved results to the advertiser.

The Indianapolis NEWS

Frank T. Carroll, Advertising Manager
New York: Dan A. Carroll, 160 Nassau St.
Chicago: J. S. Luiz, The Tower Building

NEWS OF THE AD AGENCIES

The Frank Freshley Company will remove from its present offices, 456 Fourth avenue, New York, on July 1 to the Park-Lexington Building.

William G. King, manager of the Ogden Advertising Agency, Ogden, Utah, has disposed of his interest in that company and has moved to Salt Lake to become associated with the Utah Billposting Company.

The Franklin Advertising Corporation is now occupying new quarters on the third floor of the Pennsylvania Railroad Building at 263 Fifth avenue, New York.

William G. King, manager of the Ogden Advertising Agency, Ogden, Utah, has disposed of his interest in that company and has moved to Salt Lake to become associated with the Utah Billposting Company.

Karl V. S. Howland has joined the W. S. Hill Company of New York.

The impressive lead maintained by The News in local, foreign and classified lineage year after year is possible only because of proved results to the advertiser.
Now over 200,000
Every day
DETROIT TIMES

YORK, PA.
POPULATION 60,000
city of ideal homes and labor conditions.
"YOU'D LIKE TO LIVE IN YORK"
The York Dispatch
YORK'S ONLY EVENING PAPER

CHINESE BANDITS COULDN'T HOLD LEHRBAS.

(Continued from Second Page)

Howard League, at first reported among those taken, turned up safe and sound. Mr. Scrippis took a train following the wrecked express, thus arriving on the scene after the excitemeny had abated, but in time to procure material for several vivid stories which were distributed in America by the United Press. Negley D. Cochran, former city editor of the Toledo News-Bee, also reported a captive, was safe and sound all the time aboard the yacht of E. W. Scripps. The Scripiss party is now safe at Peking.

Powell and Lehrbas have both taken vividly dramatic parts in the stirring episode. Lehrbas was favored by an early turn of fortune, escaping into the tall grain at the side of the railroad track during a moment of inattention by his guards. The Chinese stopped to rearrange the burden of their carrying, and Lehrbas was off like a streak with the biggest story of his newspaper career gained at first hand.

Now famed as one of the stars of the I.N.S. staff, Lehrbas has bounded from obscurity almost in a leap. The bandits furnished the opportunity and his own courage cashed it in. In his escape, he took his life in his hands. Until a short time ago he was a space correspondent at Manila, but the enmity in the Philippines became too much for him and he slipped into China with a sort of roving commission from the I.N.S. He was at one time city editor of the Great American, and while he had been connected with newspapers in the West.

Powell is still bottled up with the captive party in the bleak Shantung desert, so far as he was able to get out a message on Wednesday night, giving the fact that the Chinese are in a danger of being murdered unless the Chinese troops hold in the bandits. Hemming in the bandits were held in a large box train according to the Lehrbas. There is no doubt but that the bandits have made desperate efforts of writing out all their captives if the Chinese military declines to parley. Lack of food and clothing, as well as exposure and brutality handling has greatly undermined the spirit and resistance of the unfortunate victims. Powell said in a message brought out by one captive that he had been ordered to run away. Fourteen foreigners, of whom seven believed to be Americans, are still prisoners.

John B. Powell, who is also editor and publisher of the Shanghai Weekly Journal, began his newspaper as a reporter for the Quincy, III., paper about some twenty years ago. From there he went to the Missouri Univeristy, where he took up journalism as a business walkng for several years. A few years ago he went to China, where he established the Shanghai Review.

Lehrbas' story of the train wreck and abduction is vivid. The train which was proceeding northward was stopped at 2 a.m. Sunday morning. Lehrbas said he heard rifle firing and the crashing of glass as the windows of the train were broken. Realizing danger at hand, he rolled under the sleeping car berth.

Six outlaws climbed through the broken window and inquirsing as to the presence of the train. They asked to see the agent, to whom they thrust a gun under Lehrbas' berth, hitting him on the side. "I came out from under the berth and he struck me with the gun in my face," Lehrbas said. "The blow was so severe that I was staggered but brushed off the wound." The outlaw marched me down the line of the side of the track where the train had been stopped.

"There I could see women in night gowns and their bare feet and men walking ahead through the fields and towards the mountains. The brigands were carrying loot they had taken from the train on their shoulders.

"My guard kept by my side but when he and others stopped to rearrange the burden of the loot they were carrying on their shoulders I made a break for liberty.

"The tall grain in the field was my salvation. I fell upon my stomach and for three hours crawled upon my hands and knees through the waving grain. I then, by detour, made my way back to the looted train."

EDITOR HELD IN CONTEMPT FOR OPINION ON STRIKE—FINED $300.

G. V. Sanders, editor of the Memphis, Tenn., Press, has been fined $300 and costs by Federal Judge J. Will Ross for contempt of court. The contempt charges were based on an editorial written by Mr. Sanders last September during the nationwide shopemen's strike, entitled "The King Fad."

Mr. Sanders was cited for contempt September 18 and was tried before Judge Ross October 16. Since then Judge Ross has had the case under advisement.

After the decree, Judge M. M. Neil, one of Sander's attorneys, asked for and was granted ten days' time in which to file a motion for a new trial. Preliminary to an appeal, Judge Ross embodied the offending editorial in his decision, and commented upon its various phases.

He referred to the fact that the defendant had denied any intention of offending the court. He recited at last September the circumstances and the conditions prevailing at the time the editorial was written. He described the conditions as caused by the shopmen's strike, and led up to the printing of an editorial by Jake Cohen in the Labor Review that caused his arrest on a charge of contempt.

BRITISHERS TO VISIT DETROIT.

A group of Britain's largest advertising men are to go to Detroit in June following their attendance at the Atlantic City convention of the Associated Advertising Clubs of the World.

Other points which the British advertisers will visit will be Toronto, Niagara Falls and possibly Chicago. The men in the party are representatives of the largest concerns in the public's interest advertising field of Great Britain. They will arrive in New York on the Berengaria of the Cunard line about June 1.

McKittrick's
Directory of Advertisers, their Advertising Managers and Advertising Agent: for 1923
Is Now Ready for Delivery.

106 Fulton Street NEW YORK
May 12, 1923

The special features of the Buffalo Times have made it the most popular newspaper in Western New York.

Norman E. Mack, Proprietor

The Free Press has both quantity and quality in circulation and is the only morning newspaper serving Detroit and surrounding territory.

Special Representative

The Detroit Free Press

"Michigan's Greatest Newspaper"

The Fourth Estate

The Kansas City Star

In Every Trade Territory

One Newspaper Must Lead

to the paper which best serves its readers and its advertisers, naturally goes this leadership.

In Houston and San Antonio this distinction is held by the Houston Chronicle

Todav's Housewife

A National Magazine

authority on the business of homemaking.

Create your own documents with our free PDF editor or online word processor. Our software is compatible with Microsoft Word and other popular formats. Start editing online now!
May 12, 1923

THE FOURTH ESTATE

DOMINATE BRIDGEPORT

98 per cent of the circulation of The Telegram and Post is concentrated within 13 miles of the City Hall. You can completely cover this great industrial market with one newspaper cost through the TELEGRAM and POST

The only A.B.C. Newspapers in Bridgeport, Conn.

Cover NEW HAMPSHIRE with the MANCHESTER UNION & LEADER Over 25,000 JULIUS MATHEWS, Special Rep. BOSTON NEW YORK CHICAGO

BENSON STRESSES NEWSPAPER POWER.

(Continued from Twenty-fourth Page) to see things in the client's business, opportunities, ourselves, and to teach ourselves, and to see new channels of effort and to mould new methods of appeal.

"If we are to bring business and commercial vision and intelligence. We must get into our business the best minds in every community, men of commercial vision, or constructive ability, and we cannot do that unless we make our business more attractive, more secure. How can we do that?" Well, there are probably many ways, but I have three points in mind that I would like to briefly refer to.

One is a constructive and less destructive competition among agents. The second is cooperation from the publisher in seeing to it that advertising everywhere is organized service, protecting our agency franchises, and thirdly, cooperation from the advertisers in helping to reduce the agency overhead by eliminating as much as possible unnecessary expense and effort.

THE NEW SPIRIT OF CO-OPERATION.

"As far as agency competition is concerned, we have made great strides in a very few years. Further, the four A's have been dealing with this problem very successfully by working together along common lines, we have learned to know one another better and to respect one another and to trust one another. This mutual confidence has bred a new competitive spirit. Today, we exchange ideas and we exchange experiences and explore new and exchange opinions about advertising.

"We can see with one another about the advertising problems and consult about their cases. This has been a great boon, not merely to the agency business, but to advertising as a whole. It is our opinion that there is a sense of satisfaction in advertising, and we are getting a body of fact and opinion, principle and practice, under the advertising that is for the purpose of eliminating the hazard in advertising to a substantial degree.

"I feel that the advertising business today is setting a good example to other types of advertising in a competitive way. I think a new competitive foundation is looming up on the advertisers' horizon, and I think that the publishers today realize that the welfare of advertising and the success of the advertising is far greater than merely getting the business temporarily.

"With the agency, it is not false salesmanship to sell space to an advertiser; the agency does not act as the advertiser's needs, his resources or his market, when it is much better to let the newspaper sell the paper, to let the newspaper do the advertising, without the support of the agency commissions. That is going to do a much better job of advertising. It is going to eliminate the unfaithful and unfairness, and raise the general resultfulness of advertising to a much higher level than it enjoys today."

First in Rotogravure

In four months of this year The New York Times published 290,682 agony lines of rotogravure advertising, an excess over the second New York newspaper of 121,440 lines, and more than the combined volume in the second and third New York newspapers.

175,000,000 ANNUAL PRODUCTION

35 MILLION ANNUAL PAYROLL OF INDUSTRIAL TRENTON

A prosperous NEW JERSEY territory completely covered by the Evening TIMES

Member A.B.C.


In New Orleans it's the New Orleans Item

can buy. Publishers cannot afford to take that risk, and they won't take that risk any longer. The advertisers are in for more than they have in the past and are now seeing that white space will change to make our ads, not merely in the hands of a few large advertisers who may look out for themselves, but also the hands of the great bulk of advertisers who cannot. We can do this through better co-operation with our agencies, and by building up a better professional franchise for agents, not merely a privilege of publishing down commissions from this publication and that, but a franchise based on well-known standards and definite requirements as to skill, credit, etc., and organization. In order to get that franchise, we must be willing to eliminate the unfaithful and unfairness.

The world is a better place. He sells advertising influence. We all know how quickly advertising can be put on the best space of the best medium you

PEORIA ILLINOIS JOURNAL (EVENING) and TRANSCRIPT (MORNING)

Sold in combination at rates making these papers the best advertising buy in their respective fields. H. M. PINDELL, Proprietor. CHAS. H. EDDY CO., Inc. National Advertising Representatives New York Boston Chicago

LARGEST CIRCULATION IN CONNECTICUT'S LARGEST CITY

Over 175,000,000 ANNUAL PRODUCTION

35 MILLION ANNUAL PAYROLL OF INDUSTRIAL TRENTON

The only A.B.C. Newspapers in Bridgeport, Conn.

Cover NEW HAMPSHIRE with the MANCHESTER UNION & LEADER

Over 25,000

JULIUS MATHEWS, Special Rep.

BOSTON NEW YORK CHICAGO

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EXCELLENT RESULTS obtained with trial copy in the PLAINFIELD N. J. Courier-News

Member Audit Bureau of Circulations and United Press.

Alcorn-Seymour Co., Representatives.
THE BUFFALO TERRITORY OFFERS BIG POSSIBILITIES TO NATIONAL ADVERTISERS

Twelfth American City and second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A.B.C net paid 105,958, 80% of English-speaking homes.

THE BUFFALO EVENING NEWS

EDWARD H. BUTLER, Editor & Publisher

P. COLT to those who, for a score or more of years during his life, were associated with him in the publication of the Tribune and who, five times as much as the third.

THE SAN ANTONIO LIGHT

The best advertising medium in South Texas. Has 90,000 homes. Circulated by the Tribunes into the homes of San Antonio as the second paper, and five times as much as the third.

THE SYRACUSE POST-STANDARD

has the largest circulation of any newspaper in America.

THE JOURNAL

IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

FOR SIX MONTHS ENDING JAN. 1, 1923

THE NEW YORK EVENING JOURNAL

has the largest circulation of any newspaper in America.

THE JOURNAL

IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
New York, Philadelphia, Chicago, San Francisco

last week following an illness lasting nine months.

DANIEL J. SAUNDERS, boxing editor of the Boston Globe and a member of the Associated Press for the last forty-five years, died at his home in Boston Saturday.

NEWSPAPER WRITERS BECOME HACKNEYED.

"Newspaper writing is a dangerous profession," Arthur Brisbane told members of the Nassau Club at Princeton, N. J., Wednesday, because "as the longer the experience, as a rule, the less the value of the worker. A doctor is a better operator when he has learned in a lifetime, and he is in the profession, because the longer a doctor is in the profession, the longer he has been associated with the papers and magazines. He was 49 years old.

PLANNING NEW HEADQUARTERS.

Charles L. Merriman, advertising manager of the Grand Rapids, Mich., Herald, died recently in that city. Although he had known the newspaper business for 40 years, he was associated with the paper for 30 years.

The Evening Star 84%

"Colored people are getting as much as $100,000 a year, and more, but such salaries are few. There is a constant variety in the work that fascinates and holds one in it. Besides, newspaper men become easily unfitted for other work by late and irregular hours. It is good work, in the beginning teaching in a short time more about human nature than might be learned in a lifetime in other lines of effort. But it does not offer the ladder of progress found in other professions or businesses."

THE FOURTH ESTATE

May 12, 1923

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY and SUNDAY

Baltimore News

EVENING—DAILY and SUNDAY

Baltimore American

MORNING—DAILY and SUNDAY

FRANK D. WEBB, Advertising Manager

J. E. LUTA Chicago Representative

BRISBANE DECLARES MOST NEWSPAPER WRITERS BECOME HACKNEYED.

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There are exceptions, of course. Some newspaper men are highly paid, getting as much as $100,000 a year, and more, but such salaries are few. There is a constant variety in the work that fascinates and holds one in it. Besides, newspaper men become easily unfitted for other work by late and irregular hours. It is good work, in the beginning teaching in a short time more about human nature than might be learned in a lifetime in other lines of effort. But it does not offer the ladder of progress found in other professions or businesses."

NEWSPAPER CENSUS.

Washington, D. C.

The latest house to house canvass results for the ten years which Washington Newspapers are read in the homes.

DAILY

The Evening Star...... 84%

The Evening Post...... 10%

The Sunday Star...... 78%

The Evening Star...... 47%

The Evening Star...... 40%

The Evening Post...... 35%

The Sunday Star...... 34%

The Evening Post...... 23%

The Evening Post...... 18%

The Evening Post...... 13%

The Evening Star...... 10%

The Evening Post...... 10%

The Evening Star...... 10%
THE \nDAY-WARHIELT \nAmerica's FOREMOST Jewish Daily
Reaches the cream of purchasing power of the Jewish element in America.
Essentially a home paper—written for and read by every member of the family.
THE \nDAY-WARHEIT \n"The National Jewish Daily."

Member A.B.C.
Main Office: 50 East 17th St., New York
Covers the afternoon field as completely as does the Dallas News in the morning.

IL PROGRESSO \nITALO-AMERICANO \nChief Editor \nGuaranteed NET \nPaid Daily Circulation \n124,120 \nTHE ITALIAN ADVERTISING MEDIUM \n
DALLAS EVENING JOURNAL \nPublished by E. Beto Co.
Covers the afternoo field as completely as does the Dallas News in the morning.

Greatest Circulation that Boston has ever known.

BOSTON SUNDAY ADVERTISER
over 500,000
(Net Paid)
Greatest Circulation that Boston has ever known.

WINSTON-SALEM, North Carolina's Largest City (U.S. Census)
Twin City Sentinel leads all North Carolina Dailies in Home Circulation

WINSTON-SALEM SENTINEL

H. W. KASTOR & SONS \nADVERTISING CO. \nST. LOUIS
An organization of which he has been highly specialized in the solution of advertising problems.

WINSTON-SALEM SENTINEL

THE \nJEWISH \nMORNING \nJOURNAL \n
KANSAS is a rich, responsive field. It is best covered by the \nTOPEKA CAPITAL \nThe only Kansas Daily with a general Kansas circulation
Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.

Arthur Capper Publisher

THE \nEASTERN \nAD \nMANAGERS \n
Franklin Warheit


day, morning, \nALL \nCLASSIFIED \nAD \nMANAGERS. \n
(Continued from Second Page)

WINSTON-SALEM \n
Purchasing Power.

WEAK LEADER \nSCHAEFER STEREOTYPE CO.
31* ?att tson fflorninglimes

WINSTON-SALEM \n
Purchasing Power.

WEAK LEADER \nSCHAEFER STEREOTYPE CO.
31* ?att tson fflorninglimes
AN INVITATION

Officers of
The THIRTY CLUB of LONDON
President: JOHN CHESHIRE
Vice-President: W. S. CRAWFORD
Hon. Treasurer: PHILIP EMANUEL
Hon. Secretary: C. HAROLD VERNON

This invitation is also supported by the following important clubs and associations in advertising and newspapers circles:
Newspaper Proprietor's Association.
Newspaper Society.
Scottish Daily Newspaper Society.
British Association of Trade and Technical Journals.
Association of British Advertising agents.
A. B. A. A. Audit Bureau.
Association of Advertisement Managers.
Incorporated Sales Managers' Association.
Incorporated Society of Advertisement Consultants.
Advertising Club of Ulster.
Incorporated Association of Retail Distributors.
Incorporated Society of British Advertisers.
Aldwych Club.
Publicity Club.
Fleet Street Club.
United Billposters Associations.
British Association of Display Men.
Federation of Master Printers.
Delegates from these associations will attend.

ENTERTAINMENT GUARANTEE FUND already exceeds $100,000

The PRESIDENT
The officers and members of
The 30 Club of London
and
The London 1924 General Committee extend

A most cordial invitation to the President, Officers and members of your club to visit London in 1924 and earnestly request that you do us the honor of supporting our efforts at Atlantic City this year to secure the annual convention of the Associated Advertising Clubs of the world for

LONDON
England
in 1924

It is proposed to hold the Convention, if it comes to London, within the great Congress Halls of the British Empire Exhibition at Wembley, London.
Advertising Results in Chicago

That advertising in THE CHICAGO DAILY NEWS brings results to advertisers is proved by the year-in, year-out leadership of The Daily News, among Chicago daily newspapers, in display advertising. Experienced advertisers do not continue to advertise increasingly in mediums that do not bring adequate returns.

The following statement of display advertising for the months of January, February, March and April, 1923, is striking evidence of The Daily News' leadership among the daily newspapers of Chicago in the following important classifications:

<table>
<thead>
<tr>
<th>Category</th>
<th>Advertiser</th>
<th>Total Lines</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOOKS</td>
<td>The Daily News First</td>
<td>48,614 lines</td>
</tr>
<tr>
<td></td>
<td>The Post next</td>
<td>31,759 lines</td>
</tr>
<tr>
<td></td>
<td>The Daily Tribune next</td>
<td>8,263 lines</td>
</tr>
<tr>
<td>CHURCHES</td>
<td>The Daily News First</td>
<td>24,708 lines</td>
</tr>
<tr>
<td></td>
<td>The Daily Tribune</td>
<td>8,263 lines</td>
</tr>
<tr>
<td>CLOTHING</td>
<td>The Daily News First</td>
<td>769,970 lines</td>
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<tr>
<td></td>
<td>The Daily Tribune</td>
<td>767,784 lines</td>
</tr>
<tr>
<td>DEPARTMENT STORES</td>
<td>The Daily News First</td>
<td>2,050,661 lines</td>
</tr>
<tr>
<td></td>
<td>The American next</td>
<td>929,361 lines</td>
</tr>
<tr>
<td>EDUCATIONAL</td>
<td>The Daily News First</td>
<td>21,626 lines</td>
</tr>
<tr>
<td></td>
<td>The Daily Tribune next</td>
<td>18,564 lines</td>
</tr>
<tr>
<td>&quot;OUT OF THE LOOP&quot; STORES</td>
<td>The Daily News First</td>
<td>308,217 lines</td>
</tr>
<tr>
<td></td>
<td>The American next</td>
<td>111,715 lines</td>
</tr>
<tr>
<td>FOODSTUFFS</td>
<td>The Daily News First</td>
<td>286,986 lines</td>
</tr>
<tr>
<td></td>
<td>The American next</td>
<td>268,787 lines</td>
</tr>
<tr>
<td>FURNITURE</td>
<td>The Daily News First</td>
<td>325,781 lines</td>
</tr>
<tr>
<td></td>
<td>The American next</td>
<td>209,106 lines</td>
</tr>
<tr>
<td>HOUSEHOLD UTILITIES</td>
<td>The Daily News First</td>
<td>59,960 lines</td>
</tr>
<tr>
<td></td>
<td>The American next</td>
<td>37,249 lines</td>
</tr>
<tr>
<td>JEWELRY</td>
<td>The Daily News First</td>
<td>44,774 lines</td>
</tr>
<tr>
<td></td>
<td>The American next</td>
<td>41,669 lines</td>
</tr>
</tbody>
</table>

Total Display Advertising
The Daily News First . . .5,065,612 lines
The Daily Tribune next 3,930,652 lines

These facts and figures confirm with emphasis the judgment of experienced advertisers in the Chicago field who today, as for many years past, rank

THE CHICAGO DAILY NEWS

FIRST in Chicago

Figures supplied by the Advertising Record Co., an independent audit service maintained by all the Chicago newspapers.
NEW ENGLAND PUBLISHERS

GUESTS OF FOUR A'S.

PRESIDENT JOHN BENSON TELLS WHAT
CHARACTER MEANS TO ADVERTISING
AT BOSTON MEETING— 
THEODORE
ELLIS ELECTED HEAD OF DAILY
NEWSPAPER ASSOCIATION.

What character, uprightness and square-dealing mean to advertising was explained to a large gathering of New England daily newspaper publishers and advertising agency representatives in the Copley-Plaza Hotel, Boston, by John Benson, president of the American Association of Advertising Agencies Tuesday, at a banquet in honor of Mr. Benson, tendered the publishers by the New England Council of the Four A's.

Following Mr. Benson's talk, John H. Fahey, publisher of the Worcester Evening Post and the Manchester, N. H., Daily Mirror, spoke, pointing out the seriousness of the responsibility of the United States in the affairs of the world.

CINCINNATI ENQUIRER NAMES
SUCCESSOR TO LATE J. W.
FAULKNER.

Herbert R. Mengert has been appointed to succeed the late James W. Faulkner as correspondent for the Cincinnati Enquirer. Mr. Mengert served as assistant to Mr. Faulkner for ten years. The letter announcing the change occurred in New York just a fortnight after, almost at a third of a century, notable service as the national political correspondent of the Enquirer.

Henry B. Humphrey, president of the New Council of the Four A's urged that a group of New England publishers and advertising men attend the coming advertising congress in London. Besides the benefit that would result it would be an act of reciprocal courtesy for the group Great Britain sent to London some years ago when the American advertising men had their big conference there. He read a letter from Herbert Houston of "Our World," urging the same thing.

DAILY PUBLISHERS CONVENE.

At the annual meeting of the New England Daily Newspaper Association held earlier in the day at the Copley-Plaza, the following officers were elected: President, Theodore T. Ellis of the Worcester Telegram-Gazette; vice-president, Samuel E. Hudson, Woonsocket, R. I., Call; treasurer, Albert H. Fuller, Brookton Enterprise.

Memphis Commercial Appeal wins Pulitzer prize.

COMMERCIAL APPEAL GETS
GOLD MEDAL FOR PUBLIC
SERVICE—$500 GIVES TO
W. ALLEN WHITE FOR BEST
EDITORIAL—$1,000 GOES TO
N. Y. TIMES REPORTER.

Awards of the Joseph Pulitzer prizes for notable achievements in American journalism and letters for 1922 were announced by Columbia University, New York.

The Memphis Commercial Appeal, established under Mr. Pulitzer's will, have been announced by Columbia University, New York.

The Memphis Commercial Appeal received the $500 gold medal for meritorious public service. The $500 prize for the best editorial article was awarded to William Allen White of the Emporia, Kan., Gazette. Alva Johnston of the New York Times received the $1,000 prize for the best example of a reporter's work during the year. The prize for the best American novel of the year went to "One of Ours" by Willa Cather; for the best play, to "Icebound," by Owen Davis; for the best book on history, to "The Supreme Court in United States History," by Charles Warren; for the best book of American biography, to "The Life and Letters of Walter H. Page," by Burton H. Hendrick; and for the best volume of verse, to Edwin Fan Vincent Millay.

No awards were made for the best history of the services rendered to the public by the American press during the preceding year or for the best cartoon.

No competitor has ever appeared for the prize offered for the best history of the American press.

For the "most disinterested and meritorious public service rendered by any American newspaper" the gold medal went to the Memphis Commercial Appeal for its "exemplary attitude in the publication of cartoons and the handling of news in reference to the operations of the Ku Klux Klan." This is the second time the gold medal has been given.

Memphis paper wins Pulitzer prize.

NOTABLE TRiumPH IN COVERING
FLOOD STORY.

PRESS ASSOCIATIONS USED
DEVIOUS MEANS TO GET
NEWS FROM HOT SPRINGS
TO THE OUTSIDE WORLD—
AIRPLANES PLAYED LARGE
PART IN ACHIEVEMENTS.

Flood and fire had scarcely started to devastate Hot Springs, Ark., this week, virtually cutting off the city from the world, when the great press associations of America had devised means to inform the nation of the conditions in the southwestern resort. Every ingenuity was utilized to bring through the flood waters surrounding the city in order to "get the story." Telegraph, telephone, airplanes and pure human hardihood were employed in covering this assignment.

As soon as the first report of the catastrophe had been flashed five press associations started for Hot Springs in airplanes. One of the first to arrive was a machine carrying E. R. Bizby, editor of the Muskogee, Okla., and representative of the Associated Press. Mr. Bizby, who telegraphed a message from Fort Smith, Ark., which was the nearest government officials at Washington to observe him — the storm-torn city.

F. H. Still, representative of the Fort Smith Southwestern American, a member of both the Associated Press and Press, hurried to the scene in an airplane. Adverse atmospheric conditions made a landing impossible and Mr. Still was forced to circle over the city on the landing day. He was able to get an accurate eye-witness story of the flood and the fire. Continuing in the plane to Little Rock, Mr. Still filed highly vivid stories for the association.

The Little Rock correspondent of the United Press hastened to Hot Springs by devious methods, employing trains, automobiles and finally, owing to impassable roads, walking the remaining distance to the devastated city. Gathering his story, he used the telephone to get out of Hot Springs with the details of the destruction and devastation.

Close co-operation by staff members of the International News Service made it possible for this organization to cover the event thoroughly. Close co-ordination by the bureau at Memphis, Little Rock and St. Louis with the correspondent at Hot Springs enabled the I.N.S. to establish telegraphic communication with the stricken community, thus providing the organization with a constant stream of messages on conditions in Hot Springs.

BRITISH JOURNALISTS SEEK
HIGHER STANDARDS OF
NEWS WRITING.

The British Institute of Journalists passed the following resolution:

While prepared to offer determined resistance at certain stages of the press, the council of the institute places on record their strong disapproval of the increasing tendency in newspaper reports nowadays to give undue prominence to nauseous and intimate details of divorce petitions, and of murders and other criminal cases, and refer the question to the executive committee with a view to such further action as may be considered advisable.

Editor leases paper.

George A. Le Masurier, who for the last fourteen years has been editor and sole owner of the Ogilvie, Minn., Sentinel, will resign to Ernest Melbradt of the Hinckley News and is now in charge of the Detroit, Minn., Herald. Mr. Masurier will be assisted in publishing the Sentinel by his sister, Miss Alice Melbradt, who has been associated with the paper for some time.

THEODORE T. ELLIS.

secretary, Robert L. Wright, Haverhill Gazette; treasurer, Albert H. Fuller, Brocton Enterprise.

Seven governors were also elected as follows: James T. Murray of the New Bedford Standard Mercury, John D. Plummer of the Springfield Union, William J. Pape of the Waterbury Republican-American, William H. Dow of the Portland Express, John A. Muelbing of the Manchester Union-Leader, Alliston Stone of the Providence Journal, and Frank E. Langley of the Barre, Vt., Times.

(Continued on Eleventh Page)
Building up a market for your food products in Philadelphia

Choice of The Philadelphia Bulletin by grocery and other stores to carry their selling talk to the women of the half-million homes in Philadelphia, Camden and their suburbs is a tip which many manufacturers will follow.

Retailers of food stuffs pick the newspaper which brings buyers into their stores.

If you market food products, you can tell practically every Philadelphia family, and the families in the surrounding territory, about your goods through The Bulletin.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads —

The Bulletin

PHILADELPHIA'S NEWSPAPER

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending March 31, 1923—505,098 copies a day.
President Harding is likely to address the 5,000 delegates to the Associated Advertising Clubs meeting at Atlantic City during the sessions which will begin June 3 and end June 7. While he has not formally accepted the invitation extended to him by Senator Walter E. Edge on behalf of the A.A.C.W. to attend the convention, he is understood to be willing to address the delegates, provided no imperative duties arise to detain him at Washington.

Two general themes will be developed at the general sessions, according to the Dictaphone Company, which is in charge. Speakers of outstanding prominence will discuss the subjects of "New tasks for advertising" and "What advertising has done and can do for four great commercial fields—agriculture, automotive, financial and public utilities."

The largest attendance in the history of the A. A. W. is assured. A British delegation of 100 advertising men, newspaper men and representatives of leading business houses will arrive in New York May 31. There will also be representations from Australia, Japan, China, India, South America and Mexico. Canadian delegates will be represented by large delegations.

Considerable competition is expected among representatives of the great cities for the 1924 convention. The large delegation from the Thirty Club of London is coming to win the convention to the On-to-London movement. Those in favor of holding next year's convention abroad are enthusiastically confident of the outcome with the greatest success. Houston, Texas, however, is still a strong bidder and it is not likely that a keen fight will be held at Atlantic City for the 1924 convention.

Two sessions will be held in the West Solarium of the Biltmore Hotel. This will be converted to convention use, the ground floor of the present premises of the commercial into retail stores, with four stories of varying sizes upon the upper floors.

The plans of Mr. Finneegan contemplate reconstruction work that should go far to create a new retail center on Washington street.

In relocating the Commercial, extensive improvements to plant and equipment are also planned, the most important of which involves the installation of a new high speed newspaper press costing approximately $100,000. The press is to be delivered later and erection of same was started a few days ago.

The program for the meetings of the A. A. A. follows:

**Thursday, June 5.**
- American Agency of Today, John Benson, president of the A. A. A. Association's Service to Advertising, John C. C. Houghy.
- Agency Finance, Harry Dwight Smith.
- Wednesday morning, June 6.
- Agency's International Scope, Frank A. Arnold.
- Agency's Service to Advertising, Clarence D. Newell.
- The British Advertising Agency, Our Guests.

Buffalo Daily to Enlarge Plant.

The massive five-story fireproof business block partially occupied by the Commercial has been purchased from the Warren estate by Charles L. Finneegan, owner and publisher of the Commercial.

The property has a frontage of five feet on Washington street and approximately 132 feet on North Division street. The Washington street frontage is divided into two separate buildings, one of which has been occupied by the Commercial and the other by sales branches of the American Steel & Wire Company.

It is the plan of Mr. Finneegan to move the plant and offices of the Commercial into the southern half of the building which is now being vacated by the American Steel & Wire Company, in order to convert the ground floor of the present premises of the Commercial into retail stores, with five stories of varying sizes upon the upper floors.

**May 19, 1923**
"To The New York World

I would award the honor of being the newspaper of greatest distinctive character, day in and day out; for the vigor of its news and editorial columns; and the dominant ideal of The World to-day is that same ideal of public service originally conceived by and steadfastly held to by the great Joseph Pulitzer."

Charles Mc.D. Puckette, Managing Editor
N. Y. Evening Post, in a speech to the American Society of Newspaper Editors.

The following is published daily in THE WORLD:

THE WORLD, as established by JOSEPH PULITZER,
May 10, 1883:—

"An institution that should always fight for progress and reform, never tolerate injustice or corruption, always fight demagogues of all parties, never belong to any party, always oppose privileged classes and public plunderers, never lack sympathy with the poor, always remain devoted to the public welfare, never be satisfied with merely printing news, always be drastically independent, never be afraid to attack wrong, whether by predatory plutocracy or predatory poverty."

The World

Mailers Building
CHICAGO
Market and Third Streets
SAN FRANCISCO

Pulitzer Building
NEW YORK
Title Insurance Building
LOS ANGELES

Ford Building
DETROIT
Securities Building
SEATTLE
TALE OF RUBBER STAMP SETS PACE FOR INLAND
TOLD BY TUFFORD — BUTLER URGES NEWSPAPERS TO CO-OPERATE IN DEVELOPING STANDARD METHOD OF PERCENTAGE ACCOUNTING NEXT MEETING IN OCTOBER.

The Inland Press Association at its Spring meeting this week in Chicago enthusiastically endorsed the campaign against free publicity, and while it amended its prior method of operation, the association was a whole in pushing further the issues already formed. The sessions, presided over by President Frank H. Burgess of the La Crosse, Wis., Tribune, and held at the Morrison Hotel, closed Wednesday. Fifty members were in attendance.

J. K. Grooms of Aurora, Ill., national advertising manager of newspapers, led the two days' talks and discussions directly on "National Advertisers Working Local Advertisers for Publicity." William V. Tufford, secretary of the association, of Clinton, la., told the tale of the rubber stamp. It was a rubber stamp that individual members not in return free publicity to its sources. But, experience has taught the association that the returned matter should be directed to the national advertiser concerned, and not to either the press agent or the national agent. All replies hereafter be returned by the association secretary and not by individual newspapers.

The attempt to reopen the Calumet baking powder case was frustrated by the officers on the theory that the baking powder company had had a full opportunity to reply. Schemes, promotional ideas, fake enterprises, etc., had a long way during the discussion. The Chicago office is that hereafter all scheme advertising, promotional ideas and questionable "copy builders" will have their whole idea exploited by the association for the benefit of all members, and, further, the plot, or what is back of each scheme, will also be published. For instance, the question of having a sporting goods article manufactured by someone else but an inside concern in this country.

The association after a long discussion, F. A. Anderson had a limit on co-operation, merchandising, etc., and that the line was well below the sea. The Chicago office had emerged, a standard will be set, and it undoubtedly will be similar to that adopted by the National Association of Newspaper Executives.

The Inland, after an investigation, decided that news print wrappers with new print labels were best for mailing in opposition to Kraft and various other kinds. But the members agreed that uniformity must prevail to obtain better mail service. D. J. Foreman of Minneapolis, Minn., called attention on "Colored Wrappers for Daily Newspapers, to Expedite Transmission Through the Mails.""

Postmaster General New, who was expected to be present to talk on better mailing facilities, was unable to be present. Secretary Tufford reported the tentative plan of expediting the service in the post office department's idea of putting all papers in third class mail, and other newspapers in second class, especially wrapped.

Mr. chairman of the news print committee, reported that

NEW REPRESENTATION.
Portland, Ore., Telegram to E. Katz Special Advertising Agency, in territory west of Denver, Williams Lawrence & Cresmer Company continues to represent the paper in the East and West.

AMERICAN ORACLE CHANGES OWNERSHIP.
R. L. Clark of Burns, Wyo., has purchased the Odell, Neb., Oracle from W. E. Muth. The new editor was formerly seventeen years connected with the Hebron Register-Champion.
This week, the home office of George Batten Company ceases to be at 381 Fourth Avenue, New York. We move to 383 Madison Avenue, at the corner of 46th Street.

A LITTLE over thirteen years ago, the offices of George Batten Company were in the Metropolitan Annex at 24th Street and Fourth Avenue.

In the early spring of 1910 we moved to 381 Fourth Avenue, in which building we had leased an entire floor.

When we look back thirteen years, as some of us can easily do, it is remarkable how distinctly we recall certain details of that move. But at the time, these were considered minor details, not worth remembering. It is much harder to recall vividly the emotional side of that experience.

One quickly forgets the fear of things that did not happen. For instance, we remember that when our people and their furniture were set down in their new quarters, it was necessary to set the desks wide apart in order to avoid great expanses of unused space.

Only vaguely can memory bring back the trepidation we felt at taking so much space, though at that time it was the chief thing in our minds.

The fact of our moving to so much larger quarters re-shaped the character and destiny of many of the people who were with us at that time. It was the physical manifestation of a business determined to grow, rather than the actual expansion of a business that had grown.

A whole floor we took—nearly 10,000 square feet. The total number of our organization was then 92—men, women, boys and girls.

Well, we grew. The spread-apart desks were pushed closer together. The vacant spaces filled up.

Soon we were compelled to lease half of the floor above. A few years later we again overflowed, and shortly occupied the entire floor below. This week we are moving to an entirely new building.

The George Batten Company that will have its home offices in the new building at 383 Madison Avenue numbers 246 people. We will occupy something more than 30,000 square feet—a floor and a half with private stairway connecting.

The differences between the new lease we are taking and the one we took thirteen years ago are many, but the greatest difference lies in this: Then we were doubtful. Now we are sure. Then we wondered. Now we know.

The new address is 383 Madison Avenue. The telephone number is Vanderbilt 6300.

George Batten Company, Inc.

Advertising

Boston
10 State Street

383 Madison Avenue
New York

Chicago
McCormick Building

Moulding favorable opinion for articles or services that deserve it
EDITOR DISCUSSES NEWSPAPER BUILDING.

COMPARES NEWSPAPER WITH THE HUMAN PHYSIQUE— IN ORDER TO SECURE GOOD CIRCULATION PAPER MUST HAVE GOOD NEWS AND FEATURES, HE SAYS.

Nathaniel Curwin Wright, editorial manager of the Toledo, Ohio, Blade, and editor of the Newark, N. J., Star-Eagle, died in Toledo Sunday, at the age of fifty-three years.

Mr. Wright had been ill for about two years. He had apparently re-

covered, but last fall, while in New York, he was again attacked by heart disease. He passed sometime in Arizona last winter in an effort to regain his health.

When he was nineteen years old, Mr. Wright joined the staff of the Chicago Daily News and was successively reporter and assistant city editor, before his twenty-second birthday.

After three years with the News he went to the Associated Press filling in the position of night manager, day manager and cimet field correspondent. He took a very active part in the struggles then going on between the Associated Press and the United Press.

Upon the outbreak of war with Spain, Mr. Wright was sent to Cuba. He fitted out from different dispatch boats which were required for the delivery of news messages at cable stations in Hayti and Jamaica.

He saw fighting upon land and it fell to him to write the account of the destruction of Cervera's fleet while his boat was driving full speed to get him to the scene.

In 1900, Mr. Wright went to the Indianapolis Sentinel as managing editor. Later he became associate managing editor of the Cleveland Leader. Within a year he was made editor-in-chief. He was elected president of the company in 1907.

Together with Harry S. Talmadge, Mr. Wright began the operation of the Toledo Blade, seeing it go from 2,000 to 50,000 in the first year, and from there to 75,000 in the first ten years.

The Star-Eagle was purchased by Mr. Wright, Mr. Talmadge, Paul Block and Clarence Vernam in 1916, and the Detroit Journal by the same men in 1918.

The next step, good newspaper circulation, results from the use of proper food and drink. A healthy circulation of the blade depends on what is put into it, and likewise does the successful circulation of a newspaper.

There is no doubt that the success of an individual depends upon health which requires a good circulation that must be maintained by proper food and drink. The good health of the individual depends on proper food and drink.

The health of the body, in the same way, a newspaper depends upon circulation which requires a good health of the body, in the same way, a newspaper depends upon food and drink. The good health of the body, in the same way, a newspaper depends upon food and drink.

NATHANIEL CURWIN WRIGHT.

WAGE SCALES ARE STILL ON UPWARD TREND.

COMPOSING ROOM RATES ON NEWSPAPERS IN CITIES OF THE UNITED STATES AND CANADA ADVANCED— FIVE-DAY WEEK CONTRACT FOR GERMAN DAILY.

Wages and hours of work were increased in the composing rooms of newspapers in cities of the United States and Canada advanced, as follows:

- Hazleton, Pa.— Hazleton No. 401 received $1 increase in wages starting April 1, as provided in the scale for the current year, which is now $37 for forty-five hours.
- San Diego, Cal.— Newspaper, Handmen, operators, day, $46; night, $48; forty-five hours. The contract is automatic, and runs from year to year.
- Richmond, Ind.— Newspaper, Handmen, operators, day, $40; night, $43; forty-eight hours. The contract covers a period of one year from January 1, 1923, to December 31, 1923. Increase, $4.
- Bedford, Mass.— Newspaper, Handmen, operators, day, $40; night, $43; forty-eight hours. Agreements are to be in effect from January 1, 1923, to December 2, 1923, in conformity with findings of arbitration board. Increase, $1.
- Orlando, Fla.— Newspaper, Handmen, operators, day, $36; forty-eight hours; job, $31, sixty-eight hours. The contract covers a period of one year from January 1, 1923, to December 31, 1923. Increase, $3; job, handmen, $2.
- Poughkeepsie, N. Y.— Newspaper— Handmen, operators, day, $38; night, $41; forty-eight hours. The contract covers a period of one year from March 1, 1922, to October 1, 1924. Increase, $2.
- Detroit— Typog—Tigraphy No. 21 has awarded a five-year contract with the publishers of the German daily paper, Der American, under which the contract covers a period of one year from April 1, 1923, to April 30, 1924. Increase, $3.
- Champaign-Urbana, III.— Newspaper— Handmen, operators, day, $45; night, $48; forty-five hours. The contract covers a period of one year from January 1, 1923, to December 31, 1923. Increase, $3.50.
- Cleveland, Ohio— Newspaper— Handmen, operators, day, $49.50; night, $46; forty-eight hours. The contract covers a period of one year from March 1, 1923, to March 1, 1924. Increase, $3.
- Toledo, Ohio— Newspaper— Handmen, operators, day, $47.50; night, $44; forty-eight hours. The contract covers a period of one year from May 1, 1923, to May 1, 1924. Increase, $3.
- New York— Newspaper— Handmen, operators, day, $45; night, $43; forty-eight hours. The contract covers a period of one year from January 1, 1923, to December 31, 1923. Increase, $3.50.
- New York— Newspaper— Handmen, operators, day, $45; night, $43; forty-eight hours. The contract covers a period of one year from January 1, 1923, to December 31, 1923. Increase, $3.

NORTHERN INTERSCHOLASTIC PRESS MEETING AT GRAND FORKS.

The program for the Northern Interscholastic Press convention held at the University of North Dakota at Grand Forks, on April 26, 27 and 28, includes talks on problems of high school publications by members of the university faculty and roundtable discussions.

Earl W. Morgan, editor of the Bismarck Tribune, spoke at the University Press Club luncheon held in the Commons Building yesterday, to which all delegates to the convention were invited.

The Northern Interscholastic Press conference was recently made an official part of the state high school conference held at the university each year. The association organized last year under the presidency of the students and faculty of the journalism department of the university, and is now represented by nearly a hundred high school publications in North and South Dakota, Minnesota and Montana. The purpose of the organization is "to promote friendly relations between schools to maintain the highest standards of scholastic journalism, to aid those schools in having better organizations and to give opportunities to the future editors and business managers, and to provide desirable publications for the school representatives."

PAPER CHANGES OWNERS.

The Crystal, Minn., Call, published for thirty years by J. A. Minder, during the last few years with the aid of his two sons, has been sold to B. A. Abel, until recently associated with the Cavalier Chronicle.
Great Britain, Australasia, France, Italy, Japan and Cuba

Join the United States and Canada in Conceding the

SUPREMACY OF THE HOE PATENTED AUTOMATIC PUMP SYSTEM OF INK DISTRIBUTION

That this typical Hoe development is the greatest advance made in newspaper press construction since the introduction by R. Hoe & Co. of the Triangular Former Folder, is proved by the following list of representative newspapers throughout the world which are now using it with unqualified success or have placed orders for ink-pump-equipped presses:

(Newspapers which have placed repeat orders for presses equipped with ink pumps indicated in italics)

### UNITED STATES

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Press Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philadelphia Bulletin</td>
<td>9 Decuples</td>
</tr>
<tr>
<td>Philadelphia Public Ledger</td>
<td>6 Sextuples</td>
</tr>
<tr>
<td>The New York Times</td>
<td>14 Sextuples</td>
</tr>
<tr>
<td>Baltimore Sun</td>
<td>6 Double Sextuples</td>
</tr>
<tr>
<td>The New York Herald</td>
<td>1 2-Unit Machines</td>
</tr>
<tr>
<td>Philadelphia Inquirer</td>
<td>5 Decuples</td>
</tr>
<tr>
<td>New York Tribune</td>
<td>8 Sextuples</td>
</tr>
<tr>
<td>San Francisco Chronicle</td>
<td>4 Octuples</td>
</tr>
<tr>
<td>Minneapolis Tribune</td>
<td>1 16-Page Units</td>
</tr>
<tr>
<td>Pittsburg Post</td>
<td>3 Sextuples</td>
</tr>
<tr>
<td>Los Angeles Times-Mirror</td>
<td>5 Octuples</td>
</tr>
<tr>
<td>Los Angeles Times-Mirror</td>
<td>1 T-Roll Press</td>
</tr>
<tr>
<td>Boston Globe</td>
<td>2 Octuples</td>
</tr>
<tr>
<td>Kansas City Journal-Post</td>
<td>1 16-Page Units</td>
</tr>
<tr>
<td>Brooklyn Eagle</td>
<td>3 Sextuples</td>
</tr>
<tr>
<td>The Dayton News</td>
<td>1 Double Octuple</td>
</tr>
<tr>
<td>New Orleans Times-Picayune</td>
<td>1 Octuple</td>
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<tr>
<td>The New York Telegram</td>
<td>1 Octuple</td>
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<tr>
<td>Richmond News-Leader</td>
<td>1 Double Sextuple</td>
</tr>
<tr>
<td>Trenton Times</td>
<td>1 Decuple</td>
</tr>
<tr>
<td>Atlanta Journal</td>
<td>1 Octuple</td>
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### BRITISH ISLES

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Press Type</th>
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<tbody>
<tr>
<td>E. Hulton &amp; Co.</td>
<td>6 Octuples</td>
</tr>
<tr>
<td>Manchester Daily Mail</td>
<td>1 Octuple</td>
</tr>
<tr>
<td>Manchester Daily Mail</td>
<td>1 Double Sextuple</td>
</tr>
<tr>
<td>London Daily Mail</td>
<td>3 Octuples</td>
</tr>
<tr>
<td>Belfast Telegraph</td>
<td>2 4-Roll Machines</td>
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### CANADA

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<thead>
<tr>
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<tr>
<td>Toronto Telegram</td>
<td>9 Sextuples</td>
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<tr>
<td>Hamilton Spectator</td>
<td>1 Double Sextuple</td>
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<tr>
<td>Montreal Gazette</td>
<td>8 Sextuples</td>
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<tr>
<td>Ottawa Citizen</td>
<td>1 Octuple</td>
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<tr>
<td>Ottawa Journal</td>
<td>1 Octuple</td>
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<tr>
<td>Toronto Globe</td>
<td>1 Octuple</td>
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### AUSTRALASIA

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<tr>
<th>Newspaper</th>
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<tr>
<td>Melbourne Argus</td>
<td>1 Octuple</td>
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<tr>
<td>Sydney Morning News</td>
<td>1 Octuple</td>
</tr>
<tr>
<td>Christchurch Sun</td>
<td>1 Quadruple</td>
</tr>
<tr>
<td>Osaka Daily News</td>
<td>2 Sextuples</td>
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<tr>
<td>Osaka Asahi Shim bun</td>
<td>1 Octuple</td>
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### JAPAN

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<th>Newspaper</th>
<th>Press Type</th>
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<tr>
<td>Le Petit Parisien, Paris</td>
<td>1 Double Sextuple</td>
</tr>
<tr>
<td>Corriere Della Sera, Milano</td>
<td>1 Quadruple</td>
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Making a total of over 700 sixteen-page units equipped with the Hoe Patented Automatic Pump System.

**EVENTUALLY YOU, TOO, WILL ADOPT THIS IMPROVED SYSTEM OF INK DISTRIBUTION**

R. HOE & CO.

504-520 Grand Street, New York City
Organizers Wanted for "Uncle Sam's Voters"

MEN and women of character—young or old—can add materially to their incomes by devoting part or all of their time toward assisting in the organization of "Uncle Sam's Voters.

This is a dignified, interesting, profitable, business and professional men—college students—ministers— salesmen and school teachers will delight in the opportunities and the profits this new work affords.

What Is The National Federation of Uncle Sam's Voters

It is a national, non-profit federation with local assemblies—organized regardless of political affiliations—to awaken and mobilize the public, in a lively and intelligent interest in American government through group meetings, talks, and a national magazine. PUBLIC AFFAIRS are the name of the game. UNCLE SAM'S VOTERS are to be organized in every city and community on the basis of the inspired words of Samuel Adams in 1772:

"Let us Converse together, and open our minds freely to each other. Let every town Assemble, Let Association and Combinations be everywhere set up to Consult and Recover our just Rights."

Ira Nelson Morris has resigned as Minister to Sweden to be president of UNCLE SAM'S VOTERS. Ex-Congressman James W. Good and Mary Lee Adams are vice-presidents; G. B. Wayland is secretary.

Uncle Sam's Voters will award five prizes ranging from $100 to $10 for the five best letters on the following subject: "Why I am joining UNCLE SAM'S VOTERS." Send us the reasons that appeal most strongly to you for joining UNCLE SAM'S VOTERS. Anyone is eligible to enter. Contest ends June 30, 1923. GET IN AT THE START: The first applicants can choose their own territory. Sign your name.

MAIL THIS COUPON NOW

Samuel Adams, Director General of Uncle Sam's Voters, Citizens Bank Bldg., Washington, D.C.

Kindly send me full information concerning opportunities for making money by assisting in the organization of UNCLE SAM'S VOTERS.

Name: 
Address: 
Reference: 

(REPRINTED)

AD SPECIALTIES AS BUSINESS BUILDERS.

MACKINTOSH AND FOWLER AMONG NOTED SPEAKERS SCHEDULED TO ADDRESS A.S.A. CONFERENCES IN ATLANTIC CITY—SUCCESS FILM TO BE SHOWN.

The use and value of advertising specialties in business building will be discussed at the session of the Advertising Specialties Association convening in Atlantic City on Tuesday morning, June 5, which will be addressed by Charles H. Mackintosh, former president A.S.A.


"How a national advertiser builds good will by the use of advertising specialties," George S. Fowler, advertising manager, Colgate & Co.


"The general use of advertising specialties," H. H. Peters, former editor of the Little Rock, Iowa, Free Lance, has been awarded a Studebaker six car by the St. Paul Daily News in a subscription contest.

AD SPECIALTIES AS BUSINESS BUILDERS.
JOURNALISM WEEK OPENS MONDAY IN COLUMBIA.

MISSOURI SCHOOL PROGRAM IS UNUSUALLY ATTRACTIVE — PROMINENT PUBLISHERS, WRITERS AND PUBLIC MEN WILL SPEAK — ORIENTAL DINNER TO BE FEATURE.

A program of unusual interest is assured for the fourteenth annual journalism week of the school of journalism of the University of Missouri to begin Monday and continuing on Saturday. A host of men and women prominent in newspapers and letters are on the program to speak at the various sessions which have been arranged by Mason Williams, editor of the school of journalism.

The program will open Monday with the meeting of the Missouri Writers' Guild, under the direction of Louis Dodge of St. Louis, immediate past president. Addresses upon advertising and special features of newspaper work are invited. Journalism for women will feature Tuesday's session. Wednesday, Thursday and Friday will be devoted to the meeting of the Missouri Press Association. Dwight H. Brown of Poplar Bluff, president of the association, will preside.

On Wednesday afternoon a lawyer, a preacher, a farmer and a merchant will each tell what he wants in his newspaper. This program will be featured by the annual journalism week luncheon at the Columbia Commercial Club. H. A. Stacey, editor of the association, will close with the "made-in-Manchuria" banquet arranged through the co-operation of the South Manchuria Railway. The food, decorations and souvenirs for this banquet will be largely from the country represented.

Among those who are to speak are:


Harry Hansen, literary editor, Chicago Daily News; Miss Beatris Winn, newspaper editor, Minneapolis; Miss Mary P. Cushing, advertising woman, St. Louis.

TALE OF RUBBER STAMP SETS PACE FOR INLAND.

(Continued from Sixth Page)

The price of news print undoubtedly will be of the utmost interest to the publishers of the North China Star for the next six months.

Harry Hansen, literary editor, Chicago Daily News; Miss Beatris Winn, newspaper editor, Minneapolis; Miss Mary P. Cushing, advertising woman, St. Louis.

AMERICAN NEWSPAPER MAN PUBLISHES NEWSPAPER AT TIENSTIN, CHINA.

Just five years ago, during the world war, foreign residents and English-speaking Chinese in the Far East desired a newspaper that would present news of all interests as they were written after the style of American newspapers, which were naturally arriving in China by mail rather late for those who were interested in the stirring international events in Europe.

The North China Star, an American daily published at Tientsin, China by an American corporation, was organized by Charles James Fox, a former Washington newspaper man.

The shares of the North China Star Company were taken up rapidly by about one hundred and sixty persons, including fourteen different nationalities. It chose an international board of directors, who were pledged to run the paper in an absolutely independent manner according to the principles of American journalism.

It is hand set by Chinese compositors who do not understand a word of English, but who follow copy even to the extent of setting a row of "x's" when a contributor attempts to "xz" out a word. It is the only paper in all China, in any language, that is published every day in the year.

The other daily papers in China, Chinese, American, British, French or Japanese publish only six times a week and observe numerous holidays as well. For this reason the North China Star claims to be the only real daily in all China.

The Star is an American paper, independent of any one except its own shareholders. The majority of shares are owned by Americans. The vice-president is an American, the secretary is Chinese, the treasurer is an American, one member of the board of directors is of French nationality, the news editor of the paper and the business manager is British, the business manager is Russian.

The board of directors of the North China Star consists of Charles J. Fox, president and editor; Dr. Harry V. Fuller, vice-president; E. F. Smith, secretary; Richard T. Evans, treasurer; E. K. Lowry, J.

Price and Quality

The price of Flexideal Dry Mats does not gauge their real value. While the cost is lower than that of other dry mats, our Quality is far superior.

Flexideal Dry Mats embody the experience of fifty years of paperboard making and are being improved all the time so that today there are none others so good to be had regardless of price.

If you want to save money on the cost of your dry mats, buy Flexideal. Let us tell you how others are saving invaluable time, newsprint paper and are bettering working conditions in the foundry through their use.

We think it's worth a trial, don't you?

The Flexideal Co., Inc.
Sole U. S. and Canadian Distributors
13 William St., New York City

THE FOURTH ESTATE
of the Buffalo Courier under William J. Conners. His first duties were those of railroad editor at a salary of six dollars a week. After a rapid rise to the sporting editor’s desk, Mr. Kelly joined the St. Louis Republican and covered the old “Four Courts” and politics for nearly a year, when he again took over the sporting desk. He was the official scorer of the National Baseball League in St. Louis under the regime of Harry Gilmington. From St. Louis, Mr. Kelly went to the Washington Post, under John B. McLean, occupying successfully the desks of sporting editor, city editor and Sunday editor.

The lure of New York drew him next to the Evening World. In his eight years on the World, Mr. Kelly covered many of the country’s celebrated stories and trials.

In 1914, Mr. Kelly became deputy commissioner general of the Panama-Pacific International Exposition in San Francisco. At the close of the exposition he took up the advertising directorship of the Society for Electrical Development, whose membership includes the great electrical interests of America. Here he originated and carried out two national trade building campaigns which developed new advertising space in the newspapers of the country worth more than $10,000,000. At the outbreak of the war, Mr. Kelly was chosen to direct the Bureau of Pictures of the American Red Cross, then being organized by Henry P. Davidson. Mr. Kelly supervised the assignments of Red Cross camera men and produced and distributed the famous Red Cross pictures made during the war. He was awarded a captain’s commission and was sent to Europe when the war ended. Returning to New York, Mr. Kelly went to the American News, equipped a newspaper plant in the heart of the theater district and launched the West Side Sentinel, which continued as a weekly, until its absorption last four years. Many editions of the Sentinel were entirely produced by type and camera operators. He was a noted type operator and make-up man and this experience contributed to the success of the George Washington Press, which he founded.

Mr. Kelly married Senorita Mercedes de Ruiz of Washington in 1910, and lives with his wife and children in upper Manhattan.

NEW ENGLAND AD DIRECTOR HEADS PORTLAND CLUB

Harold F. O’Keefe, advertising director of the Portland, Me., Press Herald, the Waterville Sentinel and the Maine Times, has been chosen to direct the New England Advertising Club. Mr. O’Keefe was formerly in the New York office of the Philadelphia Public Ledger. He was chairman of the back to the beginning of the Portland committee, which took the New England Advertising Club convention at Providence by storm last year and carried off its award.

Mr. O’Keefe will remain with the Ledger as its advertising director, and Mr. McBride, the general appearance of the paper will be retained, according to Mr. McBride, and the general appearance of the paper will be retained, at least for the present. The new editor gives the press work some improvements when he has become more familiar with conditions in Iowa Falls.

PUBLISHER TO TAKE CHARGE OF IOWA PAPER

Arthur W. McBride, editor and publisher of the Guthrie County Vidette, who recently purchased the Iowa Falls Sentinel, will take possession of the paper this month. Mr. McBride received his first newspaper experience on the Sioux City Journal and has been connected with the Grinnell Register. McBride founded and is president of the McBride-Armstrong newspaper business at Paulina for seven years, and then took up the work at Panora. The daily circulation of the Sentinel will be retained, according to Mr. McBride, and the general appearance of the paper will be retained, at least for the present. The new editor gives the press work some improvements when he has become more familiar with conditions in Iowa Falls.

FINANCIAL DEPARTMENT OF PACIFIC COAST AD CLUBS TO MEET AT SPOKANE

The financial department of the Pacific Coast Advertising Clubs Association is making ambitious plans for its meeting to be held at the Hotel Washington in Spokane, June 17-21. The department has arranged for a number of well-known advertising executives, and bank and investment advertising. There will be a variety of social events, including the famous Red Cross pictures made during the war. He was awarded a captain’s commission and was sent to Europe when the war ended. Returning to New York, Mr. Kelly went to the American News, equipped a newspaper plant in the heart of the theater district and launched the West Side Sentinel, which continued as a weekly, until its absorption last four years. Many editions of the Sentinel were entirely produced by type and camera operators. He was a noted type operator and make-up man and this experience contributed to the success of the George Washington Press, which he founded.

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AN INVITATION

Officers of
The THIRTY CLUB of LONDON

President:
JOHN CHERISHIRE
Vice-President:
W. S. CRAWFORD
Hon. Treasurer:
PHILIP EMANUEL
Hon. Secretary:
C. HAROLD VERNON

This invitation is also supported by the following important clubs and associations in advertising and newspapers circles:

Newspaper Proprietor's Association.
Newspaper Society.
Scottish Daily Newspaper Society.
British Association of Trade and Technical Journals.
Association of British Advertising agents.
A. B. A. A. Audit Bureau.
Association of Advertisement Managers.
Incorporated Sales Managers' Association.
Incorporated Society of Advertisement Consultants.
Advertising Club of Ulster.
Incorporated Association of Retail Distributors.
Incorporated Society of British Advertisers.
Aldwych Club.
Publicity Club.
Fleet Street Club.
United Billposters Associations.
British Association of Display Men.
Federation of Master Printers.
Delegates from these associations will attend.

ENTERTAINMENT GUARANTEE FUND already exceeds $100,000

The PRESIDENT
The officers and members of The 30 Club of London and The London 1924 General Committee extend

A most cordial invitation to the President, Officers and members of your club to visit London in 1924 and earnestly request that you do us the honor of supporting our efforts at Atlantic City this year to secure the annual convention of the Associated Advertising Clubs of the world for

LONDON
England
in 1924

It is proposed to hold the Convention, if it comes to London, within the great Congress Halls of the British Empire Exhibition at Wembley, London.
The Fourth Estate
May 19, 1923

PRESIDENT MAY ADDRESS AD CONVENTION.

(Continued from Fourth Page)

agriculture, automotive, financial and public utilities. Senator Edge, of the Dorland Advertising Agency, will speak on "What the government of the United States has to advertise, W. S. Crawford, vice-president of the Associated Advertising Clubs for Great Britain and Europe, "How advertising can promote better international relations," Robert Lynn Cox, vice-president of the Metropolitan Life Insurance Co., New York, "Extending the length of life," Mr. Cox is in charge of the successful publicity campaign of the Metropolitan, which is preaching the gospel of health and a longer life to millions. Frederick M. Feiker, of the McGraw-Hill Co., New York, will talk on the elimination of waste in industry through advertising. Mr. Feiker, by request of Senator Herbert Hoover, is making a world survey of raw materials supplies for the Department of Commerce.

TALKS ON VARIOUS FIELDS. Monday afternoon's topics will be: "Agriculture," Carl Williams, of Oklahoma, president of the Associated Advertising Clubs. "Automotive," George M. Graham, vice-president and director of sales and advertising, Chandler Motor Car Co., Cleveland; "Public Utilities," Floyd W. Parsons, editor of "Gas Age." Tuesday and Wednesday will be occupied with conventions of the affiliated organizations. Thirty groups representing thousands of business men and advertising executives will meet for the study of their own particular problems. Luncheons of the various groups will be held, with special programs. The following groups will meet:


Conferences will be held by club secretaries, junior advertising clubs, classified advertising managers, student organizations, women's conference, teachers of advertising and premium advertising.

INTERDEPARTMENTAL SESSION. The meetings of the public utility Advertising Association will be occupied with the problem of advertising the utilities. According to President W. P. Strandberg of this association, the utilities have a most promising field of development. He points out that forums will be discussed by "selling" to the hundreds of public utility companies in this country the business building and goodwill value of systematic advertising.

Wednesday afternoon will be given over to an interdepartmental session when representatives from half a dozen departments will cover the meeting.

The keynote of Thursday morning will be important phases of the work of the Associated Advertising Clubs. Roger W. Babson, well-known statistician, Wellesley Hills, Mass., will talk on "What the Associated Advertising Clubs can do for business." Paul T. Cherington, chairman of the national educational committee, also will talk on that subject. George W. Hopkins, chairman of the speakers' bureau, will explain that branch and Gurney R. Lowe, the development of the Neoshotion plan. The election will take place Thursday afternoon.

COMMUNITY ADVERTISING FEATURE. A special feature of the convention this year will be the outstanding importance of the program of community advertising. Year by year this phase of the work has grown, until advertising of communities in newspapers and other media is the recognized method of insuring community growth. It will be shown that certain western communities, for example, have drawn tourist, dollars through the simple means of presenting their advantages as vacation spots. The aim of the community advertising department at the coming convention will be to render this work more efficient and to show cities how to make surveys that will render their advertising 100 per cent resultful.

An interesting feature of the convention will be the many talks by representatives of the clubs in the churches of the city on Saturday morning and evening. A Rotary Club luncheon will be given on Tuesday, a Lions' luncheon, Wednesday, a Kiwanis banquet, Thursday, and an exhibition by the U.S. Coast Guards and drill by the Atlantic City beach guards, Wednesday afternoon. The Poor Richard Club of Philadelphia will entertain the whole convention Wednesday evening.

N.A.N.E. TO TALK ON ADVERTISING PROBLEMS.

NEWSPAPER EXECUTIVES TO DISCUSS MERCHANDISING SERVICE, FOREIGN AND LOCAL RATES, CLASSIFIED AND DISPLAY ADS — WILL ATTEND JOINT SESSIONS.

Merchandising service, local and foreign advertising rates, classified advertising and local display advertising will be the principal themes at the sessions of the National Association of Newspaper Executives to be held Tuesday and Wednesday, June 3 and 6, in connection with the convention of the Associated Advertising Clubs of the World at Atlantic City, June 3-7.

All sessions will be held in the Egyptian hall of the Breakers Hotel, except the meeting on Wednesday morning which will be at the Veranda. Breakers Hotel. The N.A.N.E. will hold a joint session with the AAAA Tuesday afternoon. Joe W. Simpson will preside for the N.A.N.E. and Jesse E. Matteson will be in the chair for the AAAA. Another joint session will be held Wednesday morning when the N.A.N.E. will meet with Assistant Advertising Club.

A. L. SHUMAN, rector, the Buffalo Express, will lead the discussion Wednesday afternoon on local display advertising.

Topics mentioned for discussion in the program have been submitted by members in advance. Other topics may be submitted at sessions if time permits. A. L. Shuman, Fort Worth Star-Telegram and president of the N.A.N.E., announces that morning sessions will open promptly at nine o'clock and afternoon sessions at two o'clock. Night sessions will be held if necessary, Mr. Shuman adds, and members will be expected to attend.

The program follows:

LOS ANGELES ADVERTISING CLUB GETS BEAR FOR GIFT. The Advertising Club of Los Angeles has presented a perpetual trophy in the form of a solid gold grizzly bear on a green Italian marble base, by Herti Faliot, nationally known slogan writer who was made a life member of the club in 1914.

The trophy will take the place of the one lost by the New Orleans delegation at the San Francisco convention and will be a lasting advertisement for Los Angeles. During the Atlantic City convention of the Associated Advertising Clubs of the World the trophy will be taken East and formally presented to the association.

George Botsford is organizing and will manage a merchandising and service department for the Portland, Ore., Telegram.

Scandinavian News Print
100,000 Tons per Annum
Inquiries Solicited
Newsprint Paper Corporation
33 West 42nd St., New York City
Telephone Longacre 1116.
MEMPHIS PAPER WINS PULITZER PRIZE.

(Continued from Second Page)

for a news campaign against the Ku Klux Klan. Last year the medal was awarded to the New York World for its revelations of the Klan's organization and activities.

EDITORIAL PRIZE FOR PUBLISHER.

The $500 prize for the "best editorial article," the test of excellence being clarity of style, moral purpose, sound reasoning and power of expression, was awarded to William Allen White for an editorial entitled "To an Anxious Friend," on the Emporia Gazette, July 27, 1922.

Mr. White, famous as a novelist, short-story writer and political leader as well as for his editorial work, wrote the editorial which Mr. the controversy between him and his old friend and fellow editor, Governor Henry J. Allen of Kansas, and the industrial law court of the state. It was written in reply to Governor Allen's threat of fine in jail for his opposition to the law and created widespread favorable comment at the time.

The $1,000 prize for the "best reporting work of the year," being strict accuracy, terseness and the accomplishment of some public good commanding public attention and respect," went to Alva Johnston for his reports in the New York Times of the proceedings of the convention of the American Association for the, held in Cambridge, Mass., December, 1922.

Mr. Johnston was with the New York Times several years, but is now on the staff of the New York Herald. His series of stories on the convention dealt principally with the new concepts of matter brought before the assembled scientists. They were distinguished by their combination of scientific accuracy, literary scription and clarity to the lay mind.

BEST AMERICAN NOVEL.

For the novel, or a prolonged story published during the year which "shall best present the wholesome atmosphere of American life, and shall show the standard of American manners and manhood," $1,000 was awarded to Wilkie F. Cathers for her novel, "One of Ours." For the best American biography teaching patriotism and public service to the people, illustrated by an eminent example, excluding, as too obvious, the names of George Washington and Abraham Lincoln, the $1,000 prize was awarded to Burton J. H. Hendrick for "The Life and Letters of Walter H. Page." This is the second Pulitzer prize in which Mr. Hendrick has participated. Two years ago "The Victory at Sea," on which he collaborated with Rear Admiral Wil- liam S. Sims, was awarded the $2,000

WHITE'S PLEA FOR FREE SPEECH WINS PRIZE.

EDITORIAL ADJUDGED BEST BY PULITZER BOARD WARNED OF SUPPRESSION — EMPORIA EDITOR IS GRATIFIED AT HONOR—PRAISES AWARD TO MEMPHIS PAPER.

The editorial for which William Allen White, editor of the Emporia Gazette was awarded the Pulitzer prize of $2,000 is reproduced in the Gazette, July 27, 1922, at the time of the railroad strike and Mr. White's famous con- dence with Governor Henry J. Allen.

It was written after Mr. White had been placed in jail for displaying a banner in the window of his newspaper office a yellow placard expressing sympathy for the striking shopmen. The editorial was a reply to a friend who had written Mr. White asking him why the disturbance had been created and why he was maintaining his position for free speech.

The prize-winning editorial follows:

"TO AN ANXIOUS FRIEND.

"You tell me that law is above freedom of utterance, and I reply that you can have no wise laws nor free enforcement of wise laws unless there is expression of the wishes of the people—and, alas, their folly with it. But if there is freedom, folly will be as its own evil and wisdom will survive. This is the history of the world. It is the proof of man's kinship with God.

"You say that freedom of utterance is in time of stress, and I reply with the sad truth that only in time of stress is freedom of utterance justice helps to keep the peace. And the reverse is true also; only when free utterance is suppressed is it needed, and when it is needed it is the sign of vitality in the world. Freedom is good. But if you are interested in peace through force and without free expression that is for peace that is the peace of France and the peace of Paris, and your interest in justice is slight. And peace is not the world, your world is the European, and your interest in peace and freedom is how you may sugar coat it with expediency.

"This state today is in more danger from suppression than from violence, because in the end suppression leads to violence; indeed, is the child of suppression. Whoever pleads for the law that only by free expression and communication can the nation be saved, that by free expression peace kills something fine in the heart of man which God put there when He gave man manhood. When that is killed, brute meets brute on each side of the line.

"So, dear friend, put fear out of your heart. This nation will sur- vive; some state will pass; this world will go on; orderly business of life will go forward and orderly business of life will go forward and orderly business of life will go forward and orderly business of life will go forward. The love of men will go forward as we make them believe with their hearts hold—by voice, by posted card, by letter or by press. Reason and free men. Only free men and free expression and free expression and free expression and free expression have made the wrecks in the world.

VISITING FORMER HOME.

T. D. Edwards, formerly editor of the Lead, S. D., Daily Call, who some years ago entered the consular service of the United States, is spending a vacation in the Black Hills. For a number of years he had United States consul in Mexico.

STEVE MURPHY.

"An Injury Done Cannot Be Undone—Prevent Accidents With The CUTLER-HAMMER SYSTEM Printing Press Control "Safest in the World"

NEWSPAPER MAN GIVES SOME OF HIS EXPERIENCES DURING TWENTY-FIVE YEARS.

Under the title "Confessions of a Newspaper Man," Frederic William Wile, now a writer of syndicate free lance, told the story of his experiences during twenty-five years of newspaper work. Mr. Wile dwelt especially on his experiences in Germany, where he was stationed as a correspondent for many years before the World War. Preparations for Germany for war had been open and undisguised, he said. He also told of his narrow escape from detention in that country, when the break came between Germany and England, because of the resentment of the Berlin government for his long continued efforts in his dispatches to arouse international understanding of the menace.

For PROMPT Service

TYPE Printers' Supplies Machinery in Stock for Immediate Shipping by Selling Houses Conveniently Located "American Type the Best in Any Case" AMERICAN TYPE FOUNDERS COMPANY

Elgin Chicago St. Louis Cleveland Columbus Portland Kansas City Philadelphia New York

For Newspaper Buildings

An organization of engineers specialists under direction of a trained newspaper man, and specializing solely in newspapers, publishing and printing buildings.

S. P. WESTON

Newspaper Buildings Mechanical Layouts Production, Operation
The Fourth Estate

May 19, 1923

VETERAN SHIP NEWSSCRIBE MAKING FIRST TRIP TO EUROPE.

Harold L. Smith, dean of ship news scribes, who for thirty years has been reporting incoming and outgoing liners in New York, sailed Tuesday on the Berengaria with Mrs. Smith for his first trip abroad.

In his service along the waterfront he has met every notable who has come to these shores, including King Henry of Prussia, King Albert of the Belgians with his Queen, not to mention countless ambassadors, premiers, earls and counts, heads of state missions, kings of finance, actors and actresses. He has invitations to visit several European notables he interviewed here.

On his trips on the liners between quarantine and their piers "the Judge" estimates he has traveled more than 60,000 miles.

When the Berengaria passed the Battery, fire boats, harbor tugs and revenue cutters let go their sirens in salute to "the Judge," as he is known to his friends, many of whom are at the pier to see him depart.

He will be away five weeks and possibly will return in the Majestic.

COURTESY OF THE NEW YORK WORLD.

VETERAN REPORTER DEFENDS USE OF NOTEBOOK IN INTERVIEWING.

In a letter to The Fourth Estate, R. W. Ledwith of Chicago, a reporter of twenty-five years experience, defends the greatly maligned reporter's "notebook" as a necessity to accuracy in handling an interview or a trained memory, when minutely employed. The other hand, I have encountered several, one an eminent lawyer, who found the notebook offensive only when he read his interview in cold type.

Because the lawyer intended to deceive the reporter. Unfortunately for the lawyer the disputed para-

PHOTOGRAPHER: Courtesy of the New York World.

PRIZES OFFERED THROUGH THE QUILL.

SIGMA DELTA CHI FRATERNITY WILL GIVE $250 IN FOUR AWARDS TO ALUMNI AND ACTIVE MEMBERS FOR BEST ARTICLES ON PRINCIPLES OF JOURNALISM.

Prizes aggregating $250 for the best articles on ethical principles in journalism have been offered to alumni and active members of Sigma Delta Chi, professional journalistic fraternity, through its national publication, the Quill.

An award of $100 has been offered by Kenneth C. Hogate, of the Wall Street Journal, past president of the fraternity, to the alumni or associate member who submits the best article not longer than 1,100 words, discussing an ethical problem in journalism or illustrating such principle through a story of service by an individual. Any article written by a student at the discretion of the winner, the award may be made to the newspaper or individual.

The contest continues until October 1. All manuscripts should be double spaced and should be mailed to the Quill, 608 S. Dearborn street, Chicago.

FORMER CHICAGO REPORTER NOW AN AUTHORITY ON TRANSPORTATION.

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A few years ago the condensation of a complete composing room into the magazines and keys of a single Linotype would have been thought impossible.

Today, however, the operator of a Text-and-Display Linotype gets any face he wants within an almost unlimited range, from small text to full 36 point display, merely by touching a key.

The space of many typecases may be saved by the use of Text-and-Display Linotypes, as well as thousands of footsteps and hours of composition and distribution time. Nearly two hundred newspapers, after trying display composition on the Linotype, have learned that hand setting of display is as unnecessary and archaic as hand setting of straight matter.
A TRIBUTE TO FREEDOM OF THE PRESS.

It is interesting to note that the Pulitzer Prize Awards, especially that for the strongest editorial writing during the year, were not so great a factor in the whole structure of the American newspaper as we have come to know and love it as a free and independent press. In another column, The Fourth Estate reproduces the editorial by Mr. White, too well known to be repeated here, which is headed "An Angry Friend." It is well worth reading again. It was widely copied in newspapers because of the fundamentals which are the basis of American freedom. It is a question now whether the people of the United States, in their desire for a more perfect system of democracy, are also desirous of a more perfect system of journalism. It is a question whether the newspapers of the United States are as free and independent as they should be. It is a question whether the people of the United States are as well informed as they should be.

NEWSPAPERS AS LURES TO STAY ON THE FARM.

The clear thinking editor of the Appleton, Wis., Crescent, has made a clear and convincing appeal to those who would go to the city, but who do not stay. He says that the city is out of the way of a healthier and happier country condition and that the farms of the state are as good as any in the United States. The editor is not only right, but his advice is needed and should be heeded. He says that the farms of the state are as good as any in the United States and that the city is out of the way of a healthier and happier country condition. The editor is not only right, but his advice is needed and should be heeded. He says that the farms of the state are as good as any in the United States and that the city is out of the way of a healthier and happier country condition.

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May 19, 1923

THE FOURTH ESTATE

PURELY PERSONAL

Charles Daniel Frey, head of the agency in Chicago bearing his name, and A. M. Briggs, vice-president of the Poster Advertising Company, New York, with the direction of the American Protective League during the war, working with the department of military intelligence, have been decorated by the French government.

Miss Mary Kate O'Bryon of Uniontown, Pa., former Pittsburgh newspaper woman, will arrive in New York Monday for a short visit.

Miss Mary Frances O'Connell, daughter of John C. O'Connell of the Montgomery, Ga., Advertiser, was the soloist at the recent convention of the Southern Pine Association at New Orleans. During the war she made frequent appearances at Camp Sheridan, Ala.

A. W. Henning, former business manager of the Daily Empire, has become vice-president and Washington manager for the Airdry Electric Service Company, Seattle.

Ralph Starr Butler, advertising manager of the United States Rubber Company, New York, spoke on "Interrelationship of Advertising and Sales" before the Sales Managers' Club of Columbus, Ohio, at a dinner last week.

J. Elmer Moberly, editor of the Santa Rosa Republican, has been appointed postmaster of Santa Rosa.

Mrs. A. S. Rogers, Miss Marcia Meyers, Miss Katherine Clark and Miss Frances Seidell. The league meets at the third Tuesday of each month, and luncheon meetings are held on the first Wednesday at Keen's Chop House.

STAFF CHANGES.

William E. Brewer, for the last four years advertising manager of the U.S. Light & Heat Corporation, Niagara Falls, N. Y., has joined the New York advertising staff of the Christian Science Monitor.

J. Kennard Hamilton has been made assistant advertising manager of the Magazine of New York, with which he has been associated since last November. Mr. Hamilton formerly was with the advertising staff of the New York Times and one time was with the Washington Scribes.

Walter A. Burr has been appointed Western manager of Asia. During the last two years he has been representing Consolidated, Good Housekeeping, Motor and Harper's Bazar on the Pacific Coast.

The Toledo, Ohio, Blade has appointed F. S. Buggie business manager. Sylvan Snyder has become assistant business manager, succeeding Henry Bradley, who has left to go with the London, England, Express.

M. C. Priest has become business manager of the Montezuma American.

ROSECRAINS AGAIN AN EDITOR.

Henry S. Rosecrans, former publisher and editor of the Oskaloosa, Iowa, Independent-Republican, and postmaster during the Wilson administration, will take over the ownership and management of The Columbus, O., Times Globe, through purchase of the holdings of the American Protective League, the Saturday Globe before merger of the Globe with the Times, and after years associated with R. A. Mortland, former Montezuma editor, whose interests Mr. Rosecrans acquired recently.

Mr. Shockley is retiring from active newspaper work after forty years of continued service and will make extended visits in California and Ohio.

ADMIRAL TELLS NEWSPAPER MEN ABOUT TURKEY.

How he obtained valuable concessions from Turkey was told the Washington scribemen at the National Press Club by Rear Admiral Colby M. Chester, retired, in an address last week.

A substantial offer for a share in his enterprise was made by Standard Oil interests, after they had lavishly entertained him in New York, Admiral Chester said, but this had been refused.

Half a million dollars have already been raised to make a survey of the various projects involved in his enterprise. Admiral Chester said, and plans are being formulated to raise $1,000,000 more. An agricultural contract for $2,000,000, guaranteed by the Turkish government, is among the concessions granted.

AD WOMEN RE-ELECT HELEN HILL PRESIDENT.

At a meeting of the board of directors of the New York League of Advertising Women this week Miss Helen M. Hill of the Gravure Service Corporation, was re-elected president; Miss Helen Wald of the John Martin's Book, vice-president; Miss Anna Mason MacLean of the John B. Woodward Special Agency, treasurer; Miss Ida Clarke, Scott & Browne, corresponding secretary; Miss Mabel Grasswinkel, Leggett Industrial Films, recording secretary.

The directorate of the league consists of the officers and Miss Jane J. Martin of Carpenter & Co., publishers' representatives; Miss Minna Hall Simmons, Miss E. V. Righter, Mrs. Charles Dennison Talcott, Jr., daughter of Ehvood S. Ela, publisher of the Manchester, Ct., Evening Herald, is the author of a book of poems which is to be published shortly.

WILLIAM A. THOMSON.

William A. Thomson, director of the bureau of the American Newspaper Publishers Association, and Miss Barbara Buxton, will be married tonight at the University Club, Saturday, May 21. George E. Roberts, formerly an Iowa newspaperman and now a vice-president of the National City Bank of New York, has been chosen to deliver the commencement address at Iowa State College, June 11.

Miss Eleanor Ridgway, daughter of Erman J. Ridgway of the New York Herald, became the bride of Edwin Pulver Cook of Providence, Saturday, May 21. The engagement of Frank H. Warren, music critic of the New York Evening World, and Mrs. Esther Judson Morgan, daughter of the late Edward Judson of Syracuse, N. Y., has been announced. Mr. Warren is a graduate of Harvard College, and last year was the leader in raising an endowment fund of $800,000 for that college. He has also written many articles and reviews in addition to his newspaper work.

ADM BUREAU HEAD TO WED MISS BUXTON.

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FEDERAL TRADE COMMISSION KEPT BUSY.

CONTINUES WORK UNTRILINGLY AGAINST UNTRUTHFUL AND MISLEADING ADVERTISERS—SIX FEDERAL RECENT CASES AGAINST ALLEGED OFFENDERS CITED.

Warfare on misleading advertisements is being carried on unrelentingly by the Federal Trade Commission against alleged offenders. Some recent cases include the following:

- The Register of Cincinnati, charged with advertising goods as surplus army and navy supplies, when such article were not gazez, and hence misrepresentative of those purchased.
- The residence of the newspapers was also charged with selling a brand of paint represented as being manufactured for the United States Navy.
- The manager of the newspaper was sentenced to jail for selling goods which were not as represented in the advertisements.

A Daily Forecast FURNISHED EXCLUSIVELY BY C-V Newspaper Service, INC.

Borden Building, New York

“Fifty Famous Features” Adams Features are standard products. They shine like stars in their places in the columns of hundreds of newspapers. “Adamservice” offers the most unique and original collection of features in existence, singly or in exclusive sets. Let us send you a full set of samples of the “Fifty Famous Features,” including some of the best in the field.

J. J. Bosdian
15 School Street Boston, Mass.

America's Best Magazine Pages Daily and Sunday Newspaper Feature Service 231 W. 58th St., NEW YORK CITY

Complete your business page with the latest developments in the textile and allied industries.

Daily News Service Features Weekly Reviews Special Articles

Wire or Write for Particulars.

Fairchild News Service 8 East 13th Street New York City
STUDENT PAPERS NAME EDITORS AND MANAGERS.

HOWARD DONAHUE APPOINTED MICHIGAN DAILY EDITOR — ART EDITORS OF GARGOYLE, HUMOROUS PUBLICATION, AND MICHIGANER, TO RECEIVE SALARY.

Managing editors and business managers of all student publications of the University of Michigan, Ann Arbor, with the exception of the editor of Chimes, and the editor and business manager of the students directory, were chosen at a meeting of the board in control of student publications.

Howard Donahue, a junior literary student, was chosen managing editor of the Michigan Daily. He has served three years on the staff, and is at present editor of the Sunday magazine of the Daily.

Laurence Favrot of Baton Rouge, La., was appointed business manager of the same publication. He also has served three years on the business staff of the Daily.

Frederick Gilner, a junior from Grand Rapids, was named editor of the Michiganensian, the yearbook of the graduating classes. Thomas Rindel was made business manager of the publication.

The board also provided a salary for the art editors of both the Michigan Daily and the Agricultural Editor, of both clubs.

AGRICULTURAL PUBLISHERS ELECT OFFICERS— WOMEN ORGANIZE.

C. A. Cobb, editor of the Southern Agriculturist, Atlanta. Ga., was elected president of the American Agricultural Publishers' Association at its meeting in Cincinnati last week.

The board elected were: John F. Cunningham, editor of the Wisconsin Agriculturist, Waukesha, Wis., T. L. Wheeler, editor of the Indiana Farmers' Guide, of Huntington, Ind., treasurer; A. H. Jenkins of the Farm Journal, of Philadelphia, and The Farmer, Lincoln, were chosen members of the board of directors.

The Baltimore Sun, Baltimore, Md., is the new paper this week.

Furnished full page matrices black alone, black and red, and black and three colors; or, as in the first page of a printed comic section.
HELP WANTED

Mechanical Superintendent

Wanted—A good mechanical superintendent for newspaper plant. Must have thorough, practical knowledge of mechanical departments of a daily newspaper, know how to get and maintain a high standard of printing and production, as well as to handle men. Permanent position to one who can furnish satisfactory references in full particulars as to experience and give references with reply. J. M. Riegel, care Dispatch, St. Paul, Minn.

Assistant Business Manager

A first class man 35 to 45 years and married to take charge of advertising. Must be of Norwegian descent and know Norwegian-American conditions in Northwest, as we publish Norwegian language newspaper (The Decorah Post, 400 N. 11th) besides doing commercial printing. Applicant must have experienced in general office work and supervision. Give experience in detail, recommendations and state salary expected. A good opportunity for the right man. V. Press, The Anundsen Publishing Co., Decorah, Iowa.

Contest Field Representative


Advertising Manager

College town, 6,000; evening daily; must be able to write copy, sell campaigns and special pages; $50 to start. NEWS-JOURNAL, Wilmington, Ohio.

Circulation Manager

Good opportunity for man of ability. Territory covers twelve Southern States. On age, experience, reference and salary. Address Box 5806, care The Fourth Estate.

DARING ADVERTISING SCHEME IN THE EIGHTIES.

One of the most daring schemes in real estate advertising, and perhaps the first in the United States, was the series of excursions on the Mississippi that was not covered with ice. The excursions were chosen for the excursions and a spot not far from St. Paul as the picnic ground. On the appointed day the guests arrived, all protected with heavy woolen sweaters but few coats being with the linen dusters, and each armed with a fan in his gloveless hands.

News & Editorial Executive

News and editorial executive, at present managing editor in city of 200,000, has excellent reason for desiring change. Sixteen years metropolitan and small city experience, the last three devoted largely to organization and reorganization work. Last connection nearly 10 years.

Energetic, constructive builder in both news and editorial departments, seasoned executive and trained developer of ideas. Will consider only afternoon or twenty-four hour proposition. In 30's. Married. Address Box 5340, care The Fourth Estate.

Advertising Manager—Position Wanted

I have been in Newspaper Advertising work since 1899 and through all the business departments up to Advertising Manager. Left the Newpaper field two years ago to enter another line. Six years of successful experience in Baltimore, Pittsburgh and Philadelphia. Letters of reference speak in highest terms of past work, ability and character. No proposition too difficult to handle. Willing to go anywhere seeking real opportunity and permanent connections with big future. Married, age 41. Address Box 5406, care The Fourth Estate.

Circulation Manager Seeks Change

An efficient, energetic, enthusiastic, tactful circulation manager, 25 years of age, with 15 years working experience in every phase and angle of circulation work, from the writer to the circulation manager on papers from 5,000 to 10,000 circulation, seeks change. Has added 3,000 new subscribers and doubled cash receipts, without use of voting contests, in past two years. Best of references from past employers. Salary $50 to start, more as I earn it. Good reason for desiring change. Address Box 5894, care The Fourth Estate.

SITUATIONS WANTED

�� AT THE WIRES

EDITOR AND MANAGER

Editor and manager seeks substantial interest in holding and developing real estate. Has owned, developed and sold two newspaper building and circulation interests and made handsome profit by each venture. Employer writes: "Saved us at rate of $50,000 a year by his knowledge of the business." Our No. 5700.

FERNALD'S EXCHANGE, INC.

THE NATIONAL BANK BUILDING.

SPRINGFIELD, MASS.

Advertising Manager

with constructive daily and Sunday newspaper building experience on both small and metropolitan papers. Have demonstrated my executive ability in putting over hard propositions, a good organizer and can get the most out of the people who work for you. Letters of reference. At present, advertising manager of best paper in one of the largest cities. Married, age 35. Want permanent connection. Let me give you the details. Address Box 5878, care The Fourth Estate.

Newspaper Foreman


Advertising Manager

Who knows the game from A to Z wants to make change to paper where there is a real future. Should you need a live wire. Here I come. Address Box 5879, care The Fourth Estate.

JOURNALISM STUDENTS EDIT GENEVA DAILY TIMES.

Twenty-three students in the department of journalism of Syracuse University were in complete charge of the Wednesday, May 9, editions of the Geneva, N. Y., Daily Times. The embryo journalists under the supervision of Professor J. O. Simms, edited the paper in spite of the fact that not one of them was acquainted with genes.

The experiment was successfully tried out last year with the Norwich, N. Y., Sun, but the recent task was more of a problem. While Nor-

wich has but a population of 8,000, Geneva has some 15,000. Residents of Geneva and regular staff members of the Geneva Times, were unanimous in the praise of the work turned out.

The advance guard of students arrived in Geneva on Wednesday, May 5, from 55 miles from Syracuse, the night before the publishing of the paper, to make final preparations and carry out some necessary details, while the rest of the staff arrived early Wednesday morning by automobile and train.

The following composed the staff:

Editor-in-chief, Mabel G. Parker;...
BUSINESS CHANCES

Just Out

"LISTINGS"

Issue for May now ready. If you have not received your copy better write for same. It is our semi-monthly official publication in which we give details of many of the newspapers that we have sold for use with our sale. The last issue contains particulars of about 70 papers listed with us since first of April. A few back numbers are also available. If you want a paper anywhere either large or small, the first step is to get your name on our mail list to receive "LISTINGS" regularly. It's free.

We offer several big propositions. One requiring better than a million dollars to handle, some over half a million and many from $100,000.00 up. See us first and you will get the pick of all the desirable papers. We have others—some daily papers—both old and new money makers that can be handled for $50,000.00. Weeklies and semi-weeklies of all kinds and sizes needing only a few hundred dollars up to several thousand.

PUBLISHERS WISHING TO SELL should secure our plan. Papers will not be published in "LISTINGS" if requested. We have had an unbroken record of success. Strict confidence in all details. Our plan is one that will make such wonderful results whether it is a large or small paper, we can sell it for you so quick that no person in your organization or city will know that you want to sell until the transfer is made. It will add to your advantage to permit us to explain our system.

PUBLISHERS SERVICE BUREAU
(Established 1916)
119 N. Bowman St., Mansfield, Ohio

Used Newspaper Presses

SCOTT QUADRUPLE FOUR DECK PRESS
Prints four to thirty-two pages. Can be shipped at once.
R. Hoe quadruple press with color printing attachment from 4 to 22 pages, 7 or 8 columns to page, sheet length 29 1/2 inches.

WALTER SCOTT & CO.
PLAINFIELD, NEW JERSEY
NEW YORK OFFICE 405 BROADWAY 1441 MONADNOCK BLOCK

Unusual Opportunities

DAILY AND WEEKLY NEWSPAPERS, TRADE PAPERS

HARWELL & CANNON
NEWSPAPERS AND MAGAZINE PROPERTIES

Times Building, New York
Established 1910

Mats

STEREOTYPES—ELECTROTYPES
For Newspaper Illustrations and Advertisements—Highest Quality.

SCHAEFER STEREOTYPE CO.
Fittry 4633 209 W. 38th St., New York

For Particular Printing, come to the ALLIANCE PRESS
310-114 West 38th Street, NEW YORK

FOR SALE

High class evening paper, Eastern Pennsylvania, modern equipment; good business; paying dividends at price asked. Initial payment $5,000. Leading evening paper, small city, New York State; modern plant; good business; making money. Initial payment $7,000. Evening paper in South East, excellent, modern field, modern plant, good business making handsome dividends on price asked. Initial payment $20,000. Control evening paper in Virginia; exclusive field; up-to-date plant doing nice business. Equipment accounts receivable—money in bank will invoice more than price asked. Initial payment $15,000. Half interest evening paper, New York, splendid opportunity. $75,000 cash required. Some real bargains in weekly publications.

THE NATIONAL TYPE FOUNDRY
Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimen sheets on request. Old type taken in exchange for new.

COLUMBUS ADVERTISING CLUB
ELECTS OFFICERS.
Cecil B. Tracewell was elected president of the Columbus, Ohio Advertising Club at the annual meeting last week. Mr. Tracewell is advertising manager of the United Woolen Mills Company. Charles T. Hardin was chosen first vice-president; E. W. Billman, second vice-president; Robert A. Warfel, secretary; Charles S. Anderson, treasurer; Frank Higgs and J. D. Bratton, retiring president, trustees. Secretary Warfel, in his annual report, showed that the finances are in better shape. Plans for increasing the membership and for getting in close cooperation with the sales managers' club were discussed.

Plans for sending a good delegation to the A.A.C.W. convention in Atlantic City in June were outlined. Several stunts are being arranged to put Columbus on the map.

NEWSPAPER TO BE MEMORIAL:
Flies of the Dubuque, Iowa, Times, for the years of 1857 to 1861, inclusive, have been given to the Iowa historical department for care of back issues. Are also the historical building, on Capitol Hill at Des Moines, The gift was made by John W. Taylor, head of a St. Paul real estate firm, as a memorial to his father, John of Taylor, who was president of the Times Publishing Company.

WANTED

Editor Desires to Purchase Daily Interest
Editor, seeking a connection on a small or medium sized daily, or good weekly, will purchase an interest in a property that can show a reasonable profit on operations. Have been in the publishing business more than twenty years. Address Box 8460, care THE FOURTH ESTATE.

FOR SALE

For Sale
Kansas daily, exclusive evening field, A. P., good moneymaker, annual business $60,000. Address Box 5407, care THE FOURTH ESTATE.

For Sale, Kansas daily, exclusive evening field, A. P., good moneymaker, annual business $60,000. Address Box 5407, care THE FOURTH ESTATE.

CIRCULATION MANAGER

Wanted—A good live young man with personality and experience to take care of out of town circulation in a leading paper in New York. An unmarried man preferred. Good opportunities for the right man. Address Box 8460, care THE FOURTH ESTATE.

NEW ORLEANS ADVERTISING MAN DENOUNCES USE OF PROGRAM SPACE.

"Merchants of New Orleans are being sandbagged out of thousands of dollars a year in program advertising," according to W. J. Barrett, advertising manager of the Porter Clothier Company of that city.

"So far as program advertising is concerned, it is a fraud. Of results, all money spent for it might just as well be thrown down a rathole," he declared.

The statement was made by Mr. Barrett in a talk before the New Orleans Advertising Club. The report of the merchants' bureau of the New Orleans Advertising Association, which maintains a committee on contributions and advertising committee which passes upon the worthiness of advertisements, and more than 100 retail merchants have bound themselves to abide by its decision,.

HELP WANTED

Advertising Manager
In southern city of 75,000 population by newspaper second in circulation in the city and prospects of developing into dominant position. Excellent working conditions. Write at once giving in particulars. References required. Address Box 8460, care THE FOURTH ESTATE.

Energetic Advertising Manager

Soaring New York Daily
Wanted—A good young energetic man to sell advertising and give references. Address Box 8460, care THE FOURTH ESTATE.

CIRCULATION MANAGER

Wanted—A good live young man with personality and experience to take care of out of town circulation in a leading paper in New York. An unmarried man preferred. Good opportunities for the right man. Address Box 8460, care THE FOURTH ESTATE.
SITUATIONS WANTED

Advertising or Circulation

Result producing executive wants position on newspaper of importance requiring thorough knowledge of circulation of local advertising. Experienced large and small cities. Prefer medium or large city, but would consider business management in a small city. Offers Address Box 5400, care THE FOURTH ESTATE.

Circulation Manager

Young man 25 years of age, 7 years experience in circulation three years as circulation manager with a successful record is desirous of making a connection where hard and honest work will be rewarded. Box 5400, care THE FOURTH ESTATE.

Editor

Practical news man and editor wants position with publication requiring change in location. Prefers city of 50,000 population or larger. Address Box 5404, care THE FOURTH ESTATE.

Newspaperman

Capable managing editor for live daily—knows news and make-up—University graduate—age 28—Address Box 5402, care THE FOURTH ESTATE.

Editor or Assistant

Trade publication or house organ. Reporting and copy desk experience. Young, College graduate. Age 25, eight years old, married. Address Mr. A. Rowland, 3000 Kingsbridge Avenue, Bronx, N.Y.

COMPLETES PRINTING BIBLE.

Eighteen years ago this summer, Charles F. Hackett, editor of the Parker, S. D., New Era, a weekly newspaper, began printing the Bible. He has adhered to his purpose fifty-two weeks each year, and for 92 consecutive issues the feature was maintained. The Old Testament now is completely published and he has set out to follow the same policy with the New Testament.

SITUATIONS WANTED

MR. PUBLISHER

If an Insurance Co. stood ready to write a policy insuring you a 25% increase in your circulation during the next 12 months would you make the attempt? The nearest you can come to that policy is to hire me as Circulation Manager based on the increased circulation during a certain period over your present ratio of increase. I will not "buy a part of your paper." I will make it an important and valuable asset. The larger the city or the field the better. Address Box 5401, care THE FOURTH ESTATE.

Position Wanted as Foreman of Daily Newspaper Plant

That has linotype and web press equipment by man ambitious to connect with the first paper in its field. He has had a wide range of experience on large and busy papers and has no delusions as to what it means to go to press at the same hour, each day. You want to feel safe about the composing room end of it. Let's talk it over. U. n. n. Address F. O. Box 909, Ann Arbor, Mich.

Where Is This Publisher?

I am looking for the publisher of a newspaper in a medium-sized city who will value the efforts of a real go getter. I have been the advertising manager of one of Chicago's largest papers, also Detroit, Lansing, and Richmond. My early commercial life took me all over the country giving me a real opportunity to study men and conditions. I am an aggressive salesman who makes friends, knows how to create copy to sell the plan campaigns while acting as an inspiration and pace maker to the advertising and sales staff encouraging them to their best at all times. My sales talk is original, logical and effective. I enjoy making the pleasure and satisfaction it affords me. If there is a publisher in the country who can use a man of my experience and performance I would much appreciate the pleasure of meeting him. I have worked for a manufacturer who accepted $1,000 per month. I am ready to sign with any publisher who will accept my credentials, which is unquestionable. Address Box 5009, care THE FOURTH ESTATE.

Editor

Editor of a paper in a city of 100,000, with 12 years experience from carrier up has splendid record, understands all distribution systems; good organizer and promoter. Wants to form connections in cities of more than 10,000 circulation; large city or medium sized daily or good weekly. Will purchase interest in a property that can show a reasonable profit in operations. Address Mr. Bowland, 6000 Kingsbridge Avenue, Bronx, N. Y.

Editorial Job

Assistant editor of leading daily in Eastern city of 100,000 wants desk job in or near New York. Capable executive; forceful editorial writer and humorous paragraphist. Maried, 35, eight years experience. Address Box 5097, care THE FOURTH ESTATE.

INTERNATIONAL PAPER OFFERS INSURANCE TO EMPLOYEES.

Announcement has been made by the International Paper Company to its employees that each worker who has been in the company's service for a period of six months may be provided with life insurance, protection against sickness or accident and a disability, or against death or dismemberment. This plan covers all employees of the International Paper Company and all its subsidiary companies. The cost to each company is small as the company bears a large share of the amount of the premiums. Employees will be entitled to have their insurance increased each year for five years at the expense of the company.

STOPS CLOCK TO SAVE TIME.

Preferring to supply no time to all rather than to display what he calls "misleading or confusing time," George E. Savage, president and treasurer of the Manning and Bowyer Company, New York, recently ordered that the clock on the city hall over his office be stopped and remain that way until next fall.

An advocate of daylight time, Mr. Savage took this action at the result of the anti-daylight saving law passed by both branches of the legislature and the demaion to expose a clock in a public place or on the outside of a building set at any other than standard time.

A REAL WESTERN PRESS CLIPPING SERVICE that actually covers the WEST.

Pacific Northwest Press Clipping Bureau Seattle, Wash.

THE CAPITOL PRESS Peoria, Ill.

(Founded 1923)

CHARES HEMSTREET PRESS CLIPPINGS

59 Park Place, NEW YORK

The problem of covering the Canadian Field is answered by obtaining the service of the Dominion Press Clipping Service, which gives you clippings on all matters of interest to you, printed in over 90 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland. Your home office and every branch in Canada.

U.P. EXECUTIVE TO SPEAK ON FOREIGN NEWS.

James H. Puray, foreign editor of the United Press, will leave New York tomorrow for Columbia, Mo., where he is to speak next Wednesday on Foreign News, during the sessions of the school of journalism of the University of Missouri.

SITUATIONS WANTED

Advertising or Circulation Manager

Systematic, thorough, with successful experience in various kinds and sizes of territories, wants position of responsibility in good newspaper of large circulation, good salesmen and executive. Will be valuable assistant to publisher or manager. Prefer medium or large city. What do you want done? Address Box 6008, care THE FOURTH ESTATE.

Circulation Manager

Thirteen years experience in publishing business. I desire to form a connection as Circulation Manager of a large city or medium sized daily, or good weekly. Will purchase interest in a property that can show a reasonable profit in operations. Address Box 5878, care THE FOURTH ESTATE.

Advertising or Press Clipping Service

An invaluable course for every newspaper artist and scribe. Puts you in line form more money and quick promotion. Prepared by a professional newspaper artist with years of experience on all methods of business management. Contains 160 illustrations. Complete instruction in layout, lettering, illustration, caricature, cartooning, lettering, penmanship, sketching, etc. Send $5 or order C. O. D. Money refunded if you do not agree this course is of the greatest value to you. Manuel Rosenberg, 717 F. E. Cincinnati.

THE MANUEL ROSENBERG COURSE IN NEWSPAPER ART.

An invaluable course for every newspaper artist and scribe. Puts you in line for more money and quick promotion. Prepared by a professional newspaper artist with years of experience on all methods of business management. Contains 160 illustrations. Complete instruction in layout, lettering, illustration, caricature, cartooning, lettering, penmanship, sketching, etc. Send $5 or order C. O. D. Money refunded if you do not agree this course is of the greatest value to you. Manuel Rosenberg, 717 F. E. Cincinnati.

May 19, 1923

The problem of covering the Canadian Field is answered by obtaining the service of the Dominion PRESS CLIPPING AGENCY which gives clippings on all matters of interest to you, printed in over 90 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.

At your service, THE IMPROVEMENT BULLETIN, reaching advertisers, contractors, engineers and dealers throughout the Northwest. We are growing constantly. Our subscription list is a buyers' list, kept up to date and virtually hand-picked. Sample of the Bulletin sent on request. DAILY CONSTRUCTION NEWS, publishing news of building projects, live leads for salesmen, $10 a year. WESTERN PRESS CLIPPING EXCHANGE, first-class clipping service for trade papers and individuals, working the Northwest.

THE MANUEL ROSENBERG COURSE IN NEWSPAPER ART.
**BOSTON'S newest and fastest growing paper THE TELEGRAM**

**Largest Evening Circulation in Metropolitan Boston**

Represented by

BRINNAM & KENTNOR CO.

LOS ANGELES

Chicago

*Van Wye Bldg. Mellers Bldg.*

**NEW YORK** 225 Fifth Ave.

**COLORADO EDITORS PREPARING FOR JULY MEETING.**

**PLANS INCLUDE AN EVENING BUSINESS SESSION, AND TRIP TO PIKE'S PEAK.**

Preparations for the mid-summer meeting of the Colorado Editorial Association, to be held at Colorado Springs Friday and Saturday, July 20 and 21, are now well under way, but have not yet progressed to the point of a definite program, although from the association standpoint it has been decided that the mid-summer meeting in the nature of extensive business discussions will be listed.

The mid-summer meeting is going to be made more of a social meeting than a strictly business gathering, as is the habit. The banquet evening will be devoted to newspaperfolk only, followed by a short business session.

In addition to the numerous places of interest that may be visited, entertainment will be provided for both Friday and Saturday evenings in the form of banquets, dances, special music, singing, etc.

The only journal outside of the United States published in the interest of newspaper men.

**THE 40 Pages Weekly NEWSPAPER WORLD (Established 1898)**

**Annual U.S. Postal Subscription $6**

**Specimen Copy Sent Free**

Address: 14 CROSS STREET FINCHBURY, LONDON, ENGLAND

The mid-summer meeting is going to be made more of a social meeting than a strictly business gathering, as is the habit. The banquet evening will be devoted to newspaperfolk only, followed by a short business session.

The “something unique” idea in advertising campaigns is generally accepted as effective. Universal appeal, either positive or negative, has succeeded the older idea. These points were stressed by Professor C. Echterbecker of Hamline University before the convention closing meeting of the镇 Criers’ Club of St. Paul.

Professor Echterbecker discussed the “Psychology of Advertising.” "Vividness, happily coupled with so-called ‘emotional congruity’ is perhaps the greatest forces in effective advertising," he said. "It has been shown conclusively that men naturally are attracted more by advertised commodities than by non-advertised ones."

"Men know and recognize the advertising of certain makes of automobiles, tobaccos, sports of various kinds, while women have a definite foible for perfumes, styles, clothes, etc., and children are immediately attracted by the advertisement with the picture of a child in it."

"A slogan or trade mark, strictly adhered to, and carried before the public over a long period of time, is invariably an attention getter that sticks."

In point of this assertion the speaker cited a long list of nationally known slogans. These in turn were identified with the products of which the slogan was an advertising key.

**TRIALS AND TRIBULATIONS OF TWO EDITORS DISCLOSED**

One of the most diverting of the incidents connected with the early days of Solomon Bulkley Griffin's newspaper career, as related in "People and Politics;" published by a Massachusetts daily, was the familiar tale of the mending of the editor's clothing.

"The reporter, he said, must have a news sense, an ability to write in a free and natural manner; must not be afraid of hard work or be too thin-skinned to take criticism, and must disabuse himself of the idea that newspaper work is all romance and tinsel."

"If you will simply observe, and observe well, listen hard, write simply, don't speak out of your turn, study hard and don't think you know it all, there is no question that you can and will succeed in the fourth estate," he told the students.

The only journal outside of the United States published in the interest of newspaper men.

**The Circulation of the NEW YORK EVENING MAIL**

Represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

job at twenty-five dollars a week and the trials of her first few weeks of trying to do regular reporting, and the professional training that was given by the editors.

She resumed her editorials in October, 1921, writing for the Dallas News, Galveston News and Miami News.

"If you will simply observe, and observe well, listen hard, write simply, don't speak out of your turn, study hard and don't think you know it all, there is no question that you can and will succeed in the fourth estate," he told the students.

**THE TRIBUNE**

In Terre Haute, Indiana

Leads The Second Paper

For the first four months of 1923 as follows:

- Total Advertising: 498,678 Lines
- Local Advertising: 414,618 Lines
- Foreign Advertising: 39,500

Classified Advertising: $100

In April the Tribune led the second paper 28.7% in Total Advertising.

Representatives:

G. LOGAN PAYNE CO.

Chicago, Detroit, St. Louis, Los Angeles

PAYNE BURNS & SMITH, Inc.

New York Boston
The impressive lead maintained by The News in local, foreign and classified lineage year after year is possible only because of proved results to the advertiser.

The Indianapolis NEWS

Frank T. Carroll, Advertising Manager
New York: Dan A. Carroll, 150 Nassau St.
Chicago: J. E. Lute, The Tower Building

New News of the Ad Agencies.

Walter H. Bamford, Jr., for several years in the production department of the Erickson Agency, has become a partner of Robert Blake Hamilton, under the corporate name Hamilton & Bamford, with offices at 522 Fifth avenue. Mr. Hamilton was formerly president and treasurer of Robert Hamilton Corporation.

Jabin Caldwell, for the last two years connected with the Northwestern Bell Telephone Company, has been appointed secretary and treasurer of the Charles A. Hall Company, Omaha.

Maurice L. Hirsch, formerly with Irwin-Jordan Rose, New York, has joined the Brooklyn office of the Peck Advertising Agency, as copy chief.


W. N. Bayless for the last three years with the Powers-House Company, Cleveland, has purchased an interest in the Schulte-Tiffany Company, Cleveland. The name of the agency has been changed to the Tiffany-Bayless Company with Mr. Bayless a treasurer. Mr. Bayless was advertising manager of the Conklin Pen Manufacturing Company, Toledo.

The Columbus Dispatch

Reps. O'MARA & ORMSEEB, Inc.
New York, Chicago, San Francisco

Average Reader Interested in Sports Page.

Newspaper Embraces All Types of Writing and Advertising, Declares Professor Harrington — News Nowadays All-Inclusive

It is to the sports page of a newspaper that the average reader turns when he wants to indulge himself in information uncensored by murder, suicide and divorce, and written in a style fresh with the invigorating English of the playfields of America. This was one of the high lights of a talk by Professor H. F. Harrington, director of the Medill School of Journalism, at Northwestern University. He spoke on "Little Masterpieces of Reporting," and in the course of his remarks read some newspaper stories entitled to be, he said, "Little Sisters of Literature."

The newspaper, Professor Harrington declared, embarks on all types of writing, the essay, verse, descriptive and narrative writing, and advertising news nowadays is prescriptive.

Professor Harrington criticized the standardization of the average newspaper story of today, declaring that through the use of the telephone and the necessity for hurry it has become less literary than it used to be.

"This, however, is not true of the sport page, where the story must be first interesting," he said. "Accuracy is just as essential here as on the news pages, but the sport writer is allowed more latitude; he is not bound by diplomacy and tact in his personal slants. Indeed, the fan insists upon this type of writing.

The speaker declared the same thing held true of advertising. Newsperson Professor Harrington regarded as an excellent trail for the budding novelist. Unremittably musical, well written, full of spontaneity and the dramatic subjects of everyday life—these were some of the things the newspaperman unwittingly cultivates, he added. "Above all," he warned, "don't try to produce literary millinery."

AVERAGE READER INTERESTED IN SPORTS PAGE.

The Boston American

Is showing two gratifying results of its three-cent price:

1. It has the Largest Circulation in New England at that price.

2. It is taking on a Higher Grade of Advertising every month.

QUALITY AND QUANTITY Go Hand in Hand.

Largest Morning Circulation in the Nation's Capital

THE WASHINGTON POST

DAILY & SUNDAY

Member A.B.C.

Rep.: Paul Block, Inc.
New York, Chicago, Boston, Detroit

JOLIET

The Pittsburgh Gazette

Surrounded by the most fertile agricultural section in the ILLINIOS corn belt, the HERALD-NEWS of JOLIET enjoys the unique advantage of reaching the country's largest market.

Herald-News
Franklin P. Alcorn, Representative
New York, Chicago, St. Louis

Northwestern Publishers Discuss Free Publicity.

Newspaper men of northeastern Washington discussed free publicity and agency discounts at the spring district convention held recently at the state normal school building at Cheney. A general address of welcome was given by President N. D. Showalter, who spoke on the great influence in the state that their papers wielded.

The response was given by Chairman R. H. Legend, editor of the Sprague Advocate. Chapin D. Foster of the Grandview Herald, president of the association, said that the newspaper is going to be just as good an institution in a community as the bank and possibly better.

Vice-president C. S. Kingston spoke on "Pioneer History as News." Attention was called to the value of the story that the present pioneer had in the early history. A discussion of newspaper files was emphasized and regret expressed that some of the early papers printed in the northwest kept no file.

The afternoon session was devoted to round table discussion, with Walt Weik of the Odessa Record leading in the discussion of the topic of "Some Grafts I Have Known." Attention was called to the value of the newspaper file, and the necessity of indexing the clippings.

The afternoonsession was devoted to the discussion of "Some Grafts I Have Known." Attention was called to the value of the newspaper file, and the necessity of indexing the clippings.

TWO PROMOTIONS.

W. S. Campbell, formerly manager of sales promotion and advertising of the Miller Rubber Company, Akron, Ohio, has become western sales manager of the Falls Rubber Company, Cuyahoga Falls, Ohio.

A. B. Hance has become advertising and general sales manager of the Cuno Engineering Corporation, Meriden, Ct.

"Interrupting Idea" as it is developed by large New York Agencies.

For several years the Federal Advertising Agency, New York, has stressed the importance of the "interrupting idea" in advertising. In this way of explanation, Robert Tinsman, one of the Federal's chiefs, says that the "interrupting idea" must interrupt the reader, command attention, enforce action, and in addition to this, it must put something into the advertising that reads better and hooks up with the market.

In introducing the "interrupting idea" to the trade, the company held the Bradley Knitting Company. The problem was to make Bradley the preferred name of the trade, the slogan "Step Into a Bradley and Out of Doors," literalized by action pictures of outdoor sports, enlargements of which were sent to newspapers for free advertising. As the newspapers display the action pictures being the "interrupting idea" that tied up the new advertising campaign in the magazine advertising.

The dealers welcomed any advertisement that would connect their store with the outdoor trade and were given the use of the displays and feature the goods. Furthermore, the dealers paid one dollar and a quarterly for hundred for Bradley style books, issued semi-annually in editions of two million each.

The problem in this campaign of the International Silver Company was to restore the interest in the public in the white metal.

It was found that the public had no real understanding of the silver, so the idea was evolved of featuring in the advertising a spoon made of solid silver. A spiral of solid silver and the slogan, "Wrought from Solid Silver." This impressed upon the reader that the word "sterling" means solid silver. One of these blocks mounted on mahogany was given to jewelers for display on their counters or walls and was the "interrupting idea" that connected the national advertising with the retail store.

Chairman of Realtors' Ad Committee Appointed.

Ogden Confer has been appointed chairman of the advertising committee of the National Association of Real Estate Boards and the Miller Rubber Company.

A. B. Hance has become advertising and general sales manager of the Cuno Engineering Corporation, Meriden, Ct.

"Interrupting Idea" as it is Developed by Large New York Agencies.

The New York American

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York morning paper.

Low Mill Rate
St Louis Globe-Democrat
Largest Daily Circulation of any St Louis Newspaper

F. S. J. Richards, NEW YORK
GUY S. OSBORN, CHICAGO
J. R. SCOLARO, DETROIT
C. GEO. KROGNESS, SAN FRANCISCO

The Washington Post

DAILY & SUNDAY

Member A.B.C.

Represented by Paul Block, Inc.
New York, Chicago, Boston, Detroit

BURLINGTON, LEADING CITY OF VERMONT

Cover it comprehen-NEWlyn through Every Evening

BYRANT, GRIFFITH & BRUNSON
Spec. Reps., New York, Chicago, Boston

May 19, 1923
EDITOR DISCUSSES NEWSPAPER BUILDING.

(Continued from Eighth Page)

"Correspondence is a very essential item. The more correspondents a paper has, the larger will be its circulation. It is not just the people living in these communities that are interested in reading their own correspondence, but also the people who formerly lived there. The Bureau County Republican, with a circulation of over 7,000, which is the largest local weekly circulation in the United States, has more than twenty-five correspondents and H. U. Bailey, its publisher, considers these correspondents an important factor in building this large circulation."

"Strong local editorials are appreciated more than most publishers realize. A number of the most successful publishers in Illinois have told me that they consider their policy of publishing at least one local editorial every week as the most important factor in holding subscribers."

"Local features are the best overlooked by most publishers, yet and they will make the public talk about your paper more than all the straight news that can be secured. Feature stories about your fire department, your police force, your factories or your merchants make extremely interesting articles and they are appreciated by those about whom the story is written."

"Other feature stories may be entirely the creation of the publisher."

YOU WANT THE BEST PHOTOGRAPHS
YOU NEED THEM FIRST

YOU GET THE FIRST and BEST IN OUR
DAILY PHOTO SERVICE

International Film Service
226-228 William Street, NEW YORK
May 19, 1923

**THE FOURTH ESTATE**

DOMINATE BRIDGEPORT

98 per cent of the circulation of The Telegram and Post is concentrated within 13 miles of the City Hall. You can completely cover this great industrial market with one newspaper cost through the TELEGRAM and POST

The only A.B.C. Newspapers in Bridgeport, Conn.

Cover NEW HAMPSHIRE with the MANCHESTER UNION & LEADER Guaranteed Circulation Over 25,000 JULIUS MATHEWS, Special Rep. BOSTON NEW YORK CHICAGO

MISUSE OF TERM “BROKER” A REAL INJUSTICE.

HEADLINE WRITERS APPLY IT INDISCRIMINATELY TO ALL WHO CANNOT BE PLACED IN OTHER CLASSES, AGENCY HEAD WRITES—PUBLIC GET WRONG IMPRESSIONS.

Editor, THE FOURTH ESTATE: Sir: Did you ever notice how many things seem to happen to “brokers”—in the newspaper headlines? The indiscriminate use of this term appears to be growing. When a man is caught in some compromising position, or becomes involved in some doubtful transaction, and his business is usually small, the term "broker" is almost inevitably characterised as a "broker." This works a real hardship to a worthy and important class of business, and to a reputable class of business men. Can we do something to minimize or assuage it?

Now, we know that real estate brokers, and insurance brokers, and brokers in every kind of commodity and service, and, in fact, any kind of business, can be called "brokers".

But to the public—the great unthinking public—"broker" means a "Wall street stock broker." Every time they read a headline such as "Brokers caught in Apartment Raid" the impression is created anew that "Wall Street" and all its works are rotten.

FIRST

In four months of this year The New York Times published 485,652 agate lines of Women's Specialty Shops advertising—almost twice as much as the next New York morning newspaper—242,528 agate lines more than the combined volume of two other New York newspapers popularly classed with The Times as to quality of circulation, and a gain over the first four months of last year of 42,774 agate lines.

MISUSE OF TERM "BROKER" A REAL INJUSTICE.

HEADLINE WRITERS APPLY IT INDISCRIMINATELY TO ALL WHO CANNOT BE PLACED IN OTHER CLASSES, AGENCY HEAD WRITES—PUBLIC GET WRONG IMPRESSIONS.

Editor, THE FOURTH ESTATE: Sir: Did you ever notice how many things seem to happen to "brokers"—in the newspaper headlines? The indiscriminate use of this term appears to be growing. When a man is caught in some compromising position, or becomes involved in some doubtful transaction, and his business is usually small, the term "broker" is almost inevitably characterised as a "broker." This works a real hardship to a worthy and important class of business, and to a reputable class of business men. Can we do something to minimize or assuage it?

Now, we know that real estate brokers, and insurance brokers, and brokers in every kind of commodity and service, and, in fact, any kind of business, can be called "brokers".

But to the public—the great unthinking public—"broker" means a "Wall street stock broker." Every time they read a headline such as "Brokers caught in Apartment Raid" the impression is created anew that "Wall Street" and all its works are rotten.

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EDITOR'S NOTE

The above letter was written by Mr. W. T. Mullally, an editor of THE FOURTH ESTATE, who has been critically observing the misuse of the term "broker" for some time. He has been particularly interested in the way in which it is used in the headlines of newspapers, where it often appears as if it were a catchword used indiscriminately to describe any person or thing that is not clearly placed in some other class.

Mr. Mullally has made some observations on the misuse of the term "broker" and has written to an editor of another newspaper to point out the injustice of the practice. He has also written to some of the newspapers themselves to draw their attention to the matter.

Mr. Mullally believes that the use of the term "broker" is a real injustice to a worthy and important class of business, and to a reputable class of business men. He suggests that some action be taken to minimize or assuage it.

Mr. Mullally's letter was printed in the May 19, 1923 issue of THE FOURTH ESTATE, and it has been widely circulated among newspaper editors and business men. It has attracted a great deal of attention and has been discussed extensively.

In conclusion, Mr. Mullally hopes that this matter will be given more attention by newspaper editors and business men, and that some steps will be taken to correct the misuse of the term "broker" in the future.

W. T. MULLALLY
THE BUFFALO TERRITORY OFFERS BIG POSSIBILITIES TO NATIONAL ADVERTISERS

Twelfth American City and second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A.B.C net paid 105,958, 80% of English-speaking Homes.

THE BUFFALO EVENING NEWS

Edward H. Butler, Editor & Publisher

KELLY-SMITH COMPANY, Reps
Marbridge Bldg. Lytton Bldg,
New York Chicago

VETERAN EDITOR DIES IN NINETY-FOURTH YEAR—ACTIVE UNTIL END.

George Wurts, ninety-three years old, for many years editor of the Paterson, N. J., Press and associate editor of the Paterson Press-Guardian, died Thursday at his home. He attended to his editorial duties up to a few weeks ago.

Mr. Wurts was born in Easton, Pa., on September 13, 1829. Very early in life he devoted himself to literature, and in 1861 he entered the journalistic field as a reporter on the Newark Advertiser. After a short time on the reporting staff of the Advertiser he left to take a similar situation on the Newark Mercury, later becoming the editor of the paper. This was during the excitement of the Civil War, and it was at the office of the Mercury that Mr. Wurts organized a defense against the threatened outbreak of the mob during one of the riots of 1863.

During the time he served as editor of the paper, Mr. Wurts was also the correspondent of the New York Times and Evening Post.

His next service was with the Brooklyn Daily Eagle and in February, 1865, he went to Paterson to assume the editorship of the Paterson Daily Press. At the time of his death he was the associate editor of the Press-Guardian and the Sunday Chronicle.

In addition to his duties as editor, Mr. Wurts contributed articles to a number of the leading periodicals, including the Old Knickerbocker Magazine, Continental Monthly, Harper's Weekly, Scribner's and others. He was the president of the New Jersey Editorial Association in 1873, and during the session of the legislature of 1880, 1881 and 1882, he served as the secretary of the New Jersey Senate.

OBITUARY NOTES.

REV. DR. JAMES A. MacDONALD, formerly editor of the Toronto Globe, died Monday after a long illness, in his sixty-first year. Mr. MacDonald was born in Cumberland County, Ont. He graduated from Knox College, Toronto in 1877, was ordained minister in 1891 and after five years preaching entered journalism as first editor of the Westminster. In 1902 he became managing editor of the Globe, leaving in 1916. He was the author of several books. He received the degree of L.L.D. from Oberlin College and the University of Cincinnati.

COLONEL HOMER THRALL, 91 years old, editor and publisher of the Carey, Ohio, Times for thirty years, died recently. Colonel Thrall was pastor of the First Congregational Church in Marysville from 1879 to 1884. He was a colonel in the Civil War.

CHARLES BUTTLES of Kansas City, 50 years old, owner and editor of Kennel Review, a national publication featuring Airedale dogs. Mr. Buttles was born in Columbus, Ohio, but lived there more than thirty years ago.

SYLVESTER LESTER, 76 years old, who had been engaged in the printing business in Atlanta since 1882, but retired sixty years ago, died recently. He was a member of the Atlanta Constitution about forty years ago.

W. C. MORROW, who served many years in the newspaper field particularly in San Diego, died recently at Ojai, in Ventura County, at the age of seventy. He began his newspaper work in San Jose and drifted into the short story field.

GEORGE D. KINDER, 87 years old, for seventy years engaged in the newspaper business in Ohio, died last Sunday at his home in Ottawa. He was editor for the Putnam County Sentinel at Ottawa for forty years and associate editor for the last fifteen years. Mr. Kinder also was engaged in newspaper work in Green ville, Port Clinton and Sandusky.

GEORGE P. LOCKE, who many years ago was on the Wichita Beacon, and other Kansas newspapers, later becoming a special agent for the Government, was killed in an automobile accident in Long Beach, Cal., recently.

WILLIAM F. LONG, president of W. F. Long Company, Canadian pub-
THE DAY-WARHIEHT
America's FOREMOST Jewish Daily
Reaches the cream of purchasing power of the Jewish element in America.
Especially a home paper—written for and read by every member of the family.
THE DAY-WARHIEHT
"The National Jewish Daily."
Greatest Circulation that Boston has ever known.

MOI?NTREAL
LA PRESSE
thoroughly and completely covers the population of the largest French-speaking cities of the world. With fifty-five per cent of the 700,000 persons in the city French speaking and reading, the newspaper which covers this class comprehen- sively enjoys a wonderful market to the foreign advertiser.
WM. J. MORTON CO., Representatives
NEW YORK. P. H. Ate. Building.
CHICAGO. 111 W. Wacker Drive.
TORONTO. 125 Bay Street

IL PROGRESSO
ITALO-AMERICANO
C. AV. UFF., CARLA BORSOTTI
Publisher and Editor
Guaranteed NET
Paid Daily Circulation 129,120
THE LEADING ITALIAN ADVERTISING MEDIUM
48 Elm Street NEW YORK CITY

KANSAS is a rich, responsive field. It is best covered by the TOPEKA CAPITAL
The only Kansas Daily with a general Kansas circulation
Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.
Furnishes market data—does survey work—gives real co-operation.
Arthur Capper Publisher

THE JEWISH MORNING JOURNAL
A Newspaper Published Primarily for the Home.

Juan of Jews in New prosperous class intelligent and
by the more in newspaper read
An American

POPULAR PRICED FINANCIAL NEWSPAPER MAKES DEBUT.
The National Financial News, a new weekly newspaper covering the financial and industrial field, has been launched by the Plummer Publishing Company.

VERRE & CONKLIN
PUBLISHERS' REPRESENTATIVES
300 Madison Avenue NEW YORK
28 E. Jackson Boulevard CHICAGO
601 Market Street SAN FRANCISCO

The first religious newspaper ever issued was the Herald of Gospel Liberty, which was published by Elias Smith of Portsmouth, N. H., in 1809.

H. W. KASTOR & SONS
ADVERTISING CO. ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

ODD PIPES PRESENTED WHITE HOUSE CORRESPONDENTS.
Members of the White House Correspondents Association are proudly displaying eight pipes, one of each of General Dawes, former director of the budget, has met obligations to which he entered some time ago.

WINSTON-SALEM, North Carolina's Largest City (U. S. Census)
Twin City Sentinel leads all North Carolina Dailies in Home Circulation.

STAMFORD SENTINEL
Stamford's New and Newsiest Newspaper Stamford, Conn.

POPULAR PRICED FINANCIAL NEWSPAPER MAKES DEBUT.
The National Financial News, a new weekly newspaper covering the financial and industrial field, has been launched by the Plummer Publishing Company.

S. C. THEIS COMPANY
PUBLISHERS' REPRESENTATIVES
105 East SthSt., NEW YORK
221 W. Wacker Drive CHICAGO
571 Market Street SAN FRANCISCO

FROST, LANDIS & KOHN
New York Chicago Atlanta

Scribes on the Job.

The Sentinel goes into eight out of every ten homes in Winston-Salem
WINSTON-SALEM SENTINEL
Representatives
FROST, LANDIS & KOHN
New York Chicago Atlanta

STAMFORD SENTINEL
Stamford's New and Newsiest Newspaper Stamford, Conn.

First Religious Newspaper.
The first religious newspaper ever issued was the Herald of Gospel Liberty, which was published by Elias Smith of Portsmouth, N. H., in 1809.

H. W. KASTOR & SONS
ADVERTISING CO. ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE COMPANY
SPECIAL REPRESENTATIVES
500 Madison Avenue NEW YORK
410 Tower Bldg., CHICAGO
28 E. Jackson Boulevard CHICAGO
601 Market Street SAN FRANCISCO

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Members of the White House Correspondents Association are proudly displaying eight pipes, one of each of General Dawes, former director of the budget, has met obligations to which he entered some time ago.

Winchester's New and Newsiest Newspaper
WINSTON-SALEM

Representatives
FROST, LANDIS & KOHN
New York Chicago Atlanta

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THE PAULIANA MORNING TIMES
(N. J.)
Offers Real Reader Influence and Purchasing Power.
Representatives
STEVENS & BAUMANN, Inc.
47 West 44 St., NEW YORK
1st Nat'l Bank Bldg., New York

S. C. THEIS COMPANY
PUBLISHERS' REPRESENTATIVES
105 East SthSt., NEW YORK
221 W. Wacker Drive CHICAGO
571 Market Street SAN FRANCISCO

The Sentinel goes into eight out of every ten homes in Winston-Salem
WINSTON-SALEM SENTINEL
Representatives
FROST, LANDIS & KOHN
New York Chicago Atlanta
COMPLETE COVERAGE of a PROSPEROUS MARKET

Bridgeport, Connecticut, was never more prosperous except during the abnormal war years. Today her factories are humming and her manufacturers are making strenuous efforts to get help.

Merchandise is moving fast from the retailers' shelves. It is a good time to advertise your product in Bridgeport.

The Bridgeport Telegram MORNING

The Bridgeport Post EVENING

The Bridgeport Sunday Post

cover the Bridgeport market with a thoroughness and lack of waste that is surprising.

The population of Bridgeport and suburbs is 236,975. The circulation of the Post-Telegram is now 46,438, a paper for every family. Ninety-eight per cent of this circulation is within ten miles of the business center of the city. It gives thorough coverage of a definite market at one low cost.

POST PUBLISHING COMPANY
Bridgeport, Connecticut

I. A. KLEIN

76 West Monroe Street, Chicago
30 East 42nd Street, New York
The Facts Cannot Be Evaded; the Conclusion Cannot Be Avoided

The Facts:
Consistently, week in and week out, The Chicago Daily News prints more advertising during the six working, buying days than any other Chicago newspaper. This record has been maintained over a long period of years, giving indisputable evidence of sustained faith on the part of a large number of continuous and successful advertisers who believe in The Daily News because their belief pays.

The Conclusion:
The cheapest, quickest, surest way to the buying homes of Chicago is through The Daily News. The only way to all of Chicago at one time is through The Chicago Daily News

"It Covers Chicago"
NEW YORK POST APPOINTS
J. H. FAHEY PUBLISHER

PROPRIETOR OF WORCESTER POST AND
MANCHESTER MIRROR TAKES CHARGE
JUNE 4—HAS LONG CAREER OF
ACTIVE NEWSPAPER SUCCESSES
FROM REPORTER TO EDITOR.

The New York Evening Post announces that John. H. Fahey has joined its staff as publisher and will take up his new duties on June 4. Mr. Fahey is owner and publisher of the Worcester, Mass, Evening Post and the Manchester, N. H., Mirror. Edwin F. Gay, president of the New York Evening Post, said last night that Mr. Fahey's association with the newspaper would not alter its policy and that Mr. Fahey would be interested chiefly in its business management.

The new publisher of the Evening Post, was born and educated in Worcester. His first newspaper experience was as the high school correspondent for the Manchester Press, which later became the Mirror. His class of 1891 published the Man-

The Erickson Company, New York, will place all advertising for the Rubber Association of America, New York.

The Erickson agency handles the advertising accounts of Bon Ami, Conge, Hocking Varnish, Interven-woven socks, Grinnell sprinklers, Wellswor glasshones, McCalla, linens, Peter Schuyler papers, Cotta, Tarvia, Wallace silver, Encore pictures, W. W. Skin, Westinghouse air springs, "Queen-Make" w ash dress, and Barrett specification roofs.

Erickson is the president of a former president of the American Association of Advertising Agencies.

RACINE PROTECTS FLAG FROM ADVERTISING.
Old Glory is taboo from billboards and other forms of advertising in Racine, Wis., it was ruled by District Attorney Thorwald of that city. The decision follows upon the installation of a billboard on the Lake Shore road bearing the advertisement of a Kenosha restaurant and surmounted by the symbol of the American flag.

NEW RULING FOR AUSTRALIANEWSPAPER COMPOSITORS.
In Melbourne, the agreement between the newspaper proprietors and the typographical union relating to the piecework rate for linotype composition provides that all matter appearing in the paper, except standing advertisements on order, may be charged for by the men as if it were actually set up in standard type. Displays cast from supplied matrices are also charged by the men. Similarly, all illustrations which appear on a page but only having two or three display lines in and all the rest "white" or blanks is charged for as if it were set in solid nonpareil or 6 point type.

EDITOR WRITES TRAVEL BOOK.
For the first time in the history of Mark Twain, a printer's volume of travel is to be published, entitled "A Dash Through Europe with Snapshots by the Way." Edmund G. Gress, editor of the American Printer, and author of "The Art and Practice of Typography," is the writer.

PRESS HAS OUTSTRIPPED MAGAZINES. LOUIS WILEY DECLARES—CHARACTER OF PUBLICATION IS REFLECTED IN ITS ADS—GREATEST NEED IS FOR TRUTH IN NEWS.

Newspapers have outstripped magazines by far as national advertising media. Louis Wiley, of the New York Times, told the Advertising Club of St. Louis Wednesday night. Mr. Wiley is a member of the New York Times advertising department. "The newspaper has become in the last decade leading a new advertising medium," said Mr. Wiley. "In every home, in every one of the one hundred and fifty million families, perhaps, it is supposing the patent medicine advertiser, but we must recognize that if the legitimate business man had had the patent medicine man's advertising, his profits would have been vastly different.

"While the editor is no longer the one and only factor in the making of the news, the advertiser is still in some sort of a position, and so we must be careful that the imbecile, who does not know a good picture from a bad, and who is not the reader who cares for coarse pictures, childish attempts at humor or sensitive writing.

"The character of a newspaper is judged as much by the advertisements it prints as by any other feature. The appearance, content and quality of advertisements are criticisms on which the reader bases judgment of a newspaper's character. A newspaper that does not respect its own readers, and who have respect for the reputation of a newspaper, will not accept advertisements which exercise censorship over their advertising columns, excluding questionable articles, misleading and unworthy announcements.

"Advertisements in the daily newspapers are probably the most effective and the least expensive of all the other media. The advertising makes the advertising, and news again makes circulation.

STRESSES TRUTH IN NEWS.
Mr. Wiley emphasized that the first qualification of a newspaper is truthfulness. He decried the tendency among many newspaper readers to doubt the veracity of what they see in the daily press. "Newspapers are not infallible," he continued. "On the other hand, they have the power; at least, they do not do so often in these days. It is a habit to question between newspapers is too keen, and if one newspaper were to publish an untruth, the other newspaper would at once virtually declare its statement.

"The newspapers are in the business of the critics, who, Mr. Wiley said, often desire to rise on the wave of publicity. A newspaper can help the newspapers to their desire to be fair, and frequently reprint criticisms found in "high-brow" publications which attack the editorial utterances of various newspapers.

TEAM WORK ESSENTIAL. There is no good reason why the editorial department should look down upon the advertising department. To the editor, a successful advertising policy means a general prosperity, and to the advertiser, a successful newspaper policy means a general prosperity. Both are interested in the welfare of the other, in the welfare of the community. And both are interested in the welfare of the country.

"There should be, and I believe in the most successful papers there is the utmost harmony and cooperation between the two departments. Both (Continued on Thirty-first Page)
The Philadelphia Bulletin's newspaper printing plant is The Largest in the United States

The Bulletin is housed in The Bulletin Building, with ten stories and two basements, at the northeast corner of City Hall Square, and in the Bulletin Annex, of seven stories and two basements, at the southwest corner of Juniper and Arch Streets.

The Bulletin's battery of twelve octuple and nine decuple high-speed perfecting printing presses is capable of an output of 300,000 copies of The Bulletin per hour.

Builders are now at work erecting an addition to The Bulletin Annex Building that will double its size.

To print a single day's issue of The Bulletin—half a million copies—requires about 200 tons of newsprint paper (this is equivalent to almost eight railroad freight car loads), and consumes more than 6,000 pounds of ink daily.

About 1,400 people, including editors, reporters, compositors, printers, clerks and other workers, exclusive of carriers, news-boys and news-dealers, are employed daily in the production of The Bulletin.

Its delivery fleet of one hundred motor trucks and wagons travels more than 600,000 miles a year in hauling The Bulletin to more than 8,000 distributors, who carry it into a half million homes in Philadelphia, Camden and suburbs every day.

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in the state of Pennsylvania or between New York and Chicago, and is one of the largest in America.

“'In Philadelphia Nearly Everybody Reads the Bulletin”

U. S. Post Office report of net paid average circulation for six months ending March 31, 1923—505,098 copies a day.
G. A. McCLELLAN CONTROLS ST. JOSEPH GAZETTE

PURCHASES MAJORITY OF STOCK AND IS ELECTED PUBLISHER AT DIRECTORS' MEETING — C. D. MORRIS REMAINS PRESIDENT — SALES PRICE NOT DISCLOSED.

After negotiations that have been an "open secret" for a month or more, the controlling interest in the St. Joseph Gazette was transferred last Saturday to George A. McClellan of New York, who was elected publisher and who took charge at once. C. D. Morris, who has been publisher and president of the New Gazette Company remains for the present as president of the company.

Mr. McClellan has purchased from the First National Bank a majority of the stock in the Gazette, which had been placed with the bank as collateral to secure large loans. He also has been negotiating for the purchase of stock still held by Mr. Morris.

William Boeshans, who will remain as business manager, has occupied that position with the paper about ten years.

FORMER WITH NFAVSPAPER MAN OURIER MOTORS.

AD MAN TO PASS SUMMER IN $25,000,000 VILLA.

So that guests may have the morning New York newspapers at breakfast, the Garden City Hotel at Garden City, L. I., and the Balmoral, in Miami, Fla., have arranged to have a daily aeroplane service beginning about the middle of June, between Long Island and the Hipposphere. Two planes have been purchased, one to be held in reserve for emergency use.

AD MAN TO PASS SUMMER IN $25,000,000 VILLA.

Barron G. Collier, advertising manager of Newsweek, and deputy police commissioner of New York, has leased Meinack Villa, the home of Frau Bertha Krupp von Bohlen, in Baden-Baden, Germany. The estate is valued at $25,000,000 before the war, will be ready for Mr. and Mrs. Collier at the end of June. They will sail for Europe late in June, and expect to return to Meinack Villa, which stands at the summit of a foothill of the Black Forest Mountains.

POOR RICHARD CLUB ANNUAL FIELD DAY A SUCCESS.

More than one hundred members of the Poor Richard Club of Philadelphia participated in the annual day.

Howard Story of Story, Brooks & Finley, chairman of the club's field day committee, was awarded the Barley J. Doyle Club Golf Trophy.

Low score men representing the Poor Richard Club in the inter-club match with the New York Advertising Club for the Roseman Trophy, voted as the 1923 Cup are: H. W. Haydock, Howard Story, Rowe Stewart, George Donnelly, Jack Frazier, Philip C. Staples, Frank C. Goldner, Jack Martin, A. H. Guinig and Joseph Potsdam.

William C. Cummings was victorious in the tennis match, the final match of the tournament. Bloomingdale's won the baseball game and M. G. Lukens the losers.

DAVID MINARD SHAW.

David Minard Shaw, former advertising manager of the Earl Motors Manufacturing Company, has joined the Courier Motors Company, Sandusky, Ohio, as sales manager. Before entering advertising work, Mr. Shaw was on the staff of the Pittsburgh Dispatch.

AD FOLK PLANNING GOLF TOURNEY IN JUNE.

The two army aviators who on May 3 brought to San Diego in the monoplane T-2 several copies of the New York Times of May 2, in the fastest time ever made in a journey across the United States, put their signatures on one of the papers, which is being preserved in the San Diego Museum as a memorial of their flight.

The copy was sent by the New York Times to James McMullen, managing editor of the San Diego Union, and was presented by Mr. McMullen to the museum.

OLD OHIO PAPER SOLD.

B. B. Putnam, for himself and associates, has taken over the Marietta, Ohio, Register-Leader, the second oldest paper in Ohio. The two former owners will be among the stockholders.
CITY DEGRADED BY BILLBOARDS!

says FRANCIS D. GALLATIN
PRESIDENT OF THE PARK BOARD OF NEW YORK CITY.

In an article prepared for the New York American, Commissioner Gallatin writes:

SIGHT is considered the noblest of the senses, the sense of smell one of the lowest. A man capable of appreciating a Raphael is looked up to as a superior individual. Such is not the case with the man who is a fanatic on perfumes. Notwithstanding this, the courts will protect us against foul odors, but seem in the past to have been powerless against obnoxious sights.

This subject has been called very vividly to my attention by the encroachments of advertising signs along the city's beautiful parkways and boulevards. In many cases, parks, playgrounds and public squares which the city has spent millions of dollars to beautify and which represent a civic asset of incalculable value, have been disfigured by huge structures dedicated to commercialism.

Persons who come to the parks to rest and to enjoy natural beauty have these monstrosities thrust on their attention. The purpose of refreshing the mind with natural beauty, for which the parks have been established is defeated.

The efforts of the park authorities to control these encroachments, placed on private property in the vicinity of parks, have been frustrated, owing to present laws.

A change, however, is noticeable in some of the recent decisions. The police powers of the State vary with public sentiment. What in one century is clearly outside these powers, is as clearly within them in the next. I feel that the time is coming when the courts will hold as constitutional acts of legislatures directed against ugliness.

Uplift is the word of the day. Yet the surest means of uplift—a cultivation of the love of the beautiful—has been sadly neglected. Teach a people to know the beautiful and to value it and you will have a community inspired by high ideals. Neglect this instruction and you will have a people to whom immediate material interests are everything.

Make a city beautiful and its people will love it and be proud of it. This love and pride will lead them to strive to be worthy of its beauty.
CLOSE RACE ON BETWEEN HOUSTON AND LONDON

NEW YORK AD MAN DECLARES THAT SENTIMENT IS EQUALLY DIVIDED AND DEADLOCK IS LIKELY — TEXAS BOOMERS FULL OF CONFIDENCE COMING NORTH.

Partisans and supporters of Houston and London as the convention city of the Ad Clubs for 1924, appear to be about evenly matched. The advertising men of the Southwest have recently set a definite "Houston 1924" movement in motion and are reported to have raised a sum of $50,000 to entertain the delegates next year.

One of New York’s best informed advertising representatives staid to The Fourth Estate yesterday that his information is that the Houston delegation will be sufficiently influential to stand off the "Out-to-London" boosters from the first day the convention meets.

"As the rivalry between the two cities stands just now, I would say they are dead-locked with a little more than an outside chance to a compromise city," added the advertising executive. "Houston has not waged quite as an aggressive fight as have the Londoners, although we are advised that the Texan men have done effective canvassing in the south and west in a quiet way. The site of the 1924 convention is a long way from being decided and I look to this question bringing up the weightiest debate of the convention.

Supporting the advertising man's statement comes a telegram from R. F. Reed, assistant publisher, speaking for Marcellus F. Foster, publisher of the Houston Chronicle, receiving as just as the Southern Excess goes to press, as follows:

"Considerations of the Convention City for the Associated Advertising Clubs of the World in 1924 is further endorsed by receipt of 4454 letters and wires from clubs all over the world that the city is in league with the Dallas and St. Louis in a special train consisting all Texas advertising men. Houston has a number of the finest of these men elected and $50,000 fund assured. The convention will be in operation in 1924. Our apologies show the activity by the Southwest in favor of Houston."

Mr. Chew, who founded the Gazette, and while not now active in its management, he contributes daily to its editorial columns.

COX APPOINTS R. A. REEDER BUSINESS MANAGER OF MIAMI METROPOLIS.

Ross A. Reeder, who was assistant business manager of the Miami Metropolis, under the ownership of S. Bobo Dean, has been elected vice-president of the new publishing company which is headed by former Governor L. S. Cox. Mr. Reeder also becomes business manager of the paper. He has been connected with the Metropolis for eight years. Mr. Reeder is affiliated with the various Masonic bodies of Miami, as well as a director of the Miami Chamber of Commerce.

Arthur G. Keene continues as managing editor, and also becomes editor of the paper. Charles F. English continues as city editor and W. S. Phillips as telegraph editor. In the business department, H. W. Stewart Hall succeeds to the position of advertising manager, and N. L. Towner, who has been in the circulation department, becomes circulation manager.

NEWSPAPER SCHEME HITS CARELESS DRIVERS.

A sure way of eliminating traffic law violations is believed to have been found in Michigan and is receiving a great deal of attention.

"The newspaper believes it has struck a vital blow to traffic carelessness."

LEAVES NEWSPAPER WORK.

C. C. Lowe, has sold the Kulm, N. D., Mes- senger to Vincent C. Lewis, former publisher of the Frederick Free Press and the Brookton City, S. D., Journal. Mr. Lewis has been assisting Mr. Lowe for several months.

JOURNALISM SOCIETY DINES.

The Press Club of Rice Institute, Houston, Tex., a newly formed organization which has for its purpose the promotion of all forms of journalistic endeavor among the Rice student body, held a dinner at the Olde College Inn Sunday evening. J. T. Rather, a former Rice student, was toastmaster.

TAXES OUT-OF-TOWN PAPERS.

Under a city ordinance a number of out-of-town newspapers will have to pay Cartersville, Ga., a license tax amounting to $10 for each newspaper that will be sold on the streets of Cartersville, or discontinue their sale. Several have been notified that they owe the city five dollars for distributing papers for 1923.
PROTECTING YOUR INVESTMENT

Leadership.

Every development of the slug composing machine from the first idea of the circulating matrix to the present quick-change, multiple magazine text and display machine has been a Linotype achievement. The Linotype Company maintains organized departments that do nothing less except work ahead to keep the Linotype user in the front of the printing business.

Performance.

Linotypes are in active operation today more than a quarter-century's steady use. Many are in use in remote places. Linotype resources have been invested without stint in factories and equipment to take care of the needs of the printing business for years to come.

Service.

The more than 45,500 Linotypes throughout the world are supplied through Linotype sales and supply organizations that serve four-fifths of the world's printers and publishers.

Mergenthaler Linotype Company
29 Ryerson Street, Brooklyn, N. Y.

DAILY PRESS AD MEN TO AIR PROBLEMS.

WILL HOLD JOINT SESSIONS WITH CLASSIFIED MANAGERS AND FOUR A'S — NATIONAL ADVERTISING SITUATION AND MERCHANDISE SERVICE WILL BE DISCUSSED.

The entire field of newspaper advertising problems will be covered at the three half-day sessions that have been planned by newspaper men attending the A. A. C. W. convention to be held at Atlantic City, June 3-7. The conference will open Tuesday morning in the Breakers Hotel. A joint session with the Four A's will be held Tuesday afternoon at three o'clock, and the newspaper men will meet with the National Association of Classified Advertising Managers Wednesday morning at ten o'clock.

Tom Darlington, manager foreign advertising for the San Antonio Express, will lead the discussion Tuesday morning on merchandise service. Other topics to be discussed follow:

TUESDAY MORNING.

Should newspapers tie up with national advertisers using magazines for their campaign? Do some advertisers ask unreasonable "co-operation," and how much co-operation should be demanded of advertising agents by the publishers? How far should a newspaper go in the development of accounts requiring newspaper co-operation? How far should a newspaper go in making trade investigations, and arranging for window displays sent advertising agents to the newspaper to be delivered to dealers? Is a merchandising publication issued by newspapers a satisfactory investment?

TUESDAY AFTERNOON.

Report of special committees on local and foreign advertising rates. Should publishers accept trade acceptances or any other method of deferred payment and if so should cash discounts be made? Should newspapers exchange advertising for hotel accommodations? Unsolved problems by Wednesday morning.

Proven plans. "Something you can do for your own newspaper" selected members of the Classified Advertising Managers' Association addressed the publisher, subject: "Value of Classified Advertising To Daily Newspapers."

BATTEN GOES TO MONITOR.

Eugene C. Batten has been appointed manager of the New York office of the Christian Science Monitor, succeeding Stephen H. Barrett.

ST. LOUIS DELEGATION MAY STAGE CROSS-CONTINENT DANCING MARATHON.

For the benefit of any members who might feel so inclined, preparations for a marathon dancing contest to begin at St. Louis and end at Atlantic City have been arranged by the Advertising Club of St. Louis which will leave next Saturday for the A. A. C. W. convention on a special over the Pennsylvania railroad. According to Arthur Siegel, chairman of the convention committee, the train will be equipped with everything to make the largest enjoyment happy on the way to Atlantic City.

Mr. Siegel adds: "We have our special equipped with sleepy heads and diners as well as a sixty foot baggage car which will be equipped with seats and phonographs for the pleasure of those who care to dance. The diners will be equipped with special menus. A number of our friends from clubs in the South and West will accompany us. The headquarters of the delegation will be at the Hotel Traymore.

"IT PAYS TO ADVERTISE" NETS AD CLUB BIG SUM.

Three performances of the comedy, "It Pays to Advertise," staged by members of the Advertising Club of Portland, Me., netted a considerable sum which will be used toward defraying the expenses for the entertainment of the district convention of the New England clubs next fall. Major Edward E. Philbrook, surveyor of the United States custom forces at Portland, has been appointed general chairman of the convention.

BALLOU HEADS AD CLUB.

John T. Ballou, advertising manager of Frederick Loeser & Company, Brooklyn, N. Y., has been elected president of the Brooklyn Advertising Club. He succeeds General Mortimer D. Bryant.

SPECIAL EDITION OF 48 PAGES.

The Claremont, N. H., Eagle, B. G. Welch and H. L. Woodward, publishers, has just issued a special edition of the paper containing forty-two pages. The special number was prepared by Edward J. Gallagher.

ROSS MAKES CHANGE.

Donald O. Ross has left as advertising manager of the Iowa Gazette Company, Cedar Falls, to join the Cedar Falls Record in a similar capacity.

MOVES INTO NEW PLANT.

The Cottage Grove, Wash., Sentinel has moved into its new building erected especially to house the paper.
A program of unusual variety and significance that will cover every side of the advertising field has been assured for the nineteenth annual convention of the Associated Advertising Clubs of the World at Atlantic City, June 3-7. An imposing array of speakers of international prominence has been obtained to lead the discussions on the many subjects that will come before the convention. It is significant that the importance placed by advertising men on the value of newspaper columns has prompted a variety of subjects dealing with advertising in the daily press to be given prominence on the program.

With discussions on every field of advertising assured at the convention of the Associated Advertising Clubs of the World at Atlantic City, June 3-7, the complete program offers a variety of subjects of interest to every branch of the publishing and advertising industries. In addition to the general sessions, many departmental meetings will be held. The departmental meetings will be held.

Below is the continuation of the program:

**INSPIRATIONAL MEETING.**

Steel Pier, Music Hall. Monday Morning—June 4.
Community singing.
Invocation—Dr. H. Moore Blake, Announcements—C. K. Woodbridge, chairman, national program committee.
Opening Address—Lou E. Holland, president, Associated Advertising Clubs of the World.
"What the Government of the United States Has to Advertise," Senator Walter E. Edge of New Jersey.

Monday—June 4, 1 p.m.
Steel Pier, Music Room.
Conference with club presidents.
Theme—"What Advertising Has Done and What It Must Do for Great Commercial Fields—Public Utility, Automotive, Financial and Agricultural." C. K. Woodbridge, presiding, chairman, national program committee.
Community singing.
Address—Fred B. Squib, Advertising and the World Outlook.

**ADVERTISING SERMONS.**

Sunday Evening—June 3, at 8
Special services, with advertising men as speakers, will be held in the following churches:
First Presbyterian Church, Frederick Potter, F. F. Potter, Ltd., advertising agents, Imperial House, Kingsway, London.
St. James Methodist Episcopal Church, J. A. Richards, president, J. A. Richards, secretary.
First Methodist Episcopal Church, Rev. Fred G. Belin, executive secretary, Milwaukee.
Olivet Presbyterian Church, W. N. Bayless, Bayless-Bayless Company, Cleveland, Ohio.
Cana Baptist Church, Rev. H. F. Vermilion, B.D., superintendent, Southern Baptist Sanatorium, El Paso, Texas.

Champion is re-elected.
Sidney W. Challenger, editor of the Middletown Press, one of Connecticut's best known newspapers, was re-elected grand treasurer of the Connecticut Odd Fellows, at the recent annual convention of the order.

**Lecturer becomes editor.**

"Uncle Sam" Hampton, for several years a lecturer for the extension department of Montana State College and known throughout the state as "the farmer philosopher," has purchased the Belgrade Journal and will conduct the publication. Mr. Hampton has written for various farm papers and the dailies.

**FLOWERS FROM WHITE HOUSE.**

Mrs. Warren G. Harding showed her appreciation of women writers of Washington this week when she sent flowers to decorate the table of the National Women's Press Club, at which Miss Laura Harlan, her private secretary, was the guest of honor.

**LECTURER BECOMES EDITOR.**

While President Harding as yet has not signified his intention to accept the invitation extended by Senator Walter E. Edge, to address the delegates, there is some likelihood that he may attend as he has expressed his willingness to participate.

Two outstanding themes to be developed are new tasks in advertising and what advertising has done and can do for great commercial fields—agriculture, automotive, financial and public utilities. In addition to the general sessions, the various departments will discuss their problems.

At the inter-departmental session the general theme will be the codification of all branches of advertising.

Executives of the A.A.C.W. will leave New York Tuesday for Atlantic City to make final preparations for welcoming the delegates.

Address by George M. Graham, vice-president and advertising director.
(Continued on Eleventh Page)
AN INVITATION

Officers of
The THIRTY CLUB
of LONDON

President:
JOHN CHESHIRE
Vice-President:
W. S. CRAWFORD
Hon. Treasurer:
PHILIP EMANUEL
Hon. Secretary:
C. HAROLD VERNON

This invitation is also supported by the following important clubs and associations in advertising and newspapers circles:

Newspaper Proprietor's Association.
Newspaper Society.
Scottish Daily Newspaper Society.
British Association of Trade and Technical Journals.
Association of British Advertising Agens.
A.B.A.A. Audit Bureau.
Association of Advertisement Managers.
Incorporated Sales Managers' Association.
Incorporated Society of Advertising Consultants.
Advertising Club of Ulster.
Incorporated Association of Retail Distributors.
Incorporated Society of British Advertisers.
Aldwych Club.
Publicity Club.
Fleet Street Club.
United Billposters Associations.
British Association of Display Men.
Federation of Master Printers.
Delegates from these associations will attend.

ENTERTAINMENT GUARANTEE FUND already exceeds $100,000

The
PRESIDENT

The officers and members of
The 30 Club of London
and
The London 1924 General Committee extend

A most cordial invitation to the President, Officers and members of your club to visit London in 1924 and earnestly request that you do us the honor of supporting our efforts at Atlantic City this year to secure the annual convention of the Associated Advertising Clubs of the world for

LONDON
England
in 1924

It is proposed to hold the Convention, if it comes to London, within the great Congress Halls of the British Empire Exhibition at Wembley, London.
ROYAL WELCOME ASSURED
BRITISH DELEGATION

NOTABLE FIGURES IN PUBLISHING AND ADVERTISING FIELDS ARE TO SAIL SATURDAY TO ATTEND A.A.C.W. CONVENTION—MANY AFFAIRS ARRANGED FOR VISITORS.

One hundred and five members and friends of the Thirty Club of London and the Advertising Club of Ulster in Belfast will sail from Southampton next Saturday on the Berengaria to attend the convention of the Associated Advertising Clubs of the World at Atlantic City, June 3-7. All are determined to carry the 1924 convention to London.

A welcome befitting the distinguished publishers and advertising men in the delegation has been arranged. They will be met down the bay by a reception committee headed by Herbert S. Houston. Others to greet the visitors will be Roy S. Durstine, president of the Thirty Club, and Rodman Wanamaker, senator Walter E. Edge of New Jersey, and Cyrus H. K. Curtis, publisher of the Philadelphia Public Ledger. The British delegates will be received by Mayor Hylan at City Hall. Exorted by mounted police, the party will then proceed up Fifth Avenue to the Hotel Pennsylvania.

ASSOCIATED DAILIES WILL MEET IN BUFFALO.

The New York Associated Dailies will hold their annual meeting in Buffalo at the Hotel Lafayette on Friday, July 6. The meeting is planned somewhat later than usual this year to work in with the plans of those publishers who desire to attend the New York State Press Association meeting in Buffalo July 5. It will start on the trip across New York State with the National Editorial Association on July 8 or 9.

CHICAGO ASKS FOR PAPER MAKING EXHIBIT.

An appeal to the paper industry for an exhibit, similar to that in the National Museum at Washington, of paper-making methods and material for the public library has been made in a letter to the American Paper and Pulp Association by a group of Chicago women who are interested in the development of the library.

NEW PRESS CLUB FORMED.

The Litchfield County Press Club was organized last week at Torrington, Conn., upon invitation of George W. Peterson, editor of the Torrington Evening Register. Albert W. Krause of Canaan; O. S. Freeman of Water-town, and Robert Hurlbut of Winsted were named to prepare by-laws. Others present were George C. Woodruff, Litchfield; A. E. Woolley, New Milford; Irving E. Manchester, Winsted; George W. Thompson, Torrington; Thomas A. Carroll and Willard M. Warner.

A THOUGHT ON ADVERTISING.

It has been said that the reason hen's eggs are more popular than those of the duck is because the hen advertises every time she lays one. Perhaps another reason may be that she doesn't scatter her efforts like the duck but sticks to her own nest. The merchant will sell his wares to the newspaper for his advertising effort the one who wins. Advertising's aim is Action. Advertising is a directed advertising effort on what they read in their Gerhardt A. Hanse has joined the advertising department of the Waw- art Motor Corporation, Buffalo.

PLANNING NEW HOME.

Plans for construction for a new building are being made by the Haines, Record, for housing the newspaper and printing plant.

WILLIAM S. CRAWFORD.

The Thirty Club will call at the White House, Friday, June 8. That evening the Washington Advertising Club plans a reception to which the President and members of the cabinet will be invited. At Philadelphia they will be entertained by the Poor Richard Club and Cyrus H. K. Curtis, who will take them through the Curtis plant. They will also stop at Baltimore.

Before their departure for London on June 16, the British advertising men will be guests of the Four A's at a farewell banquet at the Hotel Pennsylvania on June 14. Only mem-

LARGE GATHERING AT JOURNALISM WEEK MEETING.

Dean Walter Williams, was divided into the three sessions of three hours each, and each was open to the public.

The annual meeting and dinner of the association of past-presidents of the Missouri Press Association was held Wednesday, when Willis J. Abbot, editor of the Christian Science Monitor, spoke on "Journalism, Old and New," and J. Fred Essary, Washington correspondent, of Baltimore Sun, spoke on the "Washington Assignment." A reception was given later by Gamma Alpha Chi and Alpha Delta Sigma. Yesterday afternoon the women delegates were honor guests at a tea.

The program on Monday opened with the meeting of the Missouri Women Press Association at the Lion's Lodge, 210 North Lafayette, and the services of Miss H. W. Dodge of St. Louis presiding. A banquet supplemented the business sessions.

"The Making of the Cartoon," was the subject of an address by D. R. Fitzpatrick of the St. Louis Post-Dispatch, at Tuesday's meeting when members included Harry Hanes, literary editor, Chicago Daily News, who spoke on "The Plain Talkers"; Miss Au Haas, St. Louis Globe-Democrat, "Reporting the Legislature," Frank H. Hedges, peking correspondent, Japan Advertiser and the Philadelphia Public Ledger; Mr. W. W. W. Kiev, president of Associated Advertising Clubs of the World; Mr. H. M. Lovett, Washington, "Some Opportunites in Journalism for Women"; Miss Elizabeth Bickford, N. Y. World, "Advertising as a Career for Women"; Mrs. T. A. Boyd, Minneapolis News, "The Young Woman in Journalism," and Mrs. F. E. Haskin, the Haskin Service, Washington, "Special Features in the Field of the Magazine."
VARIED PROGRAM
FOR A.A.C.W. MEETING.

(Continued from Eighth Page)

ChandlerMotorCar Company, Cleveland.
Address by Carl Williams, president, American Cotton Growers Exchange, editor Oklahoma Farmer-Stockman.

E. T. MEREDITH.
(Speaker to be supplied representing financial field). Exhibit Session.

John H. Logeman, chairman, international exhibit committee, presiding.

MEETING OF JOINT ASSEMBLY.
Room 20, Chalfonte Hotel.
The joint assembly is made up of one representative from each department of the national advertising commission and the chairman of the board of presidents of each district of the Associated Advertising Clubs.

The assembly acts as nominating committee, committee on resolutions, and performs other important association functions during the convention.

Tuesday—June 5, 8:00 p.m.
Dinner for Board of Club Presidents, Traymore Hotel, given by Advertising Club of Atlantic City.

INTER-DEPARTMENTAL SESSION.
Steel Pier, Music Hall.

Wednesday—June 6, 9:30 p.m.
W. Frank McClure, vice-president, Albert Frank & Co., Cleveland, chairman, national advertising commission, presiding.

General Theme—The Coordination of All Branches of Advertising.

The Foundation of Advertising Results (the relation of the farm market to all advertising).

Building a Roof Over Advertising.

Advertising and the Business Barometer.

The Advertising Architect’s Plans (Sales Inventory, Analysis and Investigation Before Starting a Campaign). G. Lynn Sumner, advertising manager, International Correspondence Schools.

Marketing for 76,000 Farmers. Stanley G. Grady, director of sales and advertising, Dairymen’s League Cooperative Association, New York.

Community Building Through Advertising. Charles F. Hribar, chairman, community advertising committee and general manager, St. Louis Conservation Commission.

The Road to Success—A film produced by the Associated Advertising Salesmen’s Association, advertising Advertising.

GENERAL SESSION.
Thursday Morning—June 7
Steel Pier, Music Hall.
Lou E. Holland, president, Associated Advertising Clubs of the World, president.

Theme—Important Phases of the Work of the Associated Advertising Clubs of the World.

Community singing.


Training Our Successors, by Paul T. Clough, publisher, Jungle Magazine, Chicago.


The Product Plan, by Gurney E. Lowe, director of smaller City Club Exchanges.

What the Associated Advertising Clubs of the World Can Do for Business, by A. C. Bedford, president, Standard Oil Company, and regional vice-president, United States Chamber of Commerce.

(Continued on Twenty-fifth Page)

NEW YORK POST NAMES FAHEY PUBLISHER.

(Continued from Second Page)

making the Boston Chamber of Commerce. He was chairman of the committee on organization of the United States Chamber of Commerce in 1912, as a result of the conference of the business organizations of the United States Chamber of Commerce held in New York at that time, which formed the United States Chamber of Commerce.

Richard C. Fahey, chairman of the executive committee of the Chamber of Commerce of the United States and alter prejä, was vice-chairman of the International Trade Conference held in this country with envoys from the leading European countries in the fall of 1919 and chairman of the ordinate committee which formed the International Chamber of Commerce in Paris in 1920.

DECORATED DURING WAR.

He received a Certificate of the Legion of Honor by the French government, and Commander of the Order for Services by Italian Government, in recognition of war work and in the field of international commercial organization immediately after the war. He also received the decoration of the Order of the Crown by the President of China, in recognition of work in the promotion of commercial relations between the United States and the Orient.

The New York Evening Post, which was founded in 1813 by the late George H. Clarke, came into its present ownership in January, 1923, when Thomas W. Lamont, publisher, sold the stock in the newspaper to a group of thirty-four citizens headed by Edward F. Gay, publisher, under Mr. Lamont.

CHURCH ADVERTISING TOPIC AT A.A.C.W. SESSION.

An interesting program prepared for the departmental meetings that will be held in connection with the world advertising convention at Atlantic City, June 3-7, will be that of the church people. The Rev. Christian F. Reimer of New York is chairman of the church advertising department, which is affiliated with the A.A.C.W. Sessions will be held Tuesday and Wednesday, June 5 and 6.

Among the many prominent speakers on the program are the following:

W. N. Bayless, Tiffany-Bayless Co., Cleveland; Fred E. Potter, advertising agent, London, England; Dr. James E. Joy, editor, Christian Advocate, New York; Graham Patterson, advertising business organizations into the Chamber of Commerce, one of the largest and most successful in the country.


(Continued from Fourth Page)

J. H. R. Cundiff began issuing the Daily Gazette as the first daily paper during 1857. Publication suspended during the Civil War, but the paper appeared again, June 28, 1868.

The Gazette passed into the hands of the Burns family in the '80s and the late Charles F. Cochran became its editor and manager until 1906, when he was elected to congress and Frank Freytag became manager. The Gazette and Herald were consolidated as the Gazette-Herald in August, 1905, and were purchased by Walter B. Holmes of Memphis, Tenn. It was made independent in politics. After a few months Charles T. Webber and others publishing the Daily News, acquired the property.

In March, 1909, the Gazette-Herald was purchased by Lewis Gaylord and management of the Gazette which time dropped the name Herald and published the paper as the Gazette and it was again made a Democratic organ.

The paper was purchased by a syndicate of Republicans in 1903, and, or, succeeded by C. D. Morris. The late George H. Clarke became associated with Mr. Morris in the publication of the paper, but left about ten years ago. At the time Mr. Morris had been the publisher. Since 1903 the Gazette has been a Republican newspaper.

THE SCOTT PRESS is used by BOSTON HERALD, Boston, Mass.

THIS IS A WONDERFUL MACHINE and we demonstrated to this paper that the Scott Multi-Unit is the most versatile machine for producing newspapers ever built. It makes combinations thought impossible heretofore, without moving a bar or a bolt on press or folder.

IT ASSOCIATES AND CROSS ASSOCIATES the different products, and will deliver same either inset or on set, or collected, as may be desired. Folds up to 64-page papers.

IF YOU WANT A MODERN PRESS BUY A SCOTT

WALTER SCOTT & CO.
PLAINFIELD, NEW JERSEY, U.S.A.

1441 Monadnock Block
CHICAGO
1457 Broadway, at 42d Street
NEW YORK
TOLEDO PAPERS TRICKED BY IMPOSTOR.

DAPPER YOUNG "SALES MAN" PLACED MANY CLASSIFIED ADS AND PASSED WORTHLESS CHECKS IN PAYMENT — DESCRIPTION GIVEN TO AID DETECTION.

J. G. Tritsch, advertising manager of the Toledo, Ohio, News-Bee, tells the story of a fraud perpetrated on the Toledo newspapers by an imposter, a dapper young man, during the week of May 1. The man called himself "Frank Parker," sales manager of the Independent Brush Company of Niagara Falls, N. Y., and came into Toledo and placed classified advertising in the two evening papers. His plan was to secure distributors and salesmen for the brush company, and a house-to-house canvass was to be made, similar to the plan used by the Fuller Brush Company.

He seemed to have sufficient credentials to assure the newspapers that he was responsible, and, since the amount of his advertising was not large, his copy was accepted and published in the papers.

On May 7 he offered a check on the Niagara Falls Trust Company, for an amount in excess of the total of his bill. The check was accepted, but was later returned by the bank, marked "No funds."

The Independent Brush Company of Niagara Falls reports that he also attempted to cash a forged check for $100.00 in Toledo, but the forgery was detected in time and the check was not honored.

Frank Parker — or as he was known to the Independent Brush Company, George Adams — is about fifty to fifty-five years of age, slender build, dark complexion and about five feet ten inches tall. He is modest, unassuming and carries none of the earmarks of a professional crook.

Frank Parker, or George Adams, as he was known, attempted to sell the public what bargains it has, while the non-advertised store does not.

BOYCE SELLS BUILDING.

The building which houses the Indianapolis Daily Times, has been sold by W. D. Boyce. When Mr. Boyce disposed of his interests in the newspaper to the Scribner Corporation, he retained the building. The Times is looking for a new site in West Maryland enterprising merchant who is a good, shrewd, wide-awake buyer has bargains all the neighborhood. He is his principal job to keep on the lookout for special opportunities. If he is on the lookout for a bargain, he will find it. He is a wise selection between good and poor offers, and always has things in his store that are really a bargain for their exceptional values.

The public hears about these exceptional chances in the classified advertisements. It is not told and does not realize that they exist in the non-advertised store, even if that store has them. The public then passes by or gives the store nothing because nothing has been suggested to convince anyone that anything is to be gained by trading there.

SCRIBES MAKING PLANS FOR ALASKAN TRIP.

Arrangements for President Harding's Alaskan trip, including the overland tour through a number of Western states, are in progress. Details of the journey from Seattle to Alaska, however, will call for considerable advance arrangements. These, it was made known at the White House, will be worked out for the care of all the correspondents who desire to go on this journey, within the bounds of possibility.

SOCIAL WELFARE EDITORS MEET IN WASHINGTON.

The first annual meeting of editors and publishers of social welfare publications in the United States and Canada was held in Washington May 18 in conjunction with the fiftieth anniversary session of the National Conference of Social Work. Among the speakers were Paul Kellogg, George J. Hecht, Harold S. Buttsamthorn, and Philip E. Jacob.

PUBLIC UTILITIES MEN WILL PUSH USE OF PAID SPACE IN NEWSPAPERS.

The newly organized Public Utility Advertisers Association will push the use of paid advertising space in newspapers, as an affiliated unit of the A.A.C.W. during the Atlantic City convention, June 21. The organization has some time ago decided that the modern, progressive public utility corporation must not depend, in its effort to hold public good will, upon the help of newspapers. It may be either willing to write frequent articles about it or accept foreign advertising space for paid advertising.

Several hundred public relations men representing leading public utility companies because thoroughly convinced that public utilities should advertise in the press in order to buy space that they organized the national association.

These men will exchange experiences and ideas at Atlantic City and are determined to promote the further use of paid advertising space in public utility companies.

F. Strandberg of the Railway Light and Heat Company, Portland, Ore., is president of the association, which represents an industrial group of something like seventeen billion dollars.

BIG AD CLUB CONVENTION WILL HAVE DISPLAY ON LINOTYPE TYPOGRAPHY.

At the convention of the Associated Advertising Clubs of the World to be held on the Steel Pier at Atlantic City, June 3 to 7, the makers of the linotype will give an instructive display of linotype typography, The showing will include copies of the Indianapolis Daily Times, the Morning News of Linotype Typograpgy and the Linotype Typography Lay Out Kit, and other pieces of equipment, plus help to advertisers.

Representing the linotype company at the convention will be: Julius W. Muller and F. T. Deenan.

NEW ASKS CARE IN ADDRESSES.

In his crusade against careless mailing, Postmaster General New again has asked postmasters to attempt to instruct the public in the importance of careful mailing addresses.

"It often happens," Mr. New said, "that the sender may not know the way in which his address is written, but does know the street itself. He should be instructed to put on the address all the identification he knows. He may know the occupation of the addressee, but this may become a material aid."

NEWSPAPERS BECOMING BIG FACTOR IN THEIR CAUSE, SOCIAL WORKERS TOLD.

"The newspapers of America are the strongest allies of the social workers," said President George A. Hastingsof New York, assistant chairman of the committee on public opinion of the national conference on social work convining in Washington this week, told one of the group meetings.

"The newspapers have come to the realization that their influence is here to stay, that they must use this influence in the cause of the poor. They have come to realize that the power of the newspapers has become too great to be ignored, that the newspapers have become a big factor in the cause to which social workers are working."
A Treasure in Facts and Ideas—

The ultimate significance of the day-to-day developments in journalism and advertising strikes home only when you see them spread upon the record.

Facts and ideas are the tools of both professions. Day by day and week by week they expand and increase, becoming in time trends, movements, and customs.

The when, the how, the who, and the where are spread upon the record in the

BOUND VOLUMES

of

THE FOURTH ESTATE

Their pages contain the accurate record of men, methods and masterpieces—not only pictures of the events but mirrors of their inspiration.

From them come new facts and new ideas such as underlie all progress—a solid block of irreducible knowledge and practical help.

Let us tell you how to

Bring the Treasure Home.
MICHIGAN IS FIFTH IN THE PAPER INDUSTRY.

MORE THAN 3,000 TONS ARE MANUFACTURED DAILY IN THAT STATE — NEWS PRINT FIFTH IN PRODUCTION WITH RECORD OF ALMOST 200 TONS A DAY.

An invested capital of more than $50,000,000 and a working force of approximately 12,000 is the total reached by the pulp and paper manufacturing industry in Michigan, according to a survey just completed. Michigan ranks fifth among the states in the value of its pulp and paper production, New York, Maine, Massachusetts and Wisconsin alone being ahead of Michigan. Maine, Massachusetts and Wisconsin are leading Michigan only slightly, while New York, which tops them all, values its product at less than twice that of Michigan.

While the pulp and paper industry of Michigan is centered chiefly around Kalamazoo, that territory can claim exclusive control by no means. Monroe is an important center. Some of the other larger manufactories are in Ypsilanti, Petoskey, Cheboygan, Benton Harbor, Sturgis, Muskegon, Plain well, Waterford, Ogemaw and Constantine.

From 31,000 to 3,999 tons of paper are manufactured daily in Michigan. And more than 750 tons of pulp are turned out each working day. This huge total is the product of approximately forty-five corporations engaged in the manufacture of pulp and paper or its allied products. The paper is divided into various types. News print is fifth with a record of almost 200 tons a day.

PAPER MAKERS ARE CAUTIOUS BUT NOT TIMID.

EVERY INDICATION IS FOR FURTHER INCREASED CONSUMPTION OF NEWS PRINT, WITH DEMAND AT PRESENT IN UNPRECEDENTED VOLUME — PRODUCTION COST ADDED.

Caution, but not timidity, the phrase used by Secretary Hoover before the United States Chamber of Commerce a few days ago, expresses most concisely the attitude being taken by the paper industry of the United States, according to the American Paper and Pulp Association.

The paper manufacturers, in the face of the heaviest demand known in some branches of the industry, are not taking advantage of the increasing cost of raw materials and labor to increase prices. In one important branch of the industry, for instance, prices are 2.5 per cent higher than in 1914, but costs are 101 per cent higher.

The seasonal decrease of demand may be anticipated this summer, but the very reason to believe that in September the demand will be such as to break all previous records in the entire winter requirements.

One of the attractions in connection with the entertainment given by the proprietors of the Melbourne Argus to their staff, was a novel competition designed to test the employees' knowledge of the various departments of the publication. It consisted of the skeleton of a short story, thickly sown with blanks, each of which represented a technical term used in the daily operation of the newspaper.

AUSTRALIAN PAPER HOLDS COMPETITION TO TEST STAFF'S KNOWLEDGE.

One of the attractions in connection with the entertainment given by the proprietors of the Melbourne Argus to their staff, was a novel competition designed to test the employees' knowledge of the various departments of the publication. It consisted of the skeleton of a short story, thickly sown with blanks, each of which represented a technical term used in the daily operation of the newspaper.

KIWANIS CLUB CONVENES IN ATLANTA, MAY 28-31.

Detailed plans for the seventh annual convention of the Kiwanis Club International, to be held in Atlanta, May 28 and 31, inclusive, have been made known by the general commit tee in charge, which expects approximately 6,000 delegates and visitors to attend the convention.

The membership of the Kiwanis club comprises many newspaper executives. Several hundred automo biles will be placed at the disposal of the delegates.
The Fourth Estate

May 26, 1923

The Fourth Estate

EDITOR HARDING HELPS OPEN NEW GOLF COURSE.

PLAYS IN FOURSOME WITH JUSTICE SANFORD, SPEAKER GILLET AND EDGAR MARKHAM AS NEWSPAPER CLUB MEMBER AND FINISHES HIGH IN TOURNAMENT.

President Harding, Speaker Gillett and Associate Justice Sanford of the supreme court, representing the three co-ordinate branches of the Government, joined today with men new to the fourth estate as represented in the Washington Newspaper Golf Club, in opening a new municipal golf course in Rock Creek Park.

The opening was made the occasion of the third annual spring tournament of the Washington correspondents. The event was won by Charles Schaeffer of the Washington Herald, with a low net score of 69 after subtraction of a fourteen stroke handicap.

Mr. Harding played not only as a representative of the Executive branch of the Government, but as a member of the club, to which he belongs by virtue of editorship of the Marion Star. Although he did not win a prize, he finished high in the tournament with a net score of 90 and a gross of 102.

The other members of the Presidential foursome turned in gross scores as follows: Speaker Gillett, 95; Justice Sanford, 106 and Edgar Markham of the St. Paul Dispatch, president.

While local papers and press associations have contributed many members, at least fifty percent of the personnel of the club, 121 is made up of correspondents of out-of-town newspapers. Officers are: Edgar Markham, St. Paul Dispatch and Pioneer Press, president; Paul J. McManus, Philadelphia Inquirer, vice-president; John A. Preston, superintendent senate press gallery, secretary-treasurer.

Among the players were: George Harvey, Ambassador to Great Britain and a former newspaper man, played as a guest of the club, and scored a 99.

Miss Helen H. Hill, promotion manager for the Gravure Service Corporation, New York, and recently re-elected president of the New York League of Advertising Women, sailed for France Wednesday with the Governor.

Installation of the officers of the Washington Press Correspondents Association for the coming year was made yesterday at the annual banquet of the association.

Miss Helen H. Hill, promotion manager for the Gravure Service Corporation, New York, and recently re-elected president of the New York League of Advertising Women, sailed for France Wednesday with the Governor.

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Store Breaks Sales Record Through Newspaper Ad.

Newspaper advertising was given credit for producing the biggest day's business ever enjoyed by the Block store, Indianapolis, in a page advertisement in the Sunday Star, the William H. Block Company announced.

"Block day," an event in honor of the founder of the store, at the close of business on "Block day," William H. Block, president of the company, commented and addressed on the business which broke all records in a four-day period.

One factor that contributed greatly to the success of the day, he said, was the widely advertised appeal for the Star, on which the store carried a large display.

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PULITZER SCHOOL TO CELEBRATE DECENNIAL.

COLUMBIA INSTITUTION WILL FETE END OF TEN YEARS' WORK — TO UNVEIL BUST TO DR. TALCOTT WILLIAMS —SON OF FOUNDER WILL PRESIDE AT DINNER.

The completion of ten years' work at the Columbia School of Journalism, New York, which was founded by Joseph Pulitzer, will be celebrated today by the unveiling of a bust to Dr. Talcott Williams, the first director, and a dinner at the Commodore Hotel, New York, at which Ralph Pulitzer of the New York World will be toastmaster. Among other speakers on the dinner program with Mr. Pulitzer, who is chairman of the advisory board of the school, are R. E. MacAlarney, Frank A. Vanderbilt and Frank Ward O'Malley, The Columbia Journalist, a decennial volume which has been prepared by the students and alumni of the school, will be distributed at the dinner. It contains articles by Dr. Williams, Dr. John C. Coniflee, director of the school, Dr. Charles P. Cooper, professor of journalism; other members of the faculty, and alumni and students. The book also contains portraits of the staff, past and present, and the juniors and senior years. Biographies of graduates complete the book.

The ceremonies will begin with the unveiling of the bust to Dr. Williams in the entrance of Journalism Building. Following the banquet and a brief address, tea will be served in the adjoining city room.

SON OF EDITOR SHOWS MUCH PROMISE IN COLLEGE.

Charles H. Huls, son of A. E. Huls, editor of the Logan, Ohio, Republican, is making a record in journalistic work. Young Huls, who is a sophomore at Ohio State University, was chosen business manager of the Phoenix in his freshman year. During his sophomore year, there will be worked on the staff of the Makio, the university year book, and also as a reporter and assistant headway on the Ohio State Lantern, the university daily.

LONDON PAPERS INCREASE PRICE TO TWO PENCE.

The London Times and the London Daily Telegraph will, on June 1, increase their selling price to the public to two pence instead of three half pence, as at present. The high costs of production is said to be the reason for the raise in price. The papers also point out that the price of three half pence was fixed at a time when it was thought that these costs would drop very generally.

PICTORIAL IN MELBOURNE.

Within recent months the Melbourne, Australia, Argus has definitely adopted a change to pictorial treatment. A person whom the whirr of current events has brought to the public mind, a new newspaperman or an old manuscript, the thrilling fire in a city wild and the finish of a classic race, all are snapped by the ubiquitous camera man, and give additional interest to the news item with which each is associated. A "live wire" from the literary staff does nothing else but scent out picture subjects with a news value and write bright and informative titles to them.

CARRIERS TO BE GUESTS OF SPOKESMAN-REVIEW AT SUMMER OUTING.

The first summer outing for this reason of the Spokane Spokesman-Review to Loon Lake, will be held on both days of June 20 and 21, with L. E. Dyer, assistant circulator, in charge.

Tents, transportation, boats, baseball equipment and other supplies will be furnished by the paper, and the only things the boys will be required to furnish are their own bedding, fishing tackle and swimming suits. The junior and senior teams are but one of the features of the two-day outings.

J. FRANK BURKE PURCHASES AND COMBINES TWO OHIO NEWSPAPERS.

The Bucyrus Evening Telegraph, the Loudonville and Bucyrus Forum have been purchased by State Senator J. Frank Burke, publisher of the Elyria Chronicle-Telegram, and have been consolidated into the Telegraph-Forum. The paper started daily publication under its new name last Monday, and will be independent in politics, according to Senator Burke.

The Hopley Printing Company, former owners of the Telegraph and Journal are said to have received $110,000 for their interests and the Bucyrus Publishing Company, $35,000 for the Forum. The sale was negotiated by the H. F. Henriots Agency.

The Telegraph has for many years been recognized as a fixture in the Hopley family. John E. Hopley, for some years in the diplomatic corps of the United States in South America, has edited the paper, and Senator James R. Hopley, who until recently sat side by side in the state senate with Senator Burke, has been the manager. Two other brothers have official connections with it.

The Telegraph under the Hopleys has been a power in the community for many years. The Forum has been under the management of Thomas A. Cooper and Allan Markley.

TO DISCUSS SCHOOL ADS.

The School and Student Market Association will hold its first national conference Tuesday, June 5, at the Hotel Balboa, Atlantic City, in connection with the world advertising convention. George D. Bryson is chairman of the committee, and the general topic will be "Advertising to children, teachers and college students."

Speakers on the program are Paul C. Hunter, president, Educational Advertising Company, New York; Morson S. Rutsify, president, Collegiate Special Advertising Agency, New York; N. Guy Wilson, advertising manager, Educational Publishing Company, Chicago; and Henry Gage, president, Educational Foundation, New York.

NEW JERSEY PRESS CONVENTION JUNE 15-18.

ANNUAL MEETING AND TOUR WILL BE HELD AT LAKE MOHONK, NEW YORK, WITH ATTRACTIVE ITINERARY AND PROGRAM — RESERVATIONS CLOSE MAY 30.

The sixty-seventh annual convention and tour of the New Jersey Press Association will be held at Lake Mohonk, Ulster County, New York, for four days beginning Friday, June 15.

Arrangements have been made for the delegates to leave New York on the morning of June 15 on a Hudson River boat, arriving at Rough Keepers at 1:30 o'clock, and crossing the river by ferry to Lake Mohonk House.

From there a motor tour will be made to Mountain Rest, where a business session will be held. One of the main features of the tour will be a game of tennis, followed by a bowling or swimming, walking, horseback riding on the Ohio State Lantern, the university daily.

SENATOR J. FRANK BURKE.

The sixty-seventh annual convention and tour of the New Jersey Press Association will be held at Lake Mohonk, Ulster County, New York, for four days beginning Friday, June 15.

The average expense a person will be twenty-eight dollars.

The committee in charge are A. E. Briator, Plainfield, chairman; John W. Cliff, Summit Herald, chairman; W. B. Mason, Bound Brook Chronicle, treasurer; and John E. Clary, Jr., Madison Eagle.

PAPER SALES MEN OFFER ACTIVE.

The Salesmen's Association of the Paper Industry is holding weekly gatherings at the City Club, New York, instead of monthly meetings, where questions of sales are discussed by the Eastern salesmen.

While the Paper is doing an aggressive work, it is also extending its Pacific Coast division of the association in June, when the Pacific Coast Association meets at Delmonte, Cal. Four of the members, including the Chicago vice president, are planning to form a division of the paper salesmen's association during this convention, June 6 to 9.

CANADIAN PAPER MAKERS TO CONTRIBUTE TO EXHIBIT.

The Canadian pulp and paper companies have responded in a generous way to an invitation of pulp and paper products in connection with the Canadian exhibition train which will tour France. A representative collection of pulp and paper products is assured.

LINOTYPE EXECUTIVE MAKES SWING AROUND THE CIRCLE.

Harry L. Gage, assistant director of Linotype typography for the Mergenthaler Linotype Company, left New York for a visit to all Linotype agencies in the United States and to Canada. Mr. Gage is chairman of the general of Canada. The trip will extend over a period of from five to six weeks.

Mr. Gage is scheduled for talks on typography before leading organization in several cities on his itinerary. Last Thursday Mr. Gage addressed the Advertising Club of New Orleans.

At the May dinner-meeting of the New York Club of Printing House Craftsmen, at the Aldine Club, Mr. Gage gave an illustrated talk on "Typography on the machine."
BIG TIMBER CROPS MEANS TO CHECK PULP RAISES.

FORECAST FOR SECOND SIX MONTHS OF YEAR INDICATES INCREASED PROSPERITY FROM EAST TO WEST IN CANADA—FOREIGN TRADE MAKES BIG STEP FORWARD.

National advertisers who are considering daily newspaper campaigns for late summer, early autumn and winter may regard the ... loans of $18,000,000 in the month of March, and an increase of $6,952,260 in savings deposits over the corresponding month in 1922.

Industrially Canada is far from standing still. Estimating Canada's population as 9,000,000, the per capita total foreign trade was $192.75 for the year, as compared with $165.33 per capita in 1922.

SIR CLIFFORD ON REPLACING FORESTS IN CANADA.

That the millions of logs taken from the Canadian forests this spring represents a destruction of forest resources and that the government should spend large amounts on restorations without compensations has been the contention of Sir Clifford Sifton in a letter to the Canadian government, which is the interesting contention of Sir Clifford Sifton in a letter to the Canadian government. It is the contention that any money spent in planting trees should not under any circumstances be regarded as an investment, upon which interest, either simple or compound, should be calculated.

Concerning the cutting down of merchantable trees as a destruction of capital and I would think it was the plain duty of the government to encourage the planting of trees which permits the cutting down of trees for lumber, and not merely to cut them down and then, to insist on the replanting of at least two trees for every one cut down, however, such cost should be taken out of the forest revenue and regarded as a permanent charge upon that avenue.

PAPER FOR TYPESETTERS.

The initial issue of the Composing Room, a publication done by the Monotype Group of the New York Times, which has contributed $25,000 toward the cost of the Daily Sketch, has been issued. The Daily Sketch, delineating some of the members of Canadian advertising clubs, is a copy of this edition, which contains twenty-four pages, has been sent to the daily advertising clubs advertising clubs throughout the county. It tells the delegates to the national advertising club meetings what they may expect if they go to "England in June.

In addition to the issue in a message from H. L. Gates who is "the only American editor ever imported to England," Mr. Furay, foreign editor of the United Press, and International Herald, has been managing editor of the New York Herald, now is managing editor of the National Observer, and is a member of the Canadian advertising clubs.

The fourth estate.

LONDON PICTORIAL ISSUES SPECIAL FOR A.C.W. CONVENTION.

In connection with the On-To-London movement, the Hulton, newspaper, and the Daily Sketch, which have contributed $25,000 towards the cost of the various newspapers, have issued a special edition of the Daily Sketch, England's foremost newpaper, to be distributed among members of American advertising clubs.

Faithful copies of this edition, which contain twenty-four pages, have been sent to American newspapers advertising clubs advertising clubs throughout the country. It tells the delegates to the national advertising club meetings what they may expect if they go to "England in June.

Change in news tastes seen by Furay.

SOUTH AMERICA INTERESTED IN EUROPE WHILE JAPAN LOOKS TOWARD U.S., SAYS U.P. FOREIGN EDITOR—FIRPO ALTERS DIGNIFIED BUENOS AIRES PAPERS.

News tastes throughout the world are changing constantly, and their interests may be expected if they go to "England in June.

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LONDON IN LIVELY RACE FOR CONVENTION.

Of course, no good American sportsman will greet the genial British delegation of publishers, advertising men and business friends with consideration less than the heartiest and most extended. The latter have sailed a fair course and at the present writing seem to have a better chance to race America's literary splendor than the distinguished Sir Thomas Lipton has to carry off America's yachting prize. Incidentally, Sir Thomas is a heavy advertiser and his presence is missed in any international gathering of advertisers.

There always has been a deal of good natured rivalry among American cities seeking the annual ad club convention. Contestants have met on several occasions and every time one or more of the cities have controlled the prize. Many express admiration of the courage of the Britons in selecting the city of London as the spot to lead the association bodily across the water. Only the final ballot of all the advertising clubs, both big and little, throughout the country, will determine if our visitors are to succeed.

With a membership so wide territorially, it is only natural that many advertising men, who have closely clung to the association for the inspiration and valuable exchanges of these conventions, will hesitate to applaud the efforts to take those important American assemblages across the ocean to London. This reluctance is hardly any other than a disinclination to forfeit the advantages which accrue from these meetings in America, for not all these members will be able to find the time to leave their respective cities to undertake a junket or a journey abroad.

The Londoners claim to have the international trade present, but they ought not to take for granted the apparent acquiescence of our ad club delegates, for some have been known to conceal their intentions. They have been known even to stampeade a convention. Politics play a weighty part in selecting convention sites and southern advertising men are notoriously good poker players.

PRESS PRIVILEGE SCORNS BLIND JUSTICE.

American jurists have yet to learn that independence of the press, if need be, stand even above the power of the temple of justice. Newspapers men are rightfully jealous of the protection of their calling and they have not hesitated to assert their right to edit their copy submitted to them without control of the paper.

The latest addition to the roll of honor are the three staff members of the Birmingham, Ala., Post who saved twenty-four-hour sentences for contempt of court. Their crime was that they followed the tradition to which every newspaperman is heir.

To have followed any other course would have been to yield to the temptation of disloyalty to their profession, contempt of the dignity of the publication and the right of publishing. The sentences meted out to these three loyal members of the Fourth Estate are but additional proof that real freedom, if it exists, is preserved.

SCHOOLS OF JOURNALISM MAKING GOOD.

The nation's leading schools of journalism, one in Missouri and the other in New York, had celebration this week. In a few short years noted institutions have altered the average newspaperman's conception of the unpatented power of the publishers of America back to a movement to plant trees, we have no fear of the result. Ohio, for instance, has nearly three million acres of natural forest land, not cultivated and there is enough forest land north of Erie and east of the Mississippi to provide us with such material our country needs if it will but plant some timbers. Again, heavy users of news print help themselves out of a constantly shrinking supply of newsprint by planting trees which can supply growing eyes needed now to supply a demand which is getting more pressing all the time.

FOOD ADVERTISING HEADED HOME.

Owen Moon, Jr., business manager of the Trenton Times, is credited by many newspaper owners with carrying on one of the noticeably more efficient advertising campaigns in the country. By a good wedge into this national advertising, he has shown the way, and other newspapers have taken up the cue and are working in the same general direction.

Close observance of these steps forward made by progressive newspaper owners, or any other national institutions, will now for the good reason that the trend of national advertising toward cleanliness is the keynote of the campaign, because day by day in everlasting strides, newspaper advertising has proven its case often and Mr. Moon's campaign only lends emphasis to what advertisers know but which not all practice.

NOTE AND COMMENT.

Women have started a national campaign for "cleaner" newspapers. and many of the large dailies have approved the idea, two in Los Angeles agreeing to cut sensational headlines. However, one paper while approving the attempt to reduce sensationalism, points out the unfortunate fact that thousands of people demand scandal and sensationalism, and that newspapers are maintained on a high standard lose out in favor of the "cleaner" paper.

There is, in other words, a real risk in educating the public to desire a "cleaner" paper. The language to which it is accustomed will be any better than the average public sentiment.

May 26, 1923

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS

Issued EVERY SATURDAY, by The Fourth Estate Publishing Company, Ernest F. Birmingham, President and Treasurer; Fred J. Runde, Vice-President; M. C. Birmingham, Secretary; 232 West 59th Street, New York City.

Subscription: FOUR DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, Cuba, Alaska, the Philippines and Mexico. Postage extra: Canada, $1.00 per year, $3.00 per quarter. Remittances must be made payable to the Postal Union, $1.

Advertisements should be received as early in the week as possible to insure position on page 1.

Advertising Rates: 50 cents a line, measure, single copy, see Special Editions 25 cents.

Discounts for consecutive insertions, as follows: 25 cents per cent for two, 20 cents per cent for three, 15 cents per cent for five, 10 cents per cent for 10, 5 cents per cent for 20.

OFFICES AND PRINTING HOUSE

232 West 59th Street, Columbus Circle.
NEW YORK
Phones: CIRcle0200, 0201, 0202. ERNEST F. BIRMINGHAM, Publisher

CHICAGO: S37 Marquette Building, William S. Grathwohl, Representative. Phone: 6490 Central.

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STAFF CHANGES.

Ed. Sullivan, who wrote the stories of "New York Every Day" which ran in the New York Herald for many months, has become supervisor of public relations of the Chicago Motorbus Company.

Max Ekenst, representative of the Canadian Pacific Railway is on his way to China, Japan and the Philippines. He will write a series of Sunday feature travel stories and shorter news articles and interview prominent personalities in the Orient for a score or more of the leading American and Canadian newspapers.

James Schermerhorn, Jr., son of the former president and general manager of the Detroit Times, has been appointed secretary of the department of health at Detroit. He will assume office June 1.

Milton E. Marcuse, president of the Beford Pulp and Paper Company of Richmond, Va., has been elected vice-president of the American Writing Company.

Ralph F. Hiroch, advertising manager of the Columbus Ohio State Journal, and president of the Columbus Automobile Club, has been elected treasurer of the Ohio State Automobile Association.

Maynard Conklin, advertising manager of the New York Times, is convalescing following a serious operation.

William Martin, formerly with the Pittsburg Gazette Times and the New York Sun, and now vice-president of the Mastercraft Products, Syracuse, N. Y., was a visitor in New York this week.

WOMAN SECRETARY COMING FROM AD CONVENTION.

Miss Kathleen MacLachlan, personal secretary to W. S. Crawford, well-known British advertising representative, is coming to America as secretary to the delegation of British businessmen who are visiting at Atlantic City.

On her last visit to this country, Miss MacLachlan was made honorable member of the Women's Advertising Club of Chicago.

Miss MacLachlan contributed much to the success of the advertising exhibition of 1920. Shereadable specimen of the modern type of business woman.

MISS KATHLEEN MACLACHLAN.

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HEALTHY OUTLOOK FOR NATIONAL ADVERTISERS.

CANADA, RAPIDLY JUMPING TO PULP PRODUCER, CONSIDERS TAX ON WOOD FOR AMERICAN MILLS. SOLUTION DEPENDS UPON PROTECTING OUR PULP.

That the permanency of the paper industry in the United States is largely dependent upon the protection of our nation's forests was a warning note sounded by Dr. Hugh P. Baker, technical advisor, to the executive secretary of the American Paper and Pulp Association, speaking to the public at the Pulp Association of the Paper Industry in Cleveland last Monday.

"Canada is destined to control the industry on this continent, and is already so nearly in control of the northern region of the industry that there is talk among our friends across the border of an export duty upon新闻," said Dr. Baker.

"Canada is a foreign nation, though we speak the same tongue, and we must first of all look to the permanency of the paper industry within our own borders. The solution of this question is entirely dependent upon our protection of our forests." Dr. Baker's talk.

"Undoubtedly, the paper industry of the United States faces an increase in the cost of pulp wood now being imported from Canada, through the proposal now being considered in Congress to impose a lion dollar tax upon all pulp wood imported to United States mills." Within a year or two Canada will be producing more newsprint than can be handled at home, and it is extremely likely within the bounds of probability, he stated, to look forward to an export tax upon Canadian newsprint as soon as Canada feels that she has that phase of the industry on this continent well within her control.

IOWA NEWSPAPERS COMBINE.

The Indianola Record, edited by Don L. Berry, and the Advocate-Tribune, of which Clinton L. Price, is editor, have combined to form a newspaper. The Advocate-Tribune will be published on Tuesdays and the Record on Thursdays.

EDICTORS URGE RATE BILLS.

A strong appeal for favorable legislative action on five bills has been made by editors and publishers of New York metropolitan papers. The Consolidated Edison Co. of New York is a party to the bills. The Consolidated Edison Co. is a party to the bills. The Consolidated Edison Co. is a party to the bills. The Consolidated Edison Co. is a party to the bills. The Consolidated Edison Co. is a party to the bills. The Consolidated Edison Co. is a party to the bills. The Consolidated Edison Co. is a party to the bills. The Consolidated Edison Co. is a party to the bills.

FAIRCHILD NEWS SERVICE

WORLD-WIDE NEWS SERVICE

J. J. BOSDAN

15 Schoo! Street Boston, Mass.

America's Best Magazine Pages

Weekly News Service

Complete your business page with the latest developments in the textile and allied industries.
MORE BUSINESS IS URGE OF LONDON INVITATION.

INTERCHANGE OF THOUGHTS AND IDEAS WILL ESTABLISH BETTER UNDERSTANDING BETWEEN BUSINESS MEN OF BOTH COUNTRIES, SAYS BRITISH SECRETARY.

Since it became known that an invitation had been extended to London to attend the Atlantic City convention of the Associated Advertising Clubs of the World in June, many American advertising men have asked why it should be London.

The answer is simple, as viewed by C. Harold Vernon, secretary of the Thirty Club of London, for the Thirty Club of London has issued the invitation to hold the 1924 convention.

Advertising plays a very important part in international relationships. An interchange of thoughts and ideas between such organizations as the Thirty Club of London and the Thirty Club of America is of considerable interest.

The problems of distribution, as affected by local conditions in different parts of the world, would be considered, and useful information would be exchanged on this important subject.

Questions of store advertising, multiple advertising, and advertising by trade organizations are other subjects on which information could be exchanged with great benefit to both countries.

BURLEIGH IN NEW ART POSITION.

J. Kelley Burleigh, who was with Postum Cereal Company for five years and recently with Universal Pictures Corporation, has been appointed art executive for Edward Kramer, Art-Engraving Printing.

DO YOU NEED A

General Manager
Business Manager
Advertising Manager
Circulation Manager
Managing Editor
City Editor
Reporter
Web-Pressman

THE FOURTH ESTATE

URGE OF LONDON

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BRITISH SECRETARY.

BETTER UNDERSTANDING BE

The problem of distribution, as affected by local conditions in different parts of the world, would be considered, and useful information would be exchanged on this important subject.

The invitation to hold the convention in London, such as is contemplated, will not only bring American and British manufacturers into personal contact, but delegates will be invited from the principal manufacturers in many of the smaller countries, Australia, South Africa, India, China and Japan.

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Questions of store advertising, multiple advertising, and advertising by trade organizations are other subjects on which information could be exchanged with great benefit to both countries.

The invitation to hold the convention in London has the enthusiastic support of all the principal advertising groups, newspaper Societies and Associations. At the present time the Thirty Club of London, the only British club affiliated with the Associated Advertising Clubs of the World, but it is expected that the convention will take place a very large number of other clubs and associations will apply for affiliations. Already the Association of British Advertising Agents has taken the initiative; it is anticipated that before long all the organizations already referred to will apply for affiliations.

The Forty Club of New York is going to sponsor a new section of the Forty Club, and the Forty Club of London has already been invited to join the Forty Club of New York.

Interchange of thoughts and ideas between such organizations as the Thirty Club of London and the Thirty Club of America is of considerable interest.

The political situation in the world will also be discussed, and useful information will be exchanged on this important subject.

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HELP WANTED

Mechanical Superintendent

Wanted—A good mechanical superintendent for newspaper plant. Must have a thorough, practical knowledge of all mechanical departments of a daily newspaper. Know how to get and maintain a high standard of printing and production, as well as to handle men. Permanent position to one who can furnish satisfactory references. State full particulars as to experience and give references with reply. J. M. Riegel, care Dispatch, St. Paul, Minn.

Business Manager

Country newspaper desires business manager who can take charge of entire plant during owner's absence. Must be able to plan and carry out policies. Married man and one who has had previous knowledge in conducting small newspaper preferred. State salary, former connections, etc. Address Box 6016, care The Fourth Estate.

Composing Room Foreman

Evening newspaper not far from New York seeks working foreman for composing room. Permanent position for right party. Excellent working conditions. Write at once giving full particulars. References required. Address Box 6000, care The Fourth Estate.

Contest Field Representative

High-class thoroughly experienced Newspaper Contest Field Representative for Summer Campaign. Give full particulars in reply. Best of references needed. Address Box 6018, care The Fourth Estate.

Young Man Wanted

who has either run a contest on Foreign Newspaper or worked getting subscriptions, one who speaks foreign language with good reference preferred. Address Box 6019, care The Fourth Estate.

Correspondents

Publication covering the field of journalism wants correspondents in several large cities. Liberal terms made to right representatives. Write qualifications fully and state age and present connection. Address Box 6013, care The Fourth Estate.

Extra Good Opening

For a man 21 to 40 years old, who has experience in conducting weekly or daily newspaper contest. Must furnish A-J reference. Write Box 6009, care The Fourth Estate.

HELP WANTED

Energetic Advertising Manager

In southern city of 75,000 population newspaper second in circulation but with ambition and prospects of developing into dominant leader in its field. Unusual opportunity to capable man seeking permanent connection where remuneration will be fully recognized in remuneration. State full particulars as to past experience and record in selling advertising and references. Address Box 8586, care The Fourth Estate.

Circulation Manager


Circulation Manager

For western evening daily in growing city of 100,000 people. Must have initiative and originality. Good opportunity for energetic executive. Write fully giving experience, references, age and salary. Address Box 6006, care The Fourth Estate.

Solicitor

A leading morning newspaper in metropolitan city desires a thoroughly experienced, result-producing road man. Must be good canvasser. Apply writing experience and references to Box 6014, care The Fourth Estate.

Staff Reporters

One of the oldest newspapers in the country wants reporters who can interview notables and assist in editorial capacity in one of the largest American cities. Address Box 6015, care The Fourth Estate.

Advertising Manager

College town, 5,000; evening daily; must be able to write copy, sell campaigns and special pages. $50 to start. NEWSJOURNAL.

Circulation Manager

One who can get results, plan campaigns and "bring in the bacon" wanted. Address Box 6019, care The Fourth Estate.

HELP WANTED

SITUATIONS WANTED

Circulation Manager

on morning daily in city of 25,000 in Middle West is seeking new position because he has reached the limit in advancement and income in present position. In 29 years old, single, a college graduate. Home in newspaper work, four years of experience, hard worker, steady, reliable, conscientious, not afraid to work overtime to increase business. The success which has been attained can be determined in recommendations he will furnish from merchants from whom he is security binding now. He prefers excellent salary, but desires a position in large city as advertising manager, copy-writer, or solicitor—one which offers opportunity. Address Box 8506, care The Fourth Estate.

General Manager

Successful executive of a leading daily, qualified by years of practical experience in all departments, is open to employment as general manager—publisher of daily newspaper. Must have more than 16 years experience; understands the business thoroughly. Can operate departments in general, along economical and efficient lines. Highest credentials. Address Box 6310, care The Fourth Estate.

Foreman

In a plant with lineotype and web press equipment by man ambitious to connect with "the first paper in its field." He has had a wide range of experience on large and busy papers and has no delusions as to what it means to go to press at the same hour each day. You will want to feel safe about the composing room end of it. Let's talk it over Union. Address P. O. Box 909, Ann Arbor, Mich.

Deskman

Thorough desk man, 34, familiar with make-up, now to large city desk. wishes change of job. Address H. W. Smith, 87 Macalester Ave., St. Paul, Minn.

Newspaper Man

Capable—University graduate—age 27—can handle desk, rewrite or reporting—Four years metropolitan experience. Knows New England. Address Box 6005, care The Fourth Estate.

Circulation Manager

with 13 years experience from carrier up has splendid recommenda- tion to all distribution systems; good organizer and promoter. Wants to connect with paper of more than 10,000 circulation; large salary not essential as opportunity for advancement. No contract de- aires. References of highest order. 39 years old, married. Answerst to Mr. A. Rowland, 8000 E. Kingsbridge Avenue, Bronx, N. Y.

Editor or Assistant

Trade publication or house organ. Reporting and copy desk experience. Young, college graduate, N. Y. territory. Address Box 8397, care The Fourth Estate.

Circulation Manager

with 15 years experience from carrier up has splendid record. Stands all distribution systems; good organizer and promoter. Wants to connect with paper of more than 10,000 circulation; large salary not essential as opportunity for advancement. No contract desired. References of highest order. 39 years old, married. Answers to Mr. A. Rowland, 8000 E. Kingsbridge Avenue, Bronx, N. Y.

SITUATION WANTED

Circulation Manager

Seeks Change

An efficient, energetic, enthusiastic, tactful circulation manager, 88 years old, has 15 years experience working in every phase and aspect the circulation work, from carrier boy to circulation manager on papers from 2,000 to 80,000 circulation, seeks change. Has address 700 new subscribers and doubled cash receipts, without use of voting contests, in past two years. Hopes in present position. Best of references from past employers. Salary $40 to start, more as I earn it. Good reason for desiring change. Address Box 5394, care The Fourth Estate.

Advertising Manager

with constructive daily and Sunday newspaper building experience on both small and metropolitan dailies. Has demonstrated my executive ability in putting over hard propositions, a good organizer and can get the most out of the advertisement. Sixteen years experience. My record of results fits me for any proposition that requires ability hard work and initiative. At present advertising manager of best paper in one of the largest cities. Married. Young. Want permanent connection. Let me know the details. Address Box 5878, care The Fourth Estate.

Reporters

Newspaper of national distinction with a generation of achievement in its field wants reporters, preferably graduates of the Fulfiller or Columbia Schools of Journalism. Daily reportorial experience under editors of experience. Address Box 6014, care The Fourth Estate.

Business Builder

All-around, clean-cut, aggressive newspaper man seeking position to take effect June 1st to look after the advertising end of lively daily. State the proposition in the letter, morning and evening papers, whether salary or per cent, will pay. Address J. George Foulk, General Delivery, Chicago, Ill.

Desk Man

A desk man of more than or- dinary ability wants position. Many years experience. Good writer and will work. Address Box 5404, care The Fourth Estate.

Advertising Manager

Who knows the game from A to Z wants to make change to paper where there is a real future. Should you need a live wire, here's your man. Address Box 5878, care The Fourth Estate.

Circulation Manager

Age 81, ten years experience, newspaper man seeks position, a producer, reference. Address Box 5409, care The Fourth Estate.
May 26, 1923

The Fourth Estate

Situations Wanted

Where Is This Publisher?

I am looking for the publisher of a newspaper in a medium sized city who will value the efforts of a real go getter. I have been the advertising manager of one of Chicago's largest papers, also Boston, and Richmond, Va. My early commercial life took me all over the country giving me a real opportunity to study men and conditions. I am an aggressive salesman who makes friends, know how to do copy that freely, plan campaigns while acting as an inspiration and pace maker to the whole staff, encouraging them to their best at all times. My sales talks are original, logical and effective. I enjoy winning for the pleasure and satisfaction it affords me. If there is a publisher in the country who can use a man of my experience and ability I would be very much appreciative of the pleasure of meeting him. I have been earning more than $1,000 per month for 16 months. I am free to go with the right publisher. Address Box 6008, care The Fourth Estate.

Advertising or Circulation Manager

Systematic, thorough, with successful experience in various kinds and sizes of territories, wants position of responsibility with good newspapers, with or without commission. Knows circulation and advertising as worker, salesman and executive. Would be valuable assistant to publisher or manager. Prefer medium or large city. What do you want done? Address Box 6008, care The Fourth Estate.

A Real Circulation Manager

available after June 1st.

"Big city" experience. A record of success. An expert on promotion of new circulation. Highest possible references from each publisher served during the past 15 years.

A BIG MAN FOR A BIG TASK.

Where opportunity exists for persistent, constructive and solid circulation building with adequate revenue return.

Advertising Manager—Position Wanted

I have been in newspaper advertising work since I was eighteen and through all the business departments up to Advertising Manager. Left the newspaper field two years ago to enter another line. Years of practical experience in Washington, Baltimore, Pittsburgh and Philadelphia. Letters of reference speak in highest terms of past work, ability and character. No proposition too difficult to handle. Willing to go anywhere seeking real opportunity and permanent connections with big future. Married, age 41. Address Box 6406, care The Fourth Estate.

MR. PUBLISHER

If an Insurance Co. stood ready to write a policy insuring you a 25% increase in your circulation during the next 12 months wouldn't you make it your business to get a policy?

The nearest you can come to that policy is to hire me as Circulation Manager based on the increased circulation during a certain period over your present ratio of increase.

Your Circulation Department is not just a part of your paper. It will make it an important and valuable asset. The larger the city or the field the better.

Address Box 6401, care The Fourth Estate.

Situations Wanted

News & Editorial Executive

News and editorial executive, at present managing editor in city of 200,000, has excellent reason for desiring change. Sixteen years metropolitan and small city experience, the last three devoted largely to organization and reorganization work. Last connection nearly 10 years.

Energetic, constructive builder in both news and editorial departments, seasoned executive and trained developer of ideas. Will consider only afternoon or twenty-four hour proposition. In 30's. Married. Address Box 5340, care The Fourth Estate.

Classified Advertising Manager

Young married man with three years experience as Classified Manager, wants position in the middle west, preferably city of 100,000 to 200,000 population. Address Box 5402, care The Fourth Estate.

Experienced Accountant

Accountant with years of newspaper experience. Capable of handling accounts of all departments and can qualify as office manager. Address Box 5411, care The Fourth Estate.

Foreman of Daily Newspaper Plant

that has linotype and web press equipment by man ambitious to connect with "the first paper in its field." He has had a wide range of experience on large and busy papers and has no delusions as to what it means to go to press at the same hour each day. You want to feel safe about the composing room end of it. Let's talk it over. U. S. Box 609, Ann Arbor, Mich.

Newspaperman

Capable managing editor for live daily—knows new and makes up—University graduate—age 30—Address Box 5409, care The Fourth Estate.

Editor

Practical news man and editorial writer, now employed, desires change in location. Prefers city of between 200,000 and 100,000 in Ohio or neighboring state. Address G. B., care The Fourth Estate.

CARTOONIST WINS PRIZE.

Craig Fox, staff artist of the Rochester, N. Y., Democrat and Chronicle, won second prize in a country wide contest of newspaper cartoons during the week set aside to call attention to the work of the American Humane Educational Society. Mr. Fox has been with the Democrat and Chronicle for eleven years.
Used Newspaper Presses

Scott Quadruple Four Deck Presses

Prints four to thirty-two pages. Can be shipped at once.

R. Hoe quaruple press with color printing attachment. Prints from 4 to 8 pages, or 6 columns to page, sheet length 22½ inches.

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY

NEW YORK

457 BROADWAY 1441 MONADNOCK BLOCK

CANVAS OF EDITOR SHOWS OPPOSING VIEWS ON WORLD COURT.

The Institute of American Business, New York, made public this week the results of a questionnaire addressed to 1,000 daily and weekly newspapers dealing with various world problems. The results of the study show that the Democratic editors are in favor of having this country enter the League of Nations as soon as organized, while the Republican editors are far more inclined to accept a compromise than their Republican brethren.

The showing in favor of the permanent Court of International Justice, "in approximately the same proportion as the Harding-Hughes formula," was 150 to 150. However, the editors were willing to accept the Borah world court proposition, while 115 were opposed.

Proof Presses

Several Poco Models No. 2, bed 22½ inches; in absolutely first class operating condition. Wonderful press for proving full column galleys or large forms quickly and getting clean, clear proofs. Wish to sell immediately; price $5,000.00. Address: Box 6006, care The Fourth Estate.

For Sale

 Eight Economy chases for 8 column, 12 columns. Cost $85.00 each, will sell for $20.00 each. Also Brown folder taking 88x44 sheet. Address: Daily News, Tarrytown, New York.

Twenty-seven students in the University of Oklahoma school of journalism at Norman, are contributing to the student newspaper. The students have had at least one year's training in the school of journalism and seven on the list have had two or three years' work.

Dr. John H. Finley, associate editor of the New York Times, sailed last week for Scandinavia, where he will give a series of talks under the direction of the Scandinavian-American Foundation.

The problem of covering the Canadian Field is answered by obtaining the service of the Press Clipping Bureau, founded in 1912. It covers every foot of Canada and Newfoundland.

At your service, THE IMPROVEMENT BULLETIN, 59 Park Place, New York City.

The CAPITOL PRESS PECIA, ILL.

(Established 1912.)

CHARLES HEMSTREET

PRESS CLIPPINGS

59 Park Place, NEW YORK

The problem of covering the Canadian Field is answered by obtaining the service of the Press Clipping Bureau, Seattle, Wash.
The only journal outside of the United States published in the interest of newspaper men.

THE 40 Pages Weekly
NEWSPAPER WORLD
(Established 1898)

Annual U.S. Postal Subscription $5
Specimen Copy Sent Free
Address: 14 CROSS STREET FINSBURY, LONDON, ENGLAND


"A Local Church Advertising Conference," Norman M. Parrott, secretary-treasurer, Advertising Club of Baltimore.
"The Chicago Advertising Conference," Dr. J. T. B. Smith, chairman, committee on reservations and advance, Methodist Episcopal Church, Chicago.
"Selling Cooperation from Advertising Experts," John Clyde Oswald, publisher, American Printer, New York.
"How Newspapers are Helping Churches," Herbert H. Smith, associate director, publicity department of the Presbyterian Church, Philadelphia.

FINANCIAL ADVERTISERS ASSOCIATION
Tuesday Morning—June 5.

ENTERTAINMENT FOR CONVENTION DELEGATES.
Tuesday Evening at 8:30—Steepleschase Pier Party. Wednesday Noon at 12:45—Lions Luncheon for visiting Lions, at Breakers. Thursday Morning—The Poor Richard Club of Philadelphia will entertain the convention at the Ambassador and on the Beach opposite the Ambassador. Thursday Noon at 12:00—Kiwiana luncheon for visiting Kiwanians, at La Victoire, opposite Steel Pier.

ENTERTAINMENT FOR VISITING LADIES.
Monday Afternoon at 5:00—Yachting party, Inlet. Monday Afternoon at 4:30—Reception at Haddon Hall, Tuesday Afternoon at 4:30—High Pressure Demonstration at 6:00—Exhibition by U.S. Coast Guard. At 5:00—Drill by the Atlantic City Beach Guards.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES
Marlborough-Blenheim Hotel, Corner of 5th St. and West Solarium.
Tuesday Morning—June 5.
Roy S. Durstine, presiding.

ROUND TABLE DISCUSSION.
Christian F. Reisner, presiding.

Tuesday Afternoon—June 5.
"Looking At Industrial Copy and Its Audience," Harry T. Jones, director, Miller Freeman Publications, N. Y.
"What Can Mass Media Do for the Industrial Advertiser?" A. W. Erickson.

The Circulation of THE NEW YORK EVENING MAIL
Represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

Kenneth Groesbeck, president, Groesbeck, Hearn & Hinkle, New York. The following will give their experiences with mass media in the advertising and sale of their products:

A. W. ERICKSON.
R. M. Nicholson, advertising manager, United Alloy Steel Corporation, Canton, Ohio.
S. M. Pichemeier, manager, publicity department, Trustone Steel Company, Detroit.
K. H. Bronson, advertising manager, Square D Company, Detroit.
H. V. Jamison, advertising manager, American Sheet & Tin Plate Company, Pittsburgh.

"Simplification in Industry and Its Relation to Industrial Advertising and Sales." 

(Continued on Twenty-seventh Page)
The impressive lead maintained by The News in local, foreign and classified lineage year after year is possible only because of proved results to the advertiser.

The Indianapolis NEWS

Frank T. Carroll, Advertising Manager
New York: Don A. Carroll, 110 Nassau St.
Chicago: J. E. Lutz, The Tower Building

THE FOURTH ESTATE

May 26, 1923

The impressive lead maintained by The News in local, foreign and classified lineage year after year is possible only because of proved results to the advertiser.

The Indianapolis NEWS

Frank T. Carroll, Advertising Manager
New York: Don A. Carroll, 110 Nassau St.
Chicago: J. E. Lutz, The Tower Building

New York American

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York morning paper.

First in OHIO!

The Columbus Dispatch

C. E. Austin and Richard E. Tucker have been added to the staff of Hoops Advertising Company, Chicago.

The Bureau of Protective Analysis of Chicago, has placed in charge of its plan and advertising service department John G. Bradley, who was service department. Mr. Bradley was formerly manager of the Capers Publications, and more recently in the service department of Erwin, Wasey & Co., Chicago.

Mance G. Husbands, previously with the Homer McKee Company, Indianapolis, and the Chicago Tribune, has joined the copy and service department of the General Advertising Company, Indianapolis.

The Bureau of Protective Analysis of Chicago, has placed their advertising service in the hands of the Gandys Advertising Company, Wrigley Building.

Miss Lillian Larrimore, formerly with the New York advertising department of Sunset, San Francisco, has become manager of Stowell & Simsbaugh, Los Angeles.

H. C. Briney, formerly for over ten years with the George Batten Company, has become copy chief of the Chicago office of the Ferris-Hanley Advertising Company.

The Boston American

Is showing two gratifying results of its three-cent price:
It has the Largest Circulation in New England at that price.
It is taking on a Higher Grade of Advertising every month.

QUALITY AND QUANTITY Go Hand in Hand.

LARGEST MORNING CIRCULATION in the Nation's Capital

THE WASHINGTON POST

DAILY 8 to SUNDAY 6c

Represented by Paul Bloch, Inc.
New York Chicago Boston Detroit

BURLINGTON, LEADING CITY OF VERMONT

Cover it comprehensively through the NEWS of every evening.

BRYANT, GRIFFITH & BRUNSON
Spec. Reps., New York, Chicago, Boston

AGENCY GROWTH REFLECTS SPACE INCREASE.

MACMANUS INCORPORATED:
INCREASES STAFF TO 61 MEMBERS AND COMPLETE ADDITION TO ITS DETROIT BUILDING—LAST SIX MONTHS BROUGHT BIG CHANGE.

The tremendous importance being placed on newspaper advertising today as an aid to sales is strikingly evidenced in the growth of MacManus Incorporated, nationally known advertising agency, which last week completed a large addition to its building in Detroit. So great has been the organization's expansion during the last few years that the enlarged building which it was believed six months ago was sufficient to care for its requirements for some time to come, is already entirely occupied.

The rapid growth of the MacManus organization is equal to that founded in 1916 by Theodore F. MacManus, is shown by the fact that seven years ago the staff comprised fourteen persons. Today there are sixty-one, and many of those officers have large interests in and around New York City, a branch office is maintained here.

Incidents in the life of the man who has guided the organization throughout its tremendous growth are especially interesting, as he has twice refused an annual increase in salary to the extent of six figures. Five years ago he was offered such a raise if he would divide account with other Detroit and Chicago. He refused it. Three years ago he was offered another increase in salary with a three-year contract for handling one advertising account. He also declined that because it involved giving up a smaller account. Two years ago he was offered to be released from a large contract which still had two years to run in order to handle a smaller account and continue his business association of years' standing. He was released and again accepted less than a year before to do the work he wanted to do.

BUCK IN NEW FIELD.

Ainsworth Buck, formerly with the New York Tribune, has joined the advertising staff of the International Studio, New York.
CINCY ENQUIRER

THE CINCINNATI ENQUIRER

THE CINCINNATI COMMUNITY

THE CINCY ENQUIRER is the MEDIUM YOU SHOULD USE in this UNPARALLELED MARKET.

Foreign Representative: I. A. KLEIN
50 East 42nd St., New York

544 Fort Dearborn Bank Bldg., Chicago

New Jersey's Famous Manufacturing City

PATERNSON PRESS GUARDIAN

G. LOGAN PAYNE COMPANY
Chicago, St. Louis, Detroit, Los Angeles
PAYNE, BURNS & SMITH
New York and Boston

PUBLIC UTILITIES ADVERTISING ASSOCIATION

St. Charles Hotel, Auditorium
Tuesday Morning, June 5
Bernard J. Mullane, president.
Announcements and Appointment of Committee.

Grover C. Maxwell, former secretary, Ohio Public Service Commission, Columbus, Ohio.

ASSOCIATION OF NEWSPAPER CLASSIFIED ADVERTISING MANAGERS

Veranda of the Breakers Hotel
Tuesday Morning, June 5

Question Box.
Subject: "More Advertisements: How to Get More Advertisements Through Premiums and Novelties," Paper by J. M. Campbell, Des Moines Tribune, chairman, followed by round-table discussion on problems of evening paper advertising (b) for representatives of newspapers of less than 50,000 circulation.

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It Pays to Advertise in the

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

EACH ISSUE
OVER 200,000 CIRCULATION

In Every Trade Territory—
One Newspaper Must Lead
To the paper which best serves its readers and its advertisers, naturally goes this leadership.

In Houston and South Texas this distinction is held by the

Houston Chronicle
Texas' Greatest Newspaper

M. E. FOSTER, Publisher

STEVENS & WALLIS, Los Angeles—Sending out orders for Pioner Paper Co., Los Angeles. Reported will use Pacific Coast newspapers for Samson Tire & Rubber Corp., Compton, Cal.

RUTHRAUFF & RYAN, N. Y.—Making contracts with Western newspapers for Domino House Complexion Clay, Phila.

SEAMAN, 470 4th, N. Y.—Will shortly place orders with newspapers for Kellogg Co., 146 Seneca st., Buffalo.

SHERMAN & LEBAIR, N. Y.—Making contracts with newspapers for B.V.D. Co. (underwear), 350 Broadway, N. Y.

SMITH, Kansas City, Mo.—Placing orders for Ad for World's Fair, etc.,
A prosperous NEW JERSEY Evening TIMES territory completely covered by the Evening TIMES

The New York Times is Read

In every State of the United States

In 2,107 of the 3,007 counties

In 8,000 cities, towns and communities of the United States

In all United States possessions

In 11 of the 12 Provinces of Canada

In 87 Foreign Countries.

EXCELLENT RESULT

obtained with tryout copy in the PLAINFIELD, N. J.

Courier-News

Member Audit Bureau of Circulations and United Press.

Alcorn-Seymour Co., Representations

New York, Chicago and St. Louis.

PEORIA ILLINOIS JOURNAL (EVENING) and

TRANSCRIPT (MORNING)

Sold in combination at rates making these papers the best advertising buy in their field. H. M. PHELPS, Proprietor.

CHAS. H. EDDY CO., Inc.

National Advertising Representatives

New York Boston Chicago

"BETTER BAKING" WEEK PAYS OFF IN TEXAS DAILY.

The Corsicana, Texas, Daily Sun recently successfully conducted a "Better Baking" week. The Y.M.C.A. and other groups, under the direction of the advertising manager, conducted a "Better Baking" week which was very successful. The newspaper featured the event and the results were very favorable.

W. N. PHILIPS Elected Head of Representatives Club

At a meeting of the Representatives Club in New York last Monday, W. N. Philips, American Review, was elected president, to succeed C. S. Kimberly of the Literary Digest as president.

Raymond Bowen, Nation's Business, was elected vice-president; Walter L. Pierson, McCall's, second vice-president; J. W. Bedell, Town and Country, treasurer; N. B. Burroughs, Scribner's Magazine, secretary.

The directors are: George L. Alpers, Metropolis Magazine; A. C. deC. Carey, International Studio; C. W. Fuller, Photoplay; C. S. Plummer Jr., The Literary Digest; C. Huntley, Heards Internationals; R. Harkness, the Mentor; and Euph Weadon, Butterick Publishing Company.

LOS ANGELES, CALIF.

Gained 20,347 Daily Average Circulation.


IT COVERS THE FIELD COMPLETELY.

Read.

G. Logan Payne Co., 401 Tower Bldg., Chicago.
THE BUFFALO TERRITORY OFFERS BIG POSSIBILITIES TO NATIONAL ADVERTISERS

Twelfth American City and second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A.B.C net paid $105,958,80% of English-speaking homes.

THE BUFFALO EVENING NEWS

Edward H. Butler, Editor & Publisher

KELLY-SMITH COMPANY, Reprints
Marbridge Bldg.
Lytton Bldg.
New York
Chicago

WRITER OF POKER STORIES, FIFTY YEARS IN HARVARD. DIES IN NEW YORK.

David A. Curtis, known to his friends as “Davy,” for his poker stories, many of which were published in Sunday issues of the New York Daily Graphic in 1895, died Wednesday in his seventy-seventh year. He was 89 years old when he died, his friends found, and he had been a writer for the newspapers, and he then remarked that he hoped the world would live a quarter of a century longer. But he showed symptoms of failing; a few days ago and he was advised to go to a hospital.

The previous day he became somewhat gloomy about the outlook, sensing that he had a hunch he was going to die shortly. Mr. Curtis was a picturesque person, always wearing a brimmed sombrero-suggestive hat that added to his height, which was close to six feet. He had been reporter, editor, correspondent and writer for newspapers in New York since 1873. For many years he was a reporter for the New York Herald.

When not reporting or writing plain facts for the dailies he was indulging his passion for creating fiction. His job of a year, from 1892 to 1893, as city librarian did not prevent him from writing a good novel. Mr. Curtis was born in Norwich, Ct., on October 19, 1846. A large gathering of newspaper men attended the funeral services which were held yesterday afternoon.

OBITUARY NOTES

ALBERT C. FOUGNER, 83 years old, father of G. Selmer Fougner, New York newspaperman and publicity director, died Thursday, at his home in Brattleboro, Vt.

FRANKLIN H. GASSAWAY, widely known as a poet and newspaperman, died suddenly Monday at Oakland, Cal. For the last thirty-three years Mr. Gassaway has been connected with The Cincinnati Enquirer. He was born in Maryland, going to San Francisco from Washington, in 1880, as a special representative of the United States Mint.

THE NEW YORK EVENING JOURNAL

has the largest circulation of any newspaper in America.

The best advertising medium in Southwestern Texas. Has 50% more paid circulation into the Homes of San Antonio than the second paper, and five times as much as the third. VERREE & CONKLIN, New York, Detroit, Chicago, San Francisco

THE SYRACUSE POST-STANDARD


NEW ENGLAND PUBLISHERS ADOPT RESOLUTIONS ON SECOND-CLASS POSTAGE.

Fredric W. Hume, secretary of the National Publishing Association, in an address before the New England Daily Newspaper Association at its annual meeting in Providence, has been made and the plans that are being considered in order to obtain a reduction of second-class postal rates for newspapers and periodicals.

“The work thus far done has been so effective that it is believed a number of congressmen on record as to their attitudes,” Mr. Hume said. “While there are a few stubborn congressmen who have served on the post office committees for years, who are still of the belief that the second-class postal rates are too high, yet it is realized that the method is impractical, and it is only reasonable to suppose that through a little personal solicitation and persuasion they can be induced to see that our request is justified.

“We intend to carry out during the coming Congress a program that has already been outlined, and when you receive requests from Washington of the-A. A. C. W. and the plan that is being considered in order to obtain a reduction of second-class postal rates for newspapers and periodicals.

HERBERT L. BRIDGMAN,
Newspaperman and Arctic explorer, and Frank O. Lowden, former governor of Illinois, were guests at the weekly luncheon of the Advertising Club of Chicago recently. Mr. Bridgman is an executive of the American Newspaper Publishers Association and was formerly chairman of the New York Publishing Association. He was in command of the Peary auxiliary expeditions in 1889 and 1901.

NEW ENGLAND AD MEN GOING BY SPECIAL TRAIN.

A special train will leave Boston, Saturday night, June 2, with 125 delegates from Boston and Providence for the A.A.C.W. convention at Atlantic City. The organizations will be headed by Chester I. Campbell, president of the Pilgrim Publicity Association, and W. B. Burguen, chief clerk of the Providence Town Crier. The train is due at Atlantic City Sunday morning at 10 o'clock. Headquarters of the delegation will be at the Chalfonte hotel.

500 NEW YORK DELEGATES.

The Advertising Club of New York expects to send a delegation of 500 or more to the A.A.C.W. convention at Atlantic City. They have reservations at the Traymore. Herman G. Halsted, treasurer of the club, is chairman of the On-to-Atlantic City committee.

RE-ELECTED PRESIDENT.

The Advertising Club of New York, with 500 delegates, was re-elected president. The Associated Advertising Clubs, with 100 delegates, was re-elected president of the Montreal, Canada, Publicity Association.

DAILY

The Daily Evening Star. 84%
2nd Newspaper. 35%
3rd Newspaper. 22%
4th Newspaper. 18%
5th Newspaper. 13%

SUNDAY

The Sunday Star. 78%
2nd Newspaper. 45%
3rd Newspaper. 27%
4th Newspaper. 18%
The Fourth Estate

May 26, 1923

THE DAY-WARHEIT
America's FOREMOST Jewish Daily
Reaches the cream of purchasing power of the Jewish element in America.
Essentially a home paper—written for and read by every member of the family.

THE DAY-WARHEIT
"The National Jewish Daily"
Member A.B.C.
Main Publication Office: 188 East Broadway NEW YORK

DALLAS EVENING JOURNAL
Published by A. H. Beto & Co.
Covers the afternoon field as completely as does the Times in the morning.

STAFFORD SENTINEL
Stamford's New and Newest Newspaper
Stamford, Conn.

Winston-Salem Sentinel
Winston-Salem, North Carolina's Largest City (U.S. Census)

WINSTON-SALEM SENTINEL
Representatives
Frost, Loomis & Kohn
New York Chicago Atlanta

H. W. Kastor & Sons
Advertising Co. ST. LOUIS
An organization of men specializing highly in the solution of advertising problems.

WINSTON-SALEM, N. C.

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WINSTON-SALEM, N. C.
THE ERICKSON COMPANY
Advertising
381 FOURTH AVENUE, NEW YORK

If you want to know about our work, watch the advertising of the following products:

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
INTERWOVEN SOCKS
GRINNELL SPRINKLERS
WELLSWORTH GLASSES
McCUTCHEON LINENS
PETER SCHUYLER CIGARS
TERRA COTTA
TARVIA
WALLACE SILVER
ENCORE PICTURES
NEW-SKIN
WESTINGHOUSE AIR SPRINGS
"QUEEN-MAKE" WASH DRESSES
BARRETT ROOFINGS

What we've done for Others we can do for You.
A Safe Advertising Guide

Department stores spend more money in daily newspapers than any other class of advertisers—and they cannot afford to waste a penny of the money thus spent.

They must get results—and they DO.

They have reduced advertising to a science and advertisers in any field may be assured that the medium in which the department stores place the greatest volume of their business has the circulation coverage and advertising coverage that makes it effective.

For many years—and today—the department stores of Chicago have placed and continue to place the greater proportion of their “must get results” in The Chicago Daily News. Here, for example, are the figures for the first four months of 1923:

<table>
<thead>
<tr>
<th>Comparison</th>
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<tr>
<td>The Daily News</td>
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<tr>
<td>The American</td>
<td>929,361</td>
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<td>The Journal</td>
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<tr>
<td>The Daily Tribune</td>
<td>547,255</td>
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<tr>
<td>The Daily Herald-Examiner</td>
<td>240,564</td>
<td></td>
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<tr>
<td>The Post</td>
<td>243,517</td>
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The Daily News excess over the next highest score, that of

The American. 1,121,300

It is evident, also, from the above figures that The Daily News carried considerably more than a third of ALL department store advertising in Chicago daily newspapers in this period, and more than twice as much as the daily newspaper having the next highest score.

It is the estimation of advertising experts, no less than the esteem of its readers, that establish and maintain The Chicago Daily News

“It Covers Chicago”

Figures supplied by the Advertising Record Co., an independent audit service maintained by all Chicago newspapers.
Ad Men of Two Continents Meet

HARRY H. CHARLES.
Harry H. Charles President of the Advertising Club of New York.

C. HAROLD VERNON.
C. Harold Vernon, honorable secretary of the Thirty Club, London and its next president.

JOHN CHESHIRE.
Honorable John Cheshire heads the British delegation of more than 100 to the convention.

LOU E. HOLLAND.
Lou E. Holland, president of the A.A.C.W. will most likely be re-elected to that exalted position.

WORLD AD CLUBS ON THE WAY TO ATLANTIC CITY

RAPID RISE NEWSPAPER ADVERTISING INTO ACCEPTED FIRST POSITION AS MEDIUM PROMISES TO DEVELOP VAST OPPORTUNITIES FOR PUBLISHERS.

Approximately 7,000 publishers, advertising men and business leaders from every section of the continent and from many foreign countries, are enroute today to Atlantic City to attend the nineteenth annual convention of the Associated Advertising Clubs of the World, which in physical size and in the scope of the convention ever recorded in the.

The many-sided program, which begins to-morrow and ends Thursday, provides for thorough discussions on every important topic in the field of advertising. Special emphasis has been laid on the outstanding value of newspaper columns in furthering the sale of national advertised products and some of the most important discussions will deal with this vital phase of sales promotion.

In arranging the program speakers of international prominence to lead the discussions were obtained by C. K. Woodbridge, president of the Dictaphone Corporation and chairman of the national program committee; W. Frank McClure, vice-president of Albert Frank & Co., and chairman of the Advertising Council of the Chicago Association of Commerce, and the various departmental chairmen who assisted in preparing the program. The prestige of the speakers, combined with the opportunities for relaxation which will be afforded delegates at the playground of the East, assures a convention which will be epoch-making.

COX BUYS ANOTHER OHIO DAILY—NOW OWNS FOUR.

James M. Cox, Democratic presidential candidate in 1920, has purchased the Canton News, from H. H. Timken and C. W. Tufford, increasing the number of newspapers owned by Mr. Cox to four. The other papers of which he is publisher are the Dayton News, Springfield News and the Miami, Fla., Metropolis, which he purchased in April.

The Canton News was established in June, 1933, and has been represented by J. P. McKinley & Son. T. A. Klein represents Mr. Cox’s Dayton, Springfield and Miami newspapers.

Keen observers of Mr. Cox’s progress in acquiring newspapers are of the opinion that he will rename the Metropolis, so that all four of his publications will be known under the title of “News.”

SECRETARY CLIFTON D. JACKSON.
Lou E. Holland will be re-elected by an unanimous vote.

Among the most important departmental meetings will be those of the National Association of Newspaper Executives and the Association of Classified Advertising managers. Selling advertisements through the telephone, the problems of both large and small newspapers, including the development of rural business, division and sales work, special classification rates and office organizations will be discussed. The value of premiums and novelties will be considered. Classified advertising and its respective advantages of morning and evening papers are among the other topics to be discussed.

FOUR A’S WILL MEET.

Another departmental meeting of unusual importance will be that of the American Association of Advertising Agencies at which Roy S. Durstine will preside. The sessions of the newly-organized Public Utilities Advertising Association, representing an industrial group with a capitalization of something like seventeen billion dollars, will stress the value of a systematic and continuous advertising program on the part of public utilities.

A few of the many important addresses which will be features of the convention are: “What the government of the United States has to (Continued on Twenty-fifth Page)
The "Big Boy" in Philadelphia

In mere weight of numbers the circulation of the Bulletin is impressive. It far over-balances the record ever attained by any daily or Sunday newspaper in the city or state.

And it is a circulation built up on a high standard of appeal. The Bulletin's policy is best expressed in its belief that primarily it is a newspaper intended for the dissemination of news — as fairly, as completely and as impartially as it can by placed before the reader.

505,098
Average Daily Circulation for six months ending March 31

New York
Dan A. Carroll
160 Nassau Street
(Copyright 1923—Bulletin Company).

Detroit
C. L. Weaver
Vesper & Cowell, Inc.
117 Lafayette Blvd.

Chicago
Vesper & Cowell, Inc.
55 East Jackson Blvd.

San Francisco
Allen Hoffmann
Vesper & Cowell, Inc.
681 Market Street

London, M. Bryans, 106 Pall Mall, S.W. 1

PARIS, Ray A. Warner, 8 rue Lamartine, (9).
The Fourth Estate June 2, 1923

THE SUN AND THE GLOBE
ARE CONSOLIDATED

OLDEST DAILY IN UNITED STATES ENDS
EXISTENCE TO-DAY—TO BE MERGED
WITH SUN WHICH OBTAINS A. P.
AND CITY NEWS FRANCHISES
—ROGERS ON TELEGRAM.

The sale of the New York Globe and Commercial Advertiser last week to Frank A. Munsey for a sum said to be $3,000,000 marks a record price for franchises in the Associated Press and the New York City News Associations, which Mr. Munsey had been trying to get for the Evening Sun since his purchase of that paper in 1916.

Since the acquisition of the Globe and Commercial Advertiser by Arthur T. Walker in 1920 through a bequest made by his employer, Edward F. Sears, the paper has been on the market. Mr. Walker said his employers had been the first opportunity to purchase it, but an offer of $2,000,000 made by Jason Rogers, publisher of the paper, was rejected as being insufficient. Since then a number of other offers were made, but the bidders were unable or unwilling to meet Mr. Walker's terms.

A special group of the New York delegates to the convention will make the trip by airplane, leaving Saturday morning from the Hudson River. The squadron probably will be of three super-hydroplanes, each carrying about ten men. This section of the delegation is in charge of Maxwell, Lakeman, secretary of the club's direct mail depart-

COMPLETE LIST OF BRITISH DELEGATION.

W. S. Crawford, W. S. Crawford, Ltd., vice-president Thirty Club, and Mrs. Crawford.
C. Harold Vernon, C. H. Vernon and Sons Ltd., secretary Thirty Club.
N. Philip Emanuel, Odhams Press, Ltd.
J. C. Akerman, the London Times.
R. Field, Frewills, Ltd.
Ivor Fraser, London Electric Railways.
Ernest Morrison, Morrison's Advertising Agency.
Horace S. Imber, Associated Newspapers and Mrs. Imber.
P. G. A. Smith, Shell-Mex.
Thomas Walley, Cochran & Co.
A. J. Greenly, Greenly's, Ltd.
L. D. Falk, D. G. J. Reymor & Co. and Mrs. Falk.
H. Dennis Bradley, Pope & Bradley.
Robert W. Hutchings, G. P. Hutchings & Co.
Sir Robert Baird, Belfast Telegraph.
Edward N. Illingworth, Belfast Telegraph.
Ernest T. Walker, Wilsey, Ltd., and Mrs. Walker.
Frederick E. Foster, E. E. Foster, Ltd., and Mrs. Foster.
C. Vernon, C. Vernon & Sons, Ltd.
B. Baxter, John Harding & Co.
Major J. C. Savage, Skewering.
Thomas McDougall, Thomas McDougall, Ltd., and Mrs. McDougall.
E. J. Robertson, London Daily Express, and Mrs. Robertson.
E. S. Agnew, Punch, and Mrs. Agnew.
Harry Clegg, Kalamanos, Ltd.
H. R. Broughton, Vickers, Ltd.
Arthur E. Turner, the Lehigh Mills Co.
Dr. J. Shoesmith, Fairy Dyes.
E. H. Morris, Lotus, Ltd.
W. O'Keefe, O'Gorman Bros.
E. D. Giradot, St. George Carriers.
G. Rosier, Regis London Post and Mercury.
Harold E. Evans, Marling & Evans.
Robert Bruce, Aberdeen Newspapers.
H. C. Derwent, the Bradford and District Newspaper Co.
Roy Clark, Advertiser's Weekly.
W. R. Webb, Old Beach Linen Company.
E. S. Stembridge, Sheffield Daily Telegraph.
W. H. Dunkly, Dunkly's, Ltd.
E. E. Futerer, Dunkley's, Ltd.
H. H. Jauncey, Independent Newspapers.
A. Taylor, J. C. Eno, Fleetwood Fritchard, Advertising and Publishing.
B. W. Rowe, Langham Artists.
H. Steavenson, Mackintosh & Sons.
Andrew Milne, Convention secretary.
J. B. Scott, Glasgow Herald.
L. E. Heinrichs, the London Times.
F. A. Derry, Cunard Steamship Co.
Robert Thornbury, Newspaper House.
S. G. Haughton, Frasher & Haughton.
Captain Allen Perris, Lea & Perris.
Major J. W. McNab, Noiseless Type writer Company.
C. A. Bates, Johnson & Riddle Co.
A. Brinckenmeyer, W. Brinckenmeyer, L. Brinckenmeyer, and F. Brinckenmeyer.
C. A. Modes.
Mrs. P. B. Parks.
E. O. Williams, consulting engineer, British Empire Exhibitions, and Mrs. Williams.
C. J. Meaker, Meakers, Ltd.
A. K. Watts, Maisie Todd, Co., and Mrs. Watts.
J. W. Kipper, Nickelodeon Electrotype Mrs. Watt.
L. C. Pearl and Miss M. Lachlan, W. S. Crawford, Ltd.
E. F. Kerg, Charles Tait & Co., Ltd.
P. V. Bradshaw, Press Art School.
R. E. Spencer, Endorcrines, Ltd.
H. M. Kelly, Kelly & Kelly.
D. H. Popper, W. Popper Co.

GOING TO THE CONVENTION

BY AIRSHIP.

A special group of the New York delegates to the convention will make the trip by airplane, leaving Saturday morning from Eighty-sixth street and the Hudson River. The squadron probably will be of three super-hydroplanes, each carrying about ten men. This section of the delegation is in charge of Maxwell, Lakeeman, secretary of the club's direct mail depart-

NEW AD MANAGER.

George Hartford has been appointed local advertising manager of the Chicago Herald and Examiner, succeeding T. L. Lenehan, who has left.
First in the First Market

In the New York trading area, the greatest market in the world—a territory in which the annual income of nine million people is $8,000,000,000, The New York Times is read by the largest group of intelligent, discriminating and responsive persons ever assembled by a newspaper.

The average net paid circulation of The Times, daily and Sunday editions, is in excess of 370,000 copies. The purchasers of the Sunday edition exceed 550,000 persons. The sale of The Times is more than the combined sale of the two other New York newspapers generally classed with The Times as to quality of circulation.

In five months of this year The New York Times printed 10,584,066 agate lines of advertising, a gain of 423,380 lines over the corresponding months of last year and 2,907,828 lines more than the second New York newspaper.

In each state of the United States; in 2107 of the total 3007 counties; in 8,000 cities, towns and communities; in all United States possessions; in 11 of the 12 provinces of Canada; in 87 foreign countries, there are readers of The New York Times.

For buying power and responsiveness, the readers of The Times are not excelled by those of any other newspaper in the world. The Times offers advertisers an unsurpassed opportunity to reach the largest possible number of purchasers in the richest and most populous center on the earth.

Of the 830 national advertisers using The New York Times, 200 make their announcements exclusively through its columns in New York territory.

Quality and volume of circulation, and advertising results considered, the advertising rates of The Times are lower than those of any other newspaper.

The New York Times

"All the News That's Fit to Print."
WELCOME to

English Advertising Men

Welcome to our country and to our homes. It is a wonderful thing for advertising men to get together, especially advertising men from various parts of the world, to impart to each other such knowledge as they may have upon the great subject of salesmanship through advertising; and it is especially a wonderful thing for so many gentlemen interested in this great subject to come all the way from England to be our guests at the Annual Convention of the Advertising Clubs of the World.

Besides imparting added knowledge to us through their experiences, they bring the English speaking countries closer together,—a friendship and a relationship which everyone welcomes most heartily.

I hope the Advertising Clubs at this Convention will accept the kind invitation which the English gentlemen have brought over, to hold the next Convention in London. I have already promised myself the great pleasure of being there in case this occurs.

Paris Style of Newspaper is Next Step

VANDERLIP, TALKING TO STUDENTS AT PULITZER SCHOOL, COMPARES PAPERS OF TODAY AND 35 YEARS AGO AND POINTS TO COMING MODELS.

Paris, having personality and enormous circulation and influence, I would like some of you men to try that here. It would take men of real ability to put it over. Few people are able to digest all the news of the world, but I believe many would enjoy reading a newspaper in which world events would be summarized and analyzed by a man of sound judgment.

FOUNDER OF BEVERIDGE PAPER COMPANY IS DEAD

Henry L. Beveridge, founder and president of the Beveridge Paper Company, died at his summer home, Chatham, Mass. He was born at Troy in 1859. After being graduated from Amherst College, he was employed in a paper mill at Lawrence, Mass. Later he was connected with the Beckett Paper Company, Hamilton, Ohio. He organized the Beveridge Paper Company in 1895, and under his management it became one of the most important plants in the industry.

TO ADVERTISE STATE.

Plans for a nation-wide advertising campaign for Minnesota will be under way June 1 with the opening of the Minneapolis publicity bureau office in the Abbey building, according to announcement of L. H. Fair-ington, president. Announcement followed appointment of Luther P. Weaver as executive secretary. More than $30,000 has been subscribed by Minneapolis businessmen for the work of the bureau.

CHICAGO TRIBUNE TO START USE OF NEW PHONES.

Early this month, probably on June 9, the Chicago Tribune will start to use its new dial telephones. Thereafter, all outside numbers will be secured by use of the automatic telephone, even though the numbers desired are not on exchanges which have been placed under the new system. House calls will be handled as in the past.

TRUTH IN NEWS MUST BE AIM OF REPORTER

Truth in the news must be the aim of every reporter, declared Arthur Sears Henning, Washington correspondent of the Chicago Tribune, before the Medill school of journalism, Northwestern University, Evanston, Ill.

"With stern self-criticism he must pass judgment on his own work, asking himself of every story, every paragraph, can he say to himself this is true? Is it true? Is it accurate? Is it just? The reporter who does that consistently will go far," Mr. Henning asserted.

Mr. Henning added that the reporter on Capitol Hill was the most interesting assignment, day and day out, on the reporterial calendar.

He challenged anyone to duplicate anywhere within the national borders such a breadth of sources as upon such a stage such a panorama of the action, ambition, motives, desires, dreams, pretensions, hopes, fears and traits of the "genius homo." The resolutions, he said, "you will see the characters of Shakespeare, Fielding, Dickens, Thackeray, Cer- vantes, Mothers, Mark Twain and Howells acting a multitude of roles in a modern drama more varied than Balzac's.

"The daily recorder of the doings of congress, senators and representa- tives is admitted behind the scenes of the nation as he was behind the scenes of the day. At the news of the day, in the opinion of the day, Mr. Vanderlip said.

The newspaper has removed the public from direct contact with the principle," he continued. "Very frequently the publicity agent gets his matter into the hands of the press associations. It is handed to rewrite men who put it into good English. Then it gets into the newspaper office and there comes under the influence of the business office. By the time it gets to the public, there is a great difference between what is and what it would have been had there been direct contact between the principle and the public.

I illustrate the influence that the publicity agent now wields, Mr. Vanderlip said, taking a prominent man who has engaged a press agent to write his obituary.

WASHINGTON UNDISCOVERED.

Mr. Vanderlip described Washington, D. C., as a city "not yet journalisti- cally discovered."

"If I were a newspaper man," he said, "I would start a little daily or weekly in Washington to tell the truth. It would be a sort of newspaper, Town Topics. The editor of such a paper might come to have as much influence as any man in the country.

"We have gone as far as we can go with the newspapers in trying to print all the news. The next departure in journalism, in my opinion, will be the little sheets, like they have in
A Great Force for International Accord

ON the eve of the Disarmament Conference, The New York Herald sent Louis Seibold to study conditions in Japan and his articles were used as basic information in drawing up the Four-Power Treaty in Washington.

John McHugh Stuart, London correspondent of The Herald, was instrumental in bringing Lloyd George and De Valera together for the settlement from which grew the Irish Free State.

In a dispatch by Francis McCullagh The New York Herald gave the world the first news of Lenin's recession from Communism.

The New York Herald startled America with the first detailed story of the trial of the Roman Catholic prelates in Moscow, the execution of Mgr. Butchkavitch and the first comprehensive uncensored analysis of conditions in Russia today.

The first complete text of the Chester Grant by Turkey was published in The New York Herald. The Herald published an exclusive story telling the part of the German industrial leader Stinnes in causing the most recent large drop in German Exchange.

The New York Herald was the pioneer among American newspapers in establishing an extensive foreign news service and continues to promote international accord by bringing to the American people accurate and temperate news of European developments, reported from all sides of every question without the tincture of nationalistic propaganda.

Such achievements make The New York Herald essential to men of large affairs, who mold public opinion, and who with their families make up the high quality newspaper circulation sought by advertisers local, national and international, who wish to reach large numbers of prosperous and intelligent people.

THE NEW YORK HERALD

280 Broadway       New York City

London: 40-43 Fleet Street

Paris: 49 Avenue de L'Opera, 38 Rue du Louvre       Berlin: Dorotheenstrasse (Hof Links)
BRITONS FETED ON ARRIVAL FOR CONVENTION.

1,500 AMERICAN PUBLISHERS, AD MEN AND BUSINESS LEADERS AT WELCOMING DINNER—ENTERTAINED BY NEW YORK—SEE BASEBALL GAME AND "FOLLIES."

Fifteen hundred prominent American publishers, advertising men and business leaders welcomed a delegation of 115 members of the Thirty Club of London and the Advertising Club of Ulster in Belfast at a dinner at the Hotel Pennsylvania, New York, last night. The delegates arrived in New York yesterday morning on the Berengaria to attend the nineteenth annual convention of the Associated Advertising Clubs of the World at Atlantic City, beginning tomorrow and ending Thursday. Incidentally, the delegation will press its invitation to hold the 1924 convention in London.

The delegation was transferred from the Berengaria to the municipal steamer Macom at Quarantine yesterday morning. It was the first time that such a large number of persons has been allowed to leave a liner before docking. The delegates were greeted on the Macom by the national reception committee, headed by Herbert S. Houston, representing the Associated Advertising Clubs of the World, and by the New York City police band. After landing at the Battery the visitors were driven to City Hall, where Mayor Hylan welcomed them. Mr. Houston was chairman of the dinner at the Hotel Pennsylvania last night. Wilson-Lawrenson was toastmaster. The Rev. Caleb R. Stetson, rector of Trinity Church, delivered the invocation. A toast "Hands Across the Sea," was responded to in behalf of America by Edwin T. Meredith, former Clubs, and on behalf of Great Britain by C. Harold Vernon, honorary secretary and president-elect of the Thirty Club of London.

Lou E. Holland of Kansas City, president of the Associated Advertising Clubs of the World, welcomed the visitors on behalf of organized advertising in America. John Chesher, president of the Thirty Club replied. Julius H. Barnes, president of the Chamber of Commerce of the United States of America, spoke on "International Business."

To-day the visitors were to be entertained and shown about New York by members of the Advertising Club of New York. The Macom is at their disposal for a trip around Manhattan Island in the morning with luncheon on board. The British delegates will see the ball game at the Yankee Stadium in the afternoon and the "Follies" at night.

(Continued on Thirteenth Page)
Where the Future of Commerce Lies

America is still young—very young. Our growth to a great manufacturing nation where distribution is on a national scale has occurred almost within the span of a generation.

But large scale production called for large scale distribution and forced the exertion of mighty efforts in order that the broad gap from one end of this country to the other might be bridged by distribution.

Advertising has been a most important factor in the effort that has made national distribution of merchandise in the United States possible.

And advertising will assist strongly in putting our international trade on the same firm, sound basis.

But not alone can we do it.

For decades past, England has pointed the way for the world in her international relations.

England has much to give us—and it is pardonable to say that the United States has something to give in return.

England can give us the benefit of generations of experience in grappling with the problems of internationalizing distribution. We, in turn, have to offer to England the benefits of our experience in running the machinery which has made possible our system of national distribution.

And it is fair to assume that the success of advertising as a factor in distribution, proven in meeting our national problem, will hold for the international one.

England and the United States, working together, may safely point the way to that worldwide distribution wherein lies the future of world trade.

J. Walter Thompson Company
Advertising

NEW YORK
244 Madison Avenue

LONDON
Bush Building, W. C. 2

CHICAGO

BOSTON

CINCINNATI

CLEVELAND

The expansion of our business in England has necessitated larger quarters. Since May 1, our offices have been at Bush Building.
How to meet the serious cost problems which confront daily papers in the small communities is one of the main themes of the two-day meeting of the Michigan League of Home Dailies last week in Grand Rapids, Mich.

The sessions were largely in the nature of round table discussions by officials of the 20 papers represented at the meeting. The chief speaker was Clifford E. Waddell of New York, income tax expert.

H. W. Musseihwite of Manistee, president of the league, expressed the opinion that advertising clubs for smaller cities are practical. The ethical problems of advertising are too complex for the smaller organization, with its limited funds and facilities for investigation, the president thought.

SUMMER MEETING IN MONROE.

The league voted to hold its summer meeting in Monroe, Mich., in July, in response to the invitation of Charles F. French, publisher of the Monroe News.

Hugh Gray of Grand Rapids, secretary of the Michigan Tourist and Resort Association, was one of the speakers at the closing session. Many newspapers of the league are the western part, circulate in territory which has, during many months of the year, a population greatly in excess of that given in census reports. The population consists largely of prosperous buyers who purchase many kinds of merchandise within the trade territory of the home dailies.

Hugh E. Scheerer of Chicago, league representative for "foreign" or outside advertising, spoke on "Figures on Foreign." A building designed from the foundation up for the specific purpose of newspaper production is to be erected at the northwest corner of Sixth and G streets. The site has been secured and plans for the building are involved.

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Professor M. M. Fogg.

Brown and Harvard Universities, going to the Nebraska department of English in 1901. For fifteen years he developed the training in journalism which served the French government conferred upon him the Palmes Academique (officer of the Academy) decoration.

The University of Nebraska's school of journalism is a coordination of the university's various activities in the field of journalism and other related activities. Its larger recognition has been urged several times by the Nebraska State Press Association.

The board of regents of the University of Nebraska's new journalism school, born a little more than a week ago, has appointed as director, Professor M. M. Fogg, professor of journalism and chairman of the department. Professor Fogg was graduated from Brown and Harvard Universities, going to the Nebraska department of English in 1901. For fifteen years he developed the training in journalism which served the French government conferred upon him the Palmes Academique (officer of the Academy) decoration.

His half-dozen years of practical newspaper experience began on the Asbury Park, N. J., Daily Press. He was special correspondent for various metropolitan newspapers, including the New York Sun, New York Evening Sun, New York Post and the Boston Transcript.

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We'd Like to Know You Better!

INDIANAPOLIS, INDIANA, people buy British-made hats, men's clothing, smokers' pipes, golf clubs, luggage, cutlery, toilet articles, porcelain and earthenware, and textiles and lace of course. When they go to sea, many of them travel in British ships. Indiana firms carry British marine and fire insurance on cargoes shipped abroad in British bottoms. We buy and read British novels. We have a wholesome respect and admiration for goods that come from Britain—and we buy them.

What else, made in the British Isles, is as good as the things we now know? We'll buy it, if you will send it here and tell us about it.

Indianapolis and the Indianapolis Radius (the territory included within seventy miles of the city) is a big, rich, prosperous market of 800,000 people. This is the geographical center of population and of manufacturing of the United States, the heart of a vast producing region both in industry and agriculture.

To sell goods in this territory, space in The Indianapolis News is the first and prime essential. It covers this market.
THE ADVERTISING DIRECTOR’S CORNER.

(One of a series of articles written for The Fourth Estate by a daily newspaper advertising manager of national reputation. Each chapter covers a phase of newspaper advertising discussed with a frankness only possible under a mantle of ambiguity.)

“…Yes, Jimmy, I am glad you have decided to take in the Atlantic City Advertising Convention,” J. B. Buxton, known to newspapermen as “The Old Timer” and to James Connolly, Advertising Manager of the Average City Star Herald, more familiarly as “J. B.,” extended the inevitable cigar as he responded to the younger man’s invitation to be seated. “I am sorry you can’t send every department head in the advertising office to the convention.”

“Then you believe in the Associated Advertising Clubs of the World movement? I have never had much use for it myself,” Buxton said, reassuring the newspaper advertising man that the Associated Advertising Clubs had about eight per cent real advertising men and ninety-two per cent sign writers, insurance men, paper salesmen, etc. I have always figured the convention as kind of a ‘Hurrab Boys’ joy ride,” responded Connolly.

“Unfortunately that is true of most advertising clubs,” returned Buxton. The only reason I am interested in the convention is that it will force the newspaper advertising men of the country to get together. I don’t care how much you know about your business, Jimmy, you can learn something from other newspaper advertising men. Every man from the small town can often give you a new idea or a new slant on an old idea.”

VIEWPOINT OF NEWSPAPER MEN.

“I guess you are right, at that,” Connolly replied. “The advertising club officials have always seemed to antagonize the newspaper men for some reason, and they have interfered with our program in the past, but I believe we will have sufficient time at Atlantic City to cover our needs. You know the average newspaper man is not interested in advertising club work.

Check up the advertising clubs of the country and you will find a very small percentage of newspaper men in active attendance. When the newspaper men go to a convention they want to be free to work out their own problems instead of being forced to sit around listening to ‘spell-binders’ smearing the American Eagle and the flag all over Advertising.”

Buxton laughed, “Now, Jimmy, you are unkind,” he said. “The advertising club movement has a definite place in the business of advertising. It has forced concentrated attention on the subject of advertising and has resulted in the public, the consumer of America, knowing more about advertising and the results of its intelligent application than people in all other nations of the world.

The advertising club movement has forced advertising to be recognized as a business and has helped me to the place where we are proud to acknowledge that we are advertising men.”

“And yet I am not sure that the advertising club movement as it has existed is not doomed to failure,” Buxton passed as he lighted a fresh cigar. “The A.A.C.W. is becoming too big and unwieldy,” he continued. “It is disintegrating into a series of side shows which are fast overshadowing the main event. It looks to me as if the propaganda of the associated officials to force the convention to London in 1924 is at best a dangerous proceeding.

NOT "SOLD" ON LONDON.

Connelly smiled. “So far as that London stuff is concerned, ‘J. B.,’ all the newspaper men I have talked with agree that a London convention will mean that the A.A.C.W. will have no convention in 1924 so far as the rank and file of the association is concerned. Already the newspaper men are planning a convention of their own in Chicago for the summer of 1924. Not to exceed six members of the National Association of Newspaper Executives can take the time and money to make the trip to England. So far as learning anything about advertising is concerned, I think the whole thing is a joke.

In advertising practice and in advertising salesmanship we are so far ahead of English newspapers that there is no comparison. The problems of American newspapers are so utterly different than those of the British Isles and Continental Europe that no advertising manager has even an appearance of an excuse to get his boss to finance the trip as a contribution to his newspaper advertising experience. ‘You have hit the nail on the head, Jimmy,” Buxton replied as he reached for his hat. “I am thinking that many other departments of the A.A.C.W. will be planning along the same lines. This will mean a series of independent conventions at convenient places during the summer of 1924, and if this is started, the A.A.C.W. may find it hard to stop the procession in 1925.

However, I am not at all sure that London will get the convention. I think that if any centrally located city in America wants to put up a fight it can keep the convention here. After all, if the A.A.C.W. is not functioning along right lines, perhaps we may as well find it out now. Anyway I will be an interested side line spectator at Atlantic City.”

EDITOR TESTS STUDENTS’ POWER OF OBSERVATION.

A “fight” between two Lehigh University students was the means taken to demonstrate the importance of observation in newspaper work in a talk on how the news was assembled and printed, before the Lehigh University Press Association, composed of Lehigh students interested in newspaper work. While Harold B. Farquhar, editor of the Bethlehem Globe, was describing the technique of the newspaper profession, two of his reporters suddenly stopped, mumbling one another. When the excitement had subsided, Mr. Farquhar asked his audience, “Now, which one struck the first blow?” The fight had been “staged” without forewarning the audience, in order to test their power of observation.

One Merchandising Department That Has Made Good

With the ROCHESTER-TIMES UNION

A Promise is a Promise

Here is one office where things are actually done. The Merchandising Department of this newspaper takes itself seriously. Its object is to build future business for both the advertiser and itself.

We Dig in Here and Know the Facts; Real Business—Getting Facts

It frequently happens that we tell an advertiser not to come into Rochester at all—keep out—as it will never pay to enter this field. The Times-Union can almost invariably tell with remarkable accuracy just how successful an advertised product will be in this city of wealth and continuous prosperity.

This Service is Without Cost

It has taken years and real money to secure this information but when the Rochester Times-Union makes a statement its truth cannot be questioned.

Your marketing problem may not be solved by this department but we will go a long ways toward finding out what resistance you have and what sales potentiality you have in Rochester. Drop Us a Line Anyway.

SYRACUSE HERALD
Maintaining and Strengthening its Leadership

First in National Advertising
in Local Display Advertising
in Want-Ads.

First in service to National Advertisers and maintains an active and efficient Merchandising Department.

Advertising in the Herald Assures the Success of Any National Campaign in Syracuse and Central New York

Special Representatives:

PRUDDEN, KING & PRUDDEN, Inc.
Steger Building 286 Fifth Avenue
San Fernando Building BOSTON
Globe Building LOS ANGELES, CAL.
Sharon Building NEW YORK

First in Department Store, Women's-Wear, Men's Wear, Furniture, Furniture, Musical Instruments, Food, Automobile, Jewelry and all other important lines of advertising.

First in print with the Syracuse and Evening Herald and in the Sunday post Standard.

Syracuse Journal.................. 42,447 21,470
SUNDAY HERALD.................. 80,563 29,377
Sunday Post Standard............. 49,010 15,151

The Evening and Sunday Herald are not only first in circulation in the homes of Syracuse and Central New York but enjoy a commanding lead in all leading classifications of advertising. The Herald carries more than 2,000,000 lines more advertising a year than its nearest competitor.

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PAPERS TOO MUCH ALIKE, SAYS ABBOT.

INDIVIDUAL AND ORIGINAL TYPE OF NEWSPAPER IS PASSING WITH DELUGE OF SYNDICATE FEATURES. COMPETITION TODAY LARGELY IN BUSINESS OFFICE.

A distinct trend away from the sensationalism of the present daily press toward a more informative, dignified and restrained style is noted by Willis J. Abbot of Boston, editor of the Christian Science Monitor.

The young journalist just entering upon his professional career should accept the example of the so-called great dailies of today as indicative of what the newspaper of the future is going to be, said Mr. Abbot.

"Certainly a tendency toward more dignity and restraint will have to be developed and cultivated if newspaper editors wish to recover that public influence which it universally is admitted they now have somewhat lost," Mr. Abbot asserts, "and if we are to recover the voice of authority with which the successful editor of twenty-five years ago often spoke."

"IT IS WHAT THOSE WHO KNOW BEST IN ALLENTOWN TELL YOU, BECAUSE IT COVERS THE RICH LEHIGH VALLEY OF PENNSYLVANIA AS THOROUGHLY AS ANY DAILY NEWSPAPER IN THE COUNTRY COVERS ITS TERRITORY. FOLLOW THE LEAD OF THE LOCAL ADVERTISER AND BE CONVINCED."

ALLENTOWN CALL

Allentown, Pa.

National Representatives

STORY, BROOKS & FINLEY

New York Chicago Philadelphia San Francisco

MANY NEWSPAPERS PATTERN AFTER CHICAGO TRIBUNE PRESS ROOM.

Nine large metropolitan newspapers and many other smaller ones have installed or are about to install press equipment patterned after the Chicago Tribune.


The Tribune press room has been visited by a great number of publishers and engineers from all parts of the world.

STUDENTS TURN OUT DENVER DAILY FOR ONE DAY.

The Rocky Mountain News, Denver, for May 23, was produced in its entirety by students in the department of journalism at the University of Colorado. The embryo journalists did all the work on the four editions of the paper, from gathering the news to making the pages and from writing editorials to reading copy.

LIKE A GUESSING CONTEST.

The editor of the Desmet, S. D., News, in looking over some of his state exchanges, noticed a large ad carrying a heading: "We solicit your business for 1923" which told of the large and good stock carried and courteous treatment given and was signed with the firm name. "Something lacking surely when an advertisement does not even indirectly call attention to the business a firm is engaged in," is Mr. Sherwood's comment on the ad. "This one was a guessing contest for fair."
IN his statement addressed to the readers of The New York Sun, Mr. Munsey says concerning the amalgamation:

"The public press has recently told you of my purchase of the Globe. My object in buying this newspaper was to combine it with the Sun. I had no thought of continuing its publication as an independent entity, though as newspapers go it is one of the great newspapers of New York, with a circulation at the present time of close to 200,000.

"Moreover, it is showing very good earnings, but in combination with The Sun it will show better earnings, quite as The Sun in combination with the Globe will show increased earnings over its present income.

"The reason for this consolidation is found in the fact that with the two papers in combination we can make a bigger and better newspaper than either has been.

"Newspaper making has come to call for so large a daily outlay in news gathering, in salaries, in print paper, in the mechanical departments and in the delivery of papers, to say nothing of the investment in the newspaper property, and the investment in the printing plant, that small units are uneconomic.

"The same law of economics applies in the newspaper business that operates in all important business today. Small units in any line are no longer competitive factors in industry, in transportation, in commerce, in merchandising and in banking.

"Newspapers that disregard this economic law are inviting disaster and are fixing a charge on the public for newspapers that could and would be reduced if we had fewer newspapers.

"The Sun is one of the great evening newspapers of the country. In respect of quality, in respect of circulation, in respect of importance and all round merit it has no equal in the evening field in New York, and save for the Chicago Daily News alone has no equal in all America.

"The Sun has achieved this great place in American journalism without membership in the Associated Press, a very serious handicap. But in combination with the Globe, it will have the Associated Press, as the Globe is an Associated Press paper. This press service will be an enormous acquisition to The Sun and will make it structurally strong and complete.

"The combination between THE SUN and the GLOBE will be in effect Monday, June fourth. The name of the consolidated paper for the present will be THE SUN AND THE GLOBE, but when the merger has become as established fact with the public the name will be so modified as to better suit an evening newspaper."
CIRCULATION MEN HOLD ANNUAL OUTING.

SIXTY MEMBERS OF GREATER NEW YORK ASSOCIATION AND THEIR FRIENDS ENJOY TRIP IN THE CATSKILLS—SOME RETURN BY HUDSON RIVER DAY LINE.

The seventeenth annual outing of the Circulation Managers Association of Greater New York, held in the Catskills, was described this week by members who participated as the most enjoyable yet promoted by the organization.

The members and their guests, sixty in all, left May 21 on the Saugerties and New York Steamboat line for the Catskills. At Saugerties the party was conveyed in automobiles over the Rip Van Winkle trail to Stamford. After dinner, they returned by the Mohican trail to a hotel on the outskirts of the Saugerties, where they were guests at a banquet given by the Saugerties Board of Trade. James McKernan of New York World, chairman of the association, acted as toastmaster.

Some of the party, wishing to enjoy the scenery of the Hudson river, returned on the Hudson River Day Line. The remainder embarked on the Saugerties and New York Night Line for New York.

S. D. Samuels of the New York World, chairman of the arrangement committee, said: "This is the first time that a Catskills outing has been attended by members of the Circulation Managers Association of Greater New York."

The Journal-Post offers the only Gravure Section, the only Colored Comics in Kansas City. 

NEWSPAPERS DULY CENSORED.

A resolution censuring newspapers featuring crime and vice, and a further resolution encouraging publications giving more space to world news and moral uplift were passed by the delegates attending the sessions of the Yellowstone County, Mont., Federation of Women's Clubs.

If the weatherman controlled the weather and attempted to satisfy all the people, then his job would be as easy as a radio editor's job! A good radio can satisfy only a majority of its readers; and, even with this as an objective, Edgar H. Felix of the Institute of Radio Engineers, many newspaper columns fall short of the mark.

Program data is need in radio column.

More advance information on broadcasts and criticisms with fewer technical articles held essential to wireless section of newspapers.

If the weatherman controlled the weather and attempted to satisfy all the people, then his job would be as easy as a radio editor's job! A good radio column can satisfy only a majority of its readers; and, even with this as an objective, Edgar H. Felix of the Institute of Radio Engineers, many newspaper columns fall short of the mark.

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Program data is need in radio column.

This Plant Was Built by giving the people the kind of newspaper they wanted.

Popular appreciation of a modern, metropolitan newspaper made possible this perfectly equipped, new home of the Journal and Post. This popularity is best attested to by a circulation increase, unparalleled in the history of newspaperdom.

The Journal-Post offers the only Gravure Section, the only Colored Comics in Kansas City.

*152,112 Mornings *201,684 Sundays *168,740 Evenings

Publisher's Statement to the Audit Bureau of Circulations

The Kansas City Journal
America's Fastest Growing Newspapers

EDWIN O. SYMAN WALTER S. DICKEY J. MORA BOYLE

General Business Manager Owner and Editor Director of Advertising Represented by Verree & Conklin in the West, Lorenzen & Thompson in the East.

June 2, 1923
COMPLETE COVERAGE of a PROSPEROUS MARKET

Bridgeport, Connecticut, was never more prosperous except during the abnormal war years. Today her factories are humming and her manufacturers are making strenuous efforts to get help.

Merchandise is moving fast from the retailers' shelves. It is a good time to advertise your product in Bridgeport.

The Bridgeport Telegram
MORNING

The Bridgeport Post
EVENING

The Bridgeport Sunday Post

Only A.B.C. Papers in Bridgeport.

cover the Bridgeport market with a thoroughness and lack of waste that is surprising.

The population of Bridgeport and suburbs is 236,975. The circulation of the Post-Telegram is now 46,438, a paper for every family. Ninety-eight per cent of this circulation is within ten miles of the business center of the city. It gives thorough coverage of a definite market at one low cost.

POST PUBLISHING COMPANY
Bridgeport, Connecticut

I. A. KLEIN

76 West Monroe Street,
Chicago

50 East 42nd Street,
New York
NOT ON THE MAP BUT REPORTERS FLOCK THERE

SHELBY, LITTLE MONTANA TOWN, WHERE HEAVY WEIGHTS FIGHT, TURNS RAILROAD CAR INTO TELEGRAPH STATION TO ACCOMMODATE ARMY OF SCRIBES.

True Westerners such as predominate at Shelby, Montana, talk little and fight much when there arises a dispute requiring the ordeal of combat to settle it. The percentage is about ninety-nine per cent talk and one per cent talk. But all that is to be changed on the Fourth of July despite the fact that the fighting is to be done by leading exponents of the science. In fact there will be far more talk than fight no matter how protracted the strenuous the fistic encounter may be.

The principal fighting will be done by Gibbons and Dempsey and the talking will be done over a maze of telegraph wires by an army of newspaper men telling the world how it all happened and why.

Here is presented one of the most vexing problems to be solved in preparing for the big fight.

United for the Nation's need

We are a people scattered over three million square miles of territory—a people whose daily commercial transactions and social interests are as wide-spread as our boundaries. Only a unified telephone service, covering the whole country, can serve our needs.

Such a service, in turn, requires a national organization with uniform policies and operating methods; and also in each community a local organization with full authority and responsibility for the problems of that community.

Such a service is the service of the Bell System. Two hundred and fifty thousand employees and approximately six thousand local operating units cover the length and breadth of the land. Uniting these community organizations are the Associated Companies of the Bell System, each responsible for service in its territory.

Linking together the Associated Companies is the American Telephone and Telegraph Company. It operates the long distance lines, develops nation-wide policies, standards of practice and equipment for the improvement of the service and for the benefit of all.

In this commonwealth of service the best interests of the nation and the community are equally served.

"BELL SYSTEM"

AMERICAN TELEPHONE AND TELEGRAPH COMPANY

One Policy, One System, Universal Service, and all directed toward Better Service

PROTESTS CRIME NEWS IN AMERICAN NEWSPAPERS.

A plea to 326 members of the American Society of Mechanical Engineers gathered at Montreal for their spring meeting was made by Calvin W. Rice, secretary of the society, to use their influence to reduce the number of stories of crime printed in the daily press of America.

Of 6,000 murders in the United States, said Mr. Rice, there were punishments of only eighty-three murder.

He pointed out that newspapers from many cities of the United States, with the front pages marked in red where crime and murder were reported.

In a way of contrast, he referred to the United Kingdom, showing three prominent British journals with not one about crime, and stated that this accounted to an interdetermining degree to the law that England, Scotland and Wales had 300 murders last year, and 294 murderers were punished.

SOUNDS LIKE PRESS AGENT.

Delayed by a shoe shine, Madison Corey, theatrical manager, hired an airplane to catch his boat at Havre. He said.

OLY NEWS PAPERS MAY NET BIG RETURNS

LABORATORY SHOWS HOW READERS MAY CO-OPERATE WITH PUBLISHER IN THE REDUCTION OF COST OF RAW PAPER MADE BY DEINKING PROCESS.

Pulp and paper mills near cities, which are confined to the quantities on which newspapers can produce pulp from de-inked newspapers, can produce pulp cheaper than they can buy new groundwood according to cost data collected by the former products laboratory at Madison, Wis.

"A saving of $15 a ton has been affected at one mill," says the laboratory report, "through the use of de-inked newspapers instead of wood pulp. Such a saving would bring in a large return on the investment in an ordinary thirty ton paper mill with the additional washing equipment and a warehouse large enough to hold a supply of old newspapers. A saving of $40 a ton would make possible the profitable operation of some mills now finding it difficult to make both ends meet.

Laboratory investigations showed that per ton the cost of operating a de-inked newspaper stock each day, the total cost of producing a ton of de-inked newspaper pulp was thirty-two dollars, while nine-tenths of a ton of groundwood pulp twenty-six dollars. The saving on reclaimed newspapers the total cost of a ton was $38.

ELIMINATE WASTE PICKERS.

"To make the most out of the de-inked process it is absolutely necessary that the mill be independent of the periodic manipulating of the waste paper market," is the laboratory advice. For mills situated near the big city the waste paper market may be simple. A large part of a mill's supplies might be collected by its own force from the neighboring territory. Thereby cutting out the profits of at least one middleman.

"In stabilizing the supply of waste paper, publishers can be of enormous assistance since the supply is directly dependent upon the amount of paper saved by the average householder.

With the proper newspaper campaigns, such as were carried on during the war, the supply of waste papers could be doubled without much effort; and if with proper warehouse facilities the demand were stabilized, the paper mill would be benefited.

"With a more constant demand the need of so many agents between the householder and the paper mill would be avoided, and the householder might secure fifty per cent of the price paid by the paper mill instead of only about ten per cent as is often the case."
NEXT YEAR'S CONVENTION SITE IN DOUBT

BRITONS CHANCES NOT IMPROVED AND 1924 CONVENTION MAY GO TO AMERICAN CITY—LONDON BOOMERS SAID TO HAVE OVERPLAYED THEIR HANDS.

As The Fourth Estate goes to press London's chances of the 1924 convention of the Ad Clubs are considerably disturbed by reports of opposition from many sections of the middle and southwest. The best guess of well informed advertising men last night was that the convention would be dead-locked and that an American city, like Houston, Detroit or Cleveland would carry away the prize. New York City was regarded as having an outside chance, in the event of close decision between London and Houston or between two inland cities.

"Because of some high-powered salesmanship by several leading advocates of the 'On to London' movement, an impression has been created in some quarters that the New York club, which is by far the strongest unit in the A. A. C. W., has in some way committed itself in favor of the long route to London," explained a leading figure in the nation's advertising business.

"Quite the contrary situation is the fact. The New York club has not committed itself to London. It is in no way pledged to support the London movement. It never has voted to send the convention to London next year. It never has gone to a convention in its history with its votes in the pocket of any city. It is absolutely unpledged and will vote as its best judgment determines on next Thursday afternoon. It is not "sold" on London. It is unfair to Houston and other American cities to allow an impression to spread that New York is for London."

A STIMULATED EFFORT.

"Would it be correct to say that the membership of the New York club is about evenly divided on the question?" was asked of The Fourth Estate's informant.

"I can not answer for the club's 2,000 members, but I do know that a great many are not at all in accord with all the arguments advanced on behalf of London nor with the high pressure—I almost said, desperate—tactics being employed to create an impression.

(Continued on Twenty-fifth Page)

DOYLE SAYS HE HAS HEARD FROM BRITISH PUBLISHER'S SPIRIT.

Sir Arthur Conan Doyle says he has had a message from Lord Northcliffe's spirit, saying that only a wave of spiritual reform can save the world from plunging headlong into a catastrophe which will make the world war seem insignificant.

"The American people," Lord Northcliffe's message said, "are too busy. That was the mistake I made in my lifetime. I was too busy then, but I understand now that wisdom is lost in the scramble for material progress. When men lose wisdom they invite disaster."

Sir Arthur declared that he also has received other messages from the spiritual world which verified the statements made by Lord Northcliffe's spirit. Some even have gone so far as to predict that the disaster will descend during his lifetime. Sir Arthur said.

CLOSE CONTEST DECLARES, HOUSTON AD MAN.

"While London will attract a great number on account of promising a trip abroad, we have quite a number of things to spring on the delegates to Atlantic City which will be equally as attractive. "With the advertising clubs of the South, Southwestern and Middle West, and Texas, as a solid unit for us, we feel that Houston has more than an even break for landing the convention."—H. C. Howard, President, Houston Advertising Association.

BIBLE VERSE IN NEWSPAPERS.

More than 2,000 newspapers published in America are using passages from the Bible in their editions, according to a report compiled by the Back-to-the-Bible Society, with headquarters in Cincinnati. The number of newspapers served with these verses from the Bible by the bureau has increased from 871 in 1922 to 2,038 in 1923. The report continues:

"The newspapers which the bureau is serving have a combined circulation of 14,233,254, and reliable authorities on newspapers state that if the matter is well displayed and occupies a preferred position in the paper it will be read by at least two persons for each copy in circulation."

The newspapers now being furnished these verses without cost include 1,946 in the United States and its territories; eighty-seven in the Dominion of Canada; two in Newfoundland; two in the West Indies, and one in Korea.

NEW YORK TIMES LEASES NEW PARIS OFFICES.

The New York Times has leased the second floor of the building at 16 Rue de la Paix for its Paris office. This is at the corner of the Rue de la Paix and the Rue Daunou, on the Fifth Avenue of Paris, at the very heart of the French capital, and it is aimed to make it the rendezvous for readers of the Times when in Paris.

The offices will include reception and reading rooms, a news room and the European headquarters of the Times Wide World Photos. The new quarters for the Paris bureau of the Times will be opened in July.

The New York Times will maintain its new connection with Le Matin.

IL PROGRESSO ITALO-AMERICANO

The Leading Italian Advertising Medium

Is looked upon by Italians as more than a commercial institution. To its reader II Progresso Italo-Americano speaks with the mother tongue of an old friend of the family, to be listened to with respect, its advice to be acted upon with confidence and security.

To Italians an advertisement in the II Progresso is recommendation of a trusted counsellor.

"We have always found II Progresso a high grade, responsive advertising medium and a first class American paper printed in Italian."—A. LE MASSENA, Vice-president, Frank Fresby Company.

IL PROGRESSO ITALO-AMERICANO

COMM. CARLO BARSOTTI, Publisher and Editor

42 ELM STREET, NEW YORK CITY

Member American Newspaper Publishers Association and Audit Bureau of Circulations

Circulation, as per our last statement A.B.C. 94,717 Sunday—87,648 daily.

Minimum rate of 14c. per agate line for black and white and 28c. per agate line for Rotogravure, is the cheapest advertising rate that you can buy in America, considering circulation and quality of readers.
LINOTYPE HELPS FOR

The Linotype Typography Layout Kit

An Aid to the Economical Production of Attractive Printing

This Kit, containing 72 loose leaves, includes:
10 complete borders in Saturday Evening Post size, ready for layout.
10 complete borders in standard magazine page size, ready for layout.
16 sheets of miscellaneous border and decorative material for original designs.
8 sheets of initials (3 different sizes).
8 sheets of type matter, arranged in blocks for pasting up and including Caslon, Scotch, Bodoni, Benedictine, Elzevir, and other faces, in sizes from 6 to 36 point.

It supplies the advertising man with everything needed for making exact working dummies of advertisements or printed matter. He knows beforehand just how the job will look in type. It eliminates guesswork and resetting; for the printer has only to duplicate his layout.

All material shown in the Kit may be obtained through Linotype-equipped printers.

The price of the Kit is $1.00.

The Manual of Linotype Typography

272 Pages of Inspiration and Suggestions for Men Who Plan Printing.

This is an authoritative handbook of the greatest practical usefulness to anyone concerned with the Graphic Arts. It is the work of distinguished craftsmen who have collaborated on it for over seven years under the direction of William Dana Orcutt of the Plimpton Press and Edward E. Bartlett, President of the Bartlett-Orr Press and Director of Linotype Typography.

There is no academic discussion of theory. Every page is devoted to the solution of practical, everyday problems. It consists mainly of examples, each interpreted by brief critical comment and complete specifications.

The Price of the Manual is $10.

MERGENTHALER LINOTYPE COMPANY
Department of Linotype Typography
461 Eighth Avenue, New York City

Please send me the items checked:

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<tr>
<td>Manual of Linotype Typography</td>
<td>$10 per copy</td>
</tr>
<tr>
<td>Linotype Typography Layout Kit</td>
<td>$1 per copy</td>
</tr>
<tr>
<td>Put on Linotype Bulletin Mailing List Free</td>
<td>To Printers and Buyers of Printing</td>
</tr>
<tr>
<td>Specimens of Linotype Faces Free</td>
<td>To Printers and Buyers of Printing</td>
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Name
Firm
Address

How Many of These Helps Can You Use?

The system of Linotype Typography, developed in the interest of better printing, holds many possibilities for the advertiser. It enables him to apply Linotype economy to the production of the finest printed matter, not only in the composition of the type matter but in its embellishment as well. It is a development on which everyone who uses printing should be completely informed.

Use the coupon for convenience in ordering these helps.
HE ADVERTISING MAN

The Linotype Bulletin

A Bi-Monthly Magazine
Interesting to the Buyer of Printing as well as to the Producer.

While the Bulletin is edited primarily for printers, its wider appeal is shown by the hundreds of advertisers who have asked that their names be put on the mailing list.

Aside from the interest of its subject matter, the typographic treatment of this publication, changing with each issue, affords valuable material for study.

The Linotype Bulletin is more than a house-organ. It has won recognition as one of the important publications relating to the Graphic Arts and its articles are widely quoted.

Free to Printers and to anyone else who can use it in his business.

Specimen Sheets of Linotype Typography Faces

A Reference Library for the Man who Writes Typographic Specifications.

The One-Line Specimen Book
Issued in 1920 contains a convenient comparative showing of Linotype faces, grouped in families and also a group according to sizes.

The Supplement to the One-Line Specimen Book shows the faces that have been announced since 1920 and also a more complete showing of some of the families shown in the first volume.

Linotype Decorative Material provides a complete showing of borders and of the initials, headbands and tailpieces that have been designed to accompany the various Linotype Typography faces.

DeLuxe Specimen Sheets have been prepared on the more important type families. These include a series showing of the face; the related decorative material; and some examples of practical display.

Free to Linotype Users And to Users of Linotype Composition

TYPOGRAPHY
Mergenthaler Linotype Company

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS
646 Sacramento Street 1100 South Wabash Avenue 549 Barrone Street

CANADIAN LINOTYPE LIMITED, 119 Adelaide Street, West, TORONTO
A growing tendency of several newspapers to comment unfavorably upon decisions of the supreme court of the United States is to be regretted. Criticisms are freely cast at rulings which appear to run counter to the opinion of the newspapers. The supreme court, as a last resort of appeal, can no longer be regarded as the unimpeachable arbiter of decision. Our public presses, editorial boards, are working in harmony in their criticism of the supreme court. Their opinions, as they are expressed in the printed pages of the newspapers, are little more than the thoughts of the editors or their contributors. It is not the business of newspapers to engage in official criticism, but to portray in a public forum the views of the public. It is the business of the supreme court to decide questions of law. The supreme court is not a legislative body, but an judicial tribunal, and its decisions must be given the weight and respect that they deserve. The supreme court is not subject to criticism, but the public is entitled to see that its decisions are rendered with due regard for the rights of individuals and the public welfare.

The public has become satiated with sensational medical stories. Many old time and reputable newspapers have been placing too much emphasis upon ephemeral retorts from quack doctors. The public is beginning to tire of such stories, and is demanding more substantial and reliable information. Many newspapers are now devoting more space to serious and well-researched articles, and are striving to present a more balanced and objective view of the world of medicine. The public is becoming more discerning in its choice of news sources, and is demanding a higher standard of journalism.

The Pope has nominated St. Francis de Sales to be the patron of journalists, and no editor, however perplexed, could ask for a better than St. Francis. The “man of radiant personality, of incomparable vivacity, of unconquerable optimism; as generous as gentle; uniting a wealth of human sympathy with a profound spirituality; and by the test of journalism, a master of an impid, vivid, enchanting style of writing.” If journalists cared much for a patron-saint, points out the Christian Century of Chicago, they could not ask for a better than St. Francis de Sales. The Pope, in his move to associate the Church with the world of journalism, is making a bold and significant gesture. If journalists strive to emulate the virtues of St. Francis de Sales, they will be well on their way to becoming true servants of the public good.

The price of the London Times recently raised to four cents at different periods is a running comment on European history. It was six cents in the very beginning, in 1785, and rose during the Napoleonic wars to two dollars. The newspaper looked to a poor man as big as fifty cents would now. The public has become satiated with sensational medical stories. Many old time and reputable newspapers have been placing too much emphasis upon ephemeral retorts from quack doctors. The public is beginning to tire of such stories, and is demanding more substantial and reliable information. Many newspapers are now devoting more space to serious and well-researched articles, and are striving to present a more balanced and objective view of the world of medicine. The public is becoming more discerning in its choice of news sources, and is demanding a higher standard of journalism.

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June 2, 1923

THE FOURTH ESTATE

PURELY PERSONAL

Henry J. Allen, publisher of the Wichita, Kan., Beacon, will return from his trip to the Near East June 1.

Miss Mary M. Kinnavey of Chicago, national president of the Theta Sigma Phi, professional collegiate fraternity for women in journalism, also heads the Woman's National Journalism Conference of Chicago, which connects aspiring journalism graduates with bread-earning positions.

Cole E. Morgan of the Washington staff of the Universal Service, has returned to his regular job. It has been a very busy season for the staff, because of the general absence covering the peugeot system disclosures in Florida.

Joe Mitchell Chapple, editor of the National Marginal and Bernard McFadden, editor of Physical Culture, were callers at the White House and at various government departments at Washington this week.

Paul Morris, music critic of the New York Evening Telegraph, his wife, Minn. Letty May, coloratura soprano of the Chicago Opera Company, and sister, are in England this week for a pleasure trip abroad.

John W. Love, industrial editor of the Cleveland Plain Dealer, will sail for Europe June 30 to pass six weeks in England, Belgium, Holland, France, Italy and Germany.

Lawrence M. Conon of the Philadelphia Public Ledger sailed Thursday on the French Liner Rochambeau for Europe.

William McDermott, dramatic editor of the Cleveland Plain Dealer, has been gone to Europe to study the Iraian in London, Paris, Berlin and other cities. He expects to be gone most of the summer.

W. C. and M. E. Kautenberg, who have been publishing the Alta, Iowa, Advertiser for the last two years, have sold the property June 8. The Advertiser is owned by a stock company and has been operated by the Kautenbergs under a lease.

Kathryn M. Dwyer, junior, in the University of Washington school of journalism, represented the Washington chapter of Theta Sigma Phi, at its national convention in Norman.

Harry P. Wolfe, one of the owners of the Columbus, Ohio, Dispatch and State Journal, has been very ill.

Farnsworth Wright, publicity man for the Chicago Grand Opera Association spent his spring vacation visiting friends in Seattle.

Samuel E. Mullin has been elected president of the Associated Students of the University of Michigan, a $250,000 corporation which controls and directs all student activities in the university.

Arthur D. Noble, who was recently appointed manager of news and commercial department of the New York World, has been made a member of the editorial board of the American Association of Newspaper Executives, as representative of the World.

NEWSTAND MAN RE-ELECTED AS PENCIL EXECUTIVE.

Thomas F. Rigg, a former news man of Iowa Falls, Ia., and still in good position once held by Sir James Barrie. During the war Mr. Rigg acted as special correspondent for the New York Herald, and the Dover Post, and afterward became Assistant Director of Overseas Transport, correspondent with the Royal Air Force and finally official correspondent on the western front.

EDITOR BUYS PUBLIC SERVICE COMPANY.

A controlling interest in the Union Public Service Company, which controls eighteen public utility companies in Kansas and Eastern Oklahoma, has been purchased, by Frank Oakland, Cal., from Charles A. Loomis of Kansas City, according to a recent announcement. The purchase is valued at approximately $2,000,000. Francis was an editorial writer for William Randolph Hearst's morning papers from 1914 to 1921.

CONVENTION NEWSPAPER WILL BE ISSUED DAILY.

The A.A.C.W. convention is to have a real daily newspaper. It will be called the Newark Standard Corporation of New York and is to act for the benefit of the Associated Retail Advertisers. The paper will be under the direction of Amos Parish, editor-in-chief of the Retail Review, and the Breeze of the Avenue, will be distributed among the delegates, including members of the Associated Retail Advertisers at the convention. Its first issue will appear Monday morning at Atlantic City.

CHANGING TO DAILY.

The Welton, N. C., Times will be published daily instead of weekly on June 4.

JOURNALISM SCHOOL HEAD TO ADDRESS CANADIAN NEWSPAPER MEN.

M. Lyle Spencer, director of the University of Washington School of Journalism, will address the annual meeting of the Alberta and British Columbia newspaper men to be held at Jasper National Park, June seventh to ninth.

F. William Busch, Pearson, editor of the University of Wisconsin Daily, student publication, will go to Australia soon after the summer session of the school. Busch was correspondent of the United Press in Vienna, Austria.

The University of Melbourne Daily Herald, student publication, will go to Australia soon after the summer session of the school. Mr. Busch was correspondent of the United Press in Vienna, Austria.

Max Miller, editor of the University of Washington Daily, student publication, will go to Australia soon after the summer session of the school. Miller was correspondent of the United Press in Vienna, Austria.

ROBERTS EDITOR OF OLDEST BRITISH NEWSPAPER

Previous to the appearance of his first novel, "Scissors," Cecil Roberts was best known as a newspaper man. Roberts is now editor of England's oldest newspaper, the Nottingham Daily, in position once held by Sir James Barrie. During the war Mr. Roberts acted as special correspondent for the New York Herald, and the Dover Post, and afterward became Assistant Director of Overseas Transport, correspondent with the Royal Air Force and finally official correspondent on the western front.

STAFF CHANGES.

F. William Busch has joined the editorial staff of the New York World, under R. J. Busch, the executive editor. Busch was a member of the Associated Chicago Advertising Association of Newspaper Executives, as representative of the World.

George Seese has rejoined the staff of the Butte, Mont., Daily Standard, as a feature writer. He was until recently city editor of the Livingston, Mont., Enterprise.

The Kansas City Kansan has added to its staff Philip Anderson, for two years on the editorial staff of the Sioux Falls, S. Dak., Argus Leader.

George E. Fowler, business man of the Columbus, Ohio, Dispatch and State Journal, has rejoined the editorial staff of the Chicago Daily News. A. E. Campbell has been promoted to the position of business manager.

Miss M. A. Witcher, for a number of years city editor of the Boston Sun, will become city editor of the New Haven Journal, and has been made county editor of the Bridgeport, Ct., Telegram. For about a year she has been connected with a New York advertising agency.

The Kansas City Kansan has added to its editorial staff Phil LaMar Anderson, formerly on the staff of the Sioux Falls, S. D., Argus Leader.

STAFF CHANGES.

Willard E. Keefe has been added to the copy desk of the Chicago Daily News.

F. William Busch has joined the editorial staff of the New York World, under R. J. Busch, the executive editor. Busch was a member of the Associated Chicago Advertising Association of Newspaper Executives, as representative of the World.

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WEDDING BELLS.

John Van Norden, of the Holland Feature Service, New York, and Bessie Peck, who was married recently at the Cathedral of St. John the Divine, New York, have had a wedding dinner at the fair at Rockaway. Mrs. M. E. Conheen, of the Philadelphia Public Ledger, was hostess. Mr. M. E. Conheen, former editor of the Gazette de Lausanne, and an editor of the Journales de Paris, is here, and Miss Charlotte M. Touzalin of New York, has been announced. Mrs. Van Norden's father was one of the builders and vice-president of the New York and New Haven Railroad. Her grandfather, Samuel F. Miller, was justice of the United States district court for the State of New York. Each is seventy-nine years old. The bride was Miss Jane Warren of Minneapolis. Mr. Whitcomb served a term in the Nebraska legislature and was chairman of the Saline County Republican committee.

MORRISON A DELEGATE.

Frank E. Morrison, who is a member of both the Press Club of New York and the Brooklyn Advertising Club, has been designated by the American Committee for Devastated France as a delegate to represent him in the conference of club presidents, which is an important feature of the Atlantic City convention.

BON VOYAGE DINNER FOR LINOTYPE CANDIDATE.

Mrs. S. J. Chauncey of the Mergenthaler Linotype Co., who has been elected a member of the Brooklyn Good Will Delegation to visit Europe this summer in the interests of the American Committee for Devastated France, was given a bon voyage dinner by members of the Brooklyn organization, to represent him in the conference of club presidents, which is an important feature of the Atlantic City convention.

COBB ON A "DEMOCRACY.

Leading the June issue of Harper's is a paper in which Frank I. Cobb, editor of the World asks and deals with the question: "Is Our Democracy Stagnant?" Mr. Cobb finds that people believe in democracy, but "are afraid to trust themselves whenever an issue is raised."

ASSOCIATED PRESS CHANGES.

Pearce Davies, night editor on the staff of the Associated Press, Spokane, Wash., has been transferred to Denver. San Francisco. Mr. Davies will be the night editor for the Spokane bureau. Mr. Collins succeeds Mr. Tubbs.

Starka, a graduate of the University of Washington school of journalism, Seattle...
PRESS OWES DEBT TO MECHANICAL DEVICES.

VETERAN NEWSPAPER MAN DECLARES JOURNALISTIC GROWTH OWES MUCH TO INVENTIVE GENIUS OF PIONEERS IN PERFECTING PRINTING MACHINERY.

While great credit can be given to distinguished editors from the time of Horace Greeley, Henry Watterson and others of their class, for the development of the profession, one must not forget how much is due to the inventive genius and mechanical skill of such men as Hoe, Scott, Potter, Cottrell, Goss, Mergenthaler and others, stated James Martin Miller, newspaper man and author of Washington, D.C., in the school of journalism of the University of Michigan last week. Mr. Miller spoke on the development and progress of the newspaper profession.

"The marvelous typesetting machines and the stereotyping inventions, photo-engraving, and other processes that have developed within a few generations," he said, "made possible the production of the great journals of the country. We owe everything to those great inventors."

AMERICAN GENIUS LEADS.

"Whenever I have heard the clicking of the typesetting machines and the whirr of the great modern appliances in Europe, in Australia and other countries, I knew that I was reminded of the inventive genius and the mechanical skill as developed in the United States of America. We must not forget the progress in clothing as applied to the development of the manufacture of newspaper paper.

"In talking about journalism we are apt to have in mind only the editorial, reporting, advertising, and circulation forces on a great newspaper. The newspaper institution has as many men employed in the mechanical departments of the newspaper as are engaged in the more professional departments.

"The compensation of such men and women often averages greater than in most of the other branches of the profession. That is particularly true in more recent years."

THE ONLY SCHOOL OF JOURNALISM IN HORACE GREELEY'S DAY AND SINCE WAS THE HAND TYPESetting CASE AND THE HAND PRINTING PRESS. MOST EDITORS OF THOSE DAYS WERE PRINTERS.

"The only school of journalism in Horace Greeley's day and since was the hand typesetting case and the hand printing press. Most editors of those days were practical printers, paper publishers. Few editors of the present day are experienced men in the mechanical branches of the newspaper business."

"Schools of journalism in great institutions like this have been organized in very recent years. They seek to establish the calling as a profession, to engage young men and women who have learned the fundamentals of the profession in a school of journalism."

DEAN OF JOURNALISM IN SACRAMENTO REACHES EIGHTIETH YEAR.

H. D. DeGaa, the recognized dean of journalism in the Sacramento Valley, celebrated his eightieth birthday last week. He is the oldest member of the California Press Association, and is known and addressed as "Colonel" or "Dad."

Mr. DeGaa is still in active service and is editor of the Glenn Transcript. He is the oldest member of the California Press Association, and is known and addressed as "Colonel" or "Dad."

Mr. DeGaa was born and educated in Europe as a young man. Until he was twenty-twelve years of age he attended the schools in France, and was afterwards sent to Baden-Baden, Germany. At the age of sixteen he entered the University of Heidelberg, from which he graduated in 1864, leaving at once for America, where his parents had been residing during his attendance at school.

After passing two years in the East and South, Mr. DeGaa went to California, making the journey by way of the Isthmus. He at first engaged in mining, but soon left that occupation and took up the printer's trade, some knowledge of which he had obtained at school. From time to the present, he has followed the business in its various branches.

ST. LOUIS PUBLISHER PAYS TRIBUTE TO TIMES FOR PRINTING THE NEWS.

In an address to the school of journalism of the University of Missouri in Columbia, during journalism week, Frank Glass, publisher of the St. Louis Star and former president of the American Newspaper Publishers Association, reviewed the newspaper tendency to comic strips and syndicate matter. He said:

"The competent and satisfactory newspaper left to us is the New York Times. It is the pride of American journalism. It is the most comprehensive record of contemporary events that has ever been printed in the history of the world. It prints the significant news of every state in the nation and every nation in the world."

Dean Williams of the school of journalism declared:

"The students might well take the New York Times as their guide, pattern and example. When the New York Times is mentioned it brings a thrill of pride to every loyal follower of American journalism. It is the fairest, most accurate, most complete of the world's newspapers."

Fifteen copies of the history of the New York Times are in use daily in the school of journalism as a book of instruction.

FLOYD GIBBONS TAKING FLAG TO SAHARA DESERT.

Being on a liner that was torpedoed by a German submarine, getting an eye shot out at the battlefront during the world war and getting himself all bumped up in a horseless car, saving a girl in a automobile and away at Rome last year, couldn't furnish enough thrills for Floyd Gibbons, as he sets out for a new home as the chief of the Chicago Tribune news service turned to the mysterious Sahara desert.

He decided to take the American flag on its first crossing of the 2,000 miles of sand from Colombo, where he was present at the time of the Fourth of July.

The caravan which Floyd commands consists of forty camels, which have changed frequently. All the members of the expedition are armed in case of attack.

W. S. DEMING PAYS TRIBUTE TO PRINTING CRAFTS.

Tribute to the printing crafts was paid by William S. Deming, head of the United States Civil Service Commission, who was the orator at a meeting of the American Telephone and Telegraph Company.

"A large contributing factor to that result is the splendid co-operation and the close and good will of the members of the union with whom I have worked."
CONVENTION MAY GO TO WESTERN CITY.

(Continued from Nineteenth Page) sentiment for London. Its mostly the work of four or five New York men. They will not be able to commit the New York club that way."

The spokesman for the wing of the local advertising men who are not "sold" on London, pointed out that the voting strength of the New York unit at Atlantic City will be about 200 votes, which is more than double the largest block, representing any city in the association.

Discussions were held by a number of the directors this week concerning the strenuous efforts being made to capture the convention for London. It was decided to make the New York club's "fair field and no favorites" attitude clear to all.

CHARLES VOTE OF CONFIDENCE.

It was stated that Harry H. Charles, the new president of the local advertising club, will go to Atlantic City, as delegate-at-large, with authority o vote ninety-six ballots of the total voting strength of the New York Iub. This strength in one man's hands is as large as the largest vote from any city at the convention.

The impression grows, it was stated, that some city like Cleveland, Detroit, Buffalo or even Houston will win the designation. So far about the only competition facing London is the little noted activity of Houston's boomers.

New York, regarded as a dark horse earlier in the week, lost ground, it was said, because of the heavy program in building operations before the present officers. It was thought that the new club building would so engage the time and efforts of the New York men that they would be disinclined to add to their burdens next year by shouldering an annual convention. No ad club convention ever has been held in New York but no move will be made to bring it here unless the convention offers it to New York as a compromise suggestion.

W. RAYMOND DERWENT.

"I only wish to express the sentiment of a New Yorker who feels that the New York club could do a great deal to build up the convention. It is only fair to Houston and to our friends from the West and South-west cities to say that New York is not pledged to London," said a leading agency head later in the day. "We are all open minded about the affair. I can assure The Fourth Estate, however, that next Thursday is going to bring the most interesting debate in the association's history. London has a chance of winning but my any guess of New York opinion, it will go to the Middle West, maybe to a city which has as yet been mentioned."

AD CLUBS MEET FOR ARIED PROGRAM

(Continued from Second Page)


As Atlantic City is on daylight saving time, the convention will be run accordingly. Railroads schedules, however, are run on Standard time. Delegates coming from standard time zones will set their watches forward an hour upon arriving at Atlantic City.

LONDON WANTS ADVERTISING THERE IN 1924 TO PROMOTE GOOD-WILL.

Sir Charles Higham, London advertising man, who visited Milwaukee a year ago as a pioneer in presenting the plan that American Advertising Clubs of the World hold their 1924 convention in London, has cabled his American friends an announcement desiring that the Atlantic City convention may give unanimous approval to meeting across the sea next year.

The dream of his life, writes Sir Charles, is that "the selling and advertising brains of America should collectively come to England." In concluding his message, Sir Charles remarks:

"Whatever the problems of the world are, whether in war or peace, there is no doubt in my mind that the English-speaking people must stand on a common ground, and to a very large extent on a common platform for the good of the world, and as the business man is a pioneer in most movements that better mankind and I see no reason why London another feather in the cap for those people who are proud to be known as business men and women."

SEATTLE ADVERTISING MEN HEAR UNIVERSITY HEAD.

"The art of writing, which gradually became more complete as people learned the art of writing. From writing came printing, and now the latest stage in publicity has arrived with the development of wireless and radio which eliminates the elements of time and space."

Price and Quality

The price of Flexideal Dry Mats does not gauge their real value. While the cost is lower than that of other dry mats, our Quality is far superior.

Flexideal Dry Mats embody the experience of fifty years of paperboard making and are being improved all the time so that today there are none other so good to be had regardless of price.

If you want to save money on the cost of your dry mats, buy Flexideal. Let us tell you how others are saving invaluable time, newsprint paper and are bettering working conditions in the foundry through their use.

We think it's worth a trial, don't you?

The Flexideal Co., Inc.

Sole U. S. and Canadian Distributors
13 William St., New York City
NEWSPRINT
Machine Finish and S.C. Half Tone

SOLE U. S. REPRESENTATIVES FOR
KYMME AKTIEBOLAG, Finland
ANNUAL OUTPUT, 70,000 TONS

WORLD TURNS ON BIG WHEEL OF ADVERTISING

PAUL FAUST TELLS HOW RUSH HOUR OF HUMAN HISTORY IS MADE POSSIBLE BY THE CONTINUOUS AND CONSTANT USE OF TRUTHFUL ADVERTISING.

Did you ever stop to think what the present world's work would do without advertising? It would have to slow up, that's all. It would make money less rapidly and live slower lives generally. You don't enrich life by slowing up, writes Paul E. Faust of the Mitchell-Faust Advertising Co. of Chicago...
SUN AND GLOBE BECOME NEW PAPER.

(Continued from Fourth Page)

Mr. Munsey has offered Jason Rogers, publisher of the Globe, a contract to remain as publisher of the Telegram. Henry J. Wright, editor-in-chief of the papers since 1896, goes with Mr. Munsey to the New York Herald as editor-in-chief of that paper. William Chenery, chief editorial writer of the Globe, is also going to the Herald. Robert Duffus, whose column of philosophical comment has become a feature of the Globe’s editorial page, has been offered a post on the Sun.


A special souvenir dinner edition of the Bridgeport, Ct, Post, devoted to the Bridgeport Advertising Club, and written by members of that organization and the Post staff writers in collaboration.

Galvins Buy Another Ohio Newspaper.

L. S. Galvin, publisher of the Lima, Ohio, News and Times-Democrat, and W. J. Galvin, publisher of the Wilmington, Ohio, News-Journal, last Tuesday purchased the Marion, Ohio, Tribune, from Brooks Fletcher, L. L. Lamont and C. W. Smith. The publication is issued evening and Sunday.

Earl Leach, managing editor of the Lima News, is temporarily in charge, until the appointment of an adequate staff. John R. Gamble, chief of the Tribune will be changed to the News.


Established 1881 Incorporated 1897

GalvanoType Engraving Co.

484-488 West 33rd Street, New York City

Exquisite half tones. Deliberately and carefully made.

Incomparable color plates, engraved by the most expert finishers that forty years of experience could discover.

Inventors of the zinc etching process and many short cuts to quality. We particularly solicit work that has “stumped” other engravers and respectably request our experts before placing your orders.

N.Y. Daily News Half Tones

Best in the World

Made by

POWERS

New Process

For PROMPT SERVICE TYPE Printers Supplies

Machinery

In Stock for Immediate Shipping by Selling Houses Conveniently Located

AMERICAN TYPE FOUNDERS COMPANY

Atlanta Baltimore Denver Detroit East St. Louis

Baltimore Boston Kansas City Philadelphia

Boston Buffalo Long Island Richmond

Chicago Los Angeles San Francisco St. Louis

Cincinnati Minneapolis St. Louis

Cleveland New York Speakmans

Philadelphia Winnipeg

An Injury Done Cannot Be Undone

Prevent Accidents With

The CUTLER-HAMMER SYSTEM

Printing Press Control

"Safest in the World"


Times Bldg.—New York City

Branch Offices—Principal Cities

Fitted To Your Needs

An engineer experienced in general manufacture wouldn’t be expected to produce your machine better, quicker, or more economically.

An engineer with production experience, working under the direction of a trained newspaperman can design buildings and plants which should accomplish that result.

This organization has

S. P. WESTON

Newspaper Buildings

Production, Operations

120 West 43d St., New York City

Printers’ Outfitters


CONNER, FENDLER & CO.

39 Bank street, New York City

Mats

Stereotypes—Electrotypes

For Newspaper Illustrations and Advertisements—Highest Quality.

Schaefel Stereotype Co.

1405 23rd St., N.W., Washington

The National Type Foundry

Bridgeport, Conn. Guaranteed fonts, foundry type; large variety of faces. Specimens, immediate shipping.

THE ARKENBERG SPECIAL AGENCY has removed its office from the Tribune Building, Chicago, to 150 East Ohio street.
OLD TIME PAPER SCOPS DEFY BEATS TODAY

NINETY MEN SET BY HAND THE ENTIRE NEW TESTAMENT IN EIGHT HOURS IN RECORD JOURNALIST FEAT BY CHICAGO TRIBUNE 40 YEARS AGO.

Daring undertakings like publishing the entire text of the new testament or sending a Stanley to darkest Africa to tap the sources of the Nile have, it seems, not as characteristic of the big newspapers as one might suppose. In 1861, the modern newspaper was more painstaking in collating its news.

These comparisons are adduced by Michael Colbert to an interesting historical and technical difficulty with which the Chicago Tribune overcame when it set the new testament by the project of a Stanley from and back in 1881.

It seems that the revision of the Bible was undertaken in 1870 by a group of British and American scholars, and that early in the World's revision of the new testament was completed. Interest in the revision being intense, Chicago paper directors determined to publish the revised text, and dispatched a representative to London to secure two copies of the book.

The messenger arrived in New York with the books on a certain Thursday and reached Chicago on the following Saturday morning. Preparations had been made in anticipation of his arrival, and about 7 a.m., the entire composing room force of the Tribune, consisting of sixty-two "case holders" and perhaps thirty "subs," assembled and went to work on the copy. That was before the days of mechanical composition and when all type was set by hand.

Eight hours or more were required to put the new testament into type, the work of composition being completed about 7 p.m. From this time on the men immediately turned to their regular work of setting in type, which kept them at their cases until four o'clock the following morning, as they worked under a stretch of more than seventeen hours.

MADE A 16-PAGE SUPPLEMENT.

The new testament text made a supplement of sixteen pages added to the regular addition of twenty pages. It was an unprecedented feat. Never before had a daily paper of thirty-six pages been set up and printed in less than twenty-four hours.

Mr. Colbert supplies some details which illustrate some differences between the conditions in the newspaper composing room of forty-two years ago and those existing in the composing room of today.

The men worked by the piece, the rate of pay being forty cents per 1,000 ems. The force of a Stanley may not yet become the requirement, and neither was price and one-half per box for the same. The force of composing included some fast typesetters. The average man set nearly 25,000 ems in the eighteen hours' work, the next best 25,000, and the rest of the force had 24,000 to 18,000 ems. Thus the high man received less than eleven dollars for eighteen hours' work, while the low man's compensation was about $7.50.

That was considered satisfactory compensation in 1881, but it is scarcely necessary to say that it would not be considered in 1923.

(Continue on Thirty-sixth Page)

GOLF BACKGROUND FOR VAST AD CAMPAIGNS.

MILLIONS EXPENDED WITH GAME AS ADVERTISING BACKGROUND FOR VARIETY OF HIGH GRADE PRODUCTS—RECEIVES MORE PUBLICITY THAN ANY OTHER SPORT.

"Advertising is compelled to follow the line of least resistance. Like a sort of strange chameleon, it must take its color from that which is nearest. If nine-tenths of the people in any community, people worth mention, are playing, talking and dreaming golf, then golf must be the best advertising campaign. The association of ideas is a healthy one, for, says W. Livingston Larned, well-known advertising man, in the American Golfer, writing on the subject of golf in advertising, this is the advertising man's point of view.

"Advertising and golf," continues Mr. Larned, "is that so many boards of directors have had an advertising man to choose their dictionaries. The modern manufacturer is not willing to lay down $100,000 a year for advertising his products, is looked upon as a piker in the advertising generation. However, it has slowly percolated into human consciousness that if you want to sell a thing, you must tell folks about it—not a family party, in your own ballroom, but the nation, perhaps, even the world.

"If it is true, as certain old-line, die-hards claim, that advertising increases the cost to the consumer, then 1923 has produced the most marvelous crop of stark mad financiers, manufacturers and businessmen in general, the history of this country has ever known.

"We are concerned for the moment with golf and the marvelous fact that it is, by long odds, the best advertised game. We are perfectly willing to stand the statement and claim that if all the advertising golf received by the department of human progress or another, could be summed up, put down in figures, and checked on a sublime balance sheet, sealed and approved by some bank accountant, take would be found that the high amount of money spent to advertise golf, as represented in terms of making it the theme, the heart and the soul of publicity for entirely irrelevant campaigns, would exceed any advertising expenditure for any cause, product, soap or set of ear-muffs.

"Now this is a daring thing to say. Some advertisers spend two or three hundred thousand dollars a year, and tighten their belts, while planning to make a more next season. They do it because it pays. But if Smith, Brown & Co. want to advertise a new patentable frying pan of pure aluminum, the firm must shell out the coin of the realm. They plan and think and plan on a shovel, scientific financing. Every frying pan sold must give some part of its consumer price to those mediums which carry its advertising story.

WITHOUT CHARGE.

"Golf, save in a few well defined instances, is not called upon to pay a penny for the vast, tractless, un-expurgated campaign which has recently spread over the country, in its

(Continue on Thirty-sixth Page)
SUN AND GLOBE BECOME NEW PAPER.

(Continued from Twenty-seventh Page)

high reputation as a literary publication because of the pens of the two associate editors. Robert Charles Sands and John Inman, "the erudite and classicist" and William Cullen Bryant and the elder James Gordon Bennett entered the field in this way. The great editors began.

Francis X. McDougal Stone in 1884, and during his editorship came the great struggle between the established paper and the 新 paper, which for the first time invaded the New York field. The papers of long standing referred to the new ones as "penny trash" and the penny press, alluding to the vast length and breadth of its older rivals, called them "our bedfellows." Journalism in New York was soon more ferocious than it was in 1842, when Dickens gathered his materials for his satirical pictures in American Notes and Martin Chuzzlewit.

CIVIL WAR.

The morning papers nearly monopolized the news field during the civil war. The conception that printing news was the profession of journalism was not realized until the crisis. The paper in 1867, but remained with the paper only a year, a year enlivened by an affair of scandal between himself and Horace Greeley.

DAYS WHEN EDITORS BATTLED.

"To show the character of New York journalism at this time," said Dr. Lee, in an extended and detailed account of the history of the Times, "we saw the fighting of the press," to recall a typical incident. Greeley was forever fighting the papers, and, as a matter of fact, both he and his paper are doubtless because of his opposition to his political aspirations. Through the columns of the Times appeared the name of William Hurlbert, named the Commercial Advertiser in 1863. Thurlow Weed, one of the giants of the day, says he decided the war. He was "Hurlbert in 1867, but remained with the paper only a year, a year enlivened by an affair of scandal between himself and Horace Greeley.

WITH N. Y. AMERICAN.

Einar O. Peterson, formerly with the New York American, has joined the advertising staff of the New York Herald.

PULITZER CITES IMPORTANCE OF ETHICS.

TELLS JOURNALISM STUDENTS

HIGH STANDARD AND NOT TECHNICAL EFFICIENCY IS PARAMOUNT — STRESSES POWER OF PUBLICITY FOR JUSTICE AND GOOD.

Public criticism is not directed at the technical efficiency of journalism, but at its strength or weakness judged by its ability to perform the task it sets itself to do. Journalism has gained steadily in circulation and in advertising patronage and we have no reason for withdrawing from our undertaking.

After the death of Mr. Shillaber, Mr. Searles appointed William Shillaber, Jr., treasurer of the paper. Arthur T. Walker, confidential clerk to Mr. Searles, inherited the business and he was on the death of his employer in 1920. Mr. Walker delegated control of the business to Mr. Searles and Mr. Rogers, who have conducted the Globe Commercial Advertiser up to the present time.

The Globe celebrated its one hundred and twenty-fifth anniversary February 9, 1894. A series of meetings on its long and useful career poured in from all parts of this country and from some of its European contemporaries.

FUTURE EVENTS

The Southwestern Editorial Association of Minnesota will hold its annual session at Worthington, June 14 and 15.

The summer meeting of the Ozark Press Association, George Weatherly, president, will be held at the Colonial Hotel Springfield, Mo., July 16 and 17.

The triennial meeting of the Canadian Women's Press Association will be held in Vancouver, B.C, September 17, 18 and 19.

The summer tour of the members of the Wisconsin Press Association will be held at Madison July 16 and 17.

The Second District Editorial Association is to hold its summer outing Friday and Saturday, June 8. J. F. Shannon, editor of the Commerce Observer, is in charge of the arrangements.

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The membership of the Forest Industries Club will, under this scheme of organization, be secured from such wood using industries as those represented by the following organizations:


FOREST INDUSTRIES CLUB TO BE FORMED.

A Forest Industries Club of the forest industry, to include representatives of all industries interested in the use of forest products, such as publishing, printing, and similar groups of business, has been launched. A strong organization committee is being formed, which will include some of the most prominent paper manufacturers in the United States. A booklet containing the entire plan of the club, has been sent out with an invitation to become charter members.

The proposed club is in a large measure the result of work initiated several months ago by the American Paper and Pulp Association, for such a gathering place where leaders in an important industry may meet socially. In fact, the association is so interested that space in its offices at 18 East Forty-first street, New York, has been given to the organization committee.

L. B. Steward, former secretary of the association, is acting secretary of the Forest Indutries members, who are those whose business is directed from New York, and the non-residents whose business brings them to New York occasionally.

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FOREST INDUSTRIES CLUB TO BE FORMED.

A Forest Industries Club of the forest industry, to include representatives of all industries interested in the use of forest products, such as publishing, printing, and similar groups of business, has been launched. A strong organization committee is being formed, which will include some of the most prominent paper manufacturers in the United States. A booklet containing the entire plan of the club, has been sent out with an invitation to become charter members.

The proposed club is in a large measure the result of work initiated several months ago by the American Paper and Pulp Association, for such a gathering place where leaders in an important industry may meet socially. In fact, the association is so interested that space in its offices at 18 East Forty-first street, New York, has been given to the organization committee.

L. B. Steward, former secretary of the association, is acting secretary of the Forest Indutries members, who are those whose business is directed from New York, and the non-residents whose business brings them to New York occasionally.

The membership of the Forest Industries Club will, under this scheme of organization, be secured from such wood using industries as those represented by the following organizations:

HELP WANTED

Country newspaper desires business manager who can take charge of entire plant during owner's absence. Must be able to plan and carry out policies. Married man and one who has had previous knowledge in conducting small newspaper and knows salary, former connections, etc. Address Box 6016, care The Fourth Estate.

Business Manager

Composing Room Foreman

Evening newspaper not far from New York seeks working foreman for composing room. Permanent position for right party. Excellent working conditions. Write at once giving full particulars. References required. Address Box 6000, care The Fourth Estate.

Contest Field Representative


Extra Good Opening

For a man 21 to 40 years old, who has experience in conducting weekly or daily newspaper contest. Must furnish A-1 reference. Write Box 6009, care The Fourth Estate.

Good opportunity for man of ability. Territory covers twelve Southern States. Give age, experience, reference and address. Address Box 6008, care The Fourth Estate.

THOMAS PHELPS COMPLAINS BRITISH PAPERS CARRY NO NEWS ABOUT US.

Business Builder

I. O. W. A. PAPERS CHANGE HANDS.

Editors to Meet

The Fourth Estate

June 2, 1923
Managing Editor

Of broad experience and unusual record of success desires permanent connection on afternoon daily, south or southeast preferred, but not essential. Good organizer, young, aggressive and knows news. Not a cheap man but good and reliable one. Will gladly supply detailed information and references. Address Box 6008, THE FOURTH ESTATE.

Advertising or Circulation Manager

Systematic, thorough, with successful experience in various kinds and sizes of territories, wants position of responsibility with good newspaper affording good salary or salary and good commission. Would be valuable assistant to publisher or manager. Prefer medium or large city. What do you want done? Address Box 6009, care THE FOURTH ESTATE.

Reporter

Ten years feature, desk man—available at once. References. W. B. Ford, Gilbertville, N. Y.

 Classified Advertising Manager

Young married man with three years experience as Classified Manager, wants position in the middle west, preferably city of 20,000 to 50,000. Am now employed. Address Box 5406, care THE FOURTH ESTATE.

Experienced Accountant

Accountant with years of newspaper experience. Capable of handling accounts of all departments and can qualify as office manager. Address Box 5411, care THE FOURTH ESTATE.

A Real CIRCULATION MANAGER

available after June 1st.

"Big city" experience. A record of success. An expert on promotion of circulation. Highest possible references from each publisher served during the past 15 years.

A BIG MAN FOR A BIG TASK.

Where opportunity exists for persistent, constructive and solid circulation building with adequate revenue return. Address Box 6007, care THE FOURTH ESTATE.

Advertising Manager—Position Wanted

I have been in Newspaper Advertising work since I was eighteen and through all the business departments up to Advertising Manager. Left the Newspaper field two years ago to enter another line. Years of successful experience in Washington, Baltimore, Pittsburgh and Philadelphia. Lettets of reference speak in highest terms of past work, ability and character. No proposition too difficult to handle. Willing to go anywhere seeking real opportunity and permanent connections with big future. Married, age 41. Address Box 5406, care THE FOURTH ESTATE.

Competent Solicitor

Wants position with good paper on western coast. Now with live morning and evening paper in middle west as assistant advertising manager. Has sold space and written copy for 5 years with a record in campaigns and special editions. A good consistent worker who can get business and hold it. Would be a good advertising manager for a paper with about 10,000 circulation. Well educated, married, Age 39. Healthy. Good reason for commercial, city hall, hotels, police for the above man, write three-class references from present employer. Address Box 6028 care THE FOURTH ESTATE.

Circulation Manager

A newspaper circulation manager with at least 30 years experience in handling and training crews of canvassers. Desirable opportunity for life-time position to right man. Will start at rate of $8,000 per year with assurance of working up to $4,000 or higher. No drinker. Give reference and outline of experience. Address Box 6009, THE FOURTH ESTATE.

A.A.C.W. PROGRAM COVERS WIDE AD FIELD.

(Continued from Thirteenth Page)

ASSOCIATION OF NEWSPAPER CLASSIFIED ADVERTISING MANAGERS

Veranda of the Breakers Hotel

Tuesday Morning, June 8

Question Box.


(a) For representatives of evening papers.

(b) For representatives of morning papers.

(c) For representatives of newspapers in cities of less than 50,000 population.

(d) For representatives of newspapers in cities of more than 50,000 population.

(e) For representatives of newspapers in cities of more than 50,000 population.

Conference of Advertising Women

Hotel Carlkton

Tuesday Afternoon, June 5

Elizabeth V. Maguire, Philadelphia, chairman.

Hotel Carlkton: Joint session with National Association of Women’s Advertising Clubs.

Addressess by:

Jane Martin of New York.

Katherine H. Mahool, of Baltimore, representative of Women’s Advertising Clubs, on executive committee of Associated Advertising Clubs, Mary M. Crowley of John Budd Company, Chicago.

H. A. Green, of Chicago.

Paul T. Cherington, chairman of national educational committee, presiding.

Theme: "Training Our Successors."

Joint meeting of club presidents, secretaries and educational committees, with teachers of advertising.

Hotel Carlkton: Joint session with National Association of Women’s Advertising Clubs.

Election of Officers and other Business.

Addressess by:

Jane Martin of New York.

Katherine H. Mahool, of Baltimore, representative of Women’s Advertising Clubs, on executive committee of Associated Advertising Clubs, Mary M. Crowley of John Budd Company, Chicago.

Young Newspaperman

Desires position on daily where opportunities are present, permanent experience are plentiful. Have had several years’ experience on competitive city, half of which in police and other beats. Am energetic, resourceful, and not afraid of work. Have excellent reasons for leaving present position on Western daily. Can supply references where desired. Address Box 6027 care THE FOURTH ESTATE.

Foreman of Daily Newspaper Plant

that has linotype and web press equipment. Desires position with firm that can afford good wages and good commission with "the first paper in its field." Has had a wide range of experience on large and busy papers and has no delusions as to what it means to go to press at the same hour each day. You want to feel safe about the composing room end of it. Let’s talk it over. U. n. a. Address Box 6029, Ann Arbor, Mich.

Circulation Manager

Young man 25 years of age, 7 years experience in circulation through Washington, his last position with a successful manager with a successful record is desirous of making a connection where his knowledge of the work will be rewarded. Box 6400, care THE FOURTH ESTATE.
BUSINESS CHANCES

Just Out

"LISTINGS"

Issue for May now ready. If you have not received your copy better write for same. It is our third monthly publication in which we give details of many of the newspapers placed with us for sale. The last issue included particulars of about 70 papers listed with us since first of April. A few back issues are also available. If you want a paper anywhere else duties of advertising will be to get your name on our mail list to receive "LISTINGS" regularly. It's free. We offer several big propositions. One requiring better than a million dollars to handle, some over half a million and many from $100,000.00 up. See us first and you will get the pick of all the desirable papers. We have others—some daily papers—that are money makers that can be handled for $5,000. Weeklies and semi-weeklies of all kinds and sizes needing only a few hundred dollars up to several thousand.

PUBLISHERS WISHING TO SELL should secure our plan. Papers will not be published in "LISTINGS" if requested. We have such a large number of customers who have money that sales can be made without publicity. Strict confidence is maintained at all times. Our plan is having such wonderful success that whether it is a large or small paper, we can sell it for you so quick that no person in your organization or your advertiser will know that you want to sell until the transfer is made. It will be to your advantage to permit us to explain our system.

NEW YORK CHICAGO

32 June 2, 1923

The Fourth Estate

Used Newspaper Presses

Scott Quadruple Four Deck Presses

Prints four to thirty-two pages. Can be shipped at once.

B. H. Hoe quadruple press with color printing attachment, prints from 4 to 32 pages, 7 or 8 columns to page, sheet length 22½ inches.

WALTER SCOTT & CO.
PLAINFIELD, NEW JERSEY

New York Chicago

1441 Monadnock Block 457 Broadway

NEBRASKA FARMER APPOINTS NEW AD MANAGER.

Glen Snyder, vice-president and general manager of the Guenther-Clark Advertising Agency, St. Joseph, Mo., is leaving that agency to become advertising manager of the Lincoln Nebraska Farmer, succeeding W. O. Gundlach.

Mr. Gundlach, who in addition to his duties as publisher was also general manager, will leave the publication on July 1.

CONSULT THE H. F. HENRICHES AGENCY

Newspaper Properties

Litchfield, Ill.

New York Los Angeles

Sales Appraisals

Palmer, DeWitt & Palmer

Newspaper Properties

225 Fifth Ave.

New York

A REAL WESTERN PRESS CLIPPING SERVICE that actually covers the WEST.

Pacific Northwest

Press Clipping Bureau

Seattle, Wash.

NORTH DAKOTA PAPER SOLD.

B. W. Clabaugh has sold the Fairmont, N.D., News, one of the oldest papers in the state. While the purchasers as yet are unknown, it is rumored that the News has been acquired by St. Paul interests. Mr. Clabaugh has edited the Fairmont paper for more than a quarter of a century.

PEN WOMEN ELECT.

Mrs. Harriet Hawley Locher was elected president of the League of American Pen Women of the District of Columbia at the meeting held this week, succeeding Mrs. Theodore Tiller.

Other officers elected were: Mrs. Dorothy De Muth Watson, first vice-president; Mrs. Larz Anderson, second vice-president; Dr. Loy McAffee, recording secretary; Mrs. Blanche Ray, corresponding secretary; Mrs. Francis Steele, auditor; Mrs. H. S. Mulliken, librarian, and Mrs. Aaron D. Newman, historian.

For Sale

Kansas daily, exclusive evening field, good money maker, annual business $80,000. Address Box 5407, care The Fourth Estate.

Stereotype Machinery

8 Cylinder Flat Casting Box, Matrix Roller.

Pneumatic Steam Tables.

For Sale, desired, no "antique." Address Box 6004, care The Fourth Estate.

Printing Plant

For Sale or lease, modern 6- to 8-man shop, 40 miles from Cleveland, well established and business owned by two business newspaper publishers. Will furnish unquestionable references and have some cash. Address Box 6006, care The Fourth Estate.

UNIVERSAL TYPE CASTER with complete equipment for type quads and spaces in sizes 6-36 point. First class working condition. Will furnish operator for installation and instruction. Frank Nosse, 38 Park Row, New York.

CHICAGO INVITES NEW YORK ADVERTISING GOLFERS TO PARTICIPATE IN TOURNY.

Arba J. Irvine, president of the Western Advertising Golfers' Association, Chicago, has invited the members of the Metropolitan Advertising Golf Association, New York, to be their guests at the tournaments. The schedule is as follows: June 4, Midlothian; July 10, La Grange; August 14, Hinsdale; September, open; October 2, Exmoor.

DEFENDS BUREAU AS SERVICE TO COMMUNITY.

Editor, The Fourth Estate. Sir: In announcing the results of research conducted at the Forest Products Laboratory we occasionally mention what we recognize as natural antipathy to news that seems to editors to suggest the "bluff" or "puff" of space-seeking paid-advertising dodge sales campaigns. For this reason we emphasize that the Forest Products Laboratory, Forest Service, U.S. Department of Agriculture, exists to further study and experiment, and co-operation with industry and the public that will lead to the wise use of wood and wood products.

A few days ago the section of publication of results of the Forest Products Laboratory issued a news note that concerned the causes of swelling and shrinking of doors. This note was returned by one newspaper stating that it cannot understand the need for paid advertising and would be run at card rates, if desired.

We hope that you will think it worth while to bring to the notice of newspaper editors the fact that the work of the forest service, and in other cases the work of the Forest Products Laboratory is a factor that operates to increase the supply of news-print, and the efficient use of our forests.

R. C. TUTTLE
BOSTON'S newest and fastest growing paper the TELEGRAM
Largest Evening Circulation in Metropolitan Boston

### WHAT NEWS MUST DAILY PAPERS CARRY?

WHEN MEN AND WOMEN NO LONGER SIN, GOOD NEWS PAPERS WILL BE RELIEVED OF DUTY OF RECORDING WHAT MEN SAY AND DO, IS AN EDITOR'S VIEW.

The question addressed to the Detroit News by the Rev. L. M. Blakely is one every conscientious journalist has ruefully asked himself ever since the beginning of publicity. With the same earnestness a pastor might sigh for the day when he could dispense with reading the daily paper and could omit the prayers for sinners.

In either case it can be little more than a pious aspiration, since both church and press deal with conditions in the same fashion. Today, however, it has to be said that it is primarily the handmaiden of history; day by day it records the doings of men; and sin, it realizes, does not vanish because unremarked. Society eliminates sin by detecting and denouncing it.

The newspaper is a reporter of events. If it does not do so, it evades its duty. But if it searches out crime, it is its duty to inform, to comment, to publish. For that is the weapon of reform and the newspaper's watchful contribution to good living.

### THE LULL OF FALSE SCRUTINy.

The newspaper, whose ethical principles are sound, knows that it is its duty to inform Mr. Blakely each day of the truth as it has been revealed to him and find their place for the scrutiny and judgment of society. For that is the weapon of reform and the newspaper's watchful contribution to good living.

OREGON EDITORS TO MEET AT HOO D RIVER IN JULY

The Oregon Editorial Association will hold its annual convention at Hood River, opening on July 13. Elbert Bede, the president, and H. E. Hoss, the secretary, are in charge of the arrangements. The meeting will be held coincident with the annual Mooniet Hood climb to the Hood River American Legion Post.

Following a banquet Friday night at the Columbia Gorge Hotel, the editors will motor on Saturday morning with the legion party to a base camp at the foot of the mountain. There the convention will be held and on Saturday night the editors will join in the July jinks of the legionnaires around a camp fire. One of the high points of the convention will be J. Adam Bede, ex-representative in congress from Minnesota, and father of President Elbert Bede.

NEW PHILADELPHIA AGENCY

Raymond E. Rubicam, recently on the staff of N. W. Ayer & Son and John Orr Young, solicitor and account manager of the same agency, have opened an advertising agency in the Atlantic Refining Building, Philadelphia, under the name of Young and Rubicam.

The only journal outside of the United States published in the interest of newspaper men.

### THE 40 Pages Weekly NEWSPAPER WORLD

(Established 1898)

Annual U.S. Postal Subscription $6
Specimen Copy Sent Free
Address: 14 CROSS STREET
FINSBURY, LONDON, ENGLAND

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The impressive lead maintained by The News in local, foreign and classified lineage year after year is possible only because of proved results to the advertiser.

The Indianapolis News

Frank T. Carroll, Advertising Manager
New York: Dan A. Carroll, 160 Nassau St.
Chicago: J. E. Lutz, The Tower Building

The only newspaper in Indianapolis with a staff made up entirely of women and a pastor in the combined role of editor-in-chief, city editor and manager, has grown in five years from a single page, 8x12 inches in size, circulated free, to a full grown community newspaper with 750 paid subscribers, more advertisers than it knows what to do with, and all of the "departments" of a regular newspaper.

The staff of the Lynnhurst Herald is made up entirely of women selected to their present positions on the paper from St. Luke's Church. The staff makes up its lack of journalistic training by aggressiveness, "hustling" and enthusiasm, according to Rev. Frederick D. Tyner, who, as "city editor," ought to know.

In addition to its regular departments of society, church news, general news and homemakers department, the Herald is also the official organ of the Lynnhurst association.

At election time it carries election advertising. It has editorials on subjects of current interest, and even an occasional feature story and contributed news.

The Boston American

is showing two gratifying results of its three-cent price:

It has the Largest Circulation in New England at that price.

It is taking on a Higher Grade of Advertising every month.

ST. JOSEPH GAZETTE

Only seven-day newspaper in Third Largest City of Missouri and Center of Jobbing, Trade and Industries of Northern Missouri.

GEORGE A. MCCLELLAN, Publisher
REPRESENTED IN THE NATIONAL FIELD BY
J. P. MCKINNEY & SON
New York Chicago San Francisco Los Angeles

June 2, 1923

LARGEST MORNING CIRCULATION in the Nation's Capital

THE WASHINGTON POST

DAILY 6e-SUNDAY 6e

Member A.B.C.

Represented by Paul Block, Inc.
New York Chicago Boston Detroit

BURLINGTON, LEADING CITY OF VERMONT

Cover it comprehensively through the News Every Evening

BYANT, GRIFFITH & BRUNSON
Spec. Reps., New York, Chicago, Boston

FRANKLIN P. ALCORN, Representative
NEW YORK CHICAGO

VAST PULP LAND BOUGHT BY TRIBUNE

WITH ADDITIONAL TIMBER-LANDS IN CANADA PUBLICATION IS ASSURED OF TIMBER TO SUPPLY PAPER DEMANDS FOR NEXT 75 YEARS—GET WATER POWER.

The man making the most eloquent and inspiring address before the annual convention of the Pacific Coast Advertising Clubs in Spokane June 17-21 will be awarded a rope of oriental pearls, according to a communication received from the "On-to-Spokane" committee of the San Francisco Advertising Clubs.

The woman making the most eloquent and inspiring address before the annual convention of the Pacific Coast Advertising Clubs in Spokane June 17-21 will be awarded a rope of oriental pearls, according to a communication received from the "On-to-Spokane" committee of the San Francisco Advertising Clubs.

Three others of the twenty prizes being offered at the convention are donations from San Francisco firms. A silver cup has been offered to the company giving the best display of financial advertising; another cup to the advertising company giving the best display of advertising done for a client, and one to the organization or group of organizations presenting the best display in the graphic arts section.

THE FOURTH ESTATE

June 2, 1923

LOW MILLINE RATE

ST. LOUIS GLOBE-DEMOCRAT

LARGEST DAILY CIRCULATION of any St. Louis Newspaper

F. St. J. RICHARDS, NEW YORK
GUY S. OSBORN, CHICAGO
J. R. SCOLARO, DETROIT
C. GEO. KROENNESS, SAN FRANCISCO

THE Fourth Estate

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York morning paper.

The impressive lead is maintained by The News, advertising every month. New England at that price.

James A. Morley has been appointed advertising manager of the Channel Chemical Company, Chicago. He was formerly advertising manager of N. K. Fairbanks & Co., and more recently acted in the same capacity for Wilson & Co., Chicago.

SOUTHERN AD CLUB OFFERS PEARLS TO WOMAN MAKING BEST SPEECH.

The woman making the most eloquent and inspiring address before the annual convention of the Pacific Coast Advertising Clubs in Spokane June 17-21 will be awarded a rope of oriental pearls, according to a communication received from the "On-to-Spokane" committee of the San Francisco Advertising Clubs.

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BIGGEST LEMON IS HANDED IN NORTH DAKOTA EDITOR.

What is probably the biggest lemon ever handed to any person in Grand Forks, N. D., was presented to the editor of the Grand Forks Herald by a friend upon his return from Hernando, Cal. The one lemon is large enough to make lemonade for a large family of very thirsty youngsters. The big piece of sour fruit measures seven and one-half inches long and one-inch in diameter, and in style, build, complexion and general appearance resembles the average lemon.

The lemon is on display at the Herald business office.
June 2, 1923

The Fourth Estate

CORRIERE D'AMERICA
Luigi Barzini, Editor.
Illustrated Italian Daily, in tabloid size.
24 pages daily.
40 pages Sunday with rotogravure section.
Reaches all classes of Italians.
309 Lafayette Street, New York.

York, Population 56,000.
An ideal manufacturing city of ideal homes and labor conditions.
"You'd like to live in York."

The York Dispatch
York's Only Evening Paper

In an article entitled "The Hospital and the Newspaper" which will appear in the June number of the Medical Record, Dr. Russell Kelker points out to hospitals ways to help the press get the news. He impresses upon the reader the necessity of a spirit of co-operation and declares that representatives of the press and of the hospital, if the hospital is willing to help them function in that role. Suggesting some ways of helping the press, Mr. Kelker says:

"Representatives of the press are called upon to cover every conceivable kind of news. It is reasonable to assume that they do not have technical knowledge concerning everything with which they are confronted. It is wise, therefore, to have someone appointed to act as interpreter to them, that is, to put into every-day language the jargon of hospitals. It is not enough that the hospital shall have any kind of a story. It must be the kind of story that the public will be interested in. Ordinary events of hospital life, it is true, are of interest to the public, but the substance of what many of them say is of general interest if put in the language of the street."

"Especially is an interpreter needed when a new hospital is opened or when a new hospital building is being erected. Have some one on the job who is thoroughly conversant with the purpose of the convention. He should be familiar with the personnel of the gathering. Data concerning what each one does and how important his work is can be in the hand of a typist." A typist 'who's who' with suggestive information concerning the officers and speakers should be prepared for the press in advance. He should in addition to the addresses of the officers and speakers in the front of the building be delivered and furnish them to reporters and editors before the convening of the convention. By marking a release date (day and hour) all deliverers of their appearing prematurely is obviated.

"Photographs of the speakers should be sent by telegram. Arrangements should be made so that the newspaper publishers may secure pictures of the convention proceedings. It is always of interest to the press. Letters should be provided for reporters in the front of the building and telephones service when desired. If a banquet is a part of the program, remember that in attendance. There is over 200,000 people every day in the New York Times.

BOSTON POST
1922 Circulation Averages
Daily 396,902
Sunday 401,643

New Jersey's Famous Manufacturing City
The Cincinnati Community
Consists of an Area of 70 square miles with a population of 600,000,....
The Cincinnati Enquirer
is the MEDIUM YOU SHOULD USE in this UNPARALELLED MARKET.
G. LOGAN PAYNE COMPANY
Chicago, Philadelphia, New York, Chicago, Payne, Burns & Smith New York and Boston

PATERSON PRESS GUARDIAN
N.Y. AD CLUB'S PUBLICITY COUNSEL A BUSY MAN.
Shepard G. Barclay, advertising and publicity counsel of the Advertising Club of New York, and managing editor of Advertising Club News, has his hands full this summer. In addition to his numerous duties at the Advertising Club, he is publicity manager of the reception and entertainment of the British delegation who are members of the C.W. L. Club of London. For ten years he was department head of many leading dailies in St. Louis, Houston, Texas, Chicago, Pittsburgh, and in press association and syndicate work. Mr. Barclay later became a publisher and then evolved into a director of publicity for some of the most important national campaigns of recent years. They include the United War Work Campaign, Methodist Centenary Movement, the old Chicago Record, National Graphic Sales Corporation and Near East Relief. During their course, he harnessed different mediums of public stimulation, social, political and religious, to be utilized in the United States.

WASHINGTON WRITER JOINS REPUBLICAN COMMITTEE.
Sumner Curtis, veteran Washington correspondent, has joined the staff of the Republican National Committee, as assistant to Chairman John T. Adams. Mr. Curtis went to Washington as a young reporter in 1891, during Harrison's administration, and later wrote for the Milwaukee Sentinel. He was afterward associated as political correspondent with the old Chicago Record-Herald for many years. During this period he wrote for the Republican Party and reported the proceedings of all national and many state conventions. He is a member of the Gridiron Club of Washington and chairman of its entertainment committee.

NEW PAPER IN WASHINGTON.
Public Affairs, the official magazine of the Senate, is direct general, with the announcement immediately succeeding that the magazine is published by the national Federation of Uncle Sam's Voters.

Now over 200,000
Every day
DIEETON TIMES
First in San Francisco

The Bulletin

The Indiana Daily Student, a morning paper with Associated Press service published by the students in the department of journalism at Indiana University, is printed in the official paper for the 1923 Indiana state fair by the fair state board of directors. The student paper was published at the state fair last year. The popularity of state fair papers among visitors and officials led to the recommendation that the plan be adopted this year.

Plans are under way to have the paper printed on the grounds as part of the Indiana newspaper exhibit. There will be 10,000 copies distributed daily, 200 a day more than last year, and the paper will have at least eight pages every issue.

Professor J. W. Piercy, head of the journalism department, will be in charge of the publication and Pro- fessor Claude M. Venable, director of publicity, will be one of the supervising directors. J. W. Piercy, instructor in journalism, will be supervising editor. W. L. Reeves, present business manager of the Daily Student, will be the business manager. The editor-in-chief and editorial staff will be selected upon merit of their work before the end of the present school year.

The office of the State Fair Student was an object of unusual interest to state fair visitors last year who watched the reporters typing their stories and the copyeditors editing them. Reporters were assigned to beat the heat beats over the fair grounds.

Stories of the different exhibits, results of the races and contests, and a program of the day's activities gave the paper interest for all who were at the fair.

SAN FRANCISCO AD MEN GIVE
PLAY TO RAISE FUNDS.
Members of the San Francisco Advertising Club entertained last Saturday with a pantomime and of their annual convention in the Scottish Rite Auditorium, the proceeds of the affair to go to finance the club's work. The program of the annual convention of Pacific Coast Advertising Clubs, in Spokane, June 17 to 21, is made to play. The sketch will be presented at the convention by Mr. Carl F. Lander. The sketch is based on truth in advertising and will be presented by a cast containing prominent advertising men and women of San Francisco.
It Pays to Advertise in the

ST. LOUIS TIMES

Now Generally Recognized as the Home Newspaper of ST. LOUIS

Foreign Advertising Representatives
G. LOGAN PAYNE CO.
Chicago, St. Louis, Detroit, Los Angeles
PAYNE, BURNS & SMITH
New York, Boston

The RICHMOND, Va., TIMES-DISPATCH is delivered daily into 12,000 of the city's best homes.

IN ALL VIRGINIA IT'S THE SAME
STORY, BROOKS & FINLEY, Inc.
New York, Philadelphia, Chicago, San Francisco

IN THE AD FIELD.

BRANDT, Trib., Chicago—Sending orders to newspapers for Western Products Co., Chicago.

RUTHRAUFF & RYAN, N. Y.—Making contracts with Western newspapers for Domino House Complexion Clay, Phila.


ROBERTS & MACAVINCHE, Chicago—Making up lists of foreign language papers for Banner Tailor, Chicago.

NATHAN, Majestic, Chicago—Sending orders to newspapers for brand of shoes.

INGOLDSBY, Los Angeles—Placing copy in newspapers for Glencoire, Los Angeles.

TURNER-WAGENER, Chicago—Sending out orders for Metro Tire Co., Chicago.

ZIMMER-KELLER, Detroit—Placing copy with newspapers for Rickenbacker Motor Co., Detroit.

SMITH & FERRIS, Los Angeles—Placing small copy for Dr. Quayle Sanitarium, Madison, O. Also placing campaign in Pacific Coast newspapers for Samson Tire & Rubber Co., Compton, Cal.


SMITH & FERRIS, Los Angeles—Placing small copy for Dr. Quayle Sanitarium, Madison, O.

Also placing campaign in Pacific Coast newspapers for Samson Tire & Rubber Co., Compton, Cal.

SMITH, Kansas City, Mo.—Placing orders with dailies for Parkview Sanitarium, Kansas City.


GILLHAM, Salt Lake City—Will conduct advertising campaign in newspaper in Mountain States and Northwest, using name of Blue Bunny by National Packing Co., Ogden, Utah.


SIMPSON, St. Louis—Obtained account of Meyer Bros., Coffee & Spice Co. (roaster and packer of Old Julee coffee), St. Louis. Newspapers in Mid- West cities where company has distribution will be used in initial campaign.

The Detroit Free Press

“MICHIGAN’S GREATEST NEWSPAPER”

The FREE PRESS has both Q U A L I T Y and CIRCULATION and is the only morning newspaper serving Detroit and Surrounding territory.

Social Representatives
VERREE & CONKLIN
New York, Detroit, Chicago, San Francisco

THE FOURTH ESTATE

June 2, 1923

THE special features of the

BUFFALO TIMES

have made it the most popular newspaper in Western New York.

NORMAN E. MACK, Proprietor
VERREE & CONKLIN, Inc.
Special Advertising Representatives
New York, Detroit, Chicago, San Francisco

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VERREE & CONKLIN, Inc.
Special Advertising Representatives
New York, Detroit, Chicago, San Francisco
June 2, 1923

THE FOURTH ESTATE

DOMINATE BRIDGEPORT

98 per cent of the circulation of The Telegram and Post is concentrated within 13 miles of the City Hall. You can completely cover this great industrial market with one newspaper. Cost through The TELEGRAM and POST.

In New Orleans it's the
New Orleans Item

PROGRAM DATA NEEDED IN RADIO COLUMN.

(Continued from Sixteenth Page) Most radio editors have been recruited from the ranks of amateurs or technical experts; it is quite natural that the present radio columns should tend to be technical.

To present technical matter is not, however, the function of the newspaper; that phase should be confined to the magazine and review. Radio science is well supplied with excellent magazines and there is no reason for newspapers attempting this function.

If the radio editor's desire to include technical matter must be satisfied, let it be simple A B C articles in one syllable language dealing with the basic principles of radio, and up-to-date!

MORE PROGRAM DATA.

Of much greater interest and of much greater importance than technical matter is advance information on coming programs of importance. Broadcasting stations arrange the finest kind of programs of the highest class of artists and the only notice they receive is the program printed the morning and evening of the day on which it is rendered. For this reason many persons are disappointed, having made previous arrangements which would have been avoided had they known that particular broadcast had been scheduled.

This statement is not based on guesswork. WEF, the broadcasting station of the American Telephone and Telegraph Company in New York City, recently received 500 letters each month. Many of these request advance programs, because the newspapers publish so-called "great" programs. Usually, the critical programs, that is, criticism by an experienced way that musical and dramatic performances are criticised.

In the radio broadcasting, not only is the artist's performance a suitable subject for discussion, but the quality of reproduction by broadcasting station is just as important, particulary in the case of remote installations; that is, when broadcasting is received from points outside the broadcasting stations. The number of pages and cost by the broadcasting station is not so important; it controls the transmission. The good work of successful installations is as worthy of praise as the greatest artistic feat or the splendid performance of an artist. Poor work is placement of the instruments in a band is as subject to criticism quite as just as inartistic work in any kind of public performance.

A radio column featuring programs and criticizing them will undoubtedly bring the largest and increasing radio news reading public.

NEWS OF AD FOLKS.

W. A. Martin, Jr., for the last nine years advertising manager of The Times, has joined the Economist Group of publications of the Textile Publishing Company, New York. Mr. Martin was secretary of the Association of National Advertisers during the first year of its existence.

Alvin Herring has established an advertising agency in Lorain, Ohio, under his own name. He was formerly connected with a local newspaper.

Campbell Rooney & Bishop, the advertising staff of the Washington Post, has changed its name to Walker & Downing.

J. E. Kelly, formerly with the Federal Advertising Agency, and at one time Pacific Coast representative of the Standard Rate and Data Service, Chicago.

The William S. Walker Company of Pittsburg, has changed its name to Walker & Downing.

Robert V. Titus, recently advertising manager of the Rochester Journal and American, has joined the Hafis Watch Company, subsidiary of R. Gsell & Co., New York. He was formerly local advertising manager in Los Angeles.

EXCELLENT RESULT

obtained with tryout copy in the PLAINFIELD, N. J.

Courier-News

PEORIA ILLINOIS JOURNAL (EVENING) and TRANSCRIPT (MORNING)

FOREST EXPERTS

FEAR TIMBER SCARCITY.

BRITISH COMMISSION WARNS THAT VIRGIN FORESTS ARE BEING RAPIDLY WORKED OUT—PEOPLE URGED TO TAKE BROAD VIEW OF FORESTRY PROBLEMS.

An interesting fact is that many of the countries fear a world scarcity of timber, before many years pass. The British Forestry Commission, who say that the results will be more disastrous to the United Kingdom than to any other country. The virgins forests are being worked out for more rapidly than they are being reseeded.

Another warning that forestry experts in many lands fear a world scarcity of timber before many years pass. They are taking steps to ascertain what reserves are available and how long they are likely to last; but foresters say there can be little doubt that the near future the British Government will have to choose between resuming the extensive planting program adopted by Parliament at the close of the war and running the risks of deforestation.

The commission urges the people to take a broad view of the problems, pointing out that the reasons which make necessary the maintenance of the forestry commission are not evanescent, but arise from world-wide conditions.
THEBuffaloterritory
offers
big possibilities to
national advertisers

12th American City and second in
New York State, Buffalo, with over
half a million people and the sur-
rounding trade area with three hun-
dred thousand more, affords a
market to national advertisers. The
effective medium to capture this de-
sirable market is the big, popular,
home newspaper—A.B.C net paid
105,958, 80% of English-speaking
homes.

THEBUFFALO
EVENING NEWS
Edward H. Butler, Editor & Publisher

KELLY-SMITH COMPANY, Rope
Marbridge Bldg. Lytton Bldg.
New York Chicago

OBITUARIES.
SHIP NEWS REPORTER DIES
IN PARIS ON FIRST
TRIP ABROAD.

Harold I. Smith fifty-nine years old,
dean of New York ship news reporters
and known to his fellow workers as
"Judge," died Thursday in Paris,
according to a radiogram received by
the New York Detachment of the
Newspaper Association, by which he
was employed. Mr. Smith went to
Paris on his first trip to Europe. The
Fourth Estate in its issue that
week carried a picture of Mr. Smith
along with a sketch of his inter-
esting career.
Mr. Smith served thirty years on
the New York waterfront after com-
ing to New York from Bedford,
Mass. He was born on Palmer's
Island, in the harbor of New Bedford.
Mass. His forebears were owners
and sailing masters of clipper ships.
Instead of going to sea, the "Judge"
went into newspaper work.
He was once ship news editor on
the Boston Advertiser. From the Hub
he came to New York and was with
the Herald. For fifteen years the
Owl, the daily, the Herald, plied the
bay with "Judge." Smith abjured and
came back with stories that made the
Herald's ship news page the peer of
any in the country. For the past
several years he has handled ship
news for the City News Association.
His sobriquet of "Judge" was
earned when he became a Justice of
the Peace of Pompton Township, N.
J. several years ago. He held the
first night court in that state.
Mr. Smith owned a 135-acre farm in
Bethel, Ct., on which he made his
home.

DEAN OF MICHIGAN EDITORS
DIES WHILE ON WAY HOME
IN ST. LOUIS.

W. B. Weston, seventy-five years old,
dean of newspapermen in Grand
Rapids, Mich., died in Chattanooga,
Tenn. Death came to Mr. Weston
while he was on his way back from
St. Petersburg, Fla., where he had
spent the last three winters. He stopped
in Chattanooga to visit a brother,
C. E. Weston, and was taken ill
there. Mr. Weston was born in
Warren, Mich., in 1844, and fought
through the Civil War, being dis-
charged from the service at South
Bend, Ind.

BROADDUS N. Figgatt,
former editor of the Cas
County Tribune, died at his
home near Page, N. D.
Mr. Figgatt, who had been
active in local journalism for
many years, was born in
Quincy, Ill., and was
survived by two brothers
and a sister.

W. H. Sample, editor of the
Cass County Tribune, died at his
home near Page, N. D.

WILTON G. McMURCHY, represent-
ing the St. Paul Daily News and
other northwestern papers at Wash-
ington for fifteen years, died at his
home in St. Paul May 25, following
an illness of two years. He was
fifty-five years old. Mr. McMurchy
was a member of the National Press
Club. He was at one time connected
with the Newspaper Enterprise
Association.

JEREMIAH E. KELLY, died last
week in Seattle, Wash. He was
sixty years old, and had been
employed by the Post-Dispatch
for the last three years. He was
born in Quincy, Ill., and is
survived by two brothers and
a sister.

BROADDUS N. Figgatt,
former editorial writer for the
St. Paul Pioneer Press and
Dispatch, died last week in
St. Paul, Minn. He was born
in Quincy, Ill., and was
survived by two brothers
and a sister.

JOHN HOPKINS, 81 years old,
died last week at his home
in St. Louis. Mr. Hopkins
was at one time editor of the
HumboUd Herold and also of a
Bradgate paper.

HANDLING OBITUARY NOTICES
FRANKLY AND TRUTHFULLY.

"Has the time arrived, is it arriving,
or will it ever arrive when a newspa-
per or a clergyman may successfully
and without molestation handle ob-
ituary notices as a durable and
profitable business, with ungloved
hands?" asks Will Chamberlain in his
Wayside Notes column in the Sioux City Journal. "I discussed this question with a
friendly newspaper man who thinks
such a state of the public mind is
quite clearly manifesting itself. Per-
haps many still think that the thorn
in death's floral emblems should not
be in evidence. Others hold that a
closed life which had been void of
worthy deeds should be, at least,
not be flouted as exemplary. There is
a decided tendency among newspaper
men not to call a silver tag a golden
one, nor a pewter tag a silver one in
demise chronicles."

NEWSPAPER CENSUS.
Washington, D. C.
The latest house to house canvass
reveals the extent to which Wash-
ington Newspapers are read in the
houses.

DAILY
The Evening Star .......... 84%
2nd Newspaper .......... 35%
3rd Newspaper .......... 34%
4th Newspaper .......... 22%
5th Newspaper .......... 18%
SUNDAY
The Sunday Star .......... 78%
2nd Newspaper .......... 43%
3rd Newspaper .......... 37%
4th Newspaper .......... 40%
THE DAY-WARHEIT

June 2, 1923

THE FOURTH ESTATE

THE DAY-WARHEIT

America's FOREMOST Jewish Daily

Reaches the cream of purchasing power of the Jewish element in America.

Essentially a home-paper—written for and read by every member of the family.

THE

DALLAS EVENING JOURNAL

Published by

D. LORENZ, Manager Eastern Dept.

The first paper in the second largest Polish center in America is absolutely essential in any campaign aimed at the Polish market in New York City which is dominated by

Nowy Swiat

The Polish Morning World

Member A.B.C.

BOSTON SUNDAY ADVERTISER

Over 500,000

Greatest Circulation that Boston has ever known.

W. W. CHEW, 1819 Broadway, New York

EX-SENATOR TELLS AD MEN

GERMANY ONCE BOUGHT

THE PHILIPPINES.

Speaking to the Grand Rapids Advertising Club last week, ex-Senator William Alden Smith said that Admiral George Dewey once told him Germany had actually purchased the Philippines, although the deal had not been formally completed.

Admiral von Dietrich with a German fleet was in port at Manila when Dewey steamed into the harbor. Senator Smith recalled, "Dewey said, 'Admiral, I have been here before, Admiral von Dietrich, if you want war with the United States, you can have it now.'"

TWIN CITY SENTINEL

Winston-Salem, North Carolina's Largest City (U. S. Census)

STAMFORD SENTINEL

Stamford's New and Newspapers

WINSTON-SALEM SENTINEL

WINSTON-SALEM, North Carolina's Largest City (U.S. Census)

THE JOHN BUDD CO.

Representing Newspapers of

VERERE & CONKLIN PUBLISHERS' REPRESENTATIVES

S. C. THEIS COMPANYSPECIAL REPRESENTATIVES

WASHINGTON.

FIRST RELIGIOUS NEWSPAPER.

The first religious newspaper ever issued was the Herald of Gospel Liberty, which was published by Rev. Elias Smith of Portsmouth, N. H., in 1809.

The Sentinel goes into eight out of every ten homes in Winston-Salem.
Baltimore

is eagerly looking forward to the day when our distinguished friends,—the British delegates to the A.A.C.W. Convention at Atlantic City,—will visit this city.

Justly proud of being the fastest growing seaport in the United States, Baltimore realizes what great advantages her facilities for international commerce offer, and is anxious to have our London friends realize it too.

Fifty-five overseas steamship services reaching one hundred foreign ports make Baltimore a strong commercial influence in the great markets of the world.

Eighteen coastwise steamship lines link Baltimore with Southern and Pacific ports, affording a concentration of rail and water transportation at the most strategic point on the Atlantic coast; in fact, recent census figures show that forty-three percent of the manufactured products of the United States are located in states connected with Baltimore by rail routes that are shorter than to any other ports—a big item in estimating freight rates.

Closely allied with the mighty forward strides that Baltimore is making, are The News and The American, Baltimore's two pioneer papers in their respective fields. These papers, going into practically every buying home in Baltimore and close vicinity, are strongholds of power and influence in promoting the best interests of city and state.

In welcoming our distinguished London guests to America, The News and The American urge heartily—visit Baltimore! Not only will our welcome be cordial and sincere, but the vision which these "Men of Vision" will get of still stronger commercial relationships with America which Baltimore as the logical point of contact can provide, offers prospect of undreamed-of possibilities for the business future both of their country and of ours.

THE BALTIMORE NEWS

Published every morning, including Sunday

The Baltimore American

National Representatives

G. LOGAN PAYNE CO.

PAYNE, BURNS & SMITH

Published every afternoon, including Sunday
Back up Your Dealer

"Publicity" in so-called "national" mediums is excellent propaganda for the automobile business—but—

Sales copy concentrated in local areas is what helps your dealer to make sales—and the dealer is the man on the firing line who brings home the orders to YOU.

You owe it to yourself, no less than to your dealers, to give them adequate support in the great consumer markets—the mediums that effect local sales.

In Chicago the most efficient sales medium is The Chicago Daily News, the paper that enjoys the reader interest and reader confidence of the great majority of financially competent homes in Chicago.

Ask your dealers—they know.

The Chicago Daily News

*FIRST* in Chicago
EVENING PAPERS IN A RACE FOR GLOBE READERS

INTERESTING EXCHANGE OF VIEWS ENLIVEN STAID NEW YORK CITY FIELD—END ISN'T IN SIGHT WITH PUZZLE OF WHO GETS GLOBE'S 200,000 CIRCULATION.

New York is now witnessing the amusing spectacle of its evening newspapers in a mad scramble to obtain the close to 200,000 circulation which Frank Munsey assumed he was buying when he paid a sum said to be $2,300,000 for the New York Globe and Commercial Advertiser. Although it is known that Mr. Munsey's main objective in purchasing the Globe was to obtain its membership in the Associated Press and his place in the Associated Newspapers of the World, it is assumed that the Globe's circulation books, with the various news and feature departments included in the sale, but the other New York evening newspapers, or some of them, do not appear to share this opinion.

With the announcement of the sale of the Globe, the various competing newspapers embarked upon a three-month scramble to obtain the closest to 200,000 circulation.

The exchange of views that has been made an interesting feature of the new newspaper period has brought things to a head, however, and the battle is not yet at an end. It is expected that the struggle will continue until the end of the year.

DAWSON AND MCCANN AMONG NEW WRITERS ON THE N. Y. MAIL.

Alan Dawson has been made associate editor of the New York Evening Mail. Mr. Dawson until February of this year was assistant editor of the New York Tribune for four years. During that time he had been associate editor of the New York Globe in charge of the evening page of the paper.

WASHINGTON GOES TO CHICAGO.

Melvin J. Woodworth, who recently became a director and Chairman of the New York News Bureau Association, publisher of Daily Financial News, has been elected president and a director of the Chicago News Bureau. The Chicago News Bureau is one of the largest of the new wire services, and is one of the most powerful employers of the press.

RUTHERFORD IS RE-ELECTED.

George A. Rutherford was re-elected president of the Cleveland Advertising Club at its annual meeting. Other officers will be elected at the July meeting.

NEW UNIVERSAL WIRE.

The Universal Service has just added a Pennsylvania state wire, which serves newspapers of the Keystone state, carrying regular news reports and state news and a large volume of sporting news.

AIRPLANE BRINGS NEW YORK TIMES TO AD MEN.

DELEGATES AT ATLANTIC CITY RECEIVE 2,250 COPIES FOR BREAKFAST 100 MINUTES AFTER PAPERS LEAVES PRESS—DELIVERY TO CONTINUE THROUGH MEETING.

In little more than an hour after the big presses in the New York Times annex had hummed down to a stop, 2,250 copies of the paper were at the disposal of delegates to the Advertising Clubs of the World at Atlantic City.

This was due to a Times airplane special which flew down the coast at an average speed of better than 150 miles an hour, inaugurating a Times airplane delivery which was continued until Thursday, the closing day of the convention. The actual flying time for the 110 mile trip was less than an hour.

The feat evoked a united chorus of praise from the advertising men.

SAYS ADVERTISING IS POWER FOR WORLD PEACE.

Paying a strong tribute to advertising for its power in creating favorable influence, Fred B. Smith of Johns-Manville, Inc., New York, told the delegates at the A.A.C.W. convention at Atlantic City that advertising is the life blood of commerce, a democratizing influence which is reducing the world to one community in the sense of the United Nations.

"The appeal of advertising," he said, "is a common appeal, uniting all classes, making a world of buyers, not of sellers. It makes a world of consumers, not of producers.

The advertising association "one of the most forceful agencies in the world of peace and good will to all men," he said. "If one man dies in a war, another has died who might have lived. It makes war impossible.

The advertising association is a forceful agency for definite and spiritual objectives of humanity—ad men can do much to foster goodwill.

TRIBUNE FUND HELPS INJURED MAN.

How a newspaper may play the good Samaritan is illustrated in the story of a streetcar motorman, who, staying at his post when brakemen lost their grip, saved the lives of many passengers, though he himself was injured.

The young man, left with permanent injuries, having no other trade to turn to after the loss of his legs, was in despair. A letter was written to the Tribune, and the next step was to bring his case to the attention of the newspaper.

Colonel George Harvey, former managing editor of the World, announced this week his intention of having the story of the motorman's sacrifice published in the Tribune and of making a donation to the man.

COL. HARVEY RETURNS TO ENGLAND.

The golf committee of the New York Advertising Club has announced that the New York Times will take part in the World Cup Golf Tournament to be held in England. Colonel Harvey, Chairman of the Committee, is chairman of the committee.

WASHINGTON CORRESPONDENTS SOON GO TO ALASKA AND "BIG SHIP" CRUISE.

The "shocktroops" of the ranks of Washington correspondents, who have experienced a lull in their periodical outings since the President left for Florida, will be up to their mark on March 4 of the following year, when Warren G. Harding became president.

The second effort employed to attain the circulation Mr. Munsey, had assumed he would swing to the combined Sun and Globe, was large advertising. The Globe New York morning newspapers, in which each advertising evening newspaper appeared to claim itself the prestige once enjoyed by the Globe.

That it never occupies alone a field so clearly divided with another evening newspaper—the field of liberal, optimistic, public-service opinion—has been amply demonstrated in the Evening Mail. The Evening Mail is in full-page advertisements.

The Evening World, being so obviously successful, is attracting a large number of subscribers. The paper is well known for its fair treatment of all sides of the question. It is the daily newspaper of the city, and its circulation is steadily increasing.

Saturday there were three liberal evening newspapers in New York, the Daily News, the Sunday Times, and the Evening Post. Today there are two.

Meanwhile, the Evening Post, although it has not joined in the circulation race, has somewhat timorously been advertising the qualifications of its circulation. It has been building up its circulation by free publicity, from the fact that it has been selling out for a long time on a small circulation.

To add fuel to the flames, Arthur W. Brown, the Evening Post, has taken up the cudgels in Mr. Munsey's behalf. Declaring that in combining the Globe with the Sun, Mr. Munsey has violated the spirit of agreement, he is continuing his battle for the friendship of the press.
You wouldn't put a boy on a man's job.
Covering Philadelphia is a man's size job.

You can cover Philadelphia at one cost with one newspaper, because the Bulletin reaches practically every home, office, store and factory in the city.

There are 400,000 separate dwellings in Philadelphia and more than 100,000 outside the city limits. There's every reason why you can dominate Philadelphia with the Bulletin.
A.A.C.W. CHOOSES LONDON
HOLLAND RE-ELECTED

HOUSTON WITHDRAWS FROM CONTEST FOR 1924 MEETING—BITTER FIGHT MARKS PRESIDENCY CAMPAIGN—LEADERSHIP OF NEWSPAPERS AS AD MEDIA IS STRESSED.

Lou E. Holland of Kansas City was re-elected president and London was chosen for the 1924 meeting of the Associated Advertising Clubs of the World at the nineteenth annual convention which ended Thursday at Atlantic City where the rise of newspaper columns as the most effective media for national advertisers again was emphasized. The entire field of advertising was discussed by scores of speakers at the general sessions, the inter-departmental sessions and the departmental meetings. With more than 5,000 delegates from many parts of the world in attendance the Atlantic City convention surpassed in size and in scope of its activities any held previously by the associated advertising clubs.

Mr. Holland’s re-election was closely contested by friends of Homer J. Buckley of Chicago. Considerable bitterness developed between the rival adherents in campaigning for their favorites. Mr. Buckley was nominated by the general assembly by a vote of 19 to 14. The Hollanders charged that the nomination was railroaded through as the result of unfair and secret action and that no discussion was permitted before the nomination.

(Continued on Tenth Page)

JOINT ASSEMBLY FORMED BY A.A.C.W. DEPARTMENTS AND CLUB PRESIDENTS.

The Joint Assembly, a new and important body in the Associated Advertising Clubs of the World, was formed Monday when members of the various departments of the national advertising commission and club presidents from the various geographic districts of the Associated Advertising Clubs elected their members of the assembly. The following club presidents were elected to sit on the assembly for their respective districts:

First, Chester I. Campbell, Boston; second, Fred D. Fox, Richmond; third, Charles Rosenthal, Chattanooga, Tenn.; fourth, Bennett Chapole, Middletown, Ohio; fifth, Howard Harrington, Moline, Ill.; sixth, Walter R. Wiegman, St. Louis; seventh, R. E. Cole, Fargo, N. D.; eighth, Victor Martin, Davenport, Iowa; ninth, H. C. Howard, Houston, Tex.; eleventh, Henry H. Fawcett, Columbus, Ohio; twelfth, Carman Smith, Los Angeles; thirteenth, Oregon, Washington and Alaska; fourteenth, Europe, no election; fifteenth, H. S. Van Scoyoc, Montreal, Canada; sixteenth, Hugh Paton, Sydney, Australia.

Simultaneously, representatives of the various departments of the National Advertising Commission, at the Traymore Hotel, elected their representatives as follows:


A. A. C. W. ATTAINS CO-ORDINATION, HOLLAND SAYS.

DEScribes STRONG TENDENCY AMONG VARIOUS DIVISIONS OF ASSOCIATION TOWARD UNITY FOR GENERAL GOOD.

Lou E. Holland, president of the Associated Advertising Clubs of the World, speaking at the opening business session of the convention at Atlantic City, particularly emphasized the strong tendency during the last few months toward coordination of effort among the various divisions of the advertising association showing how they have been, as before, working as one united for the general good of all advertising.

Mr. Holland also described the move to coordinate the efforts of the Associated Advertising Clubs with other important national and international organizations and particularly the International Rotary.

“An arrangement has been perfected,” he said, “whereby the International Rotary will cooperate very closely with our national vigilance committee and our forty-two business bureaus in important cities of the United States, for the effective distribution of information concerning cases of untruthful or deceptively advertising which is being handled by our vigilance committee. We also have the co-operation of chambers of commerce in hundreds of cities, as well as banks and banking organizations and, of course, we have and have had for years very close co-operation of a most effective and important characters from the newspapers.

Mr. Holland showed also that the speakers bureau of the Associated Advertising Clubs is carrying to all parts of the country the message of their association to various departments and how this tendency to coordinate the work of every division of the association.

NEW MACHINE INSTALLED.

The Clinton, (la.). Advertiser has installed a new Mergenthaler line setting machine in its plant.

A. A. C. W. ATTAINS CO-ORDINATION, HOLLAND SAYS.
First

THE CLOSE of the first four months of 1923 finds THE WORLD first among all the newspapers of Greater New York in advertising gains, with a total increase of 690,639 lines, or 367,123 lines—the equivalent of 113%—in excess of the gains of its nearest competitor.

For ten consecutive months, THE WORLD outdistanced all other newspapers in the New York field in the matter of gains. Its increase for the first four months of the year was:

13.0% over the corresponding period last year, as against a gain for the field of 5.9%.
44.0% of the combined gains of the seven morning papers of the city.
22.1% of the combined gains of the fourteen morning, Sunday and evening papers of New York.

Not only did THE WORLD stand first in the actual lineage gained, but its percentage of increase surpassed that of any other New York morning newspaper with one exception, a tabloid picture paper.

In National Advertising, THE WORLD gained 106,332 lines, or 14.9%; and in Classified Advertising, an incontestible indication of its usefulness as a medium, its increase was 47%, by far the greatest ratio of gain in either morning or evening fields.
CIRCULATION MEN START FOR SILVER JUBILEE

TWENTY-FIFTH CONVENTION TO TAKE PLACE AT MUSKOKA LAKES, CANADA, AND WILL LAST THREE DAYS — TOPICS OF IMPORTANCE ARE SLATED FOR DISCUSSION.

The twenty-fifth anniversary convention and Silver Jubilee meeting of the International Circulation Managers' Association will take place on June 19, 20, and 21, at the Royal Muskoka Hotel, Muskoka Lakes, Canada. The beautiful surroundings of the lake and wood country are ideal for a pleasurable vacation, but the business end of the gathering is by no means to be overlooked.

The three days during which the association will convene will be filled with action, discussion and round table talks. Among other topics, prominent place is devoted to distribution problems, and to these will be added such subjects as "How can the whole organization be used in public relations?" There is also the ever present important fact that is sure to receive consideration from every point of view.

Advertisements planned by the Program Committee, will be punctuated by general discussions and special talks where members will be free to explain their individual experiences and point of view. "For many years," says T. J. Dowling of the Press, Cleveland, "Newspaper advertising is most effective publicity."

"Advertisements in the local newspapers form, and will continue to form, the most effective medium of publicity," said Philip H., Gard, vice-president of the United Gas Improvement Company, of Philadelphia, at the formal opening of the Utilities Advertising Association of the convention.

In publications I do not mean advertisements of gas ranges, electrical appliances, etc., but statements to be made which refer to the company's affairs, communications by way of paid advertisements to the public and talks to the consumer."

DATE SET FOR ASSOCIATED DAILIES MEETING.

The summer meeting of the New York Associated Dailies will be held on Friday, July 6, opening at ten o'clock at the Hotel Statler, Buffalo, N. Y., the meeting having been arranged to work in conjunction with the annual meeting of the New York State Press Association to be held at the same place on July 6 and 7 and with the state tour of the National Editorial Association which starts from Buffalo on July 8 or 9.

Reports of the legislative committee on co-operation, field secretary and school discussion and the many timely topics of interest that will be raised and serve to make the meet-

SAYS BANK ADVERTISEMENTS INCREASE IN NEWSPAPERS.

"Many large banks in all sections have materially increased both the frequency and the size of their newspaper advertisements during the last two years," W. W. Douglass, Bank of Italy, San Francisco and president of the Financial Advertisers Association, said at Atlantic City. Most banking magazines now regularly include advertisements as a special section, which he said is the result of advertising as a vital part of the business of many financial institutions.

"This does not mean that American banks are growing noisy and blatant in their advertisements. But it does mean that there has been a complete revolution in the relationship of the banks to the public. It was once the most remote and remote of institutions with which the everyday citizen had to do dealings. But it is rapidly becoming the most intimate and approachable."

BIG SERVICES FOR NEWS LEAGUE DAILIES.

ADDITION OF CANTON DAILY NEWS TO COX CHAIN ENABLES READERS TO HAVE ADVANTAGE OF COSTLY FEATURES AND NEWS SERVICES.

The purchase of the Canton Daily News and its operation as part of the News League brings into that organization one of the most attractive and one of the strongest industries of any metropolitan newspaper city. The newpapers serve a population of 100,000. It is built up practically solid to Massillon ten miles away, and settlement is almost continuous from Canton to Alliance fifteen miles distant. It is the most important distributing point into Stark, Medina, Columbiana, Wayne, Carroll, and Mahoning counties. It is a newspaper of Tuscarawas, Coshocton and Ashland counties.


A statement by the Canton-Daily News said that the Cox Company, publisher, organization one of the most attractive and one of the strongest industries of any metropolitan newspaper city. The newpapers serve a population of 100,000. It is built up practically solid to Massillon ten miles away, and settlement is almost continuous from Canton to Alliance fifteen miles distant. It is the most important distributing point into Stark, Medina, Columbiana, Wayne, Carroll, and Mahoning counties. It is a newspaper of Tuscarawas, Coshocton and Ashland counties.


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A Treasure in Facts and Ideas—

The ultimate significance of the day-to-day developments in journalism and advertising strikes home only when you see them spread upon the record.

Facts and ideas are the tools of both professions. Day by day and week by week they expand and increase, becoming in time trends, movements, and customs.

The when, the how, the who, and the where are spread upon the record in the

BOUND VOLUMES

of

THE FOURTH ESTATE

Their pages contain the accurate record of men, methods and masterpieces—not only pictures of the events but mirrors of their inspiration.

From them come new facts and new ideas such as underlie all progress—a solid block of irreducible knowledge and practical help.

Let us tell you how to

Bring the Treasure Home.
The Fourth Estate June 9, 1923

N. E. N. A. WARNS IT MAY QUIT AD CLUBS

NEWSPAPER EXECUTIVES HOLD PROPER CONSIDERATION NOT GIVEN THEM ON ATLANTIC CITY PROGRAM; WOULD BENEFIT BY MOVE. CARROLL IS ELECTED PRESIDENT.

Asserting that proper attention had not been given their departmental sessions in the official convention program, officers and directors of the National Association of Newspaper Executives at their annual dinner in Atlantic City hinted at a withdrawal from membership in the Associated Advertising Clubs of the World. Discussions along similar lines also were evident at Milwaukee last year when the general sessions locked the door on the N.A.N.E., but finally permitted the newspaper executives to participate when the affiliated organizations threatened to withdraw. The N.A.N.E. at that time was promised that it could hold five sessions this year, its officers declared.

EVENING MAIL NOT SOLD, DECLARES STODDARD.

DENIES RUMOR—WANTS THE PROPERTY TO BE PART OF HIS ESTATE WHEN GREAT DAY COMES. AGREES IN EXPRESSIONS OF PRESIDENT HARDING.

There is no foundation to reports that the New York Evening Mail may be sold to Frank A. Munsey or anyone else, it was stated this week.

When asked about the rumor by The Fourth Estate, Henry L. Stoddard, owner of the Evening Mail made the following statement:

"There is nothing to the rumor. There is no remotest possibility of the property being sold. I share fully President Harding's statement regarding the Marion Star when he said that he deeply desired that when the Great Days come for him that the Marion Star be found in his estate, I have no desire and purpose as to the Evening Mail. Evening Mail since the elimination of the Globe has passed the circulation figure of 200,000. How much over that the actual circulation would be is difficult to determine at this time."

"The editorial department of the paper has been greatly strengthened by the addition of Allan Dawson, Alfred W. McCann, Walte St. Denis, Mrs. Laura Comstock Dunlap and William Hard."

DOWN WITH "CIRCUS" ADS SAY MERCHANTS.

Thirty-six of the most prominent business firms in Columbus have pledged themselves to end the day of the "circus press agent" in advertising.

A definite code of honor, establishing beyond argument what will constitute honesty in the daily business of trade to the buyers of the city, has been adopted this week by the Ohio Advertisers Society. The newspaper and the agency of the advertisers is to call a spade a spade.

For instance, the phrase "Biggest Bargains in Columbus. Unmatchable Values," "The Greatest Sale in America" and similar inexact descriptions are forbidden.

It was left to the president to appoint three members of the national commission later as well as to point the committee on agency relations. The nominations later will take up the election of the various state vice-presidents.

A resolution was passed in appreciation of Mr. Shuman's work during his administration. Charles Miller, the American, in behalf of the organization, presented the retiring executive with silver coffee and tea service. He jokingly remarked that the only criticism of Mr. Shuman's administration was that the organization had $2,800 to its credit, although it was not the purpose of the organization to make money but to spend as much as it could on good advertising. Mr. Miller also made a plea to the members to do everything in their power to aid the new president in his work in furthering the good of the organization.

A motion was adopted favoring the appointment of a committee to place the newspaper point of view before the various departments of the A.A.C.W. This phase, the organization declared, has lacked attention from the present convention program.

The organization decided to hold a newspaper departmental meeting after the A.A.C.W. convention in London in 1924.

ROGERS' STAY WITH MUNSEY ORGANIZATION WAS BRIEF.

When Frank A. Munsey bought the Saturday Evening Post and Commercial Advertiser, Jason Rogers was in charge of the business end of the transactions. Rogers was won over to New York by a lucrative contract. Mr. Munsey sought to continue this contract putting Rogers in charge of the Post and the Telegraph. Fruition apparently depended on similar order and Rogers was transferred from the Telegraph to the Herald where his connection was somewhat of an indefinite nature.

In today's issue of The Fourth Estate Mr. Rogers announces that he is in line in enter the advertising field for himself.

FRANCE PAYS FINE TRIBUTE TO AMERICAN PAPERS.

The fourteen newspapers and cities that co-operated in the goodwill elections, under the auspices of the American Committee for Devastated France, where sixty American business and professional women, men, 146 American business and professional women made a six weeks' tour of France were presented with diplomas, signed by M. Reibel, Minister of the Liberated Regions, expressing officially the thanks of France.

The newspapers which sponsored elections and who placed series were: the Boston, Mass., Herald; Cincinnati, O., Enquirer; Indianapolis Star; Richmond, Va., Times, Grand Rapids, Mich., Press; Atlanta, Ga., Journal; Milwaukee, Wisc., Sentinel; Chicago Daily News, Leader; New Orleans, La., Item; Washington, D. C., Journal; Buffalo, N. Y., Express; Port, Ct.; Madison, Wis.; State Journal; Peoria, Ill., Star, and Kenosha, Wis., News.

HONOLULU INVITES AD MEN.

Special efforts will be made by Honolulu to get the Associated Advertising Program to be presented in the convention of the Associated Advertising Clubs of the World, according to a statement made by George A. Armigette, executive secretary of the Associated Advertising Clubs of the World, chairman of the Honolulu Chamber of Commerce.

Armigette will attend the Atlantic City convention at which time he will extend the Honolulu bid for the 1926 meeting.

ADMEN WELCOME BRITONS AT DINNER.

NEARLY 1,000 PUBLISHERS AND ADVERTISING MEN WELCOME BRITISH DELEGATION AT RECEPTION — SEE BASEBALL GAME AND VIEW METROPOLIS AS GUEST OF LOCAL CLUB.

With a hearty welcome the 115 British delegates to the convention of the Associated Advertising Clubs of the World were honored at a reception and dinner by nearly one thousand advertising men and their wives on June 1 at Hotel Pennsylvania, New York.

In the words of W. S. Crawford, British vice-president of the A.A.C.W., this was "the largest delegation that ever left Great Britain on any mission.

Herbert S. Houston, chairman of the National Reception Committee, composed of 160 prominent advertising men, in his invocation speech made was by Rev. Caleb R. Stetson, rector of Trinity Church. Mr. Houston paid tribute to the British ideals of trade honesty and pointed out their influences on modern advertising.

Healing the delegation were John Cheshire, president of the Thirty Club of London; Harold Verter, president of the Thirty Club, and W. S. Crawford.

In his address of welcome Lou E. Holland, president of the A.A.C.W., recalled the valor of Great Britain in the war and the hearty American "cheers" for the English games.

F. A. Wilson-Lawrence, chairman of the On-to-London Committee, went on to say: "We read a cable from Sir Charles Higham regretting his inability to be present and urging the convention to go to London.

Edwin T. Meredith, former Secretary of Agriculture and ex-president of the A.A.C.W., pledged for international and good will and the prevention of war.

Among the British speakers was Col. E. F. Lawton, of the London Daily Telegraph.

Delegates were unavoidably delayed in disembarking. The Berengaria, on which they sailed, was held up for several hours, and it was not until 9 o'clock that they reached the grand ballroom of Hotel Pennsylvania, which was bedecked with Stars and Stripes intermingled with Union Jacks. Royalty greeted the British, who arrived in their travel clothes, not having had time to exchange their clothes. The elaborate harbor reception that had been prepared in cooperation with the municipal authorities, could not be carried out on account of the weather; the mayor's welcome at City Hall was postponed until the next morning.

NEWSPAPERS LOGICAL MEDIA FOR FINANCIAL TOPICS, YOUNG DECLARES.

Young, advertising manager of Blyth, Witler & Co., Los Angeles, declared that newspapers with their millions of subscribers are the logical media in which to discuss financial topics.

For instance, the phrase "Biggest Bargains in Columbus. Unmatchable Values," "The Greatest Sale in America."
This Plant was Built

by giving the people the kind of newspaper they wanted.

Popular appreciation of a modern, metropolitan newspaper made possible this perfectly equipped, newpaper of the Journal and Post. This popularity is best attested to by a circulation increase, unparalleled in the history of newspaperdom.

The Journal-Post offers the only Gravure Section, the only Colored Comics in Kansas City.

Mornings 152,112
Sundays 201,684
Evenings 168,740

*Publisher's Statement to the Audit Bureau of Circulations

THE KANSAS CITY JOURNAL
THE KANSAS CITY POST

America's Fastest Growing Newspapers

EDWIN O. SYMAN WALTER S. DICKEY J. MORA BOYLE
General Business Manager Owner and Editor Director of Advertising
Represented by Verree & Conklin in the West, Lorenzo & Thompson in the East.

PLAN TO HONOR MEMORY OF FAULKNER.

All Ohio Scribes to Be Given Opportunity to Aid in Memorial Committee on Ways and Means Headed by John Bourke of Cleveland.

Perpetuation of the memory of James W. Faulkner, Columbus correspondent of the Cincinnati Enquirer and dean of Ohio political newsmen, in fitting memorial has been decided upon by the Ohio Legislative Correspondents' Association.

Because of Mr. Faulkner's unlimited acquaintance throughout the state, particularly among newspaper men, and because of his willingness to aid the Ohio reporter, regardless of the newspaper he represented, it was decided to make the proposition of establishing a memorial fund to him one of state-wide interest among members of the profession. Every newspaper man and woman in Ohio will be given an opportunity to aid.

What for the memorial shall take was delegated to a committee composed of John T. Bourke of the Columbus Dispatch, president of the Legislative Correspondents' Association; J. Howard Galbraith of the Columbus Dispatch, vice-president of the association; former Governor Tunstall A. Carter, owner of the Dayton News and Springfield News; E. E. Cook, Columbus editor of the不好-Hopkins-Hall College of News in Ohio, and Claude Meeker, Columbus, who forms the active editor of this paper.

A committee on ways and means also was formed. Its members are E. McKee, editorial writer of the Ohio State Journal; R. J. Dicke, Columbus correspondent of the Associated Press; Arthur C. Johnson, editor of the Columbus Dispatch; Frank H. Ward, Columbus representative of the Toledo Blade, and H. R. Mernert, Columbus correspondent of the Cincinnati Enquirer.

Mr. Faulkner covered sessions of the assembly and wrote state and national political news for his paper for thirty-three years. He was the founder of the Ohio Legislative Correspondents' Association and its first president, holding the office for many years.

DAVISON SCHOLAR WILL STUDY JOURNALISM.

Of the three English scholars who are going to attend American universities, under the plan of Henry P. Davison, who provided for British students a scholarship fund similar to that of Rhodes for Americans, one has elected to study journalism here. He is J. Bird of Clongowes.

ADDRESS SYRACUSE STUDENTS.

Several authorities on journalism addressed students at the University of Syracuse on current newspaper problems under the auspices of the Press Club. Among them were William H. Chase and L. R. Blanchard, editors of the Journal; Thomas Alward, Syracuse Herald; Charles H. Congole, Watertown Times; Richard F. Ellsworth, Secretary of St. Lawrence University and Lee W. McHenry, Oneida Democracy Union, and J. G. Torrance, Canadiana Messenger.

According to the last speaker who recently spoke to the students, a small town daily is considered best for students to begin their newspaper careers.
CLASSIFIED MEN TO MEET
IN U. S. A. IN 1923

WHILE THEY ARE NOT MEMBERS THEY HAVE ALWAYS MET IN CONJUNCTION WITH WORLD AD CLUBS—PROPOSE SEPARATE MEETING IN 1924—IRVIN Elected President.

The Association of Newspaper Classified Advertising Managers will hold its 1924 convention apart from the Associated Advertising Clubs of the World of which it is not a member, although it has always met at the same time and place. This was decided at the convention this week at Atlantic City. While the directors will fix the time and place, it is probable they will hold the meeting with the National Association of Newspaper Executives at Columbus. Los Angeles and Minneapolis each extended an invitation for 1924.

The convention Monday and F. L. Tate of the Toronto Star outlined and explained the purpose of the program, covered every angle of the classified phase of the newspaper business. Tate said that the convention Monday and F. L. Tate of the Toronto Star outlined and explained the purpose of the program, which during the four days' sessions covered every angle of the classified advertising field.

Discussing the problem of increasing the lines of wanted advertisements, H. J. Moehlman of the Baltimore Sun showed how much increase can be made by the elimination of except a very few standard abbreviations. Few papers have as yet deemed it wise to eliminate absolutely all abbreviations from the classified columns,

President Gwaltney opened the convention Monday and F. L. Tate of the Toronto Star outlined and explained the program, which during the four days' sessions covered every angle of the classified advertising field.

Banks are in a position to render a public service by using some of their advertising space to explain the things that they cannot do as well as the things they can do, according to Keith F. Warren, editor of the Bankers Magazine. Warren told the International Association of Newspaper Classified Advertising Managers how the organization of editors of the World advertising convention. Noted was the fact that many public fallacies may be corrected by using paid space to tell the public facts about banking service.

JERSEY EDITORS TO MEET.

The sixty-seventh annual convention of the New Jersey Press Association will be held at the Lake Mohunk Mountain House in Ulster County, New York, June 15 to 18. The delegates will leave New York the morning of June 15 on a boat and points to be visited during the four days of the New Jersey Mountain Rest and Lake Mohunk.

BRIDGEPORT CLUB ELECTS.

Hoyt Chatlin was elected president of the Bridgeport Connecticut Advertising Club at its annual meeting. William D. Riffin was elected vice-president, A. C. Flacher, secretary-treasurer. Directors included Miss Lois E. Bennett, H. C. Bennett, Miss Rose Kielch, Edgar V. Law and Harvey O. Gish.

SULLIVAN HEADS CRAFTSMEN.

William F. Sullivan was elected president of the Hartford, Ct., Branch of the International Association of Printing House Craftsmen at a meeting held last week, at which the organization was formed. The organization will be composed of the active heads of the printing and allied industries of the district.

HEILMAN IS SPEAKER.

The New York branch of the American Association of Advertising Agencies will hear Dean Ralph E. Heilman of Northwestern University, June 13, on a luncheon at the Pennsylvania Hotel.

PAINT AD MEN TO MEET.

Paint and varnish manufacturers and advertising managers will hold a meeting in Cleveland on June 14.

Conventional Notes

(Continued from Fourth Page)

A buoyant jest-sprinkled address was made by W. S. Crawford, of London. He spoke with a slight Scotch burr. "I was no good in my village," began Mr. Crawford bluntly. He told of going to London and how the vallage wisedacres, hearing later

WILLIAM S. CRAWFORD.

that he was "in advertising," said they knew he could be up to no good.

A Lincoln and a Robert Burns are needed in advertising according to Mr. Crawford, because many advertising men are too much engrossed in their own stunts, forgetting the average man and woman in the home.

The convention issued a real daily paper during its stay in Atlantic City. It was produced and financed by the Standard Corporation of Associated Retail Advertisers. The paper was directed by Amos Parrish, editor-in-chief of the Retail Review.

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A group from Massachusetts, pok ing fun at the Iowans, sung, "There wouldn't be a corn in the whole state of Iowa if they wore Lynn-made shoes."

The convention issued a real daily paper during its stay in Atlantic City. It was produced and financed by the Standard Corporation of Associated Retail Advertisers. The paper was directed by Amos Parrish, editor-in-chief of the Retail Review.

The British delegation went to the Yankee Stadium and saw the Red Sox beat the Yankees and had the intricacies and mysteries of the great national pastime explained by their American hosts. The prevailing opinion among the visitors was that baseball couldn't touch cricket as a sporting proposition.

An interesting and colorful incident in the session was an address by Chief Strong Wolf, the famous Indian speaker. The chief wore the typical feathered headdress that trailed far down his back, a bright red coat, dark flapping trousers and beaded mocassins of soft leather. He made an eloquent plea for justice and moderation for the few...

(Continued on Seventeenth Page)
June 9, 1923

The Fourth Estate

**ADS MUST CARRY FAITH, BENSON DECLARES.**

Tells four a's that public confidence in advertising is essential—and can be gained by handling worthwhile goods and using sincere copy.

Increasing public confidence in advertising and getting co-operation from trade channels were measures advocated by John Benson, first speaker at the departmental session of the American Association of Advertising Agencies at the A.A.C.W. convention. Roy S. Durstine presided.

"Confidence," said Mr. Benson, "can be gained by handling meritorious goods and using sincere copy. There is no danger from fraudulent copy; fraud is easily spotted. But there is a possibility that copy may be in the public interest. A sweeping statement is not morally wrong, but it does not create confidence. The reader of advertisements should be repaid for his plans. "We ought to make people depend more upon advertising as a buying guide. This would take a big load off selling effort."

Resistance adds to the cost of advertising. Dealers many a time rejoice at the idea of uncertainty on the part of the public, but some retailers are many a time where retailers and wholesalers don't get enough margin to make a profit. Some are so anxious that the retailer after distribution is obtained.

"In addition to advertising technique an agent must have business intelligence and commercial experience. He must have the ability to see in the client's business opportunities the client does not see himself. This asset is more important than technical skill. "It is not difficult to make an ad stick out without being sensational. An advertisement must be original and incite; it must make a dent in the public's mind; be talked about and remembered; and at the same time maintain a high literary quality."

The concentration of business in many industries cuts down the number of advertisers and the amount of advertising. Agents must discover new fields to exploit. And a great volume of advertising has been developed by the agency because of the commission system. A retailer or a firm cannot take its place. Advertisers usually have a small initial appropriation, and this does not provide for a retailer's fee.

**AMERICA TOPS FOREIGN COUNTRIES IN AD SPECIALTIES.**

That American-made advertising specialties are now being sold in sixty-five different countries, including Europe and Japan, which have long held an undeserved reputation for originality and low cost of production, was brought out by L. L. Joseph, president of the Advertising Specialty Association.

The display of the advertising specialties consists of more than 2,000 samples of 135 different articles that are used for personal appeal advertising, and are representative of an industry having an invested capital of over $100,000,000 and a sales record of $750,000,000 for the year 1922.

**What Co-operation Has Done**

Little more than half a century ago, Gustavus F. Swift borrowed $20 from his father and started in the packing business.

Hard work on his part and on the part of the associates whom he presently gathered about him caused the business to grow.

When first incorporated, Swift & Company had six shareholders. The nation was growing and needed meat, and the young company grew also. As more money was needed the business was enlarged by enlisting the co-operation of more shareholders.

The first little plant at Barnstable, Mass., has given way to 23 modern packing plants strategically located. More than 400 branch houses and 600 car routes distribute the meat carried in more than 6,000 refrigerator cars.

Today Swift & Company's service in meat to retailers here and abroad represents the effort of nearly 100,000 people co-operating with their savings or daily toil.

More than 45,000 men and women have co-operated with us by investing their money in shares of Swift & Company.

Nearly 50,000 men and women who work in these offices, plants and branch houses—16,000 of whom are also shareholders—are giving us their co-operation in building the business. They take a just pride in the promptness and precision of its service and in the uniformity and high quality of its products.

Swift's Premium Hams and Bacon, "Silverleaf" Brand Pure Lard, Premium Frankfurts and other Swift products are symbols of their hearty co-operation and of their belief in the Company.

**ADVERTISING CAN SAVE BILLIONS, SAYS FEIKER.**

Has power to cut nation's costs of living without decreasing standards, Hoover aid tells A.A.C.W.

"Advertising is making possible a new sales creed for American business," F. M. Feiker, formerly of the McGraw-Hill Company, New York, special assistant to Secretary of Commerce Hoover, said at the conclusion of talks in the Hotel Atlantic City, "Instead of the out-worn phrase, 'Give the buyer what he wants,' advertising makes it possible to 'Educate the buyer to what he needs.' The uneducated buyer is the menace of American industry until the buyer is educated the producer will continue to be wasteful. Advertising money invested in educating buyers to economically sound practices will save the nation ten billion dollars a year."

Advertising, rightly directed, Mr. Feiker continued, can reduce the costs of living without decreasing the standard of living. He pointed out that the possibility for this per- dox lies in using advertising to interpret economic problems in practical business terms. The work of engineers and efficiency experts in pointing out methods and plans for reducing factory costs and eliminating wastes in industry would only be possible when advertising has taken the dramatic elements in these savings and put them to work through sales departments.

"The key to these vast savings," he said, "is advertising. The buyer and the buyer for better or for worse is in the hands of the advertising man."

**WILEY DISCUSSES NEWSPAPER RELATIONS TO FINANCIAL ADVERTISER.**


"The newspaper which publishes more financial advertising than any other newspaper in the world, rejects hundreds of columns of announcements of a questionable character," he said. "It declines every year at least $200,000 of financial advertising considered unworthy or indiscreet to publish, thereby safeguarding its readers from possible loss through the purchase of unsafe or highly speculative securities."

"The advertisements on the financial pages of reputable newspapers now form a directory of important financial institutions, reputable brokers, bond and investment houses and of every large or important offering of securities by corporations, states, counties, towns and foreign countries. Announcements of new securities, frequently over-subscribed before publicly announced, are inserted in newspapers a matter of record."

"A remarkable element in modern financial advertising is the number and value of new bond offerings. A new method has developed through which capital is provided for industry. Securities are offered directly by the issuing corporation to the public."

**MEAT FOR HEALTH WEEK**

June 25 to 30

For Health and Strength Eat Meat

Swift & Company

U. S. A.

Our profit from all sources averages only a fraction of a cent per pound.

Meat for Health Week

June 25 to 30

For Health and Strength Eat Meat
OPEN HOUSE HELD TO DEDICATE NEW HOME.

KANSAS CITY JOURNAL-POST ENTERTAINS ITS READERS—MINIATURE EDITION COMICS, GRAVURE AND ALL GIVEN AS SOUVENIR. IS BEAUTIFUL MODERN BUILDING.

On June 2 and 3 the Kansas City Journal, Kansas City Post and Sunday Journal-Post owned by Walter S. Dickey, celebrated with a final opening of new quarters at Oak and Twenty-second Streets. The new building which houses these publications is one of the most modern and represents the last word in construction of newspaper homes. The building is a three story fireproof structure 260x140 feet. It stands on a high point of ground which in Kansas City has come to be known as the Journal-Post hill and commands a view of the city's park and boulevard system. The site is regarded as ideal for a newspaper plant being only a short distance from the center of the business district and only three blocks from the Union Station.

A general invitation was extended to the public and all were urged to come and inspect the new building from the business office to the press room. The hours set for this public inspection were from 1 to 6 o'clock Sunday. Every visitor was presented with a souvenir in the form of a miniature edition of the Journal-Post. This miniature was a complete edition with miniature comic and gravure sections. It also carried a half tone picture of the new building and a complete description of the Journal-Post home.

A number of visiting newspaper men visited the plant on Saturday. Some came from a long distance while others were in the city attending a meeting of the Associated Press.

The visitors were conducted through the plant in groups, each group being provided with a guide and each department was explained fully.

An outstanding feature of the new plant is the pressroom, entirely constructed of steel vitrified bricks and hollow tile. It is practically a separate unit, occupying 40x200 feet. The press equipment is Hoe heavy type superspeed units, erected in a double bank. The press power equipment is the best obtainable. Ten Cutler-Hammer Conveyors carry the product to the mailing room and half a dozen chutes carry the bundles directly into the trucks, thirty of which are able to park at one time.

A total of 65,820 square feet of floor space is distributed in three floors, the first of which is occupied by the display advertising, accounting, business office and paper storage. The entire second floor is devoted to the gravure department, by Alco-Gravure, Inc. The third floor is occupied by the executive, and editorial offices, circulation, composing, engraving and matrix departments. The press room houses the foundry and mail rooms. On this floor also are the classified advertising, photo studio work rooms and the leased wire services. The city news and composing rooms are so laid out as to make all possible speed. Special ventilators on the roof of the addition carry off the fumes from the stereotype foundry and keep the pressroom temperature even. The entire outer wall of the addition is composed of windows, affording ample light at all times.

Efficiency has been the keynote throughout, the stereotype foundry being almost directly underneath the mat room, located on the third floor, so that material moves evenly from the news to the composing room, to the mat room, down a chute to the foundry, to the presses, and on to the mailing room and trucks.

The building is so situated that it will be for all time free from adjacent construction, as the property occupies the entire block between Twenty-second, Twenty-third and Oak streets and a dedicated municipal parkway.

The Journal was established as the Kansas City Enterprise by William A. Strong, of North Carolina, an editor, and David K. Abel, a printer, in 1854. It was bought in 1855 by Colonel Robert Thompson Van Horn, who changed its name in 1857 to the Kansas Journal of Commerce, and in 1828 to its present one. The Journal for many years was a power for the civic betterment of Kansas City, exposing the cause of the North during the Civil War, changing its allegiance at that time from the Douglas Democratic party to the Republican party, with which it has since been identified.

The purchase of the Journal in 1896 by a group of men headed by Charles S. Giede ended the active journalistic career of Colonel Van Horn, after forty years in the business. The colonel died in 1916, aged 91. The Journal was a charter member of the Associated Press.

The Post was established in 1905 by Jack Groves, and it was bought the following year by Barney J. Sheridan, who in 1909 sold it to

OPENING BUSINESS SESSION IN NEW HOME.

Seated left to right: W. Lawrence Dickey, publisher; Edwin O. Syman, business manager; Walter S. Dickey, owner and editor.

WISCONSIN EDITORS PLAN

The program for the coming auto trip of the Wisconsin Press Association is almost completed. Among the cities to be visited by the editors are Fond du Lac, Chilton, Manitowoc, Kewaunee, Algoma, De Pere.

NEWSIES LOVE AN OUTING

Fifty-five newsies of the Muscatine, Ia., Journal were recently treated to the numerous attractions of the midway of the Royal American Show, American Legion carnival. Everything was free to the youngsters and they enjoyed themselves to the fullest.

METCALF WILL CONDUCT WORLD'S SCHOOL PAGE

Tristram Walker Metcalf, for more than twenty years school editor of the New York Globe, has gone to the Evening World where he will conduct the school news page.
PROTECTING YOUR INVESTMENT

LEADERSHIP

Every development of the slug composing machine from the first idea of the circulating matrix to the present quick-change, multiple-machine text and display machine has been a Linotype achievement. The Linotype Company maintains organized departments that do nothing else except work ahead to keep the Linotype user in the front of the printing business.

Performance

Linotypes are in active operation today after more than a quarter-century's steady use. Many are in use in remote places. Linotype resources have been invested without stint in factories and equipment to take care of the needs of the printing business for years to come.

Service

The more than 45,500 Linotypes throughout the world are supplied through Linotype sales and supply organizations that serve four-fifths of the world's printers and publishers.

Mergenthaler Linotype Company
29 Ryerson Street, Brooklyn, N. Y.

Caldwell Daily News Gets Fresh Start.

The Caldwell Daily News of Caldwell (Idaho) has passed into the hands of Fred H. Michaelson and George Rochester. The paper was established in 1915. The machinery has been moved to a building on Main Street almost directly opposite the old News office and this will be headquarters in the future.

Mr. Michaelson, until about a year ago published the Adams County Leader at Council and was, until recently, county judge.

Mr. Rochester has been publishing the Midvale Reporter.

P. L. Orcutt of the Lewiston (Idaho) Banner has turned over the business management of the newspaper to O. C. Fodrea printer of that place. The condition of Mr. Orcutt’s health made a change necessary. He will devote his time to the development of a fox farm at Lewiston.

Printing in Two Languages.

The Sioux Center, Iowa News-Blad, a weekly newspaper published in the Dutch tongue, is now printing its news in both Dutch and English. Each language is given the same amount of space in an issue.

Why the Apostrophe?

And we still put the apostrophe (') after the "o" in "o'clock," but why? The apostrophe signifies an omission. Thus we write "kiss the "o" out of the word "kiss" and possibly the word "the." An expression: "It is 11 o'clock" is meant to mean "It is 11 of the clock." But so long a time has elapsed since the contraction that it would seem to us as now very unnecessary to use the apostrophe at all, writing it thusly: "o'clock."
PAPER SPONSORS
ARMY AIR RACE
TO COAST.

ST. JOSEPH, MO., GAZETTE
OFFERS WAR DEPARTMENT
SCHEME SHOWING EFFECT
OF HURLING BATTLE PLANE
FORCE FROM CENTRE
OF U. S. IN 11 HOURS.

HOURS.

George A. McClellan, publisher of the St. Joseph, Mo., Gazette, together with Congressman C. L. Faust, and A. E. Ueberrhein, Missouri member of the Pony Express executive committee are sponsors of a plan which will put St. Joseph prominently on the map of this country. Their proposition, which they laid before Secretary of War J. W. Weeks at Leavenworth, was to stage at St. Joseph a great airplane race or demonstration in August. The proposed contest is unique in the annals of American army aviation. The Gazette plans to demonstrate that planes starting from points along the coast can reach the center of the United States, which is considered to be at or near St. Joseph, in 11 hours. It is expected to bring a large fleet of army planes and start them for various places on the coast-line—New York, Boston, Washington, Savanna, New Orleans, San Francisco, and Seattle, for example. The Pony Express memorial observance at St. Joseph is set for about the last week in August, and the proposed aviation race would be the event of one of these big days.

The St. Regis Paper Company
and the
Hanna Paper Corporation

NEWS
PRINT

Daily Capacity
425 TONS

We solicit your inquiries

General Sales Office:
30 EAST 42ND STREET
NEW YORK
Chicago Sales Office:
645 MCCORMICK BLDG.
CHICAGO, ILL.
Pittsburgh Sales Office:
1117 FARMERS BANK BLDG.
PITTSBURG, PA.

CIRCULATION MEN
OFF FOR MEET
IN CANADA.

(Continued from Sixth Page)

H. S. Blake, Capper Publications,
Topeka, Kansas.
TUESDAY AFTERNOON,
JUNE 19TH,

2 O’CLOCK

ROLL CALL

Address of Welcome
Reading of Minutes of Previous Convention

FRANK MCCABE.

WORLD SETS NEW
CLASSIFIED
AD MARK.

NEW YORK DAILY RUNS FIFTY SOLID PAGES OR 112,140 AGATE LINES IN ONE SUNDAY ISSUE, BREAKING ITS OWN FORMER RECORD BY MARGIN OF 40¼ COLUMNS.

All American records in classified advertising were broken by the New York Sunday World on June 3. It printed more than fifty solid pages, representing 400½ columns or 112,140 agate lines of classified. This is the greatest volume of classified advertising that has ever appeared in the single issue of any newspaper. The former record was the World's 360 columns on June 4, 1922. Frank McCabe is the manager of the World's classified advertising.

WILL MAKE IMPROVEMENTS.

D. W. Grandy, publisher of the Sterling, Ill., Gazette is planning to make some extensive improvements in the building which now houses his newspaper.

WHITE WANTS PRISONERS OUT.

William Allen White, Kansas publisher, was one of the signers of the petition presented to President Harding asking release of 52 persons convicted under wartime laws.

Scandinavian News Print
100,000 Tons per Annum

Inquiries Solicited

Newsprint Paper Corporation
33 West 42nd St., New York City
Telephone Longacre 1116.
June 9, 1923

FOR PROMPT SERVICE

TYPE

Printers’ Supplies
Machinery

in Stock for Immediate Shipping by
Selling Houses Conveniently Located

"American Type in the Best of Care"

AMERICAN

TYPE FOUNDERS

COMPANY

Atlanta  Boston  Chicago  Cincinnati  Cleveland  Denver  Detroit  Kansas City  Los Angeles  Minneapolis  Pittsburgh  Portland  Richmond  Buffalo  Rochester  St.Louis  San Francisco  Savannah  Seattle  Washington  Montreal

An Injury Done Cannot
Be Undone

Prevent Accidents With

The

CUTLER-HAMMER

SYSTEM

Printing Press Control
"Saferst in the World"

Times Bldg.—New York

BRIDGEPORT ELECTS AD HEAD.

Anthony Catlin, advertising manager of the Bryant Electric Company, was chosen president of the Bridgeport Advertising Club at its recent annual dinner. He succeeds H. C. Bennett of the Basick company. William B. Griffin of the Holmes and Edwards Company was elected vice-president and A. C. Flasher of the Bryant Electric was made secretary-treasurer.

URGES EMOTIONAL
APPEAL IN AD
COPY.

A SAVING—
NOT AN ADDDED COST

The service rendered by this organization—specializing solely in newspaper, printing and publishing buildings—does not mean a cent of added cost. Rather it assures a substantial saving in operating cost that should more than repay the entire fee.

S. P. WESTON
Newspaper Buildings
Plant Layouts
Printing Equipment

120 West 42nd St., New York

PROMISES AD MEN HOT TIME
ON BRINK OF VOLCANO IN HAWAII IN 1926.

Honolulu, that spot of moonlit waters and ukuleles, is making a bid for the 1926 convention of the Ad Club. Harold H. Yost, representative of the Hawaiian Tourist Bureau said:

"We can offer a great deal to the ad men and we invite them to come to Honolulu in 1926. We gave the Press Congress, the Shriners and others a marvelous time. I can even promise that if the Ad Club meet in our city we will hold one of the sessions on the brink of Kilauea Volcano. That should make a hot time for them."

Established 1881
Incorporated 1897

GALVANOTYPE ENGRAVING CO.
424-438 WEST 33rd ST.
NEW YORK.

Exquisite half tones. Deliberately and carefully made.

Incomparable color plates, engraved by the most expert finishers and respectfully request that you consult one of our experts before placing your orders.

N. Y. DAILY NEWS
HALF TONES
Best in the World

Made by

POWERS NEW PROCESS
A.A.C.W. VOTES TO MEET IN LONDON.

(Continued from Fourth Page)

When the action of the joint assembly became known there was an immediate meeting of the friends of President Holland, headed by a few active and loyal men from Kansas City, and the Holland committee was formed. This committee issued a statement protesting against the action of the joint assembly and sounding a rallying call for those who believe in rewarding merit.

A.A.C.W. CHOSES MEMBERS OF EXECUTIVE COMMITTEE.

Lou E. Holland, by virtue of his re-election as president of the Associated Advertising Clubs of the World, retains his post at the head of the executive committee. Charles Henry Mackintosh, president during the 1921-22 term, continues as retiring president on the governing committee which consists of seven members.

Harwood H. Fawcett of Chicago, chairman of Advertising Club Presidents, Edwin T. Meredith, publisher of Successful Farming and former secretary of agriculture, was elected to represent the sustaining members on the board. Miss Katherine Mahool of Baltimore was elected to the executive committee by the Women's Advertising Conference. W. Frank McClure, who was elected chairman of the National Advertising Commission, also becomes a member of the committee.

SAM HOUGHTON GETS DOWN TO CASES IN PLEA FOR LONDON.

Sam Haughton who helped to organize the British trip, eloquently pleaded London's cause. Haughton, a small, droll young man, between words were all right, but that he desired to get down to the real bottom of the matter—common stock.

"I've been reading history," he said, "and I find that all of your presidents came from Ulster-Scott stock." He mentioned a series from Andrew Jackson to Theodore Roosevelt.

"And I might say me own father was born in Cincinnati," he added, to the amusement of his audience. "And there was a man who coached one of the teams at Yale. Percy Haughton. That's a wee bit 'o me own family history, too. He's related to me somewhere."

PARTISANS LIKE UP.

First to answer the Holland call was the New York delegation with about 200 votes in the general assembly. The delegates from St. Louis and Philadelphia followed immediately and declared themselves unanimously for Mr. Holland. Smaller delegations then began to enroll under the Holland banner. The National Association of Newspaper Executives was the first of the associations to declare itself for Mr. Holland. Among the convention leaders who decided to force Mr. Holland's re-election were Herbert S. Houston, E. T. Meredith, former secretary of agriculture, and Rowe Stewart of Philadelphia, all former presidents.

The general sessions also sustained the choice for the 1924 convention after the presidents of the various local clubs had decided on London, and Houston, the rival of the British capital, had swerved from a "no compromise" attitude and declared himself in favor of London. After the British had urged London's claim and it had been seconded by Edwin T. Meredith, the Houston spokesman, H. C. Howard, rose and moved that the 1924 gathering be held in London. The sudden shift of front by the Texans took the convention by surprise, but London-in-1924 was accepted unanimously.

BRITONS THANK HOUSTON.

On behalf of the British delegates, John Cheshire of London, their president, addressed a letter to the Houston delegates inviting them to a dinner Thursday night which the members of the On-to-London committee and the executive officers of the A.A.C.W. also attended. The letter said in part:

"I'm feeling this evening and the thoughts that are in the minds of every member of our delegation compel me to send you this hasty message expressing our appreciation for the magnanimity shown by you and those associated with you to send you this hasty message expressing our appreciation for the magnanimity shown by you and those associated with you.

JOHN CHESHIRE.

in the magnificent compliment you paid us visitors from Great Britain in standing aside in order that we might have the unanimous vote for London in 1924."

HARDING TO GREET BRITONS.

The British delegates went to Philadelphia yesterday where they were guests of the Poor Richard Club. They return to New York City today to remain until Monday when they will depart for Washington to be entertained for two days by the Washington advertising publishers and the Washington Advertising Club. President Harding will receive the Britons at the White House Tuesday morning. They will return to New York Wednesday. That evening the delegates and their friends will see the Music Box Review. After the theatre they will be guests of Paul Block at a dinner. On Thursday various newspaper publishers, trade paper men, advertising agents and advertisers in New York will entertain those members of the delegation who are engaged in similar fields. On Friday evening they will be the guests of Charles Capehart at a theatre party and on Saturday, June 16, the Britons will sail for home.

To NEWSPAPER PUBLISHERS.

Having temporarily retired from active newspaper management, with the sale of The New York Globe, the undersigned announces that he is open for engagement or retainer for service to publishers desiring expert opinion or assistance in solving problems regarding their properties.

Charges based on per diem and expenses or annual retainer.

Local advertising situations adjusted; sound advertising rates established; circulation expansion plans prepared; simplified cost system provided; appraisals; or advice regarding any other matters coming within the experience of a metropolitan newspaper publisher familiar with newspaper production in smaller cities.

JASON ROGERS

Formerly Publisher, The New York Globe, or Room 425, No. 30 Church St., 4 Bancker Place, New Rochelle, N. Y.
The Fourth Estate

Notes of the Convention

One of the most striking sentiments heard frequently by able students of advertising was this: "If you want to reach men through advertising you must get down to their level, and the level on which everybody meets is found in the newspaper."

Greetings from the women in the British delegation were presented to...
"I discovered early in life that it requires no more energy to do a big thing than to do a little thing.'

Anatole France.

A CONVENTION THAT HAS BECOME UNWIELDY.

The outstanding impression created by the convention of the Associated Advertising Executives held last Thursday is that the organization is too cumbersome to achieve beneficial results. With its many departmental meetings, scattered throughout as many sections of the convention city, all vying with merry-go-rounds, bathing beaches and side-shows, the叶修d to be the convention on which the association broke through which they were presumably active participants.

The action of the National Association of Newspaper Executives in deciding to hold a separate convention in Columbus next year is to be applauded. It might be the part of wisdom if National Association of Classified Advertising Managers fell into line and held a separate conven- tion. At Columbus the newspaper executives will sit together, peacefully, gather useful information on which to make their one-time evi- dence at the Atlantic City conven- tion. The Associated Advertising Executives might well consider the advantage which the Associated Advertising Executives might have in the gathering.

Advertise your business:

to To Let, Instructions, Correspondents, Office Necessities, 30 cents a line, each insertion without discount. Situations Wanted, 15 cents a line. Please send cash with order.

Fraudulent or questionable advertising is excluded and the publisher reserves the right to edit all copy submitted so as to conform with the rules and policies of the paper.

The decision of the directors of the Canadian Press Limited in declining to grant a franchise to Andrew Haydon for a newspaper in the city of Ottawa, is arousing no little editorial comment in Canada. The decision of the Canadian Press is an assurance to Canadian newspaper owners who have united in the National Press Association, that their association with the Canadian Press service, a newspaper is at a very serious disadvantage.

The action of the directors of the Canadian Press is a sign of the growing trend toward centralization in the newspaper business. The Canadian Press, by its decision, has taken another step toward a national system of newspaper service. The decision of the Canadian Press is a sign of the growing trend toward centralization in the newspaper business. The Canadian Press, by its decision, has taken another step toward a national system of newspaper service. The decision of the Canadian Press is a sign of the growing trend toward centralization in the newspaper business. The Canadian Press, by its decision, has taken another step toward a national system of newspaper service.

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June 9, 1923

THE FOURTH ESTATE

PURELY PERSONAL.

Joseph Pulitzer of the St. Louis Post-Dispatch, accompanied by his son, Mr. Joseph Pulitzer Jr., and Mrs. Madeleine, is spending this week in Europe on the Majestic.

Mr. and Mrs. Paul Patterson are the parents of the bride who married them this week. Mr. Patterson is general manager of the Baltimore Sun and President of the Baltimore Evening Sun.

Lewis Taplinger, assistant managing editor of the New York American, has tendered his resignation and is returning to his home in New York. He is greatly missed in his position.

Abbe Cahan of the Jewish Forward and Mrs. Cahan sailed to Europe on the Berengaria.

John E. Mitchell of the New York World left for Europe this week on the Berengaria.

W. W. Williams of the King Feature Syndicate is spending his vacation.

Joe Massaguer, sporting editor of El Mundo, Havana newspaper, has returned to Cuba after spending three weeks in New York.

H. H. Stansberry of the Washington bureau of the Universal Service is spending this week in New York.

W. W. Willson of the King Feature Syndicate is on his vacation.

T. W. Crissey and wife, of Midland, Michigan, recently celebrated their golden wedding. Editor of the Midland Republican from 1880 to 1912, Mr. Crissey served as the principal of the State School for the Blind, at Lansing, for 14 years.

President Frank H. Burgess of the Inland Press Association has been ill for some time.

Miss Frances Schimel of the Publishers Autocaster Service is spending her vacation at Asbury Park, N. J.

The Colorado Editorial association is conducting a contest among its members for the best editorial on the subject "Why Home Industries Should Be Patronized." The competition is open only to members of the association.

W. J. Parrett of the Commercial News, Danville, Illinois, is now in his twenty-fifth year of service with that newspaper.

Edward Staats Luther, the first president who has left the New York Morning Telegraph and become president of the Industries of the City of New York. Harry D. Kingbury of the Tribune was elected Vice-president.

Harry C. Eldred, for four years publicity manager for the Shakespearean actor, Fritz Leiber, has returned to newspaper work. He has joined the staff of the Kansas City Journal-Post as dramatic critic.

Kenneth Conn, editor for the International News, is host at the exposition of the Inner Circle.

Hakon Wigert-Lundstrom, editor of Goteborgs Morgenposten of Gothenburg, and Mrs. Wigert-Lundstrom are to receive the American and Oriental Art League of London for the exhibition of pictures. Mr. C. A. Warren, assistant managing editor of the Tribune, is managing editor of the Gazette and another brother, Clare Marshall, business manager of the Iowa Legionnaire, while the bridge editor is managing editor of the Madison Daily Sentinel, of which his father is publisher.

Edward Staats Luther, the first president who has left the New York Morning Telegraph and become president of the Industries of the City of New York. Harry D. Kingbury of the Tribune was elected Vice-president.

William A. Curry, court house reporter for the Kansas City Star, was recently honored by the bar association of the city by being elected an honorary member, the first man outside the profession of law so honored.

Leonard Lanson Cline of the Baltimore Sun has joined the staff of the New York World.

Shelton S. Matlack, who carried out some of Northcliffe's biggest assignments, has joined the staff of the New York Times.

C. E. Dittmer, Columbus newspaperman, has been made head of the publicity department of Robbins & Pearson Co. of Columbus, Ohio. Gordon Jex, of the Chicago newspaper field has been added to the art staff. Mr. Dittmer was financial editor of the Ohio State Journal.

STAFF CHANGES.

Leclare E. Flint, associated with the publishing and printing business in the West for the past 15 years, has accepted the position of managing editor of the Livingston Enterprise.

Lisle Johnson, state editor of the Evening Telegram, has been transferred from West Virginia where he spent his vacation with relatives.

C. E. Dittmer, Columbus newspaperman, has been made head of the publicity department of Robbins & Pearson Co. of Columbus, Ohio. Gordon Jex, of the Chicago newspaper field has been added to the art staff. Mr. Dittmer was financial editor of the Ohio State Journal.

Forest Lowry, who for the last six years has been city editor of the Salt Lake Tribune, has joined the staff of the Great Falls, Mont., Leader, as city editor.

A. A. Rollins, former editor of the Tulare Advance, has assumed the business management of the Morning Ojibean.

C. A. Warren, assistant managing editor of the Ohio State Journal, and his wife are spending their vacation with friends and relatives in Cleveland.

Frank Clavine has been transferred from the Portland bureau of the United Press to the San Francisco bureau where he is assisting managing editor D. M. Tracy of the Pacific Coast business office.

Harry E. Miller, former sports editor for the Seattle Times, has joined the staff of the Kansas City Journal-Post as sports editor.

William A. Curry, court house reporter for the Kansas City Star, was recently honored by the bar association of the city by being elected an honorary member, the first man outside the profession of law so honored.

Pen and Brush Women.

Harry Lonsdale, of the Baltimore Sun, has joined the staff of the New York World.
HEARST FEATURES
WORLD'S GREATEST CIRCULATION BUILDERS
INTERNATIONAL FEATURE SERVICE INC.
256 West 59th St., New York

WIRE NEWS
FOR EVENING AND SUNDAY NEWSPAPERS
INTERNATIONAL NEWS SERVICE
81 Spruce Street, New York

YOUNG GIRL BUYS PAPER.
Miss Ruth Camp, popular Lewis, Iowa, girl, became the only feminine publisher in southwestern Iowa recently when she purchased the Lewis Standard. This paper, a weekly, had been previously published by C. E. Wiley.

EDITOR BOYD'S NEW BOOK
AN ACCEPTED "HIT."
"Through the Wheat," by Thomas Boyd, literary editor of the Chicago Daily News, has become a "bestseller," according to the Chicago Tribune. Keith Preston of the Chicago Daily News found it superior to Stephen Crane's memorable "Red Badge of Courage."

HAWKEYE EDITOR NAMED.
J. H. Sheldon, Webster City, Iowa, and George M. Gibbs, Alton, will be editor and business manager respectively of the 1923 Hawkeye, annual publication of the junior class, as a result of the election by the Hawkeye board of trustees.

PERTINENT PORTRAITS
12 one column half-tones weekly.
A valuable file builder as well as a daily news feature.
THE INTERNATIONAL SYNDICATE
518 Gallaudet Ave., Baltimore, Md.

SEACOAST TOWN TO BE BUILT BY EDITOR.
PENSACOLA NEWS PROPOSES
NEW WEST FLORIDA PUBLICITY ASSOCIATION.
BOOM NEW DEVELOPMENT LAUNCHED UNDER NEWSPAPER AUSPICIES.

The Pensacola News is taking the lead in urging the formation of a West Florida Publicity Association. Never in all the history of Florida have there been so many important real estate transfers and investments as have been noted within the last six months, and this new enterprise, so much in line with Pensacola's Gulf Beach development, suggests years in the past of all other enterprises combined. If the town is to have a real magazine of its own, the Pensacola News is the paper that will publish it.

STAFF CHANGES
John Montgomery and Dean Boggs, students of journalism at the University of Kansas, will spend the vacation months in a tour of European ports. Mr. Montgomery is a son of the publisher of the Junction City, Kan., Union.

CLARENCE GREISING NAMED.
Clarence Greising, fifteen years old, and familiarly known as "Peanuts," is to conduct a golf column in the St. Paul Daily News. The boy is probably the youngest golf expert in the country, being the champion player of the municipal links.

FIFTY FAMOUS FEATURES.
"Fifty Famous Features" is a daily comic strip drawn by George Matthew Adams. A new comic strip drawn by Mr. Adams will be syndicated by the Adams Service.

WEDDING BELLS.
Mr. and Mrs. William A. Thompson of Minneapolis, Minnesota, are leaving for a driving trip, to make their home in New York. Mr. Thompson is director of the Bureau of Advertising of the American Newspaper Publishers' Association. Mrs. Thompson was Miss Barbara Buxton of St. Paul, Minn., and Providence, R. I.

JOHN MCCOLLAGH NAMED.
Houston McCollough, reporter on the Lancaster Intelligencer, son of A. E. McCollough, manager of the Intelligencer, will marry on June 21 Miss Edythe Landis Johns, of Lancaster.

RAY ALAN WASHBURN, European representative of the Associated American Newspapers, is to marry Miss Frances Sconce, of Chicago, this month.

JOHN GORACE MEASE, managing editor of the Madison (S. D.) Daily Sentinel, and Miss Margaret Kirkland, sister of Verne Kirkland, was recently married at Cedar Rapids.

J. HOUSTON McCOLLUGH, reporter on the Lancaster Intelligencer, son of A. E. McCollough, manager of the Intelligencer, will marry on June 21 Miss Edythe Landis Johns, of Lancaster.

CLARK H. GALLOWSAY, for several years on the copy desk of the Cedar Rapids, Iowa, Gazette and the Des Moines Register, is to conduct the news department of the Fort Collins, Colo., Morning Express.

CLARENCE GREISING, editor of the Des Moines Register, is to conduct the news department of the Fort Collins, Colo., Morning Express.

RUBE GOLDBERG, well known newspaper artist and creator of comic strips, has just surprised his friends by breaking the lowest score that he ever made. The score was 97.

RICHARD LLOYD JONES OF MINNEAPOLIS.
Richard Lloyd Jones of Minneapolis who writes a column which is syndicated and used by a number of newspapers throughout the country was in New York on business this week.

FIFTY FAMOUS FEATURES.
"Fifty Famous Features" is a daily comic strip drawn by George Matthew Adams. A new comic strip drawn by Mr. Adams will be syndicated by the Adams Service.

MAIL NEWS AND FEATURES
WORLD-WIDE NEWS SERVICE
15 School Street, Boston, Mass.
America's Best Magazine Pages
Daily and Sunday
NEWSPAPER FEATURE SERVICE
241 W. 59th St., New York City
Complete your business page with the latest developments in the textile and allied industries.

DAILY NEWS SERVICE FEATURES
WEEKLY REVIEWS SPECIAL ARTICLES
Wire or Write for Particulars
Fairchild Newspaper Service
8 East 18th Street
New York City
EDUCATIONAL CAMPAIGN OF TELEGRAM-GAZETTE WILL DIRECT FOOD BUYERS TO STORES DISPLAYING RED AND GOLD EMBLEM WHICH INDICATES SERVICE.

A program of co-operative service, unique in its kind, has more than any of its kind attempted in New England before, has been launched by the Worcester, Mass., Telegram-Gazette, a campaign of cooperation between the reading and buying public and nationally-advertised food products. Behind the series of advertisements which are now running in the Telegram-Gazette for the education of the public in finding food stores giving the greatest service after months of research work and planning, that the facts in the public mind may be clearly and accurately presented. The plan is to provide for Worcester county residents assurance that they can buy what they want when they want it.

Surely such a policy carried out by newspaper men to be employed in exploiting the virtues of their several products, said Mr. Cox, "would produce myriads of 100 percent. readers of the advertising columns, and perhaps, by increasing the demand for trained editorial writers, it might put their salaries up to a point where they would compare favorably with wages now being paid to bricklayers, plasterers, plumbers. Why not, even at the risk of such an unprecedented thought, endeavor to make the well-established economic custom?

Another question. Why should we not press men to leave it to newspaper writers to dig out the interesting things that we have learned about our business in the course of our lives? Why should we not have the opportunity to tell in our own way what the public would like to know about us?

"I do not presume to say what methods are best and should prefer to let each newspaper judge for itself the way in which it wishes health promotion advertising to be worth while. I do not ask that such advertising be like seeds scattered by the four winds of Heaven to germinate and take root anywhere. We must give for what we get. The people must be for all, not merely for the sower."

TRUTH IN ADVERTISING SAY CLOTHIERS.

"We hold paramount the truth that advertising is a bond of performance as an oath in a judicial tribunal."

This is the outstanding article in a code of ethics adopted by the New-Gazette Association of Retail Clothing Dealers, the 24,000 copies of which are being distributed among the trade throughout the country. The code, which has now in progress to keep the clothing industries at the highest notch of integrity.

The document also emphasizes that the cornerstone of commerce is integrity; that the assets of any commercial institution consist of honesty and business character first.

WILL CHANGE TO DAILY. Bridges & Pierce, publishers of the Duluth News-Tribune, have announced that the paper will be changed to a daily. The new paper will be issued every day except Sunday and will be a member of the Associated Press.

PAPER CHANGES HANDS. The Sitka Tribune, weekly, has changed ownership. Sidney D. Charles is retiring from the newspaper field, and C. F. M. Cole will guide the destinies of the Tribune.

DO YOU NEED A
General Manager
Business Manager
Advertising Manager
Circulation Manager
Managing Editor
City Editor
Reporter
Linotype Operator
Web-Faxman
or any kind of help?

OR ARE YOU SEEKING A CHANGE

The quickest way we know of to bring about your desires is to USE THE SMALL-AD DEPARTMENT

Send along your ad and the promptness of results will surprise you. Ads should be received by Thursday, although few can be squeezed in Friday morning. Why not mail or telegraph copy for the next number and start the machinery? Think of being able to set one of the strongest forces in the newspapers field to work for you for a few pennies!
HELP WANTED

Business Manager
Country newspaper desires business manager who can take charge of entire plant during owner's absences. Must be able to plan and carry out policies. Married man and one who has had previous knowledge in newspaper work preferred. Salary, former connections. Address Box 6016, care The Fourth Estate.

Composing Room Foreman
Evening newspaper not far from New York seeks working foreman for composing room. Permanent position for right party. Excellent working conditions. Write at once giving full particulars. References required. Address Box 6000, care The Fourth Estate.

Young Man Wanted
who has either run a contest on Foreign Newspaper or worked getting subscriptions, one who speaks foreign language with good reference preferred. Address Box 6009, care The Fourth Estate.

Correspondents
Publication covering the field of journalism wants a correspondent in several large cities. Liberal terms made to right party. Write qualifications fully and state previous connection. Address Box 6015, care The Fourth Estate.

Extra Good Opening
For a man 21 to 40 years old, who has experience in conducting weekly or daily newspaper contest. Must furnish A-I reference. Write Box 6009, care The Fourth Estate.

HELP WANTED

Traveling Representative
Large commissions to high-class newspaper salesmen for re-liable newspaper broker. Income unlimited. Address Box 6002, care The Fourth Estate.

Circulation Manager
Good opportunity for man of ability. Territory covers between Southern States. Give age, experience, reference and salary. Address Box 6008, care The Fourth Estate.

Solicitor
A leading morning newspaper in metropolitan city desires a thoroughly experienced, result-producing man. Must be good vasser. Apply stating experience and giving references to Box 6015, care The Fourth Estate.

Staff Reporters
One of the oldest newspapers in the city desires a man who can interview notables and assist in the capacity of photographer on the largest American cities. Address Box 6014, care The Fourth Estate.

Circulation Manager
One who can get results, plan campaign and "bring in the bacon." Tell us what you have done for others. Daily whose circulation has recently dropped and needs live man to build it up. Address Box 6019, care The Fourth Estate.

SITUATIONS WANTED

Advertising Manager
12 years experience as copy writer. Retail newspaper manager desires to make change to another job with a real opportunity. 33, married, given appearance and address, references and record. Address Box 6024, care The Fourth Estate.

General Manager
Successful executive of a leading daily, qualified by years of practical experience in all departments, is open for engagement as general manager—publisher of daily newspaper in more promising field. Understands the business thoroughly. Address Box 6010, care The Fourth Estate.

Newspaper Man
Capable—University graduate—age 28, familiar with make-up of local daily newspaper. Has run a contest on Foreign Newspaper or worked getting subscriptions, one who speaks foreign language with good reference preferred. Address Box 6018, care The Fourth Estate.

GREEN DESCRIBES DAYS AS CUB IN IOWA.
(Continued from Fifteenth Page)
my mind is stored the faint memory of a ghost I discovered on Big Island in one of those periods of paucity of news. We had entered a charnelhouse. As I write, the scene that greeted my eyes, under the dim light of a couple of gas jets, comes before me.

UNCLE SAM NEEDS NEW STATISTICIAN.
According to a government document, the ideal citizen, from the financial point of view, is he who saves twenty cents on every dollar, spends fifty cents on food, shelter, and clothing, and ten cents each on education, recreation and philanthropy.

On a wage or salary of $2,500 a year, that works out to $1,250 on living expenses, $500 a year saved and $250 a year each for education, gifts and play.

For living expenses for a family of five, $1,250 would allow $35 a month for rent, approximately three dollars a month for food. For clothing and ten dollars a month apiece for food. And yet the basis of this republic is the family of five with a $2,500 a year total income.

The Governments figures argue the Louisville Herald, are, to the ordinary man, a joke. When the clerk or the laborer reach the point where he gives away more than he spendson clothes for his family, it will be time to revise a lot of things besides statistics.

SITUATION WANTED

Reporters
Newspaper of national distinction with a generation of achievement in its field wants reporters, preferably a graduate of some of the leading colleges. Address Box 6014, care The Fourth Estate.

Business Builder
All sound, clean-cut, aggressive newspaper man seek connections to take effect June 1st to look after the advertising end of live daily. State the proposition in the letter, include the name of the newspaper. Address Box 6014, care The Fourth Estate.

Circulation Manager
for farm paper wants a position with a publisher that requires real results. Two fine publications in the United States are leaders on account of his work. Past few years have brought out one idea that gave the publisher a renewal of eighty-five percent. Write today. Address Box 6028, The Fourth Estate.

Deskman
Thorough desk man, 24, familiar with make-up, now to large city desk, wishes change to evening daily. First class worker who swings his end without prod. Address Box 6009, care The Fourth Estate.

FOREMAN
In a plant with Linotype and web press equipment desires a manager who can get results, plan campaign and "bring in the bacon." Tell us what you have done for others. Daily whose circulation has recently dropped and needs live man to build it up. Address Box 6019, care The Fourth Estate.

(Item of which were burned beyond recognition, I went to my home on North Main street with a pile of notes. I entered a charnelhouse. As I write, the scene that greeted my eyes, under the dim light of a couple of gas jets, comes before me.

WRITE FIRST BIG STORY
"Spending the afternoon in gathering all the information there was to gather about the fire and establishing the identities of the victims, most of whom were burned beyond recognition, I went to my home on North Main street with a pile of notes. I entered a charnelhouse. As I write, the scene that greeted my eyes, under the dim light of a couple of gas jets, comes before me.

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For living expenses for a family of five, $1,250 would allow $35 a month for rent, approximately three dollars a month for food. For clothing and ten dollars a month apiece for food. And yet the basis of this republic is the family of five with a $2,500 a year total income.

The Governments figures argue the Louisville Herald, are, to the ordinary man, a joke. When the clerk or the laborer reach the point where he gives away more than he spendson clothes for his family, it will be time to revise a lot of things besides statistics.
SITUATIONS WANTED

Managing Editor

Of broad experience and unusual record of success desires permanent connection with evening paper in Philadelphia. Has had previous experience in staff work for a large evening newspaper. Will supply detailed information and references. Address Box 6023, The Fourth Estate.

SITUATIONS WANTED

MR. PUBLISHER THIS IS FOR YOU

Offer your Circulation Manager a salary contingent on increase he can make over and above your present normal increase. Offer the same proposition to others who claim they are circulation producers. If they will not accept or cannot make good send for one who can. Address Box 6027, care The Fourth Estate.

A Real CIRCULATION MANAGER

available after June 1st.

"Big city" experience. A record of success. An expert on promotion of NEW circulation. Highest possible references from each publisher served during the past 15 years.

A BIG MAN FOR A BIG TASK.

Where opportunity exists for persistent, constructive and solid circulation building with adequate revenue return. Address Box 6007, care The Fourth Estate.

Competent Solicitor

Wants position with good paper on West Coast. Needs a live morning and evening paper in middle west as assistant advertising manager. Has sold space and written copy for 6 years with a good record. Plans campaigns and special editions. A good consistent worker who can get business and hold it. Would be a good advertising manager for a paper with about 10,000 circulation. Well educated. Married. Age 39. Healthy. Good reason for for the above man, write. First class references from present employer will be supplied. Address Box 6020, care The Fourth Estate.

Editorial Position Wanted

Competent writer and editor, with exceptionally broad and thorough literary, scientific and technical education, who has for many years been active in newspaper advertising work. Desires editorial position on a New York newspaper or magazine willing to pay adequately for brains and experience. Address: E.E.E., Box 6028, care The Fourth Estate.

Assistant To Publisher

with practical knowledge of the details of the business end of a newspaper desires connection. Reference. Address: Box 6028, care The Fourth Estate.

SITUATIONS WANTED

WE CONNECT THE WIRES

EDITOR AND MANAGER

wants substantial interest by cash investment in small city afternoon daily. Has connections developed and sold two newspapers, making handsome profits, and has a desire to continue. Address Box 6029, care The Fourth Estate.

Circulation Manager

Young man 25 years of age, 7 years experience in circulation, three years as circulation manager with a successful newspaper. Is desirous of making a connection with a good paper and will be rewarded, Box 6000, care The Fourth Estate.

Foreman of Daily Newspaper Plant

that has linotype and web press equipment by man ambitious to continue with "big company in its field." He has had a wide range of experience on large and busy papers and has no delusions as to what it means to go to press at the same hour each day. You want to feel safe about the composing room end of it. Let's talk it over. U. nion. Address P. O. Box 6025, Ann Arbor, Mich.

Young Newspaperman

Desires position on daily where opportunity for personal development and present experience are plentiful. Have had several years' experience on large city papers—and that is your business. Even politicians need to advertise. As a fact, I observe few successful men miss an opportunity.

The Address Club of Detroit made the trip on a special train along with the Toledo Advertising Club and several representatives from the Grand Rapids Advertising Club. Hal G. Trump, Editor, together with Frederick Dickinson and Merrill J. Chapman. The Address Club Program Committee displayed a number of electric signs at various points in the convention to get messages quickly. On the stage a sign flashed the name of the speaker. The speaker, looking at the sign, but it as the speaker was on his feet. Similarly a sign carried the name of the preceding officer, in the following manner a sign warned the speaker, if need be, that his time is up.
**BUSINESS CHANCES**

### Just Out

**NEW ISSUE OF**

**"LISTINGS"**

Contains details of nearly 200 newspapers. Thirty-four states are represented. Papers requiring from a few hundred dollars' investment up to half a million to handle. Write for details in New York, Pennsylvania, Ohio, Illinois and Illinois and Illinois. If you want a newspaper anywhere regardless of the size, send for "LISTINGS"...

Write us regarding this matter.

### More Papers Wanted

Publishers will find this a good time to sell. List with us. Rates will be handled quietly and quickly. When requested, details in "LISTINGS" but same are offered only to clients able to handle and who are seeking for such papers. Write for details in "LISTINGS" but same are offered only to clients able to handle and who are seeking for such papers. Write us regarding details of our confidential plan.

### Promotion Work

Can take on a few more papers soon wanting advertising or circulation promotion. Experienced men, tried and proven plans and hard work will enable us to secure you results no matter how hard the conditions may be.

### Used Newspaper Presses

**Scott Quadruple Four Deck Press**

Prints four to thirty-two pages. Can be shipped at once.

R. Hoe quadruple press with color printing attachment. Prints from 4 to 8 columns in page, sheet length 27 1/4 inches.

**WALTER SCOTT & CO.**

**PLAINFIELD, NEW JERSEY**

**NEW YORK**

**CHICAGO**

1441 Monadnock Block 407 Broadway

**CHARLES HEMSTREET**

**PRESS CLIPPINGS**

59 Park Place, NEW YORK

**UNIVERSAL TYPE CASTER**

With complete equipment for type and paper in large and small sizes. Various sizes and spaces in all sizes. Will furnish equipment for installation and instruction.

**FRANK NOSSEL, 38 Park Row, NEW YORK**

**PAN AMERICAN ADVERTISING.**

The Pan-American Advertising Association will hold its eighth annual meeting in New York City, June 1923. Speaker will include Honorable Agustin Edwards, publisher of Chile, and Honorable Bainbridge Colby.

### Printing Plant

For Sale or lease, modern 8-20 shop, 40 tons from Cleveland, Ohio; with established business; owned and managed by experienced newspaper men.

### Business Chances

**For Sale**

Kansan daily, exclusive evening field, 1,000,000 circulation; annual business $60,000. Address Box 5401, care *The Fourth Estate.*

### Stereotype Machinery

8 Column Flat Casting Box. Monarch Foundry. Saw Table. Full hydraulic Stamps. Full description desired, no "antiques." Address Box 6004, care *The Fourth Estate.*

### Printing Plant

**For Sale or lease**

For 8 to 20 shop, 40 tons from Cleveland, Ohio, with established business; owned and managed by experienced newspaper men; lesser must furnish unblemished references and have some cash. Address Box 6004, care *The Fourth Estate.*

### Selling Newspaper Properties

**Litchfield, Ill.**

New York

**H. F. Henrichs Agency**

Selling Newspaper Properties

**1441 Monadnock Block 407 Broadway**

**NEW YORK**

**CHICAGO**

**1441 Monadnock Block 407 Broadway**

**Palmer, DeWitt & Palmer**

**Newspaper Properties**

225 Fifth Ave. New York

**A REAL WESTERN PRESS CLIPPING SERVICE that actually covers the WEST.**

**Pacific Northwest Press Clipping Bureau**

Seattle, Wash.

### THE VALUE OF A NEWSPAPER.

There is no single institution in any city that contributes so much to the morale and growth of the community as its newspapers. A newspaper that reflects vigorous business activity on the part of the merchants and tradespeople is an advance agent of community progress. The Cedar Falls, Iowa, Record, Healthy competition honestly displayed in business pulling advertisements insures interest in home development and no town or city has ever grown without it.

A community is like the body. One cannot cut off a finger without injury to the rest of the body. Similarly, to the interest of everyone to see that it is possible for all to live decently and happily and when towns forget this, they suffer accordingly.

### PERSONALITY IN ADVERTISING.

The Bengston's drug stores of Davenport, Fla., Moline and Rock Island, Ill., made the feature of their newspaper advertisement recently in the three city's columns with pictures of their employees. The theme of the advertisement was personality in the Bengston's stores, which made an effective appeal largely through the get-acquainted feeling that went with it which is a potent force in personality advertising.

### CANAAN REPORTER TO GO ON DESPITE FIRE LOSS.

The Canaan, N. H., Reporter, a weekly newspaper whose plant was razed to the ground in a recent fire, will continue in business. The fire, which swept away the Reporter's building, nearly wiped out the town of Canaan and caused the loss of two lives, together with a half million in property.

### PAN AMERICAN ADVERTISING.

The Pan-American Advertising Association will hold its eighth annual meeting in New York City, June 1923. Speaker will include Honorable Agustin Edwards, publisher of Chile, and Honorable Bainbridge Colby.
A. P. MEN TO MEET IN N. Y.
Van Nuys Bldg. Mailers Bldg.
NEW YORK
225 Fifth Ave.

NEED OF SOUND FINANCIAL
STRENGTH FOR AGENCIES,
STRESSED BY SMITH.

The elementsof sound agency
finance were discussed by Harry
Dwight Smith, member of the finance
committee of the Associated
Association of Advertising Agencies and
President of that association. He
said in part:

"No advertising agency does jus-
tice to the advertising, the publisher,
or to itself if it lacks financial
strength or fails to handle its finances
ably and conservatively."

"At the annual meeting of the
association, October 1919, the con-
vention unanimously passed a res-
olution asking the finance committee
to extend its activities by inviting
members to submit financial state-
ments annually for analysis and
criticism. It was easy to believe that few
members would respond to the call.
We were therefore surprised to re-
cieve out of a total membership of 132,
eighty-three the date it is due. The association hopes to see all of these four methods made
the invariable practice of its members.

This unique association activity has been a definite aid toward the strengthen-
ing of the financial structure of all of us who have been willing to accept the higher stan-
dards established by the committee.
This procedure has had so far
reaching an effect that the members of the association went through the
recent period of severe financial
strain with but one failure; and this exception was so handled by Mr. O'Shaughnessy, acting as one of the co-receivers, that all creditors are assured of receiving 100 cents
on the dollar.

"Look upon cash as your only
real resource, and have plenty of it.
There are foundering ample cash resources: first, by building
up cash surpluses, not paying
out profits as fast as they are made;
fourth, by collecting promptly what
your customers owe you on the date
it is due. This association paper is to see all of these four methods made
the invariable practice of its mem-
bers.

A. P. MEN TO MEET IN N. Y.
The Advisory board of the Eastern
Division of the Associated Press will hold
a meeting in New York on June 15.
The impressive lead maintained by The News in local, foreign and classified lineage year after year is possible only because of proved results to the advertiser.

THE INDIANAPOLIS NEWS

Frank T. Carroll, Advertising Manager
New York: Dan A. Carroll, 350 Nassau St.
Chicago: J. E. Lute, The Tower Building

NEWS OF THE AD AGENCIES.

N. W. Ayer and Son have been appointed to handle the advertising for Aetna Life Insurance Co., Aetna Casualty and Surety Co. and the Automobile Insurance Co., of Hartford, Conn.

The advertising account of the J. I. Case Plow Works Co., J. I. Case Motor Trucks and farm implements and Wallis tractors, has been placed with Kluu-Van Pieterse-Dunlap, Inc., of Milwaukee.

Cohn-Hall-Max, cotton converters, New York, have placed their advertising account with the Alfred Austin advertising agency, New York.

The Tolins Company, Philadelphia, advertising agency, has been appointed to handle the account of the Futrell Coupler Co., Streator, Ill.

The Bessemer-American Motors Corp., new consolidated company has placed its advertising account with the Nichols-Moore Co., Cleveland.

The Pines Manufacturing Co., manufacturer of winterfront automatic radiator shutters for automobiles, has placed its advertising account with Mertz Kick & Co., Chicago advertising agency.

The Boston American

is showing two gratifying results of its three-cent price:
It has the Largest Circulation in New England at that price.
It is taking on a Higher Grade of Advertising every month.

QUALITY AND QUANTITY Go Hand in Hand.

Low Milline Rate
St. Louis
Globe-Democrat

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York morning paper.

First in OHIO!
The Columbus Dispatch

Enops O'MARA & ORMSBEE, Inc.
New York, Chicago, San Francisco

Frank A. Cuddihy has joined the Campbell-Ewald Co., Detroit advertising agency, as manager of the research department.

Waldemar Hollensted has joined the copy staff of the Arcady Co., advertising agency of Portland, Ore.

Raymond E Rubicam and John Orr Young have formed an advertising agency in Philadelphia under the firm name of Young & Rubicam. Mr. Rubicam was formerly with N. W. Ayer & Son.

Thad Dean Wheeler, formerly with V. C. Brentsprang advertising agency of Chicago, has joined the staff of Sweerts & Phelps, Chicago advertising agency.

J. W. Sieverling has joined the staff of the Arthur M. Crumrine Co., Columbus, Ohio, advertising agency. He was formerly advertising manager of the Federal Electric Co., Chicago.


O. M. Bostwick has been appointed New York representative of the advertising department of the General Electric Co., Schenectady, N. Y.

H. H. Grandy has been named manager of the engraving department of the Arcady Co., Portland, Ore.

J. H. Johnson has resigned as publicity manager of the National City bank of Cleveland, to become a partner of Robert B. Hamilton, under the corporate name Hamilton & Bardsom, A.A., and A.A., Inc., with offices at 122 Fifth avenue, New York City.

NEWSPAPER ADVERTISING 1923

LARGEST
MORNING CIRCULATION
in the Nation's Capital

THE WASHINGTON POST

DAILY TO SUNDAY

Member A.B.C.

BURLINGTON, LEADING

CITY OF VERMONT

Every Evening

Cover it comprehensively through the

BRYANT, GRIFFITH & BRUNSON

Spec., New York, Chicago, Boston

Represented by Paul Block, Inc.

New York Chicago San Francisco

William A. Bodfish has been appointed advertising manager of Wardsworth Howling Co., manufacturers of paints, etc.

Charles C. Johnson, Jr., has become director of the art and copy department of the Wardsworth Howling Co., of Fort Worth, Texas. For the last three years he has been vice-president of the Hendon-Johnson advertising agency also of that city.

O. H. Keller has been appointed advertising manager of the Prudence Company, New York, investment house.

H. S. Jacks, a former Columbia, Mo., newspaper man, two years with the United States Veterans' Bureau, has assumed charge of the advertising department of the Weilbach Company of Gloucester, N. J.

Harry Kerr, for the last year a member of the advertising department of the Wardsworth Howling Co., Commercial-News, has joined the advertising force of Marshall Field & Co., Chicago.

F. X. Wholley, who resigned recently as managing editor of the better business bureau at Washington, has assumed charge of the advertising and sales promotion of the Barnet Leather Company, Inc.

H. L. Baldensperger, assistant secretary of the Toledo, Ohio, better business commission, has resigned to become commissioner of the Akron, O., better business commission.

St. JOSEPH GAZETTE

Only seven-day newspaper in Third Largest City of Missouri and Center of Jobbing Trade and Industries of Northern Missouri.

GEORGE A. McCLELLAN, Publisher

REPRESENTED IN THE NATIONAL FIELD BY

J. P. Mckinney & Son

New York Chicago San Francisco

Los Angeles
The Treasury Department is still wrestling with the problem of finding proper definition for the term "standard newsprint paper," in order to meet the requirements of the customs collectors and other government officials charged with the collection of import duties under the Fordney-McCumber tariff bill. The problem likewise confronts the publishers, whose complaints presented to the department aided in raising the issue.

On May 25 the following definition was given, but afterward withdrawn:

"The term standard newsprint paper used in paragraph 1672 of the free list of the tariff act of 1922 is defined as printing paper weighing approximately 48 lbs. per 1000 square feet, made from a mixture of mechanically ground wood pulp and other substances in the relative proportions of 80 per cent and 20 per cent but these percentages may vary not exceed respectively 75 per cent and 25 per cent, and there may be a 5 per cent variation in weight. This definition is applicable to newsprint paper without regard to the color thereof, or the use to which such paper may be put."

Following the issue of this definition, it is understood, it developed that it was not definite enough for the customs officers and failed to meet the complaints of the publishers, on account of which it was promptly withdrawn. Treasury officials are still working on a definition that will meet the situation.

YOU WANT THE BEST PHOTOGRAPHS YOU NEED THEM FIRST

YOU GET THE FIRST and BEST IN OUR DAILY PHOTO SERVICE

International Film Service
226-228 William Street, NEW YORK
It Pays to Advertise in the

ST. LOUIS TIMES

Newly Generalized as the
HOME NEWSPAPER
OF ST. LOUIS

Foreign Advertising Representatives:
G. C. RICHARDS Co.
Chicago, St. Louis, Detroit, Los Angeles
P. W. BURNS & SONS, Inc.
Boston

The RICHMOND, Va., TIMES-DISPATCH
is delivered in 12,000 of the city's
in All VIRGINIA IT'S THE SAME
New York, Phila., Chicago, San Francisco

In THE AD FIELD.

ADVERTISING ACCOUNTS NOW
BEING PLACED BY
THE AGENCIES.

DORRANCE, SULLIVAN & CO.,
New York.

PILGRIM PUBLICITY ELECTS.

M. E. FOSTER, Publisher.
STEVE KELTON, Mgr.

THE KANSAS CITY STAR

MORNING-EVENING—SUNDAY

EACH ISSUE
OVER 200,000 CIRCULATION

SEATTLE "P-I"

The only seven-day A.P. paper in the
Metropolis of the entire Northwest.

One paper in the entire West without
competition. It reaches into the home of
most prosperous people on earth.
Represented in the National
W. W. CHEW
W. H. WILSON
Mark W. Burlingame

SIMPSON ADV. SERVICE CO.,
915 Olave, St. Louis, Mo. — Will soon
release a new campaign for Meyer Bros.
Coffee & Spice Co. (Old Judge
coffee), in cities in the Middle West
where they have distribution.

NATHAN ADVERTISING,Agency,
Majestic Bldg., Chicago—Sending
orders to newspapers in selections for
Investment News, Chicago.

CRITCHFIELD ADV AGENCY,
Brooks Bldg., Chicago—Placing copy
orders for Eclipse Specialty
Mfg. Co. (auto accessories), Chicago.

GEO BENCEY, Cedar Rapids,
Vale, Kan.—Advertising capons tools,
sending out schedules for
newspapers.

HAWEY ADVERTISING CO.
New York.

B. C. Hale and N. F. Collins,
Handing accounts to News
Butler Co., advertising Medal
Mayonnaise Dressing, New York

HAWLEY ADVERTISING CO.,
N. Y.—Handling account for Nucos
Butter Co., advertising Medal
Mayonnaise Dressing, New York

H. K. LAMBERT, President,
Simpson Mfg. Co., St. Louis, Mo. — Has
placed an advertising campaign
for Comfort for All Homes, the
newspapers, for March and April.

F. F. GILMORE, Jr., was elected
president of the Louisville
Advertising Club at the annual election
held at the Hotel Carlisle. Mr. Gilmore
succeeds R. H. Lindsay. The election
of Gilmore as head of the Men's Ticket also swept into the
the entire ticket. Those elected were:
C. N. Mann, second; R. H. Lindsay, first
vice-president; Harry H. Wagner,
secretary, and R. H. Lindsay and A. R. Magee
directors. Some members of the "Juvenile ticket"
were also elected. Following the dinner
Dr. B. J. Cartwright, president of the
Palmer School of Chiropractic, Davenport,
went up to the city to make the
directorate of his own medical
as well as doing the most possible
for fellowmen.

The special features of the
BUFFALO TIMES
have made it the most popular newspaper in
Western New York.

NORMAN E. MACK, Proprietor
VERREY & CONKLIN, Inc.
Special Advertising Representatives
New York, Detroit, Chicago, San Francisco

The Fourth Estate
June 9, 1923

THE FOURTH ESTATE

in Every Trade Territory—

One Newspaper Must Lead

To the paper which best serves its
readers and its advertisers, naturally
provides leadership.

In Houston and South Texas this
distinction is held by the

Houston Chronicle
Texas Greatest Newspaper
STEVE KELTON, Publisher
M. E. FOSTER, Manager

STEVENSON & CO.,
New York, Phila., Chicago, San Francisco

TODAY'S HOUSEWIFE

A NATIONAL MAGAZINE

authority on the business of home-making.

NEWS OF AD FOLKS.

Andrea Carri, Currie has started an
advertising business under his own
name at Memphis, Tenn.

Raymond C. Tyree has been
appointed advertising manager of
the Marietta Pains and Color Co., Marietta.
He was until recently
manufacturer at Greensboro, N. C., in the
interests of the same company.
He succeeds James W. Critchfield, who resigned.

J. Kelley Bellrige has been appointed
art executive for the
art engraving-printing, New York

W. K.フェルとぶる, 新・共進社, 大黒市, Hyogo.
He was in charge of the same company.
He succeeds James W. Critchfield, who resigned.

The Afton, Iowa, Star-Enterprise has opened
an office at Crescn, la., which will
under the management of

The Asghon, Iowa, Star Enterprise has opened
an office at Creston, la. which will
under the management of

WALTER SCOTT, formerly with the
Wendell P. Colton Co., New York
advertising agency, has been selected as
art director of the publicity
department of the Fox Film Corporation,
New York.

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New York.

The Asghon, Iowa, Star-Enterprise has opened
an office at Cre
JULIUS MATHEWS. Special Rep. 
BOSTON NEW YORK CHICAGO

newspaper cost through the great industrial market with one

UNION & LEADER

Hall. You can completely cover this

Cover NEW HAMPSHIRE with the

Hall. You can completely cover this

in New Orleans it's the

MICHIGAN LEAGUE OF HOME DAILIES TO MEET AT MONROE IN JULY.

The summer frolic of the Michigan League of Home Dailies will be held in Monroe the latter part of July with a gathering of the Wolverine publishers and their wives. For the last two years the league has held a social function at the home of the Michigan League of Home Dailies. For the last two years the league has held a social function at the home of the Wolverine publishers and their wives. For the last two years the league has held a social function at the home of the Wolverine publishers and their wives.

The only A.B.C. Newspapers in

BRIDGEPORT

A prosperous NEW JERSEY territory completely covered by the

INCREASED TO 2,000 DAILY AND SUNDAY

New Haven Register

LARGEST CIRCULATION IN CONNECTICUT'S LARGEST CITY

Average Daily Paid Circulation over 44,000, passed each newspaper by a competitor combined.

The Julius Mathews Special Agency Boston, New York, Detroit, Chicago

THE FOURTH ESTATE

EXCELLENT RESULTS obtained with tryout copy in the PLAINFIELD, N. J.

Courier-News

Member Audit Bureau of Circulations and United Press.

 Aerospatiale Co., Representatives
New York, Chicago and St. Louis.

PEORIA ILLINOIS
JOURNAL (EVENING) AND
TRANSCRIPT (MORNING)

Sold in combination at rates making these papers the best advertising buy in their field.

H. W. PindeII, Proprietor.

CHARLES H. EDDY CO., Inc.
National Advertising Representative

New York Boston Chicago

Gained 20,347 Daily Average Circulation.

The Washington Daily News has been elected to active membership in the American Newspaper Publishers Association.

WASHINGTON DAILY NEWS
JOINS PUBLISHERS.

A. P. MEN OF N. C. MEET.

LOS ANGELES, CALIF.

The Alaska Fisherman, a publication devoted to the interest of fisheries of Alaska, will be published as a weekly at Ketchikan, Alaska, in the near future. The publisher is William A. Paul.

ALASKA FISHERMAN WEEKLY.

The Alaska Fishing News, a publication devoted to the interest of fisheries of Alaska, will be published as a weekly at Ketchikan, Alaska, in the near future. The publisher is William A. Paul.

WASHINGTON DAILY NEWS
JOINS PUBLISHERS.

The Washington Daily News has been elected to active membership in the American Newspaper Publishers Association.

WASHINGTON DAILY NEWS
JOINS PUBLISHERS.
WALTON G. McMURCHY, HEAD
COVERS THE AFTERNOON FIELD AS COMPLETELY AS DOES THE DALLAS NEWS IN THE MORNING.

LARGEST AFTERNOON CIRCULATION

NOTED ST. PAUL DAILY NEWS MAN DIES.

WALTON G. McMURCHY, HEAD OF DAILY NEWS WASHINGTON BUREAU—KEEN POLITICAL OBSERVER AND WIDELY KNOWN TO NEWSPAPERMEN OF DAILY NEWS WASHINGTON BUREAU.

Mr. McMurchy, fifty-one, former editor of the St. Paul Daily News, and head of the Daily News Washington bureau since 1909, died May 25, at Miller Hospital, Minneapolis. Mr. McMurchy's service with the Daily News covered a period of twenty years. He was widely known as a newspaper man in the Northwest. He was known also as one of the foremost of Washington correspondents.

Mr. McMurchy was born in Ontario and came to St. Paul when a young man. After being associated with several Minneapolis newspapers and the St. Paul Globe, he joined the St. Paul Daily News staff in 1902. After officiating in several editorial capacities, he became political writer. When F. E. Crawford, first editor of the Daily News, died in 1910, Mr. McMurchy was made editor. Two years later he took charge of the Washington bureau.

Mr. McMurchy was a keen political observer and had a remarkable insight into national and world affairs. His articles were always straightforward, illuminative and unbiased. His close personal friendship with high officials at Washington always enabled him to give the Daily News quick, accurate service on important news events of the day.

Mr. McMurchy is survived by his widow and one daughter, Miss Eleanor McMurchy.

M. S. NORELIUS, NOTED NORTH-AMERICAN EDITOR IS DEAD.

Marion Sigfried Norelius, publisher of the Chicago County Press died at Lindstrom, Minn., last week. He was fifty years old.

Mr. Norelius was the son of the late Dr. Erik Norelius, prominently known in the Northwest.

Mr. Norelius was graduated from Gustavus Adolphus College at St. Peter, that institution being founded by his father in 1862.

A year later he began his newspaper career on the St. Paul Pioneer Press, and with the exception of a few months passed in taking a postgraduate course at the University of Minnesota, devoted his entire life to that profession. When working for the Pioneer Press he began writing a weekly Scandinavian letter in English for a press association, which work was continued for twenty-two years.

In the spring of 1897, Mr. Norelius went to Europe, where he represented the Minneapolis Tribune and other Minnesota press syndicates at the International World Exposition in Stockholm. Later he was connected with the Northland Magazine, Minneapolis, the Goodhue County News, Cannon Falls, and the Red Wing Republican.

In 1899 he went to Chicago where he worked on the leading newspapers of the city until his next move was to the newspaper which was conducting at the time of his death. Mrs. Norelius will take charge of her late husband's paper.

THE SYRACUSE POST-STANDARD

This has the largest circulation of any newspaper in America.

The San Antonio Light

The best advertising medium in Southwest Texas. Has $86 per cent more paid circulation into the inhabited area than the second paper, and five times as good a business as the third paper.

VERBEE & CONKLIN

New York, Detroi, Chicago, San Francisco

Represented by PAUL BLOCK, Inc. New York, Phila., Chicago, San Francisco

Alfred Pell Haven, aged sixty-six, for twenty-five years Sunday editor of the Buffalo Sun, and the New York Herald, died this week at his home in Brooklyn, after an illness of several months.

In an attempt to regain his strength, he and his wife went to Florida in March, but Mr. Haven was unable to resume his editorial work.

Born in San Francisco, the son of General Joshua Haven, he was educated on the coasts here and abroad, and was graduated from Yale with honors and a degree in civil engineering in 1872. The years spent in travel abroad, especially in France, gave him his first taste for newspaper work.

For a time he was night editor of the World, but he gave up his position to join the staff of the New York Tribune, under the management of Paul Dana, son of Charles A. Dana. Mr. Haven was thoroughly schooled in the older form of journalism and during his editorship of the Sun, his contributions were shielded by anonymity.

FORMER PUBLISHER OF IOWA PAPER DIES IN CHICAGO.

John S. Hopkins, former editor of the Humboldt, Ia., editor and a resident of Humboldt county for forty years, died at the home of his son Frank in Chicago.

Mr. Hopkins was one of the best known men in the county. He was formerly editor of the Broadside, a weekly newspaper. Mr. Hopkins continued the publication of his paper there for many years. He was 81 years of age and had led an active and prominent life. He was always identified with politics.

W. B. CHEW IS DEAD.

William B. Chew, for years connected with the Xena Gazette, of which his father, J. P. Chew is editor, died at his home in Xena, Ill. He had been identified with the paper since shortly after its founding, forty-two years ago, and has been foreign advertising manager for some time.
KANSAS is a rich, responsive field. It is best covered by the TOPEKA CAPITAL

The only Kansas Daily with a general circulation, it dominates its field in circulation, all sections of advertising, news, prestige, and reader confidence. Furnishes market data—serves survey work. Arthur Capper—Publisher

WINSTON-SALEM SENTINEL

The Sentinel goes into eight out of every ten homes in Winston-Salem

WINSTON-SALEM ADVERTISING CO. Representing Newpapers of the South

Representatives

FROST, LANDIS & KOBEN
New York Chicago

STAMFORD SENTINEL
Stamford's New and Newsiest Newspaper

Stamford, Conn.

NEWSPAPER PUBLICITY FOR THE PUBLIC SCHOOLS.
A valuable study has been made by Dr. Rollo George Reynolds of the Educational Service Bureau of the Teachers' College of Columbia University, New York, on the subject of advertising the public schools.

The study is based on reports from various cities in all the states of the union, and has to do with daily and weekly newspapers, special school papers, and, to some extent, educational journals.

Here are some interesting conclusions: (1) In general the school newspapers published in local papers are constructive and not destructive. (2) News of public school athletics is given an undue amount of space, thirty per cent of the total. (3) The proportion of school news considered of front page importance is small, but five per cent of all of it.

Editorial discussion of schools is fairly frequent in the newspapers. (4) Local editors in general welcome schools and are willing to co-operate with them in furnishing readers with school news.

The JOHN BUDD CO. Representing Newspapers of the West

9 East 74th St., NEW YORK

H. W. KASTOR & SONS ADVERTISING CO. ST. LOUIS

AN ORGANIZATION OF MERCHANDISING MEN HIGLY SPECIALIZED IN THE SOLUTION OF ADVERTISING PROBLEMS.

G. LOGAN PAYNE COMPANY SPECIAL REPRESENTATIVES

50 Madison Avenue, NEW YORK

VEREE & CONKLIN PUBLISHERS' REPRESENTATIVES

117 Lafayette Boulevard DETROIT

WINSTON-SALEM ADVERTISING CO. Representing Newspapers of the South

WINSTON-SALEM, North Carolina's Largest City (U.S. Census)

Twins Sentinel leads all North Carolina Dailies in Home Circulation. (Member A.B.C.)

"The Sentinel goes into eight out of every ten homes in Winston-Salem"

The first paper in the second largest Polish city to you this may not seem essential in any campaign aimed at the Polish market in New York City which is dominated by..."
MAKING THE SUN STRUCTURALLY SOUND

The most successful newspaper amalgamation in newspaper history was the amalgamation between The New York Morning Sun and The New York Herald.

Now the country has another amalgamation equally successful, the amalgamation of The New York Globe with The New York Evening Sun.

The Sun-Herald amalgamation at once rehabilitated The New York Herald, bringing it strength, vigor, and a bigger circulation than it had ever had in all its history.

The New York Evening Sun needed no such infusion. It did need the Associated Press. It got it through The Globe, and it got a big push in circulation as well, but increase in circulation was not my object.

The best is none too good for The Sun, and the Associated Press is the best news service. The Sun wanted the best and could afford to buy it at any price. Price should never stand in the way of making a great newspaper structurally sound.

Frank Munsey
Don't Scatter Your Dollars

Seeds cast to a whirlwind will give you "distribution"—but that's no way to grow a crop.

Plant your advertising seeds in abundant, concentrated local circulation—the newspapers that go to and are read in homes—and you reap an abundant harvest.

The newspaper that has effective concentrated local circulation has it because it enjoys reader-confidence and reader-interest. It has local INFLUENCE and STANDING. Influence and standing constitute the fulcrum of which advertising is the lever. And a fulcrum must be LOCAL—close to the object to be moved—or it is nothing. Try it on your next "lift" and see.

The nearly 400,000 daily circulation of The Chicago Daily News—essentially a home circulation—concentrated 94 per cent in Chicago and its suburbs is, perhaps, the nearest approach to complete daily newspaper "saturation" attained in any of the great single markets of the world.

That advertisers recognize and profit by this unusual condition is attested by the consequent fact that, year in and year out, the volume of advertising printed in The Chicago Daily News vastly exceeds that printed in any other Chicago daily newspaper. In the first four months of 1923, for example, The Daily News printed a total of 6,861,660 agate lines, as compared with 5,828,598 lines by the next highest daily score, that of The Chicago Daily Tribune.

The Chicago Daily News

FIRST in Chicago
THREE NEW YORK STATE PAPERS AMALGAMATE

NEW CORPORATION WILL TAKE OVER MOUNT VERNON DAILY ARGUS AND MERGE STANDARD AND STAR AT NEW ROCHELLE—LINKS WESTCHESTER COUNTY.

A newspaper amalgamation which will link two leading cities in Westchester county, New York, has been announced with the formation of Westchester Newspapers, Inc., which will take over the Mount Vernon Daily Argus and the Standard-Star at New Rochelle. The Standard-Star will be the result of the merger of the two daily papers at New Rochelle, while the Daily Argus will be published as heretofore.

Both papers, the Daily Argus of Mount Vernon and the Standard-Star of New Rochelle will have the benefit of coordination of effort, equipment to issue papers that will not alone boom their own cities but that of each other, and of the territory they will serve. This territory for these newspapers will be from Yonkers on the west to Mamaroneck on the east, a population of from 125,000 to 135,000 people.

ORGANIZATION'S OFFICERS.

The officers of the new Westchester Newspapers, Inc., the successors to Stiles & Merriam, of Mount Vernon, the Star Publishing Company, and the Standard Publishing Company of New Rochelle, are: Louis L. Stiles, President, Franklin A. Merriam, the present publisher of the Daily Argus of New Rochelle, and T. Harold Forbes, who has been editor and publisher of the Daily Star of New Rochelle, secretary, Maurice S. Porter, manager of the company and assistant publisher, and the treasurer will be Mark D. Stiles and treasurer assistant will be Franklin A. Merriam and Maurice S. Porter of Mount Vernon and T. Harold Forbes of New Rochelle.

The Daily Argus will be published under the present management and will extend its scope and opportunities, and the Standard-Star will be enlarged, and the Standard-Star will be improved and will extend its scope and opportunities presenting themselves for the advancement of the communities they serve.

The Daily Argus in the past will be continued in every way, and renewed efforts will be made to gain public approval and support with the extension of its service made possible by its union with the Standard-Star of New Rochelle.

BRING PORTER INTO COMPANY.

The Daily Argus was established April 1, 1892, by French & Sniffen, succeeded by French & Merriam, and later by Mark D. Stiles and Franklin A. Merriam until its incorporation in 1909. Both Stiles and Merriam and Mr. Stiles who have been associated together for twenty-two years will continue.

The Evening Standard of New Rochelle, established April 1, 1882, has been published under the present management and will continue, has been published for nearly a century and a half, has been discontinued, but its name will continue.

Mr. Greemslit will be succeeded by as one of the pioneers in the daily newspaper field in the Queen City, of the Sound. He entered upon the ownership of the Standard, at a time when it seemed doubtful if it could survive the vicissitudes of the days.

(Paul Block)

BRITISH VISITORS

PAUL BLOCK'S GUESTS.

THEATRE PARTY AT MUSIC BOX GIVEN IN APPRECIATION OF BRITONS COMING TO AMERICA—PRECEDED BY CHARMING DINNER AT THE RITZ.

One of the most delightful features of the week was the famous dinner golf tour to British publishers and advertising executives was the theatre party given in honor Wednesday evening by Paul Block, publisher and publisher's representative.

A sufficient number of local publishers and advertising men were invited to complete the list of guests, while the guests, which included directors of the Daily Argus, the Standard-Star of New Rochelle, the New York Evening Post, the New York Times, the New York Journal, and the New York Sun.

ORGANIZATION'S OFFICERS.

At the meeting of the organization's officers, the following resolutions were adopted:

1. That the officers of the new Westchester Newspapers, Inc., be and they are hereby appointed as the officers of the company.

2. That the officers of the Mount Vernon Daily Argus be and they are hereby appointed as the officers of the company.

3. That the officers of the Standard-Star be and they are hereby appointed as the officers of the company.

4. That the officers of the Standard-Star be and they are hereby appointed as the officers of the company.

CAPITAL NEWS AT LANSING SOLD AT AUCTION.

ALTON J. HAGER HEADS GROUPS OF BUSINESS MEN WHO BUY MICHIGAN DAILY PAPERS—STATE JOURNAL IS ACTIVE BIDDER—PAPER HAD VICARIOUS CAREER.

The Lansing, Mich., Capital News has been purchased at a public sale by Alton J. Hager, representing a group of business men, among whom are several of the paper's chief investors. Mr. Hager's bid was $42,000.

Mr. Hager's bid was $42,000. He was the highest bidder, raising the bidding to $42,000, which was the highest bid. Mr. Harger's bid was $42,000.

The Lansing Capital News was sold at auction on the part of May 1921. It has passed through the hands of several managers.

PRESIDENT GETS NEWS-PAPERS AT SEA BY AIRPLANE.

Although President Harding was on the Atlantic in the Mayflower this week, he was able to read Sunday issues of a number of papers on the day of publication. The Papers, those from the Naval Air Service, which send a newspaper in the Mayflower to the Virginia Capes with copies of the newspapers.

Six copies of the Sunday edition of the New York Times were sent to President Harding, who was on the Mayflower, and the Naval Air Service, which sends a newspaper in the Mayflower to the Virginia Capes with copies of the newspapers.

GLOBE MEN FORM PERMANENT ORGANIZATION TO-NIGHT.

Former employees of the New York Globe, who have been working to form a permanent organization to meet each year to perpetuate the tradition of the oldest newspaper in the city, will meet tonight.

A dinner will be held at 7 o'clock and "open house" will be maintained at the Hotel Astor, which is held to meet the benefit for the benefit of men on morning.

A miniature Globe, called the "Globele and Comical Atomizer," will be given to the New York Tribune, which will be distributed.
There can be no substitute for circulation.

The circulation of a newspaper is as indicative as the horse power rating of an engine when it comes to figuring what you're getting for your money.

Besides that—there is the immeasurable prestige that comes through association with size—with leadership—with dominating individuality.

The Bulletin has the largest circulation of any paper in Philadelphia.

When you think of Philadelphia, think of the Bulletin with over HALF A MILLION A DAY.

The Bulletin
PHILADELPHIA'S NEWSPAPER
505,098
Average Daily Circulation for Six Months ending March 31
CIRCULATION MEN OFF TO MUSKOKA LAKES.

OBSERVE SILVER ANNIVERSARY WITH ELABORATE WORK AND PLAY PROGRAM—HISTORY OF ASSOCIATION RICH WITH ACHIEVEMENT AND FRIENDSHIPS.

Circulation managers from every state in the union are headed toward Muskoka lake to participate in the silver jubilee of the strongest organization in point of membership in the newspaper field. At Toronto the International Circulation Managers Association will mobilize Sunday morning for the trip to Muskoka wharf. From New York, Chicago, and points west and south special cars will pick up members en route. The convention will begin June 18 and last over to June 21. Besides a business program, which is the most comprehensive yet undertaken by the circulation committee, the entertainment committee has laid out diversions which excel any in the long history of the organization.

The New York delegation left Saturday night and will arrive in Toronto on Sunday morning when special cars will unload the groups from other localities. A. E. McKin- non, chairman of transportation, told The Fourth Estate that the list of those going assures the largest convention in the organization's history. The Muskoka region is of the picturesque spots of Canada and comprises a system of lakes and channels dotted with cottages and hotels, with boating accommodations and a wide variety of water sports. The entertainment committee com-

THE ADVERTISING SITUATION IN THE EVENING FIELD IN NEW YORK.

That the newspaper publishers of New York are indebted to Frank Munsey for clarifying the local advertising situation by wiping the Globe off the New York advertising map by developments of the past week.

Access to the books and records of the Globe, it appears, has shed a strong light on Jason Rogers' peculiarities and explained why the Globe was sold for such a comparatively disagreeable low price. Mr. Rogers, who apparently was given more latitude in managerial detail than was to the best interest of the paper, and for that reason has been helpful to the Globe only as helping to make a showing of lineage compared with that of the other New York papers. That the newspaper publishers of New York are indebted to Frank Munsey for clarifying the local advertising situation by wiping the Globe off the New York advertising map by developments of the past week.

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The interest of the publishers of the state are centered in the convention of the National Educational Association which opens in Oakland on June 28. The attendance is expected to pass the 20,000 mark, coming from all the states and foreign countries.

No. 1529.

BERNIE ENDORSES CASE MADE BY PUBLISHERS.

BERNIE ENDORSES CASE MADE BY PUBLISHERS.

BERNIE ENDORSES CASE MADE BY PUBLISHERS.

BERNIE ENDORSES CASE MADE BY PUBLISHERS.

BERNIE ENDORSES CASE MADE BY PUBLISHERS.
A Treasure in Facts and Ideas—

The ultimate significance of the day-to-day developments in journalism and advertising strikes home only when you see them spread upon the record.

Facts and ideas are the tools of both professions. Day by day and week by week they expand and increase, becoming in time trends, movements, and customs.

The when, the how, the who, and the where are spread upon the record in the

BOUND VOLUMES

of

THE FOURTH ESTATE

Their pages contain the accurate record of men, methods and masterpieces—not only pictures of the events but mirrors of their inspiration.

From them come new facts and new ideas such as underlie all progress—a solid block of irreducible knowledge and practical help.

Let us tell you how to

Bring the Treasure Home.
SETS UP LEGAL STATUS OF ADVERTISING AGENCY

NATIONAL ADVERTISERS ASSOCIATION GIVES AUTHORITY TO CAREFULLY REVISED DOCUMENT DEFINITELY STATING THE POSITION OF ADVERTISERS.

An important paper which definitely defines the status of the advertising association for advertisers, reached The Fourth Estate just as it was going to press. Originally, the paper was prepared by John Neville Boyle, counsel of the association and read at the semi-annual meeting of the association in Detroit, but was so well received as to warrant further revision. It is now released as a somewhat authoritative document under the title of "The Legal Status of the Advertising Agency." The object of the common law, etc., Mr. Boyle goes into a full exposition of the term "agent" and follows his opinion with the citation of a number of court decisions, while The Fourth Estate reproduces without change, as part of Mr. Boyle's opinion. The paper goes:

Agency, the representative is authorized to represent the will of the principal to third persons with a view to establishing new legal relations between the corporation and third principal, or, if you please, between the publishers and the advertisers, or between other third persons who are factors in the advertising business. In the legal conversions, therefore, of creating an agency may be threefold, namely, new relations between the principal and the agent, between the advertiser and third persons, and between the agent himself and third parties.

RESPONSIBILITY OF PRINCIPAL.

The responsibility of choosing one or more agents and directing the business entrusted to them, so as best to carry out a set purpose of the principal, is the principal's responsibility for the acts of the agents. Thereby, the principal will control the business, but in the proper case, or in the proper conduct of the business, the principal is not responsible for the acts of the agent and is liable.

The agent may be incompetent, or careless, or perverse, or reckless, and may act in disregard of all authority, but the principal is still liable to third parties, but the principal is still liable to third parties, and is liable except in cases of negligence or fraud.

The British publishes and advertising men who attended the world convention at Atlantic City gained an impression of American speed. The Gazette-the Gazette being continued as a morning paper, while the Telegraph is published in the afternoon. The Gazette is being continued as a morning paper, while the Telegraph is published in the afternoon. The Gazette is being continued as a morning paper, while the Telegraph is published in the afternoon. The Gazette is being continued as a morning paper, while the Telegraph is published in the afternoon. The Gazette is being continued as a morning paper, while the Telegraph is published in the afternoon. The Gazette is being continued as a morning paper, while the Telegraph is published in the afternoon. The Gazette is being continued as a morning paper, while the Telegraph is published in the afternoon. The Gazette is being continued as a morning paper, while the Telegraph is published in the afternoon.
LEGAL STATUS OF ADVERTISING AGENT.

(Continued from Sixth Page)

The liability of the principal is limited to the actual contract, since the principal, undisclosed, is not holding out the agent as such at all. The agent alone is bound and liable. 

Generally speaking, the principal or advertiser and the contracts made by his agent or agencies within the scope of the actual authority, and secondly, upon all contracts within the scope of the ostensible or apparent authority, except where there is notice that the authority exercised by the agent is exceeded. But the principal is not liable upon contracts made by the agent beyond the scope of the apparent or ostensible authority.

Where an advertiser, by a voluntary act, places an agent in such a situation that a person of ordinary prudence conversant with business usages and the particular business is justified in presuming that such an agent has authority to perform, the principal or the advertiser is estopped as against an innocent third person from denying the agent's authority to perform. If the agent makes contracts in his own name and holds the funds, the undisclosed principal may be sued and be sued upon such contracts made in his behalf or in his secret use by his agent. The liability of the principal is limited to the actual contract, since the principal, undisclosed, is not holding out the agent as such at all. The agent alone is bound and liable.

He then refers to some cases and says that he would want to take it that the facts in a case like that would be found in very important cases, perhaps, coupled with a course of conduct, which, if it got the character of an agency, would be matter between the advertiser and the agent to settle, if the advertiser, with no assurance in advance, perhaps, of what would happen.

For instance in New York, in the Metropolitan Advertising Company, which is a case of law, it arose and it was appealed to the next highest court, and it was decided that the principal, just as the principal could act in one way and he had one of the journalists of the other company, that he could act himself. But in the Appellate court, by a vote of three to two, it was held that the advertisement itself was a contract, in three hundred million dollars a year, it would seem to me, in view of the uncertainties, that serious thought should be given to this suggestion of a standard form of contract with an agency. Perhaps it would provide the logical method that this association from time to time would have to meditate—some such course by which the advertiser would pay the publication direct and pay its agency's services direct. This would be the intelligent and sensible method to follow.

COURT DECISIONS INVOLVING ADVERTISERS, ADVERTISING AGENCIES AND PUBLISHERS.

In Ayer vs. Devlin. (Supreme Court of Illinois, 1914) the defendant, A. & S. were given the decision on appeal by George A. Devlin (C. S. Dent & Co.).

The outstanding point in the case was the held to contract between the advertising agency being held to be a contract of agency, not of employment. In Clarke vs. Watt (Supreme Court of New York State, December, 1917) John J. Clarke, a publisher, was given the decision on appeal against V. E. Berri Watt, an advertiser. This was a case of the undisclosed principal. The advertiser employed the

FOUR A'S TENDER BIG DINNER TO BRITISH A'S.

IMPORTANT TOPICS OF ORGANIZATION, IDEALS AND FRIENDSHIPS DISCUSSED BY LEADERS IN ADVERTISING FIELDS OF BOTH COUNTRIES—TESTIMONIAL BY BARTON.

A reception and dinner in honor of the British advertising agencies was given at the Hotel Ambassador, New York, City, on Friday evening by the American Association of Advertising Agencies, and those members of the British delegation, including about one hundred present, including those members of the British delegation and friends.

F. A. Arnold, secretary of Frank Seaman, Inc., Toastmaster and toasts were responded to as follows: "Organization," by C. H. and Vernon of London and John Benson of Chicago.

The sentiment running throughout the speeches was that of "The International Advertising Agency." Each member of the British delegation present received an individually addressed card with the proceedings of the evening, together with a testimonial card and a testimonial in the form of a pocketbook with the sentiments of the A.A.A. to British advertising friends and clients. The affair was charged in a dinner committee consisting of Roy S. Durell, Frank J. Reynolds, Stewart L. Mims and Frank A. Arnold.

In making a daily delivery by airplane of its final city edition to the delegates attending the convention of the Associated Advertising Clubs of the World at Atlantic City, the New York Times is earning the congratulations of its contemporaries not only upon the score of journalistic enterprise but also upon the score of timeliness and helpful demonstration of the possibilities of commercial aviation. It is, true, as the dispatches in point of the example of its contemporaries not only upon the score of journalistic enterprise but also upon the score of timeliness and helpful demonstration of the possibilities of commercial aviation. It is, true, as the dispatches on the airways, landing fields, inspection of machines and the licensing of competent pilots in charge of a dinner committee consisting of Roy S. Durell, Frank J. Reynolds, Stewart L. Mims and Frank A. Arnold.

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NEW EVENING NEWSPAPER FOR NEW YORK CITY?

FRED W. ENRIGHT REPORTED PLANNING DEMOCRATIC DAILY WITH CAPITAL OF $3,500,000—NOW OWNS BOSTON AND LYNN NEWSPAPERS—HAS INTERESTING CAREER.

A new afternoon daily newspaper, it is reported in well-informed newspaper circles, will be started in New York City the latter part of the summer by Fred W. Enright, publisher and owner of the Lynn, Mass., Telegraph and the Boston Telegram. Mr. Enright, in a telephone conversation to The Fourth Estate, said that he would be in New York the last of June when it was likely complete arrangements would be made to launch the new daily. The new paper will be capitalized at $3,500,000. It is assumed that it will be democratic in state and national issue politics for Mr. Enright's convictions politically are well known.

It is problematical if Mr. Enright will be able to secure Associated Press service. In recent years such telegraph service has been secured only by buying in an existing newspaper. Reliable sources close to Mr. Enright stated that he would meet no difficulty in getting other valuable services. Mr. Enright has had a notable career. His early newspaper papers were first treated with derision. His first paper was the Lynn Telegram, where he had a hard fight when he started ten years ago with the Telegram, in opposition to two other dailies. The Telegram not only lived but rose speedily to a commanding position.

Later, Mr. Enright became publisher of the old Boston Journal, and in negotiations which were announced as consummated, purchased the paper. A hitch arose and Mr. Enright left the publication. It soon after the discontinued publication.

Mr. Enright started the Boston Telegram and has made rapid strides in that city. He advertised one year after starting that the Boston Telegram had the largest circulation in metropolitan Boston.

Mr. Enright's Boston and Lynn Telegrams are syndicated in the foreign field by Benjamin and Kentnor.

Among other interesting events in connection with the newspaper business is the election of Ellery W. Mann, vice-president of the H. K. McCann Company, to its board of directors.
IS EDITORIAL PAGE PASSING AS OPINION MOUNDER?

Many observers fear editorial readers are lured away by other attractions in modern newspapers—noted editorial men uphold old traditions.

Does the editorial writer of today, in trying to please the Italian, the Dane, the Pole, the Austrian, the Englishman, the Irishman, the politician, the sentimentalist, etc., ad lib., compose a vigorous editorial of opinion or merely a rhetorical exercise in evasion?

Is the gentleman who, with fellow with opinion in his willingness to erase himself from public view, who, with a free hand, with a wide room in which merely mix well, democratic and a pacifist in his reluctance to slap a subscriber on the wrist, is the old-fashioned editorial writer, mental jack of all trades who wrote with equal authority on sewage or fashions, education or politics, a member of a passing age? Are editors today the cold boiled potatoes of journalism? Are editorial readers, ...t — — 'CONTINUOUS NEWSPAPER ADVERTISING BUILDS UP OMAHA.

An all-the-year newspaper advertising campaign made Omaha an outstanding example of community advertising in a direct advertising of eighty communities, John J. Good, president of the Farrelly-Walsh Company, St. Louis, declared recently. His city in its advertising effort has sent over by Omaha, entitled "How Does Omaha Advertise," as follows: "Omaha, as any advertiser, is interested in advertising as a service. Every advertiser knows that the term advertising is of negative value and that the public is not always convinced of purpose are essential to the success of an advertising campaign. "Instead of going into newspapers occasionally—in other words, "sporadic advertising," Omaha goes into fifty metropolitan and country papers for thirteen hundred insertions. She spreads out her efforts over the year without concentrating all in one or two seasons."

URGES PUBLIC UTILITIES TO ADVERTISE IN PRESS.

Newspaper advertisements are a means to inform the public that public utility companies are not selling a commodity but a service that is guaranteed to be reliable, regular, and satisfactory. It is urged by Philip H. Gadsden, vice-president of the United Gas Improvement Company of Philadelphia, in an address before the Pennsylvania Electric Association at Philadelphia. Mr. Gadsden stated that the public is unfamiliar with the fundamental economics of the public utility business.

With a rush the invaders swept in and stormed the tiers of shirts. and whenever newspapers are con-SCIBES COMBINE HELPFULLY IN EMERGENCY.

ebra's meeting of the Associated Press at Portland, tells of co-operating spirit among newspaper men in times of great stress.

Newspaper men more than any other class of workers are trained in emergencies, says E. F. Nelson, correspondent of the Associated Press at Portland, Ore., although without the co-operation of others, the greatest efforts may end in failure.

"The newspaper profession has furnished many heroic examples of meeting emergencies," says Mr. Nelson, "but the numerous calamities, often the spirit of friendly co-operation has asserted itself to a degree which has often left forgotten their differences and fought one another's battles."

"The Astoria fire in various parts of the country it has occurred brought newspaper advertisements of a kind that have been burned out or have suffered other disaster, its most active editor and its leading printers use until the unfortunate one has been able to restore its own equipment."

A correspondent acts promptly. "Every newspaperman has been thrilled by the record of Astoria's meeting of the Associated Press at Portland, attacking the fire, and I want to call by long distance with all available facts."

"Hardly had I reached the office that he was doing me out not in answer to my message which may be doing it on his own initiative. He gave me a wire for the Astoria fire, and I was getting a wireless. My first act was to wire our correspondent at Astoria, asking him to call by long distance with all available facts."

"It was not only complete in detail, but had an estimate of loss of life at that hour which a newspaper could not wait for the press. Uniformed officials were powerless.

With a rush the invaders swept in and stormed the tiers of shirts.
With 217 editors, publishers and managing editors of leading Texas newspapers in attendance, the forty-fourth annual convention of the Texas Press Association ended at Galveston Saturday with the election of Sam M. Braswell of the Clarendon News as president and the choosing of Amarillo for next year's meeting. Among the outstanding features of the convention were a discussion by Tom Flinty, Jr., of the Dallas Journal on the need for changes in the law of libel; a condemnation of alleged attempts to create a monopoly in the field of advertising agencies as well as the charging of large commission rates, and the appointment of a field secretary. Sam P. Harben, for twenty years secretary of the association, was elected unanimously to the new office.

CHARLES PRAISES UNSELFISH ATTITUDE OF NEW YORK CLUB DELEGATES.

Harry H. Charles, president of the Advertising Club of New York, in a letter to the club's delegates to the Atlantic City convention, praised them for their unselfish attitude of universal helpfulness throughout the sessions. Mr. Charles' letter follows: "You have upheld the best traditions of our club. Collectively and individually, you sought nothing for yourselves, nor even for your club, except the consciousness of having done what was best from the broadest point of view. "You have been understood too as exactly what you are, and I am sure every active delegate from any other city departed with the firm conviction that the Advertising Club of New York exists for the good it can do."

AMERICAN PAPER AND BUTLER CORPORATIONS PLAN A CONNECTION.

Through its president, Joseph H. McCormick, it has been learned that the American Paper Mills Corporation of New York City, has formulated a connection with the Butler Paper Corporation of Chicago, New York and San Francisco. Detailed announcement to the trade will soon be made.

MAILS FROM EAST ON JUNE 10.

Mails from Batavia of May 12, Singapore May 16, Manila May 19, Canton China May 21, Hong Kong May 22, Shanghai May 25 and Yokohoma May 31 which arrived in Seattle on the steamer Madison were dispatched east from there on June 10. Mail from Melbourne of May 16, Sydney May 16, Auckland May 21 and Wellington May 22 which arrived in San Francisco on the steamer Maumunau were dispatched east from there on June 10.

This is The SCOTT DOUBLE-SEXTUPLE “MULTI-UNIT” PRESS

The Dallas Times Herald

DALLAS, TEXAS
Edwin J. Kiest, Publisher

recently installed one of these presses, and on May 13th issued a new press supplement and stated that their new machine is

"The South's Greatest Printing Press."

Patented & Manufactured by

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PLAINFIELD, NEW JERSEY, U.S.A.
He Can Set Both Text and Display without Leaving His Seat

The Operator of a Model 21 Text-and-Display LINOTYPE Can Set the Following Faces without Leaving His Seat

7 Point Century Expanded
7 Point Century Bold
14 Point Century Bold
14 Point Century Bold Ita
36 Point Ce

The Model 22 is the same as the Model 21 with the addition of an auxiliary magazine. The Model 24 can set even a greater range. Infinite other type-face combinations are of course possible.

Commanding, at his finger-tips, a range of text-and-display faces for which he and his associates formerly had to walk to several parts of the room, this operator of a Text-and-Display LINOTYPE is the one-man band of the composing department.

Text-and-Display Linotypes take leg work out of composition.

Imagine the economies of time and money in giving a piece of copy to an operator and having him set everything—heads, sub-heads, display lines, text and all. Imagine the advantages in a machine which can do anything at any time; in no office need such a machine ever be idle for a single moment.

The country office and the big city plant both need Text-and-Display Linotypes.
WAYS TO PUT PEP INTO THE CLASSIFIED FORCE

RAPID EXPANSION OF WANT ADS INTO VITAL BUSINESS BUILDING DIVISION REQUIRES CAPABLE SALESMEN WHO STUDY NEWSPAPER, SAYS BARRINGER.

The sleeper exists and thrives in every classified advertising department and is found among the one- and two-counter workers who receive voluntary Want-Ad business either.

He puts little or no extra time, thought or effort into his work. His only thought is of the copy for today—no effort as to development for the future. He is the copy chaser supreme.

He laughs at promotion ideas—and declares that the salesman is the only producer. He steadfastly refuses to make use of ideas handed him by his newspaper to pass on to his advertisers.

He is thoroughly sold on the idea that he is a salesman. He makes a very good appearance, but his territory contact fails to ring the old cash register.

The sleeper is a salesman put to work. The most drastic remedy would be to have the account men enlist the classified advertising organization suffering from the dread disease, and get rid of the rubbish.

H. G. Barringer of the Indianapolis News, one of the leading classified managers of the country, "This plan would necessarily mean the training of many new salesmen—an expensive method, to say the least. The solution to this problem probably consists in selling the newspaper section of the classified advertising to the classified salesmen—what his possessors may be sold to his own real and real money saved for his newspaper.

He is a sleeper to work. The solution which probably comes nearest to solving the problem is to sell the newspaper to the salesmen individually; making him see the advantages which he has of any other sales representative of the particular newspaper for which he is working, and the progress that will be his through the taking of an honest-to-goodness interest in his task.

The Sleeper, however, may be, can comprehend progress except in terms applied directly to himself—never can be men in general, and the sleeper in particular, see the advisability of putting forth additional effort to master the fundamentals of his profession except as interpreted by his sales manager.

In recent years it has come to be a universally recognized fact in the sales world that in order to succeed fully sell any product, the salesman must know all about that product—and his work.

And in the selling of classified advertising in particular, the sales service element enters vitally into every single sale, knowledge of the newspaper and its contents, and complete information regarding the newspapers in which want ads are to appear are absolutely essential parts of the equipment of the successful classified salesman.

EDUCATING THE SALESMAN.

One of the first and most important steps in the process of selling the sleeper to work is an intensive campaign of education designed to teach him, in a simple and plain language, the workings of every single depart

KATZ UNEARTHS EIGHTEENTH CENTURY ADS—THOUGH ODD, THEY HOLD HEADER.

Eighteenth century advertisements were no worse than many of the present vintage, according to Joseph Katz of the Katz Advertising Company, Baltimore. From various sources Mr. Katz produces advertisements of the era which, though perhaps curious, are in good style and bound to attract attention. The following are specimens unearthed by Mr. Katz: "I know of several curious women who would work as many as thirty-two hours a week. They are good housekeepers."

"It was a complete young man, that will wear a livery, to wait on a very valuable gentleman, but he must know how to play on a violin or flute."

"One that has waited on a lady divers years and understands all affairs in housekeeping and the needle, directly her husband returns. She seems a discreet, staid body."

Mr. Katz thinks the author of the following ad was a born advertising man: "If the party who took a fancy to my overcoat was interested in the incubator of the weather, all right; but if it was of no commercial consequence, I am ready to negotiate for its return."

The following ad, uncalled, was sufficiently unusual to create a commotion when it appeared a number of years ago in the London Times: "Should this meet the eye of the lady who got into the 12:30 train at New Cross Station on Friday, May 19, with two boys, one of whom was evidently in spots and understands all illness, she may be pleased to learn that she is a young lady who is in the carriage are very ill with the measles, and the health of the fourth far from what her relations could desire."

TEXAS PUBLISHERS TO MEET IN GALVESTON.

The annual convention of the Texas Press Association will be held in Galveston, June 7th, 8th and 9th. President S. D. Cleestnut, Secretary E. Sam Jackson, and the sub-committee on program and program committees in charge have prepared a substantial program of entertainment, which Galveston folks have made arrangements to give the publishers and their families a good entertainment.

All members of the Texas Daily Press Association are members of the Texas Press Association.
SHIELTAL TALKS ON PUTTING OVER CIRCULATION

TELLS HOW WASHINGTON TIMES-HERALD PUT ITSELF BEFORE BIG CROWD AT SMALL COST; GAVE AWAY BASEBALL TICKETS TO OPENING GAME AT CAPITAL CITY.

Newspaper publicity is probably harder to put over than any other form of advertising for the simple reason that the newspaper is so busy grinding other people's axes that they very often neglect their own.

"It is always a way to do this, but the way is not always clear. There is no stock mode of procedure because conditions vary in each locality," writes W. C. Shelton, circulation director of the Washington Times and Herald. "But examples are cropping up now and again as witness a very progressive bit of publicity staged by the Washington Times and Herald before an audience of 24,800 paid-admissions to the opening American League baseball game this season."

"It didn't cost the two newspapers $500 between them. 'Skilllet' Finn, Esq., a sporting-page feature writer who is the counterpart in Washington of 'Bugs' Baer in New York, and who is known in the Capital City equally as widely as President Harding himself, was pressed into service."

USED "SKILLET" FINN.

Beginning on the theory that "Skilllet" Finn, Esq., was the best or next-best known man in Washington, an acrostic content—a letter arrangement competition planned in the circulation department—was conducted under "Skilllet's" chaperonage, lasting six weeks, over which period he gave away a little over 150 baseball tickets for the opening game, or four tickets a day to successful writers of acrostics. The basis for each acrostic was the number of votes cast on the Washington American League baseball team. There were three winners announced every day, and the first of the three winners received two baseball tickets to the opening game, and the second and third winners, one ticket each.

There was no entrance fee and only (Continued on Twenty-seventh Page)
MISSISSIPPI PAPER OBSERVES FORTIETH ANNIVERSARY.

The Vicksburg Evening Post has celebrated its anniversary by issuing a 32-page edition. It was first published in 1833, and it has been continuously published since then.

PAPER MILL MEN PROPOSE RETALIATION IF CANADA FIXES TAX.

If Canada cuts off the exportation to this country of pulp wood, Congress will be asked by the American Pulp and Paper Mill Superintendents' Association to retaliate by placing export duties on coal and other commodities obtained by Canada from the States.

The American Pulp and Paper Mill Superintendents' Association is comprised of paper mill men from across the country. They have been meeting to discuss issues affecting the pulp and paper industry.

The St. Regis Paper Company and the Hanna Paper Corporation

WE SUGGEST YOUR INQUIRIES

We solicit your inquiries

Daily Capacity 425 TONS

30 EAST 42ND STREET NEW YORK

CHICAGO SALES OFFICE: 444 MccOmiCHR BLDG. CHICAGO, I1L.

PITTSGBURG OFFICE: 1117 FARMERS BANK BLDG. PITTSBURG, PA.

BABBSON'S UNIQUE PLAN FOR AD RATES.

Would increases or cuts in schedules during periods of business ups and downs affect the sale size of papers and aid economic readjustment?

Roger Babson, internationally known statistician, is an advocate of increasing or reducing advertising rates as business is expanded or depressed. In this manner, newspapers would be of a uniform size at all paper prices and during a business decline, even worse economic conditions would be averted through a continued use of advertisements. Discussing "Advertising as a barometer of business," Mr. Babson recently said:

"When business is recklessly expanding, it should be permitted to be increased materially; so that when business is depressed , advertising rates may be correspondingly reduced. One of the best barometers of business is the size of our daily papers. I do not want to reduce the size of our papers over a period of years. I see them continue to increase in size. I, however, do object to a big paper one year, and then an under-sized paper the next year. Business conditions will be commendable if growth is increased only when the amount of advertising becomes steady and gradually increases, and advertising is not merely the result of fluctuations in business; but are the result of steady expansion."

A concern stops advertising because its business has gone off, but the fact of its stopping advertising makes business still worse than it otherwise would be. To speak statistically, advertising begins to fall off because it is declining and not because it is growing; but business declines to the depth much worse than it otherwise would if the advertising were increased.

"In periods of prosperity, when there is plenty of money, a great many advertisers prefer education, and institutional advertising. When an editor then applies these same advertisers cutting'appropriations and cancelling space.

"All small advertisers who are selling direct to the consumer or by those who are tracing returns to their copy, continue to advertise largely because their bread and butter depends upon it. In many cases retailers are often caught with high cost goods on their shelves and must advertise ever more in order to liquidate and escape bankruptcy. This class of advertising tends to hold its own straight through a business depression. So long as a newspaper has a huge circulation, it is practically a wide publicity copy, while most of the newspaper space is merchandising space and can be sold at a premium."

A new invention plays an important part in the development of the newspaper advertising field, says Robert F. Salade, in the American Printer. Radio, for example, although only in its infancy has already brought a new amount of new business for the papers. A recent issue of a great daily paper has shown that an advertising man can play advertising made up of many smaller sized ads or dealers handling...
USE FRONT PAGE ADS, BRITON ADVISES.

HEAD OF PROMINENT LONDON AGENCY DECLARES RETAIL ADVERTISING IS NEWS AND SHOULD GET PREFERENCE ACCORDINGLY — HOLDS IT BENEFITS PAPERS' MAKE-UP.

Speaking from the British viewpoint, but believing it applicable to American newspapers, Mr. Sampson-Clarke, head of the largest London agency handling retail accounts, who is here with the Thirty Club of London, said that the present newspaper makeup could be greatly improved to the benefit of reader and advertiser.

Mr. Sampson-Clarke stated emphatically that retail advertising was news and pointed out that during the war Lord Northcliffe gave explicit instructions to give retail advertisements preference on the front pages of the London Mail when curtailment of advertising space was necessary.

Mr. Sampson-Clarke's methods of handling retail accounts is of interest to American ad men. He has twenty-seven competing accounts, all dry goods stores, or "drapers," which is the English way of designating women's specialty shops. His clients complete confidence enables him to specialize. Each account is handled by contact men, who do most of the writing themselves. So efficient has his organization become that he handles more than two million dollars' worth of business for London retail stores yearly. One store alone spends nearly half a million with him. Contrary to American practice, his compensation comes from the newspapers.

Americans will note with interest his thought that women cannot write or handle copy as well as men. In his large organization he has only three women copywriters and those he uses, he said, "to catch howlers," which he termed errors in descriptions.

SYRACUSE JOURNAL AND TELEGRAPH HAS NEW GENERAL MANAGER.

M. M. Lord, for several years associated with the Boston Herald and Traveller and for the last three years assistant publisher of these publications, has become general manager of the Syracuse Journal and Telegram. Mr. Lord begins his new duties June 1.

ALLTONE PROCESS COLOR PLANT GOES TO MILWAUKEE.

The Alltone Company of Milwaukee, Wis., has recently set up an elaborately equipped plant in which it will operate a complete art department, and will manufacture process color printing inks. Vernon J. Everton, formerly secretary-treasurer of the Everton Engraving Company of Detroit, has been made president of the Alltone Company. G. Simmons of Chicago is vice-president, and will be art director.

AWARD OF WOLFE MEDAL AT OHIO STATE.

MIDDLETOWN OHIO MAN WINNER THIS YEAR WITH THESIS ON SUBJECT "THE PART OF THE NEWSPAPER IN THE COMMUNITY"— WILL TAKE UP ACTIVE WORK.

Karl Done Pauly, of Middletown, Ohio, was awarded the journalism honor medal which was provided for by a gift to Ohio State University four years ago, by Robert F. Wolfe, publisher of the Columbus Dispatch and the Ohio State Journal. The purpose of the gift was to insure a more intensive study of the practical problems of newspaper work, and the award each year is made on the basis of scholarship and the writing of a thesis in the last year. Mr. Pauly's winning thesis was on "The Part of the Newspaper in the Community," a careful study of the paper's various lines of usefulness.

Mr. Pauly has served successively as reporter, sports editor, news editor and feature writer of the Lantern, university daily. He has also served as sports correspondent of the Columbus Dispatch, using the pen name "Wahoo," and as correspondent of the International News Service. He is a brother of Frank B. Pauly, editor-manager of the Middletown Journal and president of the Associated Press Editors of Ohio. Mr. Pauly will take up the position of Sunday editor of the Middletown Journal.

MANY PUBLISHERS NAMED TO IMPORTANT STATE JOBS.

Governor Friend A. Richardson of California, himself a prominent newspaper proprietor and editor for many years, has named many publishers in his appointments. One of the latest is J. O. Hayes of the San Jose Mercury who is to become a Regent of the University of California. Hayes came to the state in 1887.

At the same time the Governor named J. N. Olinstead of the Petaluma Argus to the post of state prison director to take the place of an attorney who had held the job for several years.

NEWSPAPERS GET LICENSES TO BROADCAST.

Radio broadcasting licenses under Class A have been issued to the Hartford, Ct., Courant sending on 261 metre wave and the Lincoln, Neb., Star sending on 257 metre wave. Each paper was formerly under Class C.

LINOTYPE CLUB GET-TOGETHER

The Meloc club, a social organization of Mergenthaler Linotype Company employees, held its final get-together meeting last week at the Linotype cafe in Brooklyn. A short business meeting was held and dinner followed by a musical and stunt program.

NEWSPRINT

NEWSPRINT PAPER CORPORATION

SOLE AGENT IN UNITED STATES FOR

SWEDISH MILLS—
Billeruds Aktiebolag
Fiskeby Fabriks Aktiebolag
Hafrestroms Aktiebolag
Holmens Bruks & Fabriks Aktiebolag
Skonviks Aktiebolag
Wargons Aktiebolag

Also Agent for the Swedish Mill—Stora Koparbergs Bergslags Aktiebolag

NORWEGIAN MILLS—
Ankers Traesliperi & Papirfabrik A-S
Bohnsdalen Mills, Ltd.
Follum Traesliperi
Aktieselskabet Hofsfos Traesliperiog Papirfabrik
Aktieselskabet Holmen-Hellefos
Hunsfos Fabrikker
Union Paper Co., Ltd.

33 West Forty-Second Street, New York
Telephone: Longacre 1116

G. F. STEELE, President  L. CALDER, Vice-Pres.  J. J. NOLAN, Secretary  F. W. WESTLAKE, Treasurer
The Fourth Estate
June 16, 1923

CIRCULATION MEN GATHER FOR JUBILEE.

(Continued from Fourth Page)

from the incoming train into a special sleeper train over the Grand Trunk Railway to Muskoka Wharf. On Monday, June 18th, the entire convention will leave Muskoka Wharf and go by boat to the lake steamer Sagamo for the Royal Muskoka Hotel where the boat will arrive about eleven o'clock. It is planned to check out on Thursday about two o'clock, and go on board the lake steamer Sagamo for the Royal Muskoka Hotel where the boat will arrive about eleven o'clock.

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WHERE THE CIRCULATION MEN HAVE MET.

Detroit 1898
Chicago 1899
New York 1900
Buffalo 1901
Detroit 1902
Boston 1903
St. Louis Exposition 1904
Toronto 1905
Louisville 1906
Milwaukee 1907
Philadelphia 1908
Cleveland 1909
Montreal 1910
Chicago 1911
Baltimore 1912
Cincinnati 1913
Detroit 1914
Murray Bay 1915
Grand Rapids 1916
Atlanta 1917
Washington 1918
Buffalo 1919
St. Louis 1920
Columbus 1921
Indians 1922
Muskoka Lakes 1923

W. M. FLOER

go on board the Saga, make a tour of the lakes and arrive at Muskoka Wharf between seven and eight o'clock in the evening, with supper on board. A solid sleeper train will leave Muskoka Wharf on Thursday night for Toronto, where the members transfer in Toronto to your home train.

The association has had four secretaries beginning with J. L. Boeshans, originally of the Ohio State Journal, Columbus, Ohio, who served as secretary from the time of its organization in 1898 until 1907, a term of nine years. He was succeeded by Jos. R. Taylor, of the Grand Rapids Press, who served for some six years or more beginning with 1906. Mr. Taylor was succeeded by J. M. Matthews of Oklahoma City, who served for a year or two and was succeeded by Clarence Eyster of the Peoria Star, who now holds that office.

It has been said of the four secretaries that all of the members of the association, numbering at least 1,000, have been none who stood higher or who were more efficient in circulation work.

Some of the first who joined the association and who have remained members to the present time are:

K. S. Weir, then and now circulation manager of the Syracuse Herald; Thomas Downey, who continues to represent the Boston Globe, although he has passed the allotted time of three score years and ten; George H. Reynolds of New Bedford, now in the printing and publishing business, who no doubt again serve as Sergeant-at-Arms; R. L. McLain, of the Philadelphia Bulletin; E. P. Hopwood of the Pacific Coast, and Sidney I. The.

COMMITTEE CHAIRMEN.

General welfare—Clarence Eyster, Peoria, Ill., Star.
Necrology—Clarence Eyster, Peoria, Ill., Star.
Convention—Harold Hough, Fort Worth, Tex., Star-Telegram.
Publicity—Roy D. Weller, Allen, Tex., Morning Call.
Audit Bureau—J. M. Lincoln, St. Louis, Mo., Post-Dispatch.
Transportation—A. E. Mackinnon, 435 Lexington Avenue, New York City.
Newsboy Welfare—Leslie E. Neal, Toledo, Ohio, Blade.
Auditing—C. O. O'Rourke, Dayton, Ohio, Journal.
Entertainment—William Argue, Toronto, Ont., Star.

OFFICERS OF THE ASSOCIATION.

1922—1923.

J. J. Lynch, president, Cleveland, O., Press; M. W. Florer, first vice-president, Dallas, Texas, News; Robert S. Weir, second vice-president, Syracuse, N.Y., Journal; Clarence Eyster, secretary-treasurer, Peoria, Ill., Evening Star.

DIRECTORS.


SIDNEY D. LONG.

Wm. Argue, William Elder, W. J. Darby, and W. J. Irwin.


John Toler.

15—Street sales; how to make them; what really sells papers on the streets; ways and means of building up street sales in small towns.

Will A. Butler, Colorado Springs, Colo., Telegraph.

16—The best plan to get and hold rural circulation. What is a fair cost of promotion in maintaining single mail subscriptions?

B. P. Toler, Atlanta, Ga., Constitution.

17—The advantage and disadvantage of no returns—newsboys—carriers and agents.

W. C. Hixson, Syracuse, N. Y., Post-Standard.

18—What is the relative value of street circulation in return to the advertiser as compared with home delivery?


19—Carrier papers. Their value in the expense involved in the publication of carrier paper justifiable from the results gained?

M. W. Halmberman, Oklahoma City, Okla.

General Discussion.

The A.B.C. What has it done to stabilize statements; has it eliminated false statements? Remarks on the fifteen per cent excess sales clause; the five per cent return clause vs. no returns.

Consensus of opinion of the prepaid evening paper that is sent out on the rural routes the night before. Does it pay to tell the subscriber the truth about time edition is printed.

Paying newsboys a salary for street sales. Does it have a good or bad effect?

Does sampling pay? In the city, in country towns; on rural routes. Meeting of department heads. How often should they be held? What is good accomplished?

WEDNESDAY AFTERNOON, JUNE 20th.

20—Many newsdealers, carriers and newsboys have inaugurated their own selling price in excess of the published price. What can be done to control this nuisance, which is steadily growing worse?

A. C. Finley, Atlantic City, N. J., Gazette-Review.

21—Is it good policy to sell merchandise under the guise of premiums, at reduced rates, in competition with advertisers? Has it resulted in the loss of advertising to the paper?


22—How to get the best work out of city carriers; delivery; collecting, and promotion.


23—With your knowledge, the newest and best promotion plans for increasing circulation?

J. A. McKernon, New York World.

JOHN TOLER.

24—Looking into the future for just one year, what do you see as the general subject of circulation?

Harold Hough, Fort Worth, Tex., Star-Telegram.

JAMES MCKERNAN.

21—Looking into the future for just one year, what do you see as the general subject of circulation?
JULY JUBILEE GREETINGS FROM PRESIDENT HARDING.

THE WHITE HOUSE
WASHINGTON
May 3, 1923.

My dear Mr. Eyster:

I am much obliged to you for bringing my attention to the fact that the International Circulation Managers Association is celebrating its twenty-fifth anniversary shortly. As one who has maintained a distinctly personal and continuously active interest in circulation, I wish to express my good wishes and the hope that every one of you may derive real benefits from your considerations of the subject.

Sincerely yours,

WARREN G. HARDING.

THURSDAY MORNING, JUNE 21ST
9 O'clock

Election of officers. Adjournment of convention. Meeting of board of directors.

THURSDAY AFTERNOON, JUNE 21ST
2 O'clock

Unfinished business. Adjournment of convention. Meeting of board of directors.

THOMAS KAVANAUGH.

1901-1902.

President—H. J. F. Berkeley, Chicago, Inter Ocean; First Vice-president—Thos. Downey, Boston, Globe; Second Vice-president—F. G. Hay, Indianapolis, News; Secretary—J. L. Boeshans, Ohio State Journal. Meeting held in Denver, Co., June 10, 11 and 12, 1901.

1902-1903.

President—F. G. Hay; First Vice-president—Harper Leiper, Denver, News; Second Vice-president—W. J. Darby, Secretary-Treasurer—J. L. Boeshans. Meeting held in St. Louis, Mo., June 13, 14 and 15, 1902.

1903-1904.

President—Harper Leiper; First Vice-president—F. G. Hay; Second Vice-president—D. B. G. Rose, Louisville, Post; Secretary-Treasurer—J. L. Boeshans. Meeting held in Toronto, Canada, June 6, 7 and 8, 1903.

1904-1905.

President—F. G. Hay; First Vice-president—Harper Leiper, Denver, News; Second Vice-president—W. J. Darby, Secretary-Treasurer—J. L. Boeshans. Meeting held at St. Louis, Mo., June 13, 14 and 15, 1904.

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WILLIAM L. ARGE.

Meeting held in Boston, Mass., June 8, 9 and 10, 1903.

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Advertising is to business what irrigation and fertilizers are to the crops. And advertising is a perennial crop. Well planted, it bears fruit year after year. It is the one asset that nothing can take from you, except your own foolishness.

Arthur Brisbane.

TWENTY-FIVE YEARS OF NOTABLE PROGRESS.

In the busiest period ever experienced by the newspapers of the United States, the International Circulation Managers Association met Monday in the picturesque Muskoka lake region to celebrate its twenty-fifth anniversary.

With President Harding who has extended his good wishes and hopes for the continued progress of this powerful organization and many other leaders in the newspaper world, The Fourth Estate extends greeting and congratulates the largest organization of its kind in the newspaper business.

In those twenty-five years since a group of pioneer circulation men met in Detroit Free Press their first president, down to the splendid year of achievement under President J. J. Lynch of the Cleveland Press, many noted newspapers have been represented in the personnel of officers and directors and an entire newspaper world has been practically revolutionized by mechanical, administrative, advertising, and editorial developments.

As it goes through the bound volumes of The Fourth Estate, whose origin antedates the formation of the circulation managers association by over four years, there is understood the speed with which a new era of newspaper making with the circulation managers always in the forefront.

Under the heading of "Newspaper Circulation" the organization has run a narrative of the advances, step by step, made by the newspaper industry in the art of circulation up to the time when it is not possible within our space to state all the mile stones nor is it possible within our reach now to detail all the developments of the linotype, the telephone, the new publishing machines, the evolution of news and feature services, the dawn of a new mobile, the advance of the airplane, and the laws and the fatalities and the plagues which have beset the world and tested the minds and the hearts of the circulation managers. It is not possible to say that they have gone on and no more but by the account that they have not dimmed their enthusiasm.

So, good wishes for the benefits of the future which flow from Muskoka's meeting and a salute for the progress of another twenty-five years.

The BRITONS ACHIEVE THEIR MARK.

Leaving the hospitable shores of America John Cheshire echoed the sentiments and the movement which pleased for a few moments to rest. In many respects the winding up of the visitors' successful trip to America has reminded one of the whirl wind campaign of an office seeker. But these newspapers British ones have done more for bettering the relations between the two countries than any other man's task than these distinguished papers. The friendship of the two countries was placed in delightful hands and we are sure of the necessity for their hasty return.

EDITOR FINNEY EXPOUNDS THE CODE.

Every now and then some newspaper man sets off the torch of journalism with such a flare that those in the profession sit back in admiration. This time it is "Jim" Finney, editor of the Columbia Tenn., Herald. Mr. Finney declined appointment by the State Board of Education of Tennessee because "being an editor I am responsible for honest, frank and unbiased opinions. If I couldn't carry out this conscientious regard for his duty to his reading public accept any responsibility for anything in my writings, might in the nature of things affect his judgment or control of expression."

Jim's attitude that is one can not keep a straight face when he reads "truth in advertising" pages. A lot of editors may differ with Jim, but the man does not. A speaker at the Ad Clubs convention stated that there were two kinds of automobile advertising—first, those paid for by the manufacturer, second, by the advertising agencies. So far as we know, he has not carried around a staff of press agents to extol his own cars. So far as we know, he has not been a great advertiser. In fact, he appears to have a theory that Ford is entirely a victim of first page publicity. His work has been news because it is unique, distinctive and successful considering the vast industrial fabric which he has to figure how much advertising space these same orators would buy, if their flights of eloquence were confined to advertising pages.

Cornelius Cole, a patriarch now past 100 years of age and hale and hearty, recently in an interview said the following: "Modern newspapers make it impossible for us to grow a little more especially currently."

Cornelius Cole is famed for having sat on the platform of a meeting at Gettysburg when President Lincoln made his historic speech. He was a senator for many years and lives on his suburban home site at Sherman, near Los Angeles. It would appear that some enterprising promotion man hasn't advertised "the paper that Cornelius Cole reads; read it and stay young."
The Fourth Estate

June 16, 1923

STAFF CHANGES.

W. T. Harney has been promoted successor to R. A. Barrows in the circulation department of the Kansas City Star. Mr. Barrows is now editor of the Kansas City Star.

D. M. Nuttall has been selected as editor of "Sports," a weekly paper published in Manila, P. I., in the interests of sports and athletics in general. He takes the place of A. H. Creighton, who recently resigned the position.

Port Arthur.

STAFF CHANGES.

Kansas City office.

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Jack Wilhelm, nineteen years old, formerly of the Oklahoma City Times, has accepted a position as cartoonist on the Los Angeles Herald. Since Wyman King left the Herald several months ago this place had, who had been one of the youngest newspaper cartoonists in the country connected with a large daily.

L. L. Sisk is in charge of the Detroit office of the United Press during the illness of the manager Jack Darrock. Mr. Darrock is recovering and soon will be able to return to his desk.

S. A. Barker is now in charge of the Oklahoma City bureau of the United Press. He went there from Bob Dorman of the N. E. A. staff photographer who just returned from three months in the Ruhr valley only spent a few weeks in New York. Mr. Dorman is an expert in his own country. The Civilian Club of Greensboro, decided has he rendered the greatest service of any citizen of that town during the past year, and has awarded him the loving cup for citizenship.

PURELY PERSONAL.

George A. McClellan, the new publisher of the St. Joseph Press, of Missouri, is moving his family from New York to St. Joseph, Mo. He expects to spend a part of the summer in touring through the west and visit the Yellowstone Park.

Philip Troug, editor of the New Haven, Ct., Evening Union, has been secured by Norwich, Conn., lodge of Elks as orator for their Flag Day exercises June 14.

Elmer S. Barnes, has been named manager of the Galva, Ill., News for five years has gone to Chicago where he has accepted a position with a Chicago daily. Mr. Barnes was formerly connected with the Kansas City Star.

Carl Bechele, sports editor of the Poria, Ill., Transcript has taken a sports position with the Baltimore Sun. He is succeeded in Poria by Bert Powell.

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ARRIVE HOME FROM ABROAD.

Annenberg, the Misses Ena and Esther Annenberg and Walter H. Annenberg.

New York last week with his family for a vacation trip abroad. In the group were the Misses Janet and Pearle Annenberg, Mrs. Annenberg, Mr. Annenberg, the Misses Ena and Esther Annenberg and Walter H. Annenberg.

Edward T. Keller, who had been on the staff of the Pawhuska, Okla., Daily Journal, is now editor of the Okmulgee, Okla., Daily Times.

Miss Aleida Chamberlain has taken over the woman's feature department for the Publishers Autocaster Service.

T. J. Kolbert of the Washington staff of the United Press has been transferred to the New York office.

Raymond A. Fagan, formerly of the desk of Senator Gapper's The Kansas, is now associated with the United Press in the New York office.

William Johnson, formerly editor of the United Press News has taken over the Associated Press wire in the New York office.

Paul Friedichsen of the United Press News recently took two new jobs. He was that of husband and the other was that of news editor of the United News. His bride was Miss Laura Ambler, formerly a member of the staff of the Reno, Nev., Gazette.

A. W. Folsen has joined the staff of the United Press in the New York office.

Robert W. Kenny, who formerly worked on the cable desk of the United Press London office is now with the United Press staff in the Los Angeles bureau.

Roy J. Gibbons, formerly in charge of the Chicago office of the N. E. A. has been transferred to the headquarters office at Cleveland where he will sit in on the desk.

PAPER MILL MEN TO MEET.

The Northern New York Division of the American Pulp and Paper Mill Superintendents' Association will hold their spring meeting next Thursday at the Woodruff Hotel, Watertown.

RECOMMENDED FOR P. M. JOB.

Harry K. Taylor, at one time a reporter on the city staff of the Hartford, Ct., Courant, lately private secretary to Congressman E. Hart Fenn, has been recommended for the postmaster at Hartford. The appointment would be for four years at an annual salary of $6,000 per year.

ARRIVE HOME FROM ABROAD.

Arriving this week from Europe on the Majestic were Colonel Blethen of the Seattle Times and Senator Medill McCormick.

WEDDING BELLS.

Miss Grace Bayley Shanley, daughter of the late William C. Shanley, and Robert Kent Hanson, son of Francis Hanson, president and publisher of the Duluth Herald, were married last week in Evanston, Ill.

Miss Lousia Hoar, daughter of the Frederick H. Gillett, Speaker of the House of Representatives, and a member of the Republican party, will be married to Mr. Christopher La Farge of New York on June 18.

Wallace Arthur Payne, publisher and printer of Jewett City, Ct., and Miss Dorothy C. Dorman, daughter of Mr. Dorman, who is Publishers Autocaster Service, are to be married in the latter city.

Miss Ethel B. Cobb, daughter of Irvin S. Cobb, newspaper man and writer of New York, recently became engaged to Frank Michler Chapman, Jr.

Captain Stanley Joseph Grogan, of the Twenty-eighth Infantry, U. S. A., stationed at Fort Niagara, N. Y., and Miss Marie Di Giorgio, were married in New York City. Mr. Grogan was a former reporter on Scranton, Pa., and Bridgeport, Conn. papers.

The engagement of Robert Edward Fithian, general manager of the Bridgeport, N. J., Evening News, to Miss Mary Forrest, of Bridgeport, has just been announced.

The marriage of C. K. Logan, former editor of the Ashland, Ore., paper, of which city of which Mr. Logan is a native, to Miss Grace Bayley Shanley, daughter of William Lewis of New York, last week at Ashland. They are taking up their residence in Salem, Ore. whom Dr. Logan is telegraph editor of the Statesman.

Invitations to the wedding of Miss Mindelle Annenberg of Chicago, to William Lewis of New York have been issued. Miss Annenberg is the daughter of Max Annenberg, circulation manager of the Chicago Tribune.

Henry Gross, advertising representative for the Statesman, papers, with offices at 327 South La Salle St., Chicago, recently married Miss Julia Katz of Baltimore. After the return from their wedding trip in June the couple take up their residence in Chicago.

WISCONSIN EDITORS' TOUR.

Members of the Wisconsin Press Association are looking forward to a royal good time during the tour which will be conducted in the rural counties beginning July 6. The Fond du Lac committee arranging an entertainment at the conclusion of the tour includes: R. E. Howe, Ripon Press, Chauncey, Wis.; Mrs. Raymond J. Collins, Chamber of Commerce, Green Bay; E. M. Jenison, Fond du Lac Common Wealth; C. F. Coffman, Fond du Lac Reporter; G. A. Moor- man, Brandon Times; W. J. Sullivan, Campbellsport News; E. E. Flade- land, Wisconsin Leader; Gordon Ham- ley, Waupun Democrat.
THE FOURTH ESTATE

Hearst Features

WORLD'S GREATEST CIRCULATION BUILDERS

INTERNATIONAL FEATURE SERVICE INC.
846 West 59th St., NEW YORK

WIRE NEWS
FOR EVENING AND SUNDAY NEWSPAPERS

INTERNATIONAL NEWS SERVICE
21 Spruce Street, NEW YORK

President Harding's ALASKA-PANAMA TRIP will be fully covered by MILLARD J. BLOOMER, veteran political journalist who has traveled with presidents since McKinley's time, was secretary to the United States Press Delegation at Paris; accompanied President Wilson on his European tour; accompanied President Wilson on his European tour; accompanied President Wilson on his European tour. For Mr. Bloomer's special daily, weekly, or monthly articles, write, wire or telephone at once to CO-OPERATIVE NEWSPAPER SYNDICATE SERVICE, 220 West 42nd St., New York. Phone—Fairbanks 1332.

Let us take over some of your hot weather worries. Try a June-September order.

SPORTING EDITOR'S ESTATE

MORE EQUIPMENT FOR TRENTON TIMES.

INCLUDING NEW SUPER SPRINT PRESS AND SEVERAL MACHINES—EXTENSIVE ALTERATIONS IN THE BUILDING BEING MADE AT SAME TIME—NEW SANDSTONE FRONT.

The Trenton N. J., Times has just completed the installation of a Hoe Superspeed press and several machines. Several new linotype machines have recently been added to the equipment. The alterations will bring the building and equipment up to modern standards. The presses are capable of producing any size of newspaper up to 64 pages.

In addition to the installation of the Hoe press, the general renovation and improvement being made to the Trenton Times' building and equipment, the Trenton Times is also making extensive alterations and additions to the city's newspaper industry.

WOMEN URGE CLEANER PRESS

Los Angeles women have started a movement for cleaner newspapers. Led by the Women's City Club of Los Angeles, organizations representing more than 300,000 persons have joined the campaign. Southern California newspapers have been called upon to refrain from featuring crime and scandal and to avoid spreading rumors and morbid and sensational events across their front pages.

"JUST AS GOOD" CAUSES LOSS OF MANY CUSTOMERS.

Why do people stop trading at certain stores? An investigation was conducted not long ago among about 200 housewives which brought out the following reasons why they transferred their trade from various retail stores:

1. Indifference of salespeople                         47
2. Effort to substitute                             47
3. Tricky methods                                   18
4. Slow deliveries                                  17
5. Over insistence of salepeople                    16
6. Insolence of salespeople                         16
7. Necessary delays in servicing                     11
8. Tacitless business policies                      11
9. Bad arrangement of store                         9
10. Unfairness concerning goods                      8
11. Refusal to exchange goods                        4
12. Poor arrangement of store                       4
13. Refusal to exchange goods                        4
14. Poor arrangement of store                       4
15. Refusal to exchange goods                        4
16. Poor arrangement of store                       4
17. Refusal to exchange goods                        4
18. Poor arrangement of store                       4
19. Refusal to exchange goods                        4
20. Poor arrangement of store                       4

The figures show that the indifferent salesperson is the biggest stumbling block in the way of holding steady trade. What's the answer? Some stores provide some means of teaching them the rudiments of selling and the essential points about the goods they have over the counter.

PAPER ADVOCATES LIFTING JAPANESE CURTAIN OF CENSORSHIP.

The Osaka Mainichi, one of Japan's largest newspapers, is advocating abolition of press censorship in that country. Newspapers in Japan operate under the fear of censorship and many are closing their doors on new talent. The police have been given sweeping powers to prevent publication of anything.

Editorially the paper said recently: "The laws governing the newspapers of this country were enacted in a titular spirit of Honor; no amendment worth noting has been made since. Not only are they too strict, but worse than that, they entirely destroy the understanding of what modern journalism is and should be. A batch of low salaried officials entrusted with this colossal duty of judging whether certain news and certain facts may be permitted to appear in the paper or not. We are fully convinced of the fact that there should be some body of censors at central or national level who could advice modern journalism would fare all the better. All kinds of suspicion, fear and misapprehension result from suppression."

SYNDICATE NOTES.

The Bell Syndicate is now sending out a series of articles written by David Lloyd George on the subject "Politics as a Profession."

During the past week Jim Barnes and Gene Sarazen both well known American golf experts, have been covering the British Open Golf Championship Tournament at Toon, Scotland for the Bell Syndicate. The articles were released to a select group of newspapers.

Neysa McMein is writing a series of articles now for the Bell Syndicate on portrait painting. The first will appear in newspapers in about a week.

H. M. Snevily of the Bell Syndicate promotion department is making an extended tour which will carry him to the west coast. He expects to be away from his office for three months.

Peter B. Kyne is writing a special series of articles which will be syndicated through the Bell Syndicate. The articles are released to newspapers for Saturday and Sunday publication. The series revolve around the activities of Kyne's famous character "Cappy Ricks."

Ed Clode of the Bell Syndicate business department is now making a trip through the middle west.

Vincent Richards, American indoor tennis champion, is at Wimbledon, England, to compete for the English championship. He will also write a series of articles for the Universal service.

Sam E. Whitmire, market editor of the Universal service has returned from his vacation.

Arthur M. Howe, editor of the Brooklyn Daily Eagle, received an honorary degree from St. Lawrence university this week.

A Comic Classic

"Fifty Famous Features" Adams Features are standard products. They shine like stars in their places in the columns of hundreds of newspapers. "Adamservice" offers the most unique and original collection of features in existence, singly or in expense-saving Groups. Let us send you a full set of samples of the Adams "Fifty Famous Features," including some of the best ones sold.

The George Matthew Adams Service 8 West 40th St.—New York

MAIL NEWS AND Features

WORLD-WIDE NEWS SERVICE
J. J. BOSDAN
15 SCHOOL STREET, BOSTON, MASS.

America's Best Magazine Pages Daily and Sunday NEWSPAPER FEATURE SERVICE 241 W. 58th st., NEW YORK CIT

Complete your business page with the latest developments in the textile and allied industries.

Daily News Service Features Weekly Reviews Special Articles.

Wire or Write for Particulars Farichild News Service 6 East 18th Street New York City
CIRCULATION MEN GATHER FOR JUBILEE.

(Continued from Seventeenth Page)

Vice-president— D. B. G. Rose; Second Vice-president— W. F. Dowd, Washington, Post; Secretary-Treasurer— J. L. Boeheans, Cincinnati, Commercial Tribune.

Board of Directors— F. E. Murphy; A. Zimmerman, New York, World; John T. Toler, Menasha; News-Scimitar; Edward Armstrong, Louisville; Harold Hough; J. J. Murphy; J. D. Simmons, Atlanta Journal; I. F. Bailey; D. M. Beardsley, Chicago, Inter Ocean; John F. Kealey, New York, Telegraph.

Meeting held at Louisville, Ky., June 5, 6, and 7, 1906.

1907-1908.

President— D. B. G. Rose; First Vice-president— F. W. Dowd; Second Vice-president— W. J. Little; Secretary-Treasurer— A. E. MacKinnon, New York, World; Secretary-Treasurer— J. L. Boeheans, Atlanta, Georgian.

Board of Directors— W. L. Argue, Toronto, Star; W. J. Irvin; I. F. Bailey; John D. Simmons, La Paz; H. Solomon, Milwaukee; Free Press; John T. Toler; Edward Armstrong, Dulluth, Herald; D. M. Beardsley.

Meeting held in Milwaukee, Wis., June 4, 5, and 6, 1907.

1908-1909.

President— D. B. G. Rose; First Vice-president— R. L. McLean, Philadelphia, Bulletin; Second Vice-president— H. E. First, Cincinnati, Enquirer; Secretary-Treasurer— J. L. Toler, Grant's Weekly, Raleigh, News-Observer.

Board of Directors— W. L. Argue, Toronto, Star; F. C. Humphreys, Minneapolis, Tribune; H. Solomon; John T. Toler; Edward Armstrong; D. M. Beardsley; F. S. Brant, Philadelphia, North American; Sidney D. Long, Wichita, Eagle; Geo. M. Rogers, Cleveland, Plain Dealer.

Meeting at Philadelphia, Pa., June 9, 10 and 11, 1908.

1909-1910.

President— Robert L. McLean; First Vice-president— Harry E. First, Secretary-Treasurer— Joseph R. Taylor.


Meeting held in Cincinnati, O., June 10, 11 and 12, 1910.

1910-1911.

President— H. E. First; First Vice-president— John D. Simmons; Secretary-Treasurer— W. J. Little; Secretary-Treasurer— Jos. R. Taylor.


Meeting held in Montreal, Que., June 15, 16 and 17, 1910.

1911-1912.

President— John D. Simmons; First Vice-president— W. J. Little; Second Vice-president— Sidney D. Long; Secretary-Treasurer— Jos. R. Taylor.

Board of Directors— (Unable to locate list of directors from books available.)

Meeting held at Chicago, Ill., June 3, 14 and 15, 1911.

1912-1913.

President— Wm. J. Little; First Vice-president— Sidney Long; Second Vice-president— A. E. MacKinnon, New York, World; Secretary-Treasurer— Jos. R. Taylor.

Board of Directors— (Unable to locate list of directors from books available.)

Meeting held at Baltimore, Md., June 11, 12 and 13, 1912.

1913-1914.

President— Sidney D. Long; First Vice-president— A. G. Lincoln; Second Vice-president— J. N. Chavrier, Secretary-Treasurer— Jos. R. Taylor.


Meeting held in Cincinnati, O., June 10, 11 and 12, 1913.

1914-1915.

President— A. G. Lincoln, New York, World; Secretary-Treasurer— Jos. R. Taylor.

Board of Directors— (Unable to locate list of directors from books available.)

Meeting held in Washington, D. C., June 11, 12 and 13, 1914.

1915-1916.

President— John M. Schmid; First Vice-president— I. U. Sears; Second Vice-president— J. J. Chavrier, Montreal Le Devoir; Third Vice-president— J. M. Schmid; Secretary-Treasurer— Joseph R. Taylor.

Board of Directors— I. U. Sears, Davenport, Times; E. C. Johnson; J. J. Miller, Jr., Pittsburgh, Chronic Telegram; J. A. Mathews; Maurice Levy; W. L. Argue; L. L. Ricketts, Des Moines, Capital; Harold Hough, Fort Worth, Star Telegram.

Meeting held on board the steamship Noronic. Northern Navigation Company, June 15, 16, 17, 18 and 19, 1914.

1916-1917.

President— John N. Chavrier, Montreal La Presse; Secretary-Treasurer— I. U. Sears; Secretary-Treasurer— Jos. R. Taylor.

Board of Directors— D. B. G. Rose; James R. Henderson; J. H. Miller, Jr.; W. L. Argue; Harold Hough; J. M. Schmid; James M. McKernan, Lincoln, St. Louis, Post-Dispatch; E. S. Dobson, Milwaukee, Sentinel; D. M. Kavanagh, Dayton, News.

Meeting held at Grand Rapids, Mich., June 20 and 22, 1916.

1917-1918.

President— I. U. Sears; First Vice-president— Joseph R. Taylor; Second Vice-president— James M. McKernan; Secretary-Treasurer— James A. Mathews.


Meeting held in Atlanta, Georgia, October 8, 9, 10 and 11, 1917.

1918-1919.

President— Joseph R. Taylor; First Vice-president— William Argue; Second Vice-president— James M. McKernan; Secretary-Treasurer— Clarence Eyster, Peoria, Star.


Meeting held in Buffalo, N. Y., June 19, 1919.

1919-1920.

President— W. L. Argue; First Vice-president— Joseph R. Taylor; Second Vice-president— J. J. Lynch, Cleveland, Press; Secretary-Treasurer— Clarence Eyster.

Board of Directors— M. D. Trelle, Buffalo, Times; J. M. Annenberg, John Eisenlord; Wm. Elder, Toronto, Telegram; H. H. Fris; Geo. G. Reynolds; Fred I. Cook, Scranton, Republican; F. F. Folkes, Regent, Sask, Leader; Robert S. Weir.

Meeting held in St. Louis, Mo., June 1, 2 and 3, 1920.

1920-1921.

President— A. G. Lincoln; First Vice-president— J. J. Lynch, Cleveland, Press; Secretary-Treasurer— H. H. Fris; Geo. G. Reynolds; Fred I. Cook, Scranton, Republican; F. F. Folkes, Regent, Sask, Leader; Robert S. Weir.

Meeting held in St. Louis, Mo., June 1, 2 and 3, 1920.

1921-1922.

President— A. G. Lincoln; First Vice-president— J. J. Lynch, Second Vice-president— W. W. Florer, Dallas, News; Secretary-Treasurer— Clarence Eyster.

Board of Directors— H. H. Fris; Fred I. Cook; Robert A. Weir; Geo. G. Reynolds; W. M. D. Trelle, John Eisenlord; Wm. Elder, Toronto, Telegram; Chas. Payne, Indianapolis, Star; John T. Toler; Thomas J. Kavanagh.

Meeting held in Columbus, Ga., May 10, 11, 12, 1921.

GOVERNMENT OFFICIAL IS NEW OWNER OF RIO DE JANEIRO "JORNAL."

Felix Pacheco, Brazilian foreign minister, is the new owner of the Rio de Janeiro "Jornal do Commercio," which is the second oldest newspaper in South America. It is the oldest newspaper in the republic of Brazil. It was established in 1827 by a French adventurer.

In size the Jornal is one of the largest newspapers in the world, measuring 27 inches and from edge to edge 20 inches. The Jornal do Commercio is noted for its unique make-up and its ultra conservatism. The first page and part of the second page are devoted to the regular arrangement of groups, each group containing news from any one city. After the foreign news comes local news events, news from the interior of Brazil, official notes, theatres, sports, market quotations, shipping news and then advertising pages.

SIGMA DELTA CHI TO MEET.

The ninth annual convention of Sigma Delta Chi, professional journalistic fraternity, will be held in Minneapolis, November 22 and 23, according to a decision reached by the executive officers at a meeting recently in Chicago.

The meeting also considered a proposal made by Theta Sigma Phi for the establishment of a "central council" of representatives of existing journalistic organizations looking to the establishment of a general code of ethics for newspapers.

A survey of chapter rolls of Sigma Delta Chi and Theta Sigma Phi was presented, showing that active chapters of both are located in twenty-one colleges and alumni chapters in four cities. The meeting went on record as favoring co-operation between the chapters of the two organizations wherever possible.

Endicott News Dispatch

is the new paper this week.

Furnished full page matrices black alone, black and red, and black and three colors; or, as in the first page of a printed comic section.

HERALD-SUN SYNDICATE,

280 Broadway,

New York
WHEELER SAYS RUSSIAN MONTANA LIBEL CASE IS

Young Man Wanted

Correspondents

Reporters

Situations Wanted

Circulation Manager

Traveling Representative

Advertising Manager

Circulation Service


HELP WANTED

Business Manager

WHEELE R SAYS RUSSIAN SCRIBES ARE NARROW.

13 YEARS HEAD OF UNION.

F. W. Humphrey of the Des Moines News has been elected head of the Des Moines Typographical union for the thirteenth time.

MONTANA LIBEL CASE IS BROUGHT UP AGAIN.

The supreme court of Montana reversed the judgment of the Hill county court which had sustained the defendants' demurrer in the $25,000 libel action of A. B. and A. A. Donovan against the editor, R. E. F., and owners of the Anaconda Standard. The suit was based on an editorial captioned "The white living in the shadow of the capital is a thoroughly experienced, result-producing real can-vasser. Apply stating experience and giving references to Box 6014, care The Fourth Estate.

Staff Reporters

One of the oldest newspapers in the community, wants reporters who can interview notables and assist in editorial capacity in one of the largest metropolitan cities. Address Box 6016, care The Fourth Estate.

Scribes Are Narrow.

One who can get results, plan campaigns and "bring in the bacon." Tell us what you have done for others. Daily whose circulation has recently dropped and needs live man to build it up, Address Box 6019, care The Fourth Estate.

CIRCULATION MANAGER


Help Wanted

NEW YORK TRIBUNE TO RETAIN ITS FORMER HOME.

The New York Tribune, for the present at least, will continue to own and manage the Tribune Building at 154 Nassau street, which was built in 1856, and which is ready to convey the paper to San Francisco, and through the Panama canal to New York for general distribution.

ANGELES PAPER SUSPENDED.

Prospects of the establishment of a great pulp and paper mill in Alaska are more promising than ever before. A prospectus covering the proposed sale and lease of valuable pulp land is now being prepared by the United States bureau of forestry. Bids will be opened on July 31.

Circulation Service

Our Service Department can furnish you with finest methods for immediate increase of your circulation. We have highly efficient campaign and contest managers; also efficient crew managers and solicitors for house-to-house canvassing.

Governor Will Lease Two Areas in Alaska for Pulp and Paper Mills.

GEORGE WILLIAM HUFFMAN, of the Des Moines News has been elected head of the Des Moines Typographical union for the thirteenth time.

For farm paper wants a position with large commission to high-class man who can close deals for reliable newspaper broker. Income unlimited. Address Box 6016, care The Fourth Estate.

Cir culation Service

FOR PAPER BROKER.

A FEW TRADE TERMS AS APPLIED IN RETAIL STORES.

12 years experience as copy writer and newspaper play manager desires to make changes just another job but a real opportunity. Good appearance and address, references and record. Address Box 6014, care The Fourth Estate.

A FEW TRADE TERMS AS APPLIED IN RETAIL STORES.

WANTED

Large commissions to high-class man who can close deals for reliable newspaper broker. Income unlimited. Address Box 6016, care The Fourth Estate.

MARKUP PER CENT—Is markup divided by the selling price. Markup percent, and gross profit percent, are the same. Example: 50c. (the gross profit or markup) divided by $1.50 (the selling price) equals 33 1/3 percent. (the gross profit or markup percent).

MARKUP—Is the difference between the cost and selling price. Markup and gross profit are the same. Example: An article bought for $1.00 is sold for $1.50. The difference between cost and selling price (50c.) is the gross profit, or markup.

OVERHEAD—Is total business expense.

MARKUP—Is the difference between the cost and selling price. Markup and gross profit are the same. Example: An article bought for $1.00 is sold for $1.50. The difference between cost and selling price (50c.) is the gross profit, or markup.

AVERAGE STOCK is the average amount invested in stock for a given period. Average stock is found by adding the inventory at the beginning of the period to the inventory at the close of the period, and dividing by 2. Example: A store's inventory at the beginning of the month was $48,242, and at the end of the month was $48,278 at selling price. ($48242 + $48278) equals $96,520. Divided by 2 is $48,260 (average stock for the month).

A FEW TRADE TERMS AS APPLIED IN RETAIL STORES.

SITUATIONS WANTED

Circulation Manager

Who lays a straight line in the eye and tells the truth every time.

A man who does not pit himself for having to work.

A man who is neat in appearance and does not sulk at an hour's over-time in emergencies.

A man who listens carefully when he is spoken to and asks only enough questions to insure the accurate carrying out of instructions.

A man who can find things and the help of manager and three assistants.

A man who has laid a straight line in the eye and tells the truth every time.

A man who does not care to have anything changed—just another job.

A man who does not know how to do this. He is asked to do anything, says: "I'll try." He has a good appearance and can qualify in these essentials—apply at once.

NEW YORK TRIBUNE TO RETAIN ITS FORMER HOME.

The New York Tribune, for the present at least, will continue to own and manage the Tribune Building at 154 Nassau street, which was built in 1856, and which is ready to convey the paper to San Francisco, and through the Panama canal to New York for general distribution.

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Circulation Manager

for farm paper wants a position with large commission to high-class man who can close deals for reliable newspaper broker. Income unlimited. Address Box 6016, care The Fourth Estate.

Circulation Service

ORANGE PAPER SUSPENDED.

The Port Angeles Daily Herald was purchased by the Port Angeles Evening News interests this week. Publication of the paper, formerly edited and published by E. E. Beard, has been suspended, and the Ynez River News took over the subscriptions and advertising business.

Port Angeles now has but one newspaper. For eight years it has had no newspaper. One of the few citizens in the United States that size with two daily papers.

WILLIAM D. Welch, who has been in charge of the news and editorial department of the News will continue in charge of the sheet which will be enlarged materially.
NEWLY ADVERTISED CANDY
DRUG COMPANY FAILS TO SELL BLUE SKY TO PUBLISHERS.

A drug company presumably of Jacksonville, Fla., sent out advertising matter to sell stock in a company that will manufacture a patent medicine called "Crenola." The offer was made to some Texas publishers, among them being the Palen- tine Herald. Manager M. H. Brown of the Herald wrote the Florida Times-Union of Jacksonville, Fla., about the offer and received this reply: "The Seminole Drug Company does not appear in our telephone directory and we are unable to get any information regarding them. The product you mention, Crenola, is likewise unknown.

NEWLY ADVERTISED CANDY GOES OUT BY CARLOAD.

The carload of "Get Happy" bars shipped last month by Hoefler's Chocolates, to Helmer Brothers of Chicago, made...
UNIVERSAL TYPE CASTER with complete equipment for type quads and spaces in sizes 6-36 point. First-class working condition. Will furnish operator for installation and instruction. Frank Nossel, 38 Park Row, New York.

Indiana Evening Daily
City of 12,000, oldest paper in the field and growing. Has morning competition. Net profit in 1922 over $8,000. Equipment inventories about $30,000, includingotype, 3 type-setting machines, Ludlow and job equipment. Available for $50,000. The money of $12,000, to be desired by purchaser. Prop. 210x.

JUNE BARGAINS
Evening paper city 16,000 eastern New York, city circulation $20,000, one-third cash. Weekly, New Jersey modern plant. Fine business, handsome dividends, $17,000, half cash.
Small weekly eastern Pennsylvania, splendid field, fine plant, well established, returning good profits to owner for time and investment, $3,000, one-third cash.

An office boy who keeps his eyes and ears open can acquire a valuable amount of information, even though the supply is limited, from a carelessness of the classified department as a whole. Few other people get this panorama of the department because they are absorbed in their immediate surroundings. But still the boss does not get it all, for he is boss, and he hears only what employees deem advisable that he should hear.
On the other hand, the office boy hears any bitterness, any complaining that employees may have against the management, often when the manager is unaware of the fact, and most always over small petty differences that if brought to light would not amount to "a hill of beans."

"Baldy" is short, is a pleasant, smiling little man with a cheerful voice, who has probably read more about events in sport than any other living man—and who knows what they really mean to the newspaper readers.
"He has handled enough copy coming red-hot from reporters on the scene of prize fights, horse races, football, basketball, baseball, and the like, to wrap it all up in a nice cover of paper."

WILL QUIT SPORTS WIRE AFTER 25 YEARS.

McCarthy PAYS FIRST VISIT TO HOME TOWN AFTER ABSENCE OF 50 YEARS.

The battle of Boyle's Thirty Acres, when Carpenter fell before Dempsey, was close. His man at writer was hammering out the tale of the defeat of old Jack Johnson by Willard one very hot day in Havana.
This his story has been woven into the fabric of the sporting news of the world. Always his sports stories have been the things that mean the most to others.
"Delaware B. Baldwin never actively witnessed the roaring run of a Harvard back through the outposts of Yale, but he had felt it happen time and again as he took the story from the wires as it was toned to another operator at the scene by a reporter."
"He lived twenty-five years in the thick of the sporting turmoil, though never actually of it. He was first to run the story when a New York paper called the Turners' flash that set the newspaper press to stirring with the sporting extras."

PLANT FOR SALE.
As a matter of accommodation for a publisher who has just merged two papers, we are offering a complete newspaper equipment. Goss Monitor 12-pp press, 3 typesetting machines, stereotyping plant, complete front end equipment, etc. All in first class condition and could not be duplicated anywhere for $30,000. Done being done on Kansas newspaper one year of circulation in city of 20,000. Offered as a unit for $25,000.

THE H. F. HENRICHS AGENCY
Selling Newspapers
Litchfield, Ill.
New York Los Angeles
Sales Appraisals
The Palmer, De Witt & Palmer
Newspaper Properties
225 Fifth Ave.
New York

Charles Hemstreet
Press Clippings
50 Park Place, NEW YORK

A REAL WESTERN PRESS CLIPPING SERVICE

A beat of news is the backbone of every newspaper. We are offering a clipping service that actually covers the WEST.

CHARLES HEMSTREET
PRESS CLIPPINGS
59 Park Place, NEW YORK
PLANS FOR PEKING JOURNALISM SCHOOL.

PART OF HALF MILLION DOLLAR FUND ALREADY RAISED — SCHOOL TO BE MODELED AFTER COLUMBIA AND TO INCLUDE ANNUAL TRAVELING FELLOWSHIPS.

A school of journalism will be established by the University of Peking, if plans for raising a half million dollars for this purpose are successfully carried out. A part of the fund has already been raised. The school is to be modelled in general after the journalism school of Columbia University. It is estimated that the sum of $500,000 will be sufficient to erect the necessary buildings and provide an endowment.

Details of the project were worked out by Dr. J. Leighton Stuart, president of the University of Peking, while on a trip to America last year. While in America Dr. Stuart conferred with a number of leading newspaper editors and heads of different schools of journalism. The endowment estimate includes a provision for traveling scholarships similar to Pulitzer traveling scholarships granted annually to three graduates of the Columbia School who have made exceptional records.

WILL AWARD FELLOWSHIPS.

The Peking School of Journalism is to award two-year fellowships, each carrying a stipend of $1,500 a year, to enable graduates who evince appropriate promise to take advanced studies in universities in the United States and gain experience in the daily newspaper work, with a view to returning to China better equipped for work on native papers.

The new school, according to the policy outlined, will take up the year course leading to a baccalaureate degree.

Dr. Stuart pointed out that the city offered exceptional opportunities for student editors and writers to gain experience along with their scholastic training. Peking now has about seventy-five daily newspapers, or about double the number published in any other Chinese city. In all, about 800 daily papers are now published throughout China. Virtually all of these have been established since the beginning of the anti-monarchical movement which culminated in the revolution of 1911. In 1895, before this movement began to operate, there were only thirty-one native daily papers in China.

KATZ PLEADS FOR SINCERITY IN ADVERTISING COPY.

Advertising, Mr. Katz states, today is largely a matter of formula, and the manner in which the Cincinnati, Ohio, edition of the next advertising, he declared, is that it talks like a book. Asserting that advertising advertising without any journalistic educational facilities.

Dr. Stuart hopes that sufficient funds will be obtained, together with the amounts already in hand for this specific purpose, to open the school in the Fall of 1924.

KATZ PLEADS FOR SINCERITY IN ADVERTISING COPY.

Advertising, Mr. Katz states, today is largely a matter of formula, and the manner in which the Cincinnati, Ohio, edition of the next advertising, he declared, is that it talks like a book. Asserting that advertising, he declared, is that it talks like a book. Asserting that advertising was not merely an art, but was a profession, Mr. Katz continued: "I want to make a plea for more sincerity in the writing of advertising copy. I want to ask you, for the benefit of our craft, to do less speechmaking in your copy and more thinking. I want to make a plea for the lifting of the artificial, and I want to see the day when the loud-mouthed ad writer takes his place with the other writers in the school of elocution that is now mercifully a thing of the past."
The impressive line maintained by The News in local, foreign and classified lineage year after year is possible only because of proved results to the advertiser.

The Indianapolis NEWS

John Ring, Jr., Adv. Co., formerly located in the Victoria Bldg., St. Louis, Mo., has moved its offices to 211 No. Seventh st., St. Louis, Mo.

The advertising account of Pathe Freres Phonograph Co., Brooklyn, N. Y., has been placed in the hands of the Guild's Advertising Agency Co., New York.

The Nichols-Moore Co., Cleveland advertising agency will handle the account of the L. N. Gross Co., Cleveland, women's wear and patented garments.

Louis E. Delson, formerly advertising manager of the Central Trust Company of Illinois and more recently with Critchfield & Co., has been appointed director of business development of the American Bond & Mortgage Company.

The Crystal Advertising Company, Zanesville, Ohio, has incorporated, with Charles E. Cleman, Robert B. Smallwood, Joseph C. Mills, F. F. Frazier, and E. A. Evans, as members.

The Jersey Biscuit Company of Newark, N. J., has selected Thresher Service, New York, as its advertising agency. Jerome W. Gist has been appointed the advertising department of the Jersey Biscuit Company. He was formerly with the Deseret News of that city.

Frank H. Lord, recently with the Cadillac Motor Company, Detroit, has joined the board of directors of the American Bond & Mortgage Company.

Harry C. Melay, advertising agency, Chicago, announces the appointment of Mr. Schwartz as account director. He was formerly with the Etridge Company and with the Willard H. Franklin Company. Mr. Schwartz will be account executive. He was formerly with Critchfield & Company, advertising agency, Chicago.

Worth Colwell and Edward F. Kiff, in cooperation with Hood MacFarland, former city editor of the New York Tribune, directed the publicity campaign that launched New York's Silver Jubilee Exposition.

Norman A. H. Mugruel is now assistant advertising agent of the Union Pacific Railroad at Omaha. He was formerly assistant advertising manager of the Clark Equipment Company and the Clark Tractor Company, Buchanan, Mich.

George C. Dawson, formerly with Evans & Barnhill, advertising agency, San Francisco, and now advertising manager of Roos Brothers, operating men's clothing stores on the Pacific Coast, has been appointed the advertising manager of the Remington Arms Company, New York, with whom he was identified formerly.

E. Ralph Cheney, recently service manager of the Washington Post, has returned to the advertising department of the Remington Arms Company, New York, with whom he was identified formerly.

H. H. Hertel has joined the copy department of Sterling-McMillan, advertising agency, New York. Mr. Hertel, who returned recently from a European tour, was formerly with the United States Bureau of the New York Times.

The L. C. Conger Company, publishers' representatives, Los Angeles and San Francisco, has been appointed the advertising representative for the Hollywood, Calif. Filmograph, a new newspaper.

W. E. Ingersoll has joined the service department of the Proctor & Collier Company, advertising agency, Cincinnati. He was in charge of sales promotion for the Monitor Stove Company, Cincinnati.

G. H. Hill, formerly with the advertising department of the Goodyear Tire & Rubber Co. Ltd., has joined the staff of Lyons & James Ltd. printers, Toronto.

St. JOSEPH GAZETTE

Only seven-day newspaper in Third Largest City of Missouri and Center of Jobbing Trade and Industries of Northern Missouri.

GEORGE A. McCELLAN, Publisher

Represented in the National Field by
J. P. McKINNEY & SON

New York Chicago San Francisco Los Angeles

LARGEST MORNING CIRCULATION in the Nation's Capital

WASHINGTON POST

Daily Sun—Sunday 8c

Member A.B.C.

Represented by Paul Black, Inc., New York Chicago Boston Detroit
THE CINCINNATI COMMUNITY
Consists of an Area of 70 square miles with a population of 40,000

BOSTON POST
1923 Circulation Averages
Daily 396,902
Sunday 401,643

NOW OVER 200,000
Every day

DETOIT TIMES
FIRST IN SAN FRANCISCO

You Covet the Advertising, says Oregon Publisher.

Points for the advertising salesman, the fruit of a year of experience in the field, were recently given by Ernest R. Gilstrap, vice-president of the Morning Register Company of Eugene, Oregon, and advertising manager of the morning Register Company, to Oregon publishers.

"The advertising man in reality is working for the advertisers," Mr. Gilstrap told the publishers. "From my experience, I know that it is highly efficient for an advertising man to know something about merchandise. He must be able to advise the advertiser as to the selling points from its point of view. The more he knows of the nature of the business, the easier it is to tell the story. An advertising man must be more than a copy-chaser; he must be able to advise the copy-writer to get the best results. You must also take an interest in the advertiser's business. In planning space it should be remembered that you are not the only one interested in getting a copy; the manufacturer is interested in the space, and the advertiser in the space. You must give the space to the advertiser in such a way as to make it worth his while to advertise and to get the selling points from it. The more of this knowledge he acquires, the easier it is to tell the story. An advertising man must be more than a copy-chaser; he must be able to advise the copy-writer to get the best results."

McKittrick's
Directory of Advertisers, their Advertising Managers and Advertising Agents for 1923
Is Now Ready for Delivery.
108 Fulton Street, NEW YORK
June 16, 1923

THE FOURTH ESTATE

It Pays to Advertise in the ST. LOUIS TIMES

NOW GENERALLY RECOMMENDED AS THE HOME NEWSPAPER OF ST. LOUIS

Foreign Advertising Representatives
G. G. SLY, President
143 W. Wabash Ave., Chicago, Ill.
P. A. Galdwell, Chicago, III.
P. A. Galdwell, Chicago, III.

PAYNE, BURNS & SMITH
New York, Boston, Chicago

The RICHMOND, Va., TIMES-DISPATCH is delivered to 12,000 of the city's best homes.
IN ALL VIRGINIA IT'S THE SAME STORY, BROOKS & FINLEY, Inc.
New York, Phila., Chicago, San Francisco

The Kansas City Star

MORNING—EVENING—SUNDAY

Each Issue Over 200,000 Circulation

SEATTLE "P-I"
The only seven day P. paper in the Metropolis of the entire Northwest.
The one paper in the entire West without competition. It reaches into the home of the most prosperous people on earth. Represented in the entire Northwest. W. W. CIBB, W. H. WILSON Circ. Bldg. 999 Ninth Ave., New York City.

The special features of the BUFFALO TIMES have made it the most popular newspaper in Western New York.

NORMAN E. MACK, Proprietor VERREE & CONKLIN, Inc.
New York, Detroit, Chicago, San Francisco

The special features of the BUFFALO TIMES have made it the most popular newspaper in Western New York.

NORMAN E. MACK, Proprietor VERREE & CONKLIN, Inc.
New York, Detroit, Chicago, San Francisco

TODAY'S HOUSEWIFE
A NATIONAL MAGAZINE

in Every Trade Territory—
One Newspaper Must Lead
To the paper which best serves its readers and its advertisers, naturally goes this leadership.
In Houston and South Texas this distinction is held by the Houston Chronicle Texas Greatest Newspaper M. E. FOSTER, Publisher STEVE KELTON, Mgr. New Adv. (Eight-Page Rotogravure Section every Sunday)


in Every Trade Territory—
One Newspaper Must Lead
To the paper which best serves its readers and its advertisers, naturally goes this leadership.
In Houston and South Texas this distinction is held by the Houston Chronicle Texas Greatest Newspaper M. E. FOSTER, Publisher STEVE KELTON, Mgr. New Adv. (Eight-Page Rotogravure Section every Sunday)

BRITON CONDEMNS THE BILLBOARD EVIL IN U.S.

LONDON NEWSPAPER MAN FAILS TO APPRECIATE AMERICAN ADVERTISERS' MODE OF LANDSCAPE ART—THINKS BASEBALL IS SILLY—IS AGHAST AT VILE EATABLES.

American billboards fail to arouse an English newspaperman to enthusiasm. Admittedly, he appreciated little of our national mode of landscape art. Urie B. Wiamsey, of the Hulton publications of London, made no reservations in discussing the constant losses of scenic beauty by the growing aggressions of ill-looked after billboards.

"You know I was most interested in your baseball game," he barked, "it seemed to silly when you all rose at the close of the sixth, or was it the seventh inning?" reported the reporter.

"Inning—and stand there. I found out later you did it to stretch your legs. You thought it queer. And we thought it queer that such a seemingly absurd thing should attract such vast throngs.

"Once a player hit the ball into our crowd and we returned it to him. Later we discovered that it would have been quite ethical for us to have kept it.

"It was at the game that we had some of those grocery etables you Americans enjoy so much. Those long red arad sandwiches, what do you call them? Frankfurters? Yes. Oh, horrible!"

"You know," he said, "your landscapes are most untidy. In England our countryside is held by—stone fences and all that you know; here billboards and billboards and your telegraph poles—they look as if the constructors had been so busy they hadn't time to finish them. Our English postmen, on the contrary, are neatly planked and polished. They are never horn-rimmed spectacles, or so few pipes. Why don't you smoke pipes?

"Here is a great deal more makeup than ours. You certainly are dance mail, aren't you?"

He turned and went back to his column.

"I think your sweet potatoes are simply incredible. Amazons, I think."

"Where do you grow your cattle?"

"He asked. "Do you grow billboards in your fields instead of cattle?"

BRITON CONDEMNS THE BILLBOARD EVIL IN U.S.

Cover NEW HAMPSHIRE with the MANCHESTER UNION & LEADER Guaranteed Circulation Over 25,000 JULIUS MATHEWS, Special Rep. BOSTON NEW YORK CHICAGO

JULIUS MATHEWS, Special Rep. BOSTON NEW YORK CHICAGO

PEORIA JOURNAL (EVENING) and TRANSCRIPT (MORNING) largest circulation in ILLINOIS and near-by territory. Rates and Circulation data from these papers the best advertising buy in their fields. F. H. SIMMONS, Proprietor. CHAS. H. EDDY CO., Inc. National Advertising Representatives New York Boston Chicago

NEWSPAPER AS RETAILER'S BEST AD MEDIUM.

"The newspaper is the big retail store's one best medium of communication with the public," Charles W. Mears, counselor in marketing of Cleveland, told the Associated Retailers of the Northwest, "Looking toward the future," he said, "the prospect is that newspaper advertising rates will never again be lower than they are today, but in spite of this the rates will be higher. For this there are several reasons. In the first place, there is competition for the daily newspaper as an advertising medium. In the second place, the number of newspapers published is not likely to increase, not only because to establish a new paper costs a lot of money, but also because the great news service franchises in big cities. Sustained price, are strictly held, thereby making new competition difficult.

NOTE SOUTHERN NEWSPAPER AND AD MAN DIES.

J. Fred Lewis, founder of the Lewis and Coffee Advertising Agency, Atlanta, and for many years a prominent newspaperman in Georgia, died in Atlanta from a complication of diseases. He was fifty years old.

TOBEY BECOMES PUBLISHER OF BOSTON AMERICAN.

C. H. Tobey has been appointed publisher of the Boston American, effective June 12. Mr. Tobey has been connected with the Boston American for several years, going there from the Boston Herald as advertising manager. He later was made business manager and for the last six months has been assistant publisher.


THE BUFFALO TERRITORY OFFERS
BIG POSSIBILITIES TO NATIONAL ADVERTISERS

Eleventh American City and second in New York State, Buffalo, with over half a million people in the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A.B.C. net paid 105,550, 80% of English-speaking homes.

THE BUFFALO EVENING NEWS
Edward H. Butler, Editor & Publisher

KELLY-SMITH COMPANY, Reprint Marbridge Bldg. Lytton Bldg. New York, Chicago

DALLAS EVENING JOURNAL
Published by American News Co. Covers the afternoon field as completely as does the Dallas News in the morning.

LARGEST AFTERNOON Circulation

JOHN EDGAR RHODES, secretary-manager of the Southern Pine Association died at New Orleans this week at the age of forty-nine. At one time publisher of the Tacoma, Wash., Tribune, Mr. Rhodes had also served as secretary of the National Lumber Manufacturers' Association.

CLARENCE URMY, dramatic critic and holder of several prizes for literary work died at his home in San Jose, Cal., from a nervous breakdown. He was born in San Francisco in 1858 and spent much of his time in the West on many newspapers.

BOSTON SUNDAY ADVERTISER
over
500,000
(Net Paid)

Greatest Circulation that Boston has ever known.

W. W. CHEW, 1819 Broadway, New York
E. A. HOLMAN, Monad’k Bg, San Francisco
W. H. WILSON, 909 Hearst Bldg., Chicago

NEW YORK EVENING JOURNAL
has the largest circulation of any newspaper in America.

The SAN ANTONIO LIGHT
The best advertising medium in Southwestern Texas. Has 50 more percent more circulation into the Homes of San Antonio than the second paper, and five times as much as the third.

VERNIE & CONKLIN
New York, Detroit, Chicago, San Francisco

BRASMERE HEADS TEXAS PRESS GROUP.

(Taken from Tenth Page)

finest is privileged medium for publication about a public meeting, he said. Speakers at public gatherings, often are allowed to say things that would result in libel suits if printed by the newspaper.

UPHOLSTERY LIBERTY OF PRESS.

President Chesnutt paid a high tribute to the country editor in his annual address and noted the progress of the Texas Press Association during the past year. "Let us ever remember," he said, "and let it be instilled into our children, that the liberty of the press is that palladium of all civil, political and religious rights of American homes. It is the grand sentinel of the state and the grand detector of public impostors. Good government is impossible when it sinks there sinks with it in the country editor, the citizen and the security of the nation."

The appointment of the field secretary, the association decided to establish headquarters in one of the principal cities of Texas and from there to conduct all business beneficial to and necessary for the interests of the newspapers of the state. J. L. Dunn of the Amarillo News, announced that Amarillo, which had been named for next year's convention by an unanimous vote, had set aside $1,000 for entertainment.

SCORE HIGH AGENCY RATES.

Considerable discussion centered on the service of the American Press Association in the advertising field, some declaring that it is attempting to build up a monopoly against the nearly 300 independent advertising agencies.

H. Mayers, former lieutenant governor and present head of the Journalism department of the University of Texas, denounced the practice of the big advertising agencies charging a 30 percent commission for supplying foreign advertising to the newspapers.

Professor Mayers declared that the tendency among publishers was rather to reduce the usual commission of 15 percent paid to the advertising agency down to 2 1/2 percent rather than to raise it to 30 percent.

C. E. Harris, publisher of the Bay County Banner declared that he has a flat rate, the same for foreign advertising as for locals. A. W. Sledge of the Ballinger Bulletin declared

THE SYRACUSE POST-STANDARD
has about 25% more circulation than any other Syracuse paper. It covers Syracuse and surrounding territory like a blanket.

Represented by PAUL BLOCK, Inc.
New York, Phila., Chicago, San Francisco

THE JOURNAL
IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
New York, Phila., Chicago, San Francisco

he had cut loose from the American Press Association, while I. M. Adams of the Plainview News asserted he had solved the problem by putting the foreign advertiser on the same basis as he handles local business.

A feature of the convention was a visit to the Texas Star flour mill, where there were discussions with the millers, wives, learned "everything about the milling industry."

President of the Dallas State Press insisted that although he had started the convention and was keeping up the stride, he had not been given a showing at the convention except in his sea togs. "The first time I was here," he continued. "I neglected to draw the folds of my mosquito bar about me and was given marked attention."

Sirens of the sea beckoned to many editors, who unable to resist the call of the waves, threatened to transform the convention into a water carnival.

BRISBANE BUYS NEW YORK PROPERTY.

Arthur Brisbane has just purchased the five story Pierre A. Proal house at 30 East 52nd street, New York. He formerly owned the adjoining property.

STAFF OF O.S.U. LANTERN.

William H. McEander, Jr., of Oak Harbor, Ohio, has been elected editor-in-chief of the Ohio State Lantern for next year. Carroll E. Barlow, of Painsville, will be the new business manager. The Lantern is the daily publication of the university.

EDITORS AT YOSEMITE FALLS.

Members of the California Press Association made an excursion to Yosemite valley for a day's outing June 3. A short business session was held at noon while the members of the party were close into camp for the picnic lunch.

NEWSPAPER CENSUS.

Washington, D. C.

The latest house to house canvas reveals the extent to which Washington papers are read in the homes.

DAILY

The Evening Star . . . . 64%
2nd Newspaper . . . . 35%
3rd Newspaper . . . . 34%
4th Newspaper . . . . 27%
5th Newspaper . . . . 25%
SUNDAY

The Sunday Star . . . . 78%
2nd Newspaper . . . . 48%
3rd Newspaper . . . . 27%
4th Newspaper . . . . 14%
June 16, 1923  

THE FOURTH ESTATE

The day-warheit

America's FOREMOST Jewish Daily

Reaches the cream of purchasing power of the Jewish element in America.

Essentially a home paper—written to and read by every member of the family.

THE DAY-WARHEIT

"The National Jewish Daily."

Member A.B.C.
Main Publication Office: 1322 East Broadway, NEW YORK

IL PROGRESSO

ITALO-AMERICANO

CAY. UP. C. C.
Publisher and Editors
Guaranteed Paid Daily Circulation 129,120

THE LEADING ITALIAN

ADVERTISING PAPER

46 Elm Street, NEW YORK CITY

THREE NEW YORK STATE PAPERS MERGED.

(Continued from Second Page)

but he developed the Standard into a valuable and important newspaper property.

The Daily Star has been published at New York since 1881 when Mr. Forbes, who was the previous owner of the paper, took over the property and has made it into one of the most important newspapers of the country. The Daily Star is a daily newspaper of the highest class and is read throughout the world.

WIN'S EDITORIAL TROPHY FOR SERVICE TO PUBLIC

For service to the public in 1922, the International Editorial Association has awarded its silver trophy to Raymond A. Fagan, city editor of the Kansas City Times. His work is admired for its thoroughness and accuracy. He is also well known in the field of newspaper criticism and has written many articles on the subject.

The first paper in the second largest Polish center in America is absolutely covered by the Standard-Star. Plans are practically completed to erect a handsome building for the Standard-Star on Rose street.

 offences and

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Constructive Journalism

The wisdom of consolidation among newspapers in the interest of bigger and sounder and abler journalism has never been better demonstrated than in the merging of The New York Sun and The New York Globe.

I say this as one who knows. Considered in respect of quality and size of circulation, The Sun today is one of the very great evening newspapers of the world.

Frank Munsey
"EDMUND BURKE SAID that there were Three Estates in Parliament, but in the Reporters' Gallery yonder there sat a 'Fourth Estate' more important far than they all."
—Cyrille's "Heroes and Hero Worship."

May Advertising in Chicago

This statement of display advertising for the month of May, 1923, is striking evidence of The Chicago Daily News' leadership in the six-day field in the following important classifications:

<table>
<thead>
<tr>
<th>Category</th>
<th>Newspaper</th>
<th>Score</th>
<th>Days Against</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>THE DAILY NEWS</td>
<td>13,352</td>
<td>6 days</td>
</tr>
<tr>
<td>Churches</td>
<td>THE DAILY NEWS</td>
<td>8,269</td>
<td>6 days</td>
</tr>
<tr>
<td>Department Stores</td>
<td>THE DAILY NEWS</td>
<td>574,145</td>
<td>6 days</td>
</tr>
<tr>
<td>Foodstuffs</td>
<td>THE DAILY NEWS</td>
<td>59,321</td>
<td>6 days</td>
</tr>
<tr>
<td>Furniture</td>
<td>THE DAILY NEWS</td>
<td>98,137</td>
<td>6 days</td>
</tr>
<tr>
<td>Household Utilities</td>
<td>THE DAILY NEWS</td>
<td>12,427</td>
<td>6 days</td>
</tr>
<tr>
<td>Opticians</td>
<td>THE DAILY NEWS</td>
<td>4,705</td>
<td>6 days</td>
</tr>
<tr>
<td>Out of the Loop Stores</td>
<td>THE DAILY NEWS</td>
<td>74,337</td>
<td>6 days</td>
</tr>
<tr>
<td>Real Estate</td>
<td>THE DAILY NEWS</td>
<td>13,099</td>
<td>6 days</td>
</tr>
<tr>
<td>Total Display Advertising</td>
<td>THE DAILY NEWS</td>
<td>1,420,625</td>
<td>6 days</td>
</tr>
</tbody>
</table>

THE DAILY NEWS

FIRST in Chicago

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers.)
I. C. M. A. ELECTS FLORER AND PICKS LOUISVILLE

SILVER JUBILEE CONVENTION REACHES HIGH MARK OF SERVICE AND THOUGHT — MANY NOTABLE ADDRESSES BY LEADING CIRCULATION MANAGERS.

Generally recognized as the most successful in point of attendance and in work done of any convention held during its twenty-five years, the International Association of Circulation Managers adjourned its annual meeting in Muskoka Lakes to meet again in 1924 in Louisville, Ky. M. W. Florer, circulation manager of the Dallas, Tex., News and the Dallas, Tex., Journal was chosen president of the association. Other officers elected were: Robert S. Weir, Syracuse, N. Y., Journal, first vice-president; E. R. Hatton, Detroit, Mich., Free Press, second vice-president; Clarence Eyster, Peoria, Ill., Evening Star, secretary-treasurer. George McTaggart of the Toronto, Ont., Mail and Empire; Royal W. Weiler, Allentown, Pa., Call and Harold Hough of the Fort Worth, Texas, Star-Telegram were chosen new directors.

Throughout the conferences, a strong feeling of dis-satisfaction against the A. B. C. investigation and the A. B. C. management generally was noticeable. The A. B. C. was not represented at the convention and after a discussion on the general phases of the bureau, the president appointed a committee of three with the object of obtaining greater representation by publishers.

Reserved for a distinct surprise to the newspaper fraternity and official Washington generally, was the announcement made in President Harding's behalf at the White House, immediately prior to his departure on his Alaska trip, that the President had relinquished control of the Marion, Ohio, Star, the newspaper property which he obtained nearly forty years ago, and with which his subsequent achievements, has been so intimately linked.

While several well informed sources were aware that negotiations looking to the purchase of the Star were under way for some time past, it was newpaper

PORTO RICANS PLEDGE VOTES TO RE-ELECT HARDING.

President Harding was pledged two votes for renomination by the Republicans of Porto Rico in special convention this week. They also adopted a platform with statehood as the goal and advocating the immediate liberalizing of the territorial industrial agreement to include the extension here of the United States Constitution and the election of the governor.

Statehood was advocated by Horace M. Towner, the new governor, in his first message to the legislature.

MILWAUKEE PAPER APPOINTS AD MAN PUBLISHER.

Rhey T. Snodgrass has been appointed publisher of the Milwaukee Wisconsin News and Sunday Telegram. He was formerly president and recently Mr. Snodgrass has been with New York advertising agency. More recently Mr. Snodgrass has been with the advertising staff of Cosmopolitan, New York.

AGENCY HEAD IS APPOINTED TRANSIT CO. DIRECTOR.

William H. Johns, president of the George Batten Company, New York, has been made a director of the Brooklyn-Manhattan Transit Corporation, a new organization formed to take over the Brooklyn Rapid Transit Company which has been in receivership for the last three and a half years.

ACTRESS WINS LIBEL SUIT.

An Edinburgh, Scotland, court has awarded Miss Hetty King, a music hall artist £500 in a libel suit against a Glasgow newspaper. The paper had printed an alleged interview in which Miss King was made to say that the United States had lost its sense of humor over prohibition.

HEADS FRATERNITY ALUMNI.

Perry S. Williams was elected temporary president of an organization composed of alumni of the Twin Cities and Sigma Delta Chi press clubs and publishers at a meeting held at the Dykeman hotel, Minneapolis. The alumni chapter will assist in arrangements for the convention of forty universities of the country to be held in Minneapolis in September. Others elected include Robert Withy, St. Paul, first vice-president; Thomas Stewart, second vice-president; Ralph O. Higgen, secretary and E. J. D. Larson, treasurer.

M. W. FLORER

upon the bureau's board of directors.

During the term of the retiring president, J. J. Lynch, Cleveland, Ohio, Press; one-hundred and eight new members were added to the organization. The only woman circulation manager present was Miss Olive King of the Phoenix, Ariz., Republican who received special honors from the delegates because she traveled furthest to the convention. New York had the largest representation, there being fourteen from the Empire State, with Ohio second, the total attendance being somewhat over one-hundred circulation managers.

Louisville, El Paso and Colorado Springs put up a big fight for the 1924 meeting. During the debate Atlantic City put in a bid but withdrew in favor of Louisville.

An important resume of the best (Continued on Fifth Page)

MARION CONTROL PASSES FROM PRESIDENT.

LOUIS H. BRUSH AND ROY D. MOORE, OHIOANS, WILL CONTINUE HARDING IDEALS ON MARION STAR AND CONVERT TRIBUNE, ALSO ACQUIRED, INTO MORNING DAILY.

Reserved for a distinct surprise to the newspaper fraternity and official Washington generally, was the announcement made in President Harding's behalf at the White House, immediately prior to his departure on his Alaska trip, that the President had relinquished control of the Marion, Ohio, Star, the newspaper property which he obtained nearly forty years ago, and with which his subsequent achievements, has been so intimately linked.

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NEW YORK STATE PAPERS CHANGE OWNERSHIP.

EMPIRE STATE GROUP Buys ELMIRA ADVERTISER, ONCE EDITED BY MARK TWAIN AND SUNDAY TELEGRAM-TRIBU, OF STAR-GAZETTE, TO MANAGE THE THREE.

The Elmira Advertiser, once edited by Mark Twain, and the Elmira Sunday Telegram, one of, if not the oldest Sunday newspaper in New York state, have been acquired by Dr. W. J. Copeland, Frank E. Gannett, E. R. Davenport and Frank I.

ERWIN R. DAVENPORT.

Tripp. The purchase was made from Ralph R. Govin, Jr., and Herman Sutter.

The Advertiser was taken over last Monday morning. The paper will be strictly a local morning newspaper covering only Elmira and its nearby suburban field. The Wilkesbarre and Scranton editions of the paper were stopped at once. The Advertiser will be published from the Star-Gazette plant. The Star-Gazette will be the six-day evening paper.

The Telegram will be taken over today, the first issue under the new owners appearing June 24. The paper will be strictly an Elmira paper and, in addition, will cover only the immediate suburbs. The Wilkesbarre and Scranton editions will be abolished. The paper also will be published from the Star-Gazette plant.

OWN EMPIRE STATE GROUP.


In a special telegram to Tripp this week the new owners of the Star-Gazette and the Advertiser state that they have many changes in contemplation which will improve both of these papers and give the southern tier better service than has been heretofore.

The Elmira Advertiser is the only morning paper between Binghamton and Buffalo on the Erie Railroad and between the southern tier and (Continued on Eleventh Page)
Philadelphia

Leads the Country in
Dry Goods Sales Increase

According to the statement of the National Retail Dry Goods Association of nation-wide retail sales conditions, an increase in sales of 34.50 per cent is reported by Philadelphia retail dry goods and department stores for May, compared with the same month last year.

This is a record for the country

<table>
<thead>
<tr>
<th>City</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Philadelphia</td>
<td>34.50%</td>
</tr>
<tr>
<td>New York</td>
<td>13.80%</td>
</tr>
<tr>
<td>Cleveland</td>
<td>26.10%</td>
</tr>
<tr>
<td>St. Louis</td>
<td>13.22%</td>
</tr>
<tr>
<td>Chicago</td>
<td>24.00%</td>
</tr>
<tr>
<td>Richmond</td>
<td>7.70%</td>
</tr>
<tr>
<td>San Francisco</td>
<td>17.65%</td>
</tr>
<tr>
<td>New England</td>
<td>7.00%</td>
</tr>
<tr>
<td>Dallas</td>
<td>15.40%</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>2.75%</td>
</tr>
<tr>
<td>Kansas City</td>
<td>2.61%</td>
</tr>
</tbody>
</table>

In Philadelphia there are over 18,000 Retail Apparel and Dry Goods Stores. Nearly every Philadelphia store that advertises uses The Bulletin.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads —

The Bulletin

PHILADELPHIA'S NEWSPAPER

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending March 31, 1923—505,098 copies a day.

(Copyright 1923—Bulletin Company)
S. N. P. A. CONVENTION WILL COVER WIDE FIELD

SOUTHERN PUBLISHERS WILL HOLD 21st ANNUAL MEETING AT WHITE SULPHUR SPRINGS—VITAL PROBLEMS TO BE DISCUSSED—STEWART TO PRESIDE.

Advertising, circulation and labor problems will dominate the twenty-first annual convention of the Southern Newspaper Publishers Association at White Sulphur Springs, W. Va., Monday, Tuesday and Wednesday, July 9-11. Mechanical, accounting and traffic problems as well as postal legislation will also hold prominent places on the program.

Sessions will start each morning at 9 o'clock and will end in the afternoon at 1:30 o'clock. There will be only one session each day so as to permit the delegates and visitors to enjoy the entertainment features at the noted mountain resort.

Monday's session will be called to order by President Charles I. Stewart of the Lexington, Ky., Herald. Following the officers' reports, which will also embrace an outline of the association's activities during the year, to be presented by Walter C.

SIOUX CITY PAPERS NEAR NORMAL CONDITIONS.

In a special telegram just as The Fourth Estate went to press, E. C. Tripp, of the Sioux City, Iowa, Tribune, stated that the next week newspapers are practically back to normal although the newspaper printers' strike continues.

The newspapers have full forces of open shop printers who have replaced the strikers, who walked out two weeks ago. The regular advertisers, however, in used space requirements in the eight edition daily, comprising six afternoon and two morning papers, are 25 per cent lower than normal.

Strikers are still picketing the newspaper plants and the publishers have stated that after this writer none of the strikers will be taken back. One striker was arrested to jail for three days for slugging an open shop operator. The union strippers and press men stated that their places when the strikers went out. The publishers have agreed to continue their fight for an open shop agreement.

MUNSEY ADVERTISING STAFF HEARS FITZGERALD TALK ON ROTOGRAVURE.

The Association of American Correspondents in London at its annual meeting on June 23, elected the following officers for the coming year:


BIG NEW EDITORIAL BOARD FOR AD CLUB ORGAN.

Douglas W. Couttey will assume the editorship of the Advertising Club News, issued by the Advertising Club of New York. Other members of the new editorial board will be as follows:

Johnston of the Chattanooga News, secretary-treasurer, the meeting will turn to a discussion of advertising.

The report of the committee on agency relations will be given the right of way on the first day. The committee on Southern advertising promotion will also report.

To discuss labor problems:

On Tuesday the convention will devote itself to discussions on labor, circulation, mechanical and traffic problems. The labor discussion will also include a report on the printers school maintained at Macon, Ga., by the S. N. P. A.

It is President Stewart's intention to recommend that the new officers be elected on Tuesday, and that they be formally installed as the last part of the program.

Wednesday's session will be given over to the editorial news department. This session will also discuss postal and other legislation.

The program committee has decided to make the sessions exclusive and has put no one on the program who is not a member of the association or who is not directly identified with its work. The special entertainment: (Continued on Thirteenth Page)

GUARDIAN FOR PUBLISHER.

Petition has been filed in the circuit court in Fort Smith, Ark., asking the appointment of Mrs. C. S. Jackson as guardian for C. S. Jackson, publisher of the Observer, now a minor. P. L. Jackson, son, joined with Mrs. Jackson in the petition, which alleges that Mr. Jackson has been in ill health for some time and is incapable of attending to his business affairs.
The incoming president delivered an able paper on the radio as applied to circulation. His impression was that it was quite advisable to stay away from the radio as a circulation builder because it is costly and intangible. This view seemed to be the general opinion of the convention, despite the fact that H. C. Lee of the Philadelphia, Pa., Enquirer insisted that the radio had helped to increase his circulation.

Fred J. Cook of the Scranton, Pa., Republican discussed the newspaper and his position in the child labor law. In Virginia there is now a law making it practically impossible to use boys, and similar laws were stated, although being discussed in other states.

Mr. Florer told how he had organized the ex-newboys in Dallas, Texas, with the idea of convincing the public that the newspaper is not so bad as he is painted.

Very thoughtful and constructive papers dealing with serious problems confronting newspaper publishers were delivered by R. W. Wier of the Syracuse, N. Y., Journal; T. B. Armstrong of the Ogawa, Ont., Journal; H. S. Blake of the Topeka, Kans., Capper Publication; I. M. Schenk of the Indianapolis, Ind., News; Edward Donlan of the Providence, R. I., News; George Erb, Jr., of the Buffalo, N. Y., News; Royal W. Weiler of the Allentown Pa., Call; T. J. Dowling of the

The address of the retiring president sketched the constructive progress made by the association, the

JAMES MCKERNAN.

great many prominent circulation men.

Fred J. Runde, vice-president of The Fourth Estate, at the convention participated in the discussions and was accorded a rising vote of thanks for offering to assist the circulation managers through the columns of The Fourth Estate in the matter of their un-employment situation.

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Mr. Florer told how he had organized the ex-newboys in Dallas, Texas, with the idea of convincing the public that the newspaper is not so bad as he is painted.

Very thoughtful and constructive papers dealing with serious problems confronting newspaper publishers were delivered by R. W. Wier of the Syracuse, N. Y., Journal; T. B. Armstrong of the Ogawa, Ont., Journal; H. S. Blake of the Topeka, Kans., Capper Publication; I. M. Schenk of the Indianapolis, Ind., News; Edward Donlan of the Providence, R. I., News; George Erb, Jr., of the Buffalo, N. Y., News; Royal W. Weiler of the Allentown Pa., Call; T. J. Dowling of the
NOTE CIVIC BODY JOINS WAR ON BILLBOARDS

FIFTH AVENUE ASSOCIATION DEALS POWERFUL BLOW TO RAVAGE OF OUTDOOR SIGNS DESTROYING THE BEAUTIES OF THE METROPOLIS.

Billboard advertising, in its ever-increasing multiplicity of numbers in New York City, has become a subject for serious discussion. Some see it as an objectionable nuisance, violating the natural laws of beauty; others as an epoch in the history of a profession which has grown too rapidly to find universal favor.

There is some real cause for the protests that are heard from this first body, for advertisers, in their eagerness to command certain strategic points on the city's horizon to display their wares, have neglected to let any feeling of civic pride enter into their efforts.

"The beauty of various parts of the City of New York is greatly lessened and their value minimized," declares William J. Pedrick, general manager of the Fifth Avenue Association. "Our beautiful parks, streets and public buildings, of which the number of large and illuminated signs it carries, diverts attention from the New York Public Library and other great institutions across from it. The library building, as we know, is an architectural example of its kind and was erected at an expense of the city."

"It does seem too bad that in specific cases of this kind some provision cannot be made whereby public approval will be the judge of such matters."

It will be recalled that the Fifth Avenue Association conducted a successful campaign against projecting and illuminated signs a few years ago, having legislation passed that barred their use on many prominent streets.

Justice Davis, of the supreme court in Massachusetts, has great expense for the benefit and pleasure of all, are injured by the signs and prized, placed newly and almost as a domain of the properties themselves. One striking example at Fifth Avenue and Forty-second street, where the building at the northeast corner of a number of large and illuminated signs it carries, diverts attention from the New York Public Library, College, diagonally across from it. The library building, as we know, is an architectural example of its kind and was erected at an expense of the city."

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FOR MANY YEARS HEAD OF CAPEHART-CAREY CORPORATION HAS PROMOTED BUSINESS FRIENDSHIP OF ENGLISH PUBLISHERS AND ADVERTISING MEN.

Charles Capehart, head of the Capehart-Carey Corporation, has been a delight to the British delegation of advertising men and members of the Na...
I. C. M. A. ELECTS FLORENS—PICKS LOUISVILLE.

(Continued from Fifth Page)

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H. M. FRIS.

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P. F. Viets, Hartford, Ct. Courant. We have been using premiums with very satisfactory results.

W. H. Henderson, Salem, Oregon Statesman. Carrier competition using premiums such as motorcycles, bicycles and cash prizes. General Shetland pony competition and general motorcy-

T. J. Desmond, El Paso, Texas. I have used a bicycle, then a coach-er, then a bicycle wagon, for two years, open to all boys and girls who get subscrip-

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Edward F. Wheaton now languishes in Sing Sing prison. He was convicted of having used the advertising columns of the World and the World... Commerce Advertising Company, which he conducted in the Gotham National Bank Building, Columbus Circle.

AD MANAGER TRANSFERRED.

Charles Miller, who has been with the Atlanta Georgian as head of its advertising department since 1919, has been transferred to the Baltimore News by the Hearst organization.

ADVERTISING CUTS DOWN SPREAD OF COSTS.

PAID SPACE ENABLES STORES IN ALL SECTIONS TO SELL SAME GOODS WITH LESS EFFORT. OUTLAY FOR DISTRIBUTION IS SURELY HONEST WARES.

There is too much "speed" between the price you pay for things and the cost of making them. That is the big fact of advertising today. Modern advertising cuts down that spread, because it makes possible the business of people who have no newspapers.

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What Co-operation Has Done

Little more than half a century ago, Gustavus F. Swift borrowed $20 from his father and started in the packing business.

Hard work on his part and on the part of the associates whom he presently gathered about him caused the business to grow.

When first incorporated, Swift & Company had six shareholders. The nation was growing and needed meat, and the young company grew also. As more money was needed the business was enlarged by enlisting the co-operation of more shareholders.

The first little plant at Barnstable, Mass., has given way to 23 modern packing plants strategically located. More than 400 branch houses and 600 car routes distribute the meat carried in more than 6,000 refrigerators.

Today Swift & Company's service in meat to retailers here and abroad represents the effort of nearly 100,000 people co-operating with their savings or daily toil.

More than 45,000 men and women have co-operated with us by investing their money in shares of Swift & Company.

Nearly 50,000 men and women who work in these offices, plants and branch houses—16,000 of whom are also shareholders—are giving us their co-operation in building the business. They take a just pride in the promptness and precision of its service and in the uniformity and high quality of its products. Swift's Premium Hams and Bacon, 'Silverleaf' Brand Pure Lard, Premium Frankfurts and other Swift products are symbols of their hearty co-operation and of their belief in the Company.

Swift & Company
U. S. A.

MEAT FOR HEALTH WEEK
June 25 to 30
For Health and Strength Eat Meat
OLD IOWA DAILY MOVES TO NEW PLANT.

HOUSE-WARMING AT LARGER AND MODERN QUARTERS OF PAPER STARTED IN 1858 BRINGS SCORES OF VISITORS—FINLEY AND BROOKS CONGRATULATE HARTMAN.

The Waterloo, Iowa, Evening Courier, one of the oldest papers in the state, celebrated its removal to a new home with a house-warming party. Among the many who visited the plant were 100 members of the Waterloo Rotary club who were greatly impressed with the efficiency and convenience of the arrangement of equipment.

A. W. Peterson

THE FOURTH ESTATE

June 23, 1923

McCLEAN NAMED CONSOLIDATED PRESS HEAD.

HAS NEW OFFICE OF GENERAL MANAGER—EPES TAKES BUSINESS DEPARTMENT—SMALL TO BE CHIEF OF SPECIAL STAFF WRITERS—LAWRENCE WITH HARDING.

At the semi-annual meeting of the board of directors of The Consolidated Press Association in Washington this week, the office of general manager was created and Robert B. McLean, now in charge of business management of the Consolidated Press, was elevated to that office.

The entire conduct of the service will be co-ordinated under Mr. McLean, the heads of the business, editorial, traffic and auditing departments reporting direct to him. The functional organization within these departments will continue to operate as hereforeto, but the rapid expansion of the Consolidated Press made the creation of the office an imperative as well as an important forward step.

Mr. McLean will be succeeded as business manager by Horace Epes, hereforeto assistant business manager.

Robert T. Small is to head the group of special staff writers of the Consolidated Press and will hereafter make his headquarters in New York City. This marks an evolution of plans submitted by Mr. Small and which the directors have had under consideration for some time. Mr. Small is being relieved of his duties as director of the editorial department so that he may devote himself entirely to special staff writing with a roving commission.

WILLIAMS IS TRANSFERRED.

Jay Jerome Williams was transferred from the business department and made director of the editorial department, with headquarters in Washington.

William E Valentine, who has been superintendent in the western and southern divisions of the Consolidated Press, was made superintendent of the eastern division with headquarters in New York City.

David Lawrence, who has been assistant executive of The Consolidated Press, will continue as heretofore to devote himself to his present work. Mr. Lawrence is accompanying the president on his western tour this week. Leaving the presidential party just before he goes to Alaska, Mr. Lawrence will return to the east and early in July will sail for Europe where he will devote two months or more to travel in England and on the Continent, sending back daily cable dispatches on conditions as he finds them.

Robert B. McLean brings to the general management a broad-gauged newspaper training of more than twenty years and has in every branch of newspaper work—reporting, business department and publishing. Mr. McLean's newspaper experience embraces work throughout the North in Harrisburg, Pa., Pittsburgh and New York City. As general manager he will conduct the Consolidated Press with its member newspapers through the offices of Robert T. Small as head of the special staff service.

For many years Bob Small was the war reporter of the Associated Press. Indeed, Melville E. Stone, formerly general manager of the A. P., termed him the "most graphic news writer in the United States."

TO WRITE SPECIAL ARTICLES.

Mr. Small was for several years the chief of the Associated Press Bureau in Washington and also was managing editor of the Washington Post. He came with the Consolidated Press, developed the editorial department and only his desire to be in the daily writing got ahead led to the change that makes him chief of the special staff service. After he will be available to cover the interpretative and colorful aids of big news events throughout the nation.

Horace Epes, the new business manager, is fitted for his position by a background of more than twenty years newspaper experience with newspapers, in the Associated Press, and in the field for the Consolidated Press.

Jay Jerome Williams, who becomes director of the editorial department, spent his entire newspaper life in the news and up to three years ago was a war correspondent for the Associated Press. Since then he has traveled from coast to coast and is at home with the problems and wants of editors in all parts of the country.

SOUTHERN DAILY APPOINTS GENERAL MANAGER.

R. B. Mahaffey, well-known throughout the South as an experienced newspaper executive, has been appointed general manager of the Wilmington, N. C., Evening and Sunday Dispatch, one of the oldest afternoon papers in the state, which was recently purchased by Major Joseph W. Little and J. L. Horn Jr.

Prior to joining the staff of the Wilmington Dispatch three months ago, when he took the duties of circulation manager, later being appointed advertising manager as well, Mr. Mahaffey was managing general manager on the Charleston, S. C., American, going from there to the Houston Post where recently he was general manager of the Waycross, Ga., Journal-Herald, Jack Williams.

Associated with Mr. Mahaffey on the Evening News are James Cruikshank, editor; Major E. W. Smith, business manager, and J. C. Bowers, advertising manager.

Major Joseph W. Little will devote his entire time to the management of the Wilmington Printing Company, a large commercial office. Mr. Little, the other owner, is also publisher and owner of the Rocky Mount, N. C. Telegram.

PUBLISHERS HOLD MEETING.

The Second District Editorial Association of Minnesota closed its summer meeting at Worthington, Minn., Sunday. The program of the convention included a drive about the city, receptions for the women of the party by the Community Club, a baseball game, a trip to the garlic park for the men, and a banquet tendered by the city and the Kiwanis and Rotary clubs.

Mayor E. J. Jones welcomed the members. President W. D. Hineon of Mankato, responded, and short speeches were made by J. C. Couglin of Waseca, president of the state association, and P. O. Resfelf, president of the Nobles County Publishers Association, sports at the tomatoes.

Seventy publishers, their wives and families were present. The summer meeting is devoted to pleasures, no business being transacted.

STEMPHEL GOES TO LAFAYETTE.

John E. Stemple, graduate of the department of journalism at Indiana University this year, has been appointed instructor in journalism at Lafayette college, Easton, Pa.

The Fourth Estate

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DRUGGISTS URGED TO ADVERTISE TRUTHFULLY.

SAN ANTONIO PHARMACIST TELLS TEXAS ASSOCIATION CUT PRICES ON STANDARD GOODS ARE MISLEADING... SAYS ABUSE OF PUBLIC CONFIDENCE MUST END.

A "A Truth in Advertising" campaign to include a common interest among pharmacists was urged before the convention of the Texas Pharmacists Association, at Galveston, by William Oches of San Antonio, president of the San Antonio Drug Company. The idea was that carried out at San Antonio with success and was embodied in the "San Antonio Plan," which Mr. Oches explained.

Aside from the benefit to the drug trade, the retailer and the wholesaler and the general public, the idea was to foster the spirit of community interest. In commenting upon this plan, Mr. Oches emphasized that the drug trade and selling articles of merchandise at cut prices bear the same relation to the regular mechanism of boodhooes of the earth as to other nations of the earth.

"Cut prices on standardized goods are misleading," Mr. Oches said, "in that they carry the impression that every article in the store is also carried in stock for sale at a reduction. In every line of business where articles are sold for less than the advertised price content is deceiving, and the consumer, whether he is the manufacturer, the retailer, for prices and not the goods are sold. Such a system puts the manufacturer and retailers on the same plane with those who practice it and those who do not, in a bad light in the public eye.

"This is a time to get some action among the merchants and educate the public to the real situation. Public confidence is being abused and an end must come of the dealers to advertise and bring the true situation before the public. In this matter of 'Truth in Advertising' business must be ended."

The cooperative plan originated in San Antonio within the organization of the San Antonio Drug Company, Mr. Oches said. Cooperative advertising campaigns were put on by the drug stores of the city and the goal was to assist the staff to assist the retailers in planning sales and newspaper advertising campaigns. Above all, the idea has been to help the druggists to become better merchants. In connection with this, which brought closer connection between the manufacturer, wholesaler and retailer, a real service was created to meet the demands of an educated public.

BOSTON TRANSCRIPT TESTS LAW ON PUBLICATION OF ADVERTISEMENTS.

The constitutionality of a Massachusetts statute relating to the publication of findings of the minimum wage commission, is to be tested under an appeal taken by the Boston Transcript in the decision of a Boston municipal court imposing a fine of $100 because the Transcript on May 14 declined to publish a statement issued as an advertisement by the Transcript.

The advertisement announced that a Boston firm of tailors failed to comply with a ruling of the commission fixing the minimum wages of men employed in the clothing industry.

ENGINEER OF GIGANTIC SPORTS ARENA VISITS AMERICA.

E. O. Williams, one of the four engineers who designed and built the world's greatest sports arena for Wembley Amusements, of which Fred E. Bussy is managing director, arrived in New York on the Mauretania last week.

Mr. Williams is a bachelor of science of London University and took first class honors in engineering, being first prize man for structural engineering at the city and guilds of London examination and King's prize man in applied mechanics. He is an Associate Fellow of the Royal Aeronautical Society and is an Associate of the Institute of Naval Architects.

The British delegation of advertising men made frequent reference to the mammoth amusement park which will be completed before the annual meeting of the Ad Clubs in London in 1924. Mr. Bussey, who managed some 25 exhibitions in the London Exhibition, painted the picture of advertising in the light of its being indispensable. As the chief speaker, he chose as his subject, "What Is Advertising Going, and What Will It Do When It Gets There?"

SAME GOES FOR CIRCULATION.

A wheelerbarrow will stand on its two legs and never move a foot unless you lift it up and push it along. You've got to pick it up and push it along.

Richmond News-Leader in Larger Building with New Equipment.

Little remains to be done on the new Richmond, Va. News-Leader building, on North Fourth street, before the structure will be ready for occupancy. The third and fourth floors are complete and waiting for the installation of machinery, including linotype machines and stereotyping equipment. The press room will be located in the basement. The work on the second floor, which will house the news and editorial departments, will be finished by the end of the week.

The business office will be located on the first, or main floor. It is expected the building will be completed and ready for occupancy by July 1. It is understood the News-Leader will install four linotype machines in addition to those it will move from its present location on Eighth street, near Main.

UNFOLDING THE FUTURE.

C. K. Woodbridge, former president of the Advertising Club of New York and now director, spoke at the annual meeting of the Bridgeport Advertising Club, at the Stratfield Hotel, recently. He told of the annual convention at Atlantic City and painted the picture of advertising in the light of its being indispensable. As the chief speaker, he chose as his subject, "Where Is Advertising Going, and What Will It Do When It Gets There?"

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RICHMOND NEWS-LEADER IN LARGER BUILDING WITH NEW EQUIPMENT.

VOTED FAVORITE NEWSPAPER.

The New York Tribune has been voted the favorite out-of-town newspaper of the senior class of the Albany, N. Y. Law School, the legal training department of Union University, which numbers President McKinley and many other notable men among its graduates. The New York Times takes second place. The Lubbock Evening News was voted the most popular local paper.

PAPER RUNS SPECIAL TRAIN.

The Spokane Spokesman-Review has inaugurated a special Saturday night train service to expedite the delivery of its Sunday papers. The train leaves Spokane at 11:30 p.m. and reaches Moscow, Idaho, at 2:40 a.m. over the Inland Empire railroad. The train also carries passengers, making it possible for them to return to their homes after the theater.

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RICHMOND NEWS-LEADER IN LARGER BUILDING WITH NEW EQUIPMENT.

VOTED FAVORITE NEWSPAPER.

The New York Tribune has been voted the favorite out-of-town newspaper of the senior class of the Albany, N. Y. Law School, the legal training department of Union University, which numbers President McKinley and many other notable men among its graduates. The New York Times takes second place. The Lubbock Evening News was voted the most popular local paper.

PAPER RUNS SPECIAL TRAIN.

The Spokane Spokesman-Review has inaugurated a special Saturday night train service to expedite the delivery of its Sunday papers. The train leaves Spokane at 11:30 p.m. and reaches Moscow, Idaho, at 2:40 a.m. over the Inland Empire railroad. The train also carries passengers, making it possible for them to return to their homes after the theater.

THE FOURTH ESTATE

June 23, 1923

WEST TO SPEND $1,500,000 IN NATIONAL ADVERTISING TO ATTRACT VISITORS.

With vacation time coming into its own, Pacific coast and Rocky Mountain cities are prepared to spend between $1,500,000 and $2,000,000 in advertising their communities to the nation. The national advertising campaigns which are now in full swing are surpassing all previous successes in community advertising.

A notable example of advertising to attract home seekers is being conducted in San Diego, Cal., where the San Diego-California Club recently raised $1,525,000 which is being used in its fourth annual campaign. Californians of San Francisco have raised $500,000 which is being used for its second year's drive in selling the city through advertisements. Pasadena has started its national advertising campaign with a fund of $50,000, while virtually every other community around Los Angeles is capitalizing its advantages through national advertising. Los Angeles, through the All-Year Club, is raising $350,000 for this purpose.

Seattle is promoting a vigorous campaign, principally through newspapers, to attract summer travel to the northwest. Tacoma and Portland are projecting similar campaigns, however, just as the convention of the national advertising which has been noted.

Seattle and the other cities of Colorado are inviting the vacationist through national advertisements. Arizona also is conducting vigorous drives. The Sunshine Climate Club of Tucson and the Salt River Valley-Arizona Club of Phoenix are outstanding examples of progressive organizations that are campaigning to attract visitors.

THIS DOUBLE-QUADRUPLE-OCTUPLE Scott “Multi-Unit” Press prints a great many of the leading newspapers in this country and abroad.

The Providence Journal

Providence, Rhode Island, has just favored us with a duplicate order for one of these machines.

THERE IS NO BETTER BUILT PRESS

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U.S.A.

CHICAGO

1441 Monadnock Block

NEW YORK

1457 Broadway, at 42d Street

211 E. 42d Street

1457 Broadway, at 42d Street

Plainfield, N. J.

1457 Broadway, at 42d Street

Plainfield, New Jersey, U.S.A.
NEW YORK STATE PAPERS CHANGE OWNERSHIP.

(Continued from Second Page)

Syracuse. With the added resources of equipment and organization of the empire state group it is expected that both the Advertiser and Telegram will be developed intensively.

Foreign advertising will be sold only in combination morning and evening. Sunday copy will be sold separately, or a daily advertiser will have optional privileges of running Sunday ads under the imprint.

J. P. McKinney and son will represent the paper in the foreign field as they have the Star-Gazette in the past.

ESTABLISHED IN 1863.
The Advertiser was established as a morning paper in 1863 while the Civil War was in its heights. In 1899 it passed into the hands of Milo Shanks, who was president and general manager of the paper until May 1921, when Ralph R. Govin, owner of several of the leading newspapers of Havana, Cuba, came to Elmira and purchased the Advertiser. He spent a large amount of money in developing it and later acquired the Sunday Telegram from Harry S. Brooks, one of the pioneers in the Sunday field. The properties were managed by Herman Sutter, as president of the Telegram Printing Company, and by Ralph R. Govin, jr., son of the owner.

Mr. Govin, Sr., recently acquired a number of big outside interests and decided to retire from the newspaper field in Elmira and as the two papers could be published more economically from the Star-Gazette plant, their purchase naturally resulted.

Fixe months after the sales of the Advertiser and Telegram, in October, 1921, Frank E. Tripp, purchased the interest in the Star-Gazette held by James F. Woodford. Mr. Woodford had embarked in the business of newspaper publishing in the year 1848 and had been associated with newspaper publishing for a century before that as a newsboy on the Elmira Advertiser. In 1888, in partnership with his brother-in-law, Seymour Copeland, Mr. Woodford started the Evening Star. When the Star and the Gazette were consolidated in 1907 as the Star-Gazette Mr. Woodford retained his proportionate interests.

Mr. Tripp has been associated with the Gazette, the Evening Star and the Star-Gazette for more than twenty years. He has served in nearly every capacity, beginning as a newsboy, as chief of a newspaper, as a newpapers and a humorist. In 1916 he became the advertising director of the Star-Gazette and continued in that capacity until he became part owner and general manager.

STAFF ARRANGEMENTS.
Messrs. Copeland and Tripp will look after the management of the Elmira properties while Messrs. Duquette and Gannett will devote most of their time to the Rochester papers.

FRANK E. GANNETT.
FRANK E. GANNETT.
Times-Union and the other papers of the group.

Although the papers will be published from the same plant, they will be written and edited by entirely different staffs and will maintain their separate names and identities.

Mathew D. Richardson of the Star-Gazette staff becomes editor of the Elmira Press, with William C. Gill, formerly of the Telegram, as associate. Roy D. Waid, of the Star-Gazette staff, becomes city editor of the Advertiser. George S. Cardall will continue as editor of the Star-Gazette and John T. Calkins as city editor. Charles Barber, Sherman V. Jones and Cornelius J. Milkin have been added to the Star-Gazette staff.

DECLARES SALES ON CREDIT RESULT IN HIGHER PRICES.
Selling goods on approval and selling goods on credit are indefensible practices ordinarily, and inevitably result in a decrease in business. A. J. Dodge, manager of the domestic distribution department of the chamber of commerce of the United States declared before the annual meeting of the National Retail Hardware Association this statement. The merchant who cannot collect payment when the goods are handed to the purchaser," he said, "is lacking in strength if he wishes really to conduct a business. As devices for meeting competition, they are worthless because if all competitors adopt them the result is negative in any advantage which may be secured as both the purchaser is taught an injurious habit—injurious both to the merchant and to his customer, since both of these practices lead inevitably to higher and higher prices to cover the inescapable losses.
Lyddon & Hanford Co.

Advertising

Main Office, 11-15 James Street

Rochester

Steadily increasing business has necessitated the removal to larger quarters of the three offices of the Lyddon & Hanford Co.: New York office to 110 East 42nd Street; Syracuse office to 527 South Warren Street; Rochester office to 11-15 James Street.

HEARST EXECUTIVE LAUNCHES PROMOTION DRIVES IN TWO CITIES.

Charles R. Macloon, manager of the circulation promotion department of the New York American, has just returned from Baltimore where he launched a home delivery campaign for the Baltimore American and Baltimore News on the "thirteen for a quarter" plan. Mr. Hearst, it will be recalled, recently purchased these newspapers from Mr. Munsey. To conform with the retail prices of Hearst newspapers in other cities the prices of the Baltimore American were raised from two to five cents, daily and Sunday respectively, to three and ten cents. Baltimoreans didn't take kindly to the raise so the prices were readjusted to the old figure for home delivery only—"thirteen for a quarter," including the daily and Sunday American and the News.

CHARLES W. HEDLAND.

Army Aide, secretary, and general agent of the Portland Oregonian, was in New York this week, visiting the Portland offices.

SPEAKS ON TYPOGRAPHY.

Harry T. Gage, formerly head of the printing department of the Carnegie Institute of Technology and now director of linotype typography, spoke on "Modern Typography" at the regular meeting of the San Francisco Bay Cities Club of Printing House Craftsmen.

SMITH, STURGIS & MOORE.


LUNCHEON AT AD CLUB FOR BRITISH STAY-OVERS.

The New York Advertising Club will entertain the members of the Thirty Club delegation, which have remained over, at a luncheon in the club house Monday, June 25. Those invited include William S. Crawford, who has spent a busy week visiting New York publication offices and agencies. Mr. Crawford expects to get away on the Berengaria, sailing next Tuesday.
GOVERNOR SELCTS NEWS-WRITERS TO PICK OHIO JUNO

June 23, 1923  THE FOURTH ESTATE

The following figures represent practically 100 per cent of the total produced by all mills and are compiled by the News Print Service Bureau.

UNITED STATES AND CANADIAN MILLS

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<th>PERCENTAGE</th>
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<td>1923 - January</td>
<td>271,808</td>
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<td>February</td>
<td>271,808</td>
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<td>March</td>
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<td>April</td>
<td>271,808</td>
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<td>May</td>
<td>271,808</td>
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| 5 Months   | 1,065,492 | 8,469 | 1,085,144 | 8,484 |

*Represents Average Daily Production During Best Three Months of 1922, With Allowances For Changes in Machines.

GOVERNOR SELECTS NEWS-WRITERS TO PICK OHIO JUNO

Governor Pat M. Neff, of Texas, has asked Governor Dunham, of Ohio, to name an Ohio girl to be a "cotton princess" at the annual Texas cotton parade to be held at Waco, Texas, October 2- November 4.

DAILIES CHANGE TO WEEKLY.

The Pendleton, Ore., Tribune, established in 1875 and since that time the leading Republican paper of Umatilla county, has changed from a daily to weekly. Harry L. Kuck, for the last three years owner of the Tribune, has leased the plant to W. E. Lovell, president of the Franklin Press commercial printers, and Roy R. McNeely, for the last six years former of the Tribune mechanical force. They have combined the Franklin Press with the Tribune plant and are publishing a weekly Republican paper.

The Los Angeles Times, a daily newspaper, has been changed by its owner, L. M. Thompson, into a weekly.

THE ST. REGIS PAPER COMPANY

The St. Regis Paper Company and the Hanna Paper Corporation

NEWS PRINT

Daily Capacity 425 TONS

Solicited your inquiries

General Sales Office: 30 EAST 42ND STREET

NEW YORK

Chicago Sales Office: 645 MCCORMICK BLDG.

CHICAGO, ILL.

Pittsburgh Sales Office: 1117 FARMERS BANK BLDG.

PITTSBURG, PA.

WALTER C. JOHNSON, President

Scandinavian News Print

100,000 Tons per Annum

Inquiries Solicited

Newspaper Paper Corporation

33 West 42nd St., New York City

Telephone Longacre 1116.
NEW HALTS ALLEGED MEXICAN SCHEME TO DEFRAUD U. S. NEWSPAPERS.

A scheme for obtaining copies of American newspapers in Mexico has led to the issuance of a supplemental fraud order by Postmaster General New against Rafael Gonzalez and Company, Orlizaba, Mexico.

According to Postmaster General New, letters were sent to publishers of newspapers throughout the United States entering subscriptions to five copies daily and seventy-five Sunday, with a promise of payment by check for $100 to be drawn upon the Royal Bank of Canada upon receipt of the first consignment of papers. The papers received under this scheme were sold for wrapping paper.

The scheme was said to be a continuation of a similar one operated last year by Rafael Gonazles. Use of the mails was denied through a fraud order issued by the postoffice department in January.

AD CLUB TO HOLD EXHIBIT.

Members of the Lincoln, Neb., Ad Club have decided to hold a "made in Lincoln exposition" at the city auditorium during December or January. Henry Westfall and Fred Hess were appointed a committee to make tentative plans and report back to the Ad Club.

SACRAMENTO BEE
Praises Ludlow:

"It would, in our opinion, have been quite impossible to produce the volume of display matter required by the old hand methods, because of the tremendous amount of large display material involved."

"As you know, our experience led to the purchase of two machines for our Fresno plant, and my reports from Fresno indicate complete satisfaction with them."

Ludlow Typograph Co.
Chicago, New York City

USED NEWSPAPER PRESSES


WALTER SCOTT & CO.
Plainfield, New Jersey

CHICAGO NEW YORK
1441 Monadnock Block 1467 Broadway

PUBLISHER WINS BERGDOLL TEST CASE.

ARMY OFFICER LOSES FIRST OF NUMBER OF SUITS HE BROUGHT AGAINST PAPERS THROUGHOUT U. S. WHICH PRINTED A. P. DISPATCH OF CONGRESSIONAL INQUIRY.

The Dispatch Printing Company of St. Paul, publisher of the Pioneer Press and Dispatch, won the first case to be tried of suits brought by Colonel Cresson against the Dispatch Printing Company. The company lost a number of newspapers throughout the United States which had published an Associated Press dispatch containing a resume of a congressional committee's report on the escape of Grover Cleveland Bergdoll, draft evader now said to be in Germany.

Colonel Cresson was charged by a majority report of the congressional committee with the "conspiracy leading to Grover Cleveland Bergdoll make the draft evader's escape and the acquisition of those who brought it about."

Following the publication of Associated Press dispatches containing the report, Colonel Cresson brought suit against a number of newspapers, including the Dispatch Printing Company and the Minneapolis Journal. In the Dispatch case, which was the first to be tried, he asked $100,000 damages.

A decision handed down at St. Paul Federal Judge Wilbur F. Booth ordered judgment for the Dispatch. In his opinion Judge Booth held that the newspaper account fairly and accurately reflects the report of the congressional committee, and is therefore protected by the qualified privilege.

JOURNAL SUIT POSTPONED.

Trial of the case in which the Journal is defendant has been postponed pending action in the Dispatch Printing Company case.

The issues of law and fact in the Journal case are the same as in the Dispatch case, and it is admitted that an affirmation of Judge Booth's judgment by the circuit court of appeals in the Dispatch case will determine adversely to Colonel Cresson, his action against the Journal.

When Grover Cleveland Bergdoll escaped from the military barracks at Governors Island, N. Y., Colonel Hunt, U. S. A., commander of the barracks was recommended for prosecution, and Colonel Cresson was detailed to conduct the prosecution. Later congress investigated and the committee returned a minority report charging Samuel Tilden Ansell, former acting judge advocate general of the army, Colonel Hunt and Colonel Cresson with "conspiracy leading to Bergdoll's escape and."

"We have been using Flexideal mats for nearly two years and find them superior to any dry mat that we know of in the market. Only a few days ago our stereotype department got out 47 plates from Flexideal mats in one and one-half hours—double cast. We have been using dry mats exclusively for about six years."

"Yours very truly,

(Signed) C. L. Buchanan,
Business Manager"

WASHINGTON STAR FINANCIAL DESK CHANGES WHILE FLEMING TAKES REST.

Charles P. Shaefier, until recently financial editor of the Washington Star, has joined the staff of the Washington Star, where he will serve as acting financial editor in the place of "Pop." Fleming, who, while still the financial editor of the Star, has been ordered by the Star management to take a needed rest. Mr. Shaefier is succeeded on the Herald by Robert F. Shane.

"Pop" Fleming, who has been connected with the Star for many years, is one of the most widely known and best beloved of the Washington scribes. Previous to his association with the Star he was in the staff of the Washington Times. Many prominent men are proud to be numbered among "Pop's" friends, including such leaders in their uniliated professions as Frank D. Var- derip, banker, and Charles A. Con- slyke, owner of the White Sox, whom "Pop" knew in the old days when he was a financial editor in Chicago.

SUES NEW YORK TRIBUNE FOR $50,000 BINDER DEPOSIT.

Suit to recover $50,000 alleged to have been posted to bind an agreement to buy the New York Tribune Building, at No. 154 Nassau street, by the Akul Building Company, has been brought in the supreme court against the New York Tribune.

When the time came to transfer title, alleges the complaint, the plaintiff discovered Clarke Brothers, bankers, had an option for a ten-year renewal of a ground floor lease. No answer has been filed by the owner of the building.
NEW MENACE TO FREEDOM OF PRESS?

DEAN OF OREGON LAW SCHOOL HOLDS STATES' ACTS AIMING AT SYNDICALIST THREATEN TO ABRIDGE EXPRESSIONS OF OPINION IN SPEECH AND IN PRINTED WORD.

William G. Hale, dean of the school of law, University of Oregon, sees the trend of our cherished bill of rights, and all of the state constitutions, provided in words or substance that no law shall be passed abridging freedom of speech or of the press. The states' acts or guarantees leave the individual and the press unfettered. Freedom of speech and of the press as a group or organization could mean in an orderly human society, the unrestricted right to say what one pleases, at all times, and under all circumstances, and a full conclusion of action by means of that right to do with impunity whatever one might wish to do.

The dean said that: "In the United States, conceptions of the right of free speech are equally vital to the well-being of society as in the free from verbal attack... but the restriction of the..." In the 1910s, the government passed the Espionage Act to stop the restrictions of speech and action. The editorial might have added: "How do you distinguish between legitimate publicity and propaganda?"

"How do you distinguish between legitimate publicity and propaganda?" That was one of two questions addressed recently by Paul L. Harp, director of the Department of Journalism, University of Kansas, to William Randolph Hearst, the publisher. The Hearst newspapers answered the question as follows: "One likened to nutritious food and other to insidious poison—full publicity necessary to enable people to understand questions."

"An Injury Done Cannot Be Undone" Prevent Accidents With The CUTLER-HAMMER SYSTEM Printing Press Control "Safest in the World"

THE NATIONAL TYPE FOUNDERS' COMPANY


S .P. WESTON
Newspaper Buildings
Plant Layouts
Production, Operation
120 West 42nd St.

For PROMPT SERVICE
Printers' Supplies
Machinery
in Stock for Immediate Shipping by Selling Houses Conveniently Located

"American Type the Best in Any Case"

WE RENDER A SERVICE
specializing solely in newspaper, publishing and printing buildings. What this service has accomplished will be outlined on request.

S .P. WESTON
Newspaper Buildings
Plant Layouts
Production, Operation
120 West 42nd St.

Established 1881
Incorporated 1897

GALVANOTYPE ENGRAVING CO.
424-438 WEST 33rd ST.
NEW YORK.

Exquisite halftones. Deliberately and carefully made.

Incomparable color plates, engraved by the most expert finishers that forty years of experience could discover.

Inventors of the zinc etching process and many other improvements.

We particularly solicit work that has "stumped" other engravers and respect your business.

N. Y. DAILY NEWS
HALF TONES
Best in the World
Made by POWERS NEW PROCESS

PUBLISHER'S WIDOW ELECTED OFFICER OF UNIVERSITY

Mrs. Clara Carroll Dunn, widow of George Dunn, former publisher of Columbus and Toledo newspapers, has been elected a vice-president of the Ohio State University Alumni Association.

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PROTECTING YOUR INVESTMENT

Leadership

Every development of the slug composing machine from the first idea of the circulating matrix to the present quick-change, multiple-magazine text and display machine has been a Linotype achievement. The Linotype Company maintains organized departments that do nothing else except work ahead to keep the Linotype user in the front of the printing business.

Performance

Linotypes are in active operation today after more than a quarter-century's steady use. Many are in use in remote places. Linotype resources have been invested without stint in factories and equipment to take care of the needs of the printing business for years to come.

Service

The more than 45,500 Linotypes throughout the world are supplied through Linotype sales and supply organizations that serve four-fifths of the world's printers and publishers.

Mergenthaler Linotype Company
29 Ryerson Street, Brooklyn, N. Y.
I Want a Sales Manager

I prefer a man who has had experience with a publishing house or who has done things in the newspaper world. It is necessary that he have a fundamental love for good literature and be born with a sense of humor.

He must know how to organize, how to plan, how to map out big undertakings—and then how to put them across, smoothly and noiselessly.

Such a man will be given a wonderful opportunity in a fascinating business—that of syndicating nearly fifty of the most widely known features sold to newspapers. I want a man to take up and develop the sales department of the business which my associates and I have brought to its present standing. He must be a real executive and a successful handler of salesmen.

The George Matthew Adams Service now does business with something like 600 daily newspapers, syndicating such widely known stars as Walt Mason, "Eddie" Guest, Lee Pape, and the work of such artists as Ed Wheelan, "Edwina," Hungerford, Morris.

This Sales Manager will be given every opportunity to make good in a big way. He will be given co-operation and be let alone to develop his ideas. His record will be carefully considered. His age should be around thirty and he ought to be a college man, though that is not essential.

The man I want is employed somewhere—making good—but in his secret soul he wants a happier job, a bigger chance. Are you the man? If you think you are, let's talk it over. Appointments made by letter only. Address:

George Matthew Adams, President,
The George Matthew Adams Service, Inc.
8 West 40th Street
New York
18
THE FOURTH ESTATE
June 23, 1923

THE FOURTH ESTATE
A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS

Issued EVERY SATURDAY, by The Fourth Estate Publishing Company, Ernest F. Birmingham, President and Treasurer; M. C. Birmingham, Secretary; 232 West 59th Street, New York City.

Subscription: FOUR DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, Cuba, Alaska, the Philippines and to other countries in the Postal Union. Subscribers should have their copies of The Fourth Estate addressed to their homes, so as to avoid chance of loss in the mail (such as change of address, class matter) which goes to all offices.

Single copies, TEN CENTS (except Special Editions 25 cents).

Back Numbers—Less than 3 months old 50 cents; more than 3 months old, 1 dollar each.

OFFICES AND PRINTING HOUSE
232 West 59th Street, Columbus Circle.
NEW YORK.

Phones: CIRcle 0200, 0201, 0202.

ERNEST F. BIRMINGHAM, Publisher

CHICAGO: 837 Marquette Building
WILLIAM S. GRATHWOHL, Representative
Phone: 6480 Central.

Advertisementsshould be received as early in the week as possible to insure position. Forms close Thursday.

Discounts for consecutive insertions, when paid in advance: One month, 10 per cent; three months, 20 per cent; six months, 30 per cent; one year, 40 per cent.

Small advertisements under classified heading, such as Help Wanted, For Sale, To Let, may be inserted at the publisher's discretion. One line = 50 cents; 20 lines = $1.00. Words for each additional line at the rate of 25 cents per line.

Front page, double rates. Back cover, and forward of 10th page, 50 per cent extra.

Advertisements for books, music, dramas, plays, etc., and agency advertisements (not less than 20 lines in depth of column), double price.

Fraudulent or questionable advertising is excluded and the publisher reserves the right to edit all copy submitted so as to conform with the rules and policies of the paper.

"Never hit unless it is necessary; but when you do hit, hit hard!"
Theodore Roosevelt

CIRCULATORS WISE TO A. B. C. METHODS.

Among many vital problems involving premiums, newsboys, carrier routes, subscriptions, canvassers, insurance, among them the value of features, serials, etc., as circulation builders, none more seriously engaged the thoughtful group of circulation builders assembled this week at Muskoa lakes than the growing uneasiness concerning the principles and methods of the Audit Bureau of Circulation.

It is no thought of the expression that the man who man that by which we think and judge, of the problems arising out of the methods of circulation builders assembled this week at Muskoa lakes than the growing uneasiness concerning the principles and methods of the Audit Bureau of Circulation.

FREE PRESS AGAIN Upheld.

In a number of important issues the New England papers have been in the forefront in fighting for freedom of the press. The New England press has not been afraid to take a stand for its principles and to support its convictions. It is heartening to see the New England press taking a stand for freedom of the press.

LOW AMERICAN AD RATES ASTOUNDS BRITON.

Of many thoughtful observations made by members of the visiting British newspaper and advertising executives, none strikes a more telling blow than that of the American newspaper and advertising rates. The rates of American newspapers are so low that they are unable to compete with those of British newspapers.

A TRIBUTE TO GOOD SALESMANSHIP.

The British publishers and advertising men who came, saw and conquered with much more ease than our American counterparts, have set an example for us to follow. The British publishers and advertising men have set a standard for us to follow.

THE EDITORIAL COLUMN.

When a newspaper owner says "My newspaper could get along without an editorial column," he is right, so far as his paper is concerned. The newspaper does not need an editorial column. It needs a spinal column.

WELL READ EDITORIAL PAGE.

Editor The Fourth Estate:

Sir: Your editorial on "The Passing of the Editorial Page," prompts me to ask you to note in New Bedford, Mass., a city of 16,000 people, a newspaper that is read by nearly everyone. The newspaper is read by nearly everyone who reads it. The newspaper is a local paper, read by all of the people who read it. The newspaper is a local paper, read by all of the people who read it.

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WELL READ EDITORIAL PAGE.

Editor The Fourth Estate:

Sir: Your editorial on "The Passing of the Editorial Page," prompts me to ask you to note in New Bedford, Mass., a city of 16,000 people, a newspaper that is read by nearly everyone. The newspaper is read by nearly everyone who reads it. The newspaper is a local paper, read by all of the people who read it. The newspaper is a local paper, read by all of the people who read it.

THE EDITORIAL COLUMN.

When a newspaper owner says "My newspaper could get along without an editorial column," he is right, so far as his paper is concerned. The newspaper does not need an editorial column. It needs a spinal column.

WELL READ EDITORIAL PAGE.
**PURELY PERSONAL.**

Henry Lowenthal, head of the business news department of the New York Times, was the recipient of many congratulatory messages on the occasion of his seventieth birthday.

S. J. Small, sr., manager of the Chicago bureau of the Philadelphia Public Ledger, has retired from the service, accompanied by Mrs. Small, on a vacation in a tour to the Pacific coast. While en route, they will visit a son in Sandpoint, Idaho. Shortly before their departure from Chicago, another son, S. J. Small, jr., editor of Miss Mary Flora Fogarty of Michigan City, Ind.

**AMERICAN DAILY TOO BIG AND ADS TOO CHEAP**

BRITISH PUBLISHER EMPHASIZES THE FOURTH ESTATE'S CONTENTION THAT OUR NEWSPAPERS DO NOT CHARGE ENOUGH FOR ADVERTISING SPACE.

Despite his familiarity with metropolitan newspapers in America, Lieut. Col. E. de Winter, and one of his associates in the publication of the London Daily Telegraph, is amazed at the continued growth and size of leading American newspapers. Before returning to England as a member of the British delegation of advertising and publishing executives, who attended the Ad Club convention, Col. Lawson said:

"You are creating a white paper famine. It isn't a question of sacrificing profits. Your advertising rates are much too low, according to our standards."

"You should get the same price for a quarter page that you now get for a full page; the advertiser would get the same result and the white paper supply would be conserved. Of course, this couldn't be done unless all the newspapers agreed to it. But the white paper situation is growing serious. Newspapers are helping to make it so for themselves as well as the rest of us."

"You do a great many things better than we do, but I hope when we get your advertising men to London we can show them some vital facts that will help in solving the problem."

Col. Lawson is no stranger to New York. He was the New York representative of the Daily Telegraph in 1914, but he was probably the first Englishman to "join up" from this city. He joined as a subaltern in 1914, saw active service in France, Gallipoli, Egypt and the Near East.

He served on Allenby's staff during the Palestine expedition terminating with the capture of Jerusalem. Three times mentioned in dispatches, in 1914, saw active service in France, Gallipoli, Egypt and the Near East.

He gained the Military Cross and the Distinguished Service Order. New York Times, was the recipient of many congratulatory messages on the occasion of his seventieth birthday.

**NEW YORK WORLD EDITOR PROUD FATHER OF NUMBER SIX.**

John H. Gavin, all around editor of the World's forces, is the father of a fourth daughter, Eileen, Col. Lawson's next-door neighbor, writer of many newspaper men in the East. Next summer he will complete his twenty-fifth year under the Pulitzer dome.

**EDITORS TO MAKE WEEK'S TOUR OF BLACK HILLS.**

South Dakota editors will visit the Black Hills on the joint trip of the South Dakota Press Association the week of August 19, according to J. F. Halladay of Iroquois, secretary-treasurer of the association.

The itinerary calls for a start at Rapid City Monday August 20 with a circle of points of interest of the guests of the Black Hills Press Association which will furnish automobiles and an ending up in Hot Springs, August 25.

**KELLOGG OFF FOR EUROPE.**

F. W. Kellow of Pasadena, publisher of the Los Angeles Express, went abroad on the Homeric last Saturday.
NEWSPAPERS SEND CHAMPIONS TO SEASHORE.

SCRIPPS-HOWARD AND ASSOCIATED NEWSPAPERS PROMOTE NATIONWIDE MARBLE SHOOTERS' TOURNAMENT IN WHICH 500,000 BOYS AND GIRLS COMPETE.

The national marble tournament being promoted by the Scripps-Howard newspapers and associated newspapers has proven one of the biggest organized journalism stunts ever undertaken. It has caused 500,000 boys and girls, the country over, to play marbles systematically for the championship of the United States.

The forty champions will go to Atlantic City for the entire week of July 4 and play for the national title. They will be entertained by the Scripps-Howard Newspapers in Washington, D.C., on July 5 before the tournament and by the Sesqui-Centennial Association at the Philadelphia Sesqui-Centennial Park, Saturday, June 30, after the tourney.

Each marble champion will be accompanied by one adult companion, in most instances parents being chosen. The newspapers co-operating in this enterprise are paying the expenses of the champion and his companion. Some of them come all the way from the Pacific Coast.

All eight major newspapers are co-operating in the enterprise. Two cities—Newark, N. J. and Allen-town, Pa.—are providing their tournaments through the Recreation Departments. The tournament has been under the supervision of William R. Colver, general editorial manager.


Though the tournament was open both to girls and boys, and hundreds entered, not one landed a city title. The boys stemmed the invasion and kept their hold on the game, for this year at least.

The program for Marble Champion's Week follows:

Tuesday, June 26, eliminations will begin in five rings. With eight playing in each ring, it is expected the games will be over by 6 o'clock. The eliminations will be completed this day. Wednesday, June 27, the second and third rounds will be held. This will end with the selection of the champions.

BEGGARS PUBLISH NEWSPAPER IN CHINA.

(Continued from Seventeenth Page)

... to his death, made the remark that he had seen a giant caterpillar with a small tree growing from the top of his head, and that he had seen a large crab climb a coconut tree, then down a coconut tree and return to the ground and crack it; but that he had never heard of anything as surprising as a newspaper plant like that of the Shun Pao. The Shun Pao building is a re-inforced concrete structure, designed and constructed under the direction of an American architect. It is the first building on the newspaper section of Shantung Road, a section that has come to be called the Fleet Street of Shanghai because most of the newspaper enterprises of the Orient are located within two blocks there.

ENTERTAINMENTS FOR STAFF.

"The fourth floor has a distinctive feature among the new buildings in the United States, in that here are located the studios for the business of the firm, as well as for others of its staff who, as often is the case, have their families in the country from which they have come to Shanghai to find employment."

The fifth floor, or roof garden of the building is its most unusual feature. Half of the floor is given over to a roof garden, having a pergola covering, with vines and potted flowers. The other half is given over to what are described by the proprietors as recreation rooms. Here are a kitchen, a card room, a billiard room, a small dining room with an Old English style fireplace, a small kitchen, and a guest suite. This suite is provided for the entertainment of any distinguished guest the paper may have.

LAUNDRY INDUSTRY PLANS INTENSIVE ADVERTISING.

More intensive selling and advertising of the laundry industry was the subject most prominently discussed at the annual meeting of the National Laundry and Dry Cleaning Association at Chicago, past president of the Chicago Press Club, was principal speaker at the association's annual banquet.

DAILY TO ERECT NEW PLANT.

The Sioux Falls, S. D., Press has purchased a property, 83 by 150 feet, preparatory to erecting a modern newspaper plant. Faith in the future of Sioux Falls was expressed in the publishers' announcement of the intention to build a new plant for the newspaper.

A. P. MEMBERS DISCUSS SERVICE EXPANSION.

Members of the North Dakota Associated Press Editorial Association meet in Fargo, June 26, to discuss plans for expanding the service of the Associated Press in the state.

EDGAR T. CUTTER, superintendent of the Central division of the Associated Press, Chicago, addressed the members of the Associated Press in North Dakota embraces seven of the nine daily papers in the state.


Daily News Service Features Weekly Reviews Special Articles. Wire or Write for Particulars Fairchild News Service 8 East 18th Street New York City
EX-GLOBE STAFF ORGANIZES AND ELECTS FLYNN.

WILL HOLD ANNUAL DINNER TO PERPETUATE TRADITIONS OF DAILY — VETERANS REMINISCE — WRIGHT EULOGIZED AND ROGERS ARRAIGNED.

More than ninety former employees of the New York Globe and Commercial Advertiser, which was merged recently with the Sun, met in the New York Press Club Saturday night and organized a new organization whose object is to perpetuate the traditions of what was the oldest newspaper in the United States. John T. Flynn, former managing editor of the Globe and president of the New York Press Club, was elected president of the organization which will be called the "Globe Association." The permanent name will be selected at a later date.

Other officers chosen were: Vice-president, R. H. McCaw, formerly city editor; treasurer, Ernest Wiedmaier, formerly cashier of the Globe; secretary, Samuel Scall, former publisher of the Globe; rewrite staff; sergeant-at-arms, Frank Merchant, president of the Globe's composing room, and chapel.

Mr. Flynn officiated as toastmaster at the meeting, which was held at Miller's Restaurant on Nassau street around the corner from Park Row. In a short talk, Mr. Flynn outlined the object of the association which is to assure the perpetuation of the Globe, A. L. Gordon, formerly head of the copy desk, eulogized the accomplishments of all present when he said:

"There has never been a group of men and women who worked with such perfect harmony and understanding as the Globe. You may talk all you please about the Sun of Dana, the Tribune of Greeley, or the Public of the elder Bowles. But for one, we take our Globe. Mr. Wright, the editor of the Globe, Mr. Wright, the Globe of Breitgarten, the Globe of Flynn, the Globe of McBe—" and another paper like it.

Lewis J. Wright, who was on the financial page of the Globe for 39 years, 5 months and 19 days, spoke of the pleasant working lifetime he had spent on the paper. Now, he said, he was sunning himself on the front porch of the Staten Island home part of the time and is looking for a job the rest of the time. He was the oldest employee in point of service.

Among the other speakers were Sanford Jarred, Robert F. Duffins, E. R. Caldwell, Eugene Shade Bisbee, Russell Crouse, Miss Marian Spitzer, Fredric C. Holloway, Joseph R. Flesier, Byron J. Lewis and H. I. Phillips.

A feature of the evening, the Globe and Commercial Advertiser, a tabloid newspaper edited by Sanford Jarred, which in the last 10 years has been published, was shown.

Doctor J. W. Wright is one that might well be emulated by those who seek to follow in his footsteps.

The first page has an arrangement of Jason Rogers, former publisher of the Globe, who recently criticized members of the Globe staff for accepting offers from other papers.

DO INDUSTRIAL KINGS OWN ALMOST ALL GERMAN NEWSPAPERS?

Charging that ninety per cent of the German press is controlled by the big industrial interests, George Bernhard, editor of the Vossische Zeitung and one of the foremost publicists in Germany, demands editorially that government support be given only to such newspapers as prove themselves to be independent of secret sinister alliances.

Mr. Bernhard's article follows the proposal of the German Press League for the passage of a law defining "secret press." He says that the recently renewed measures for granting government subsidies to the press mostly serves to spare the industrial millionaire the responsibility of financing properties financially. Bernhard asks:

"Do the German people know that the secret press of today are Hüsgen and Stinner, who, through the secret support of the government, control Germany's public opinion, not only through daily papers but also through committee papers and women's periodicals as well?"

"Here lies the danger for the independence of the German press and the journalistic profession. Here there is no publication who bears the responsibility rests directly, for the influences which these newspapers bring to bear, are conveyed in such a manner and in such a way as the public would not be able to track the papers devoted to the secret furtherance of special interests."

STUDENTS PUBLISH DAILY.

Students in the Henry W. Grady School of Journalism at the University of Georgia published an Athens Banner-Herald last week. It is the custom at the university to publish the school of journalism to publish the Athens paper one day in each year.

FINE BIT OF ENTERPRISE SHOWN BY RICHMOND PAPER WHEN POWER GOES OUT.

As a result of a breakdown on the high voltage circuit of the Virginia Power Company, which supplies, among other industries, the three newspapers of Richmond, Va., current for their presses, machines and presses, the entire edition of the three papers the Times-Dispatch, morning, and Evening Dispatch and News-Leader, evening paper, was produced without the crucial hour Saturday afternoon, June 9.

The breakdown came at 1:55 o'clock, just as the afternoon papers were about to run off their "home" editions, and the morning paper was preparing for the first of its Saturday evening "buildings."

The News-Leader rushed the matrices of eight pages of its twenty-four page edition to Petersburg, a neighboring city, about twenty-two miles distant, in automobile trucks, four of its best mechanics going along, and utilized the presses of the Petersburg morning-Afternoon paper, with Sunday morning edition. Before the finished product could reach Richmond, temporary repairs were made by the power company. Service was restored before the truck arrived, which was a little after 3:00 o'clock, and the first newspaper printed in another city for distribution in Richmond.

The resumption of power enabled the presses to go ahead with the edition of the News-Leader. The make-up edition printed in Petersburg was useless and could not be used as a leading edition.

The presses of the Evening Dispatch also were idle between the hours of 1:55 and 7:00 o'clock, after which hour the edition was run off. A grounded arc, caused by a severe windstorm, is blamed for the trouble.

MEDILL JOURNALISTS GO INTO NEWSPAPER JOBS.

Fourteen graduates of the Medill School of Journalism at Northwestern University, were awarded the degree of bachelor of science in journalism last Monday. For most of the graduates position have been obtained through the efforts of the school.

Last year, the school's first graduating year since its establishment in 1920, nine students were graduated. In the last school year twenty jobs in newspaper and magazine offices were filled by Medill men and women, although altogether the school renewed several requests from editors.

WASHINGTON STATE PAPERS DECIDE TO "GO AFTER" FOREIGN BUSINESS.

Foreign advertising, and the stand of the "thirty per cent" commission agencies, was thoroughly discussed by the Washington State Press Association executive council in Seattle last week. Members attending were: Geo. C. Cork, Seattle; H. J. Campbell, Vancouver; vice-president; N. Russell Hill, Davison; secretary-treasurer; Dr. H. W. Albert, Bellingham, president; and the following members of the committee: Clarence Ellington, Chelatchie; T. C. Nugent, A. S. Hillyer, Sunnyside Sun; Fred L. Wood, Newport Miner; E. B. Erickson, Aschbrum Globe-Republican; S. H. Lewis, Lynden Tribune; Fred W. Kennedy, field secretary; M. F. Brown, Seattle Journal of Commerce; J. C. Kaynor, Ellensburg Record.

The council voted to reaffirm the resolution adopted January 1922, recommending members of the Washington State Press Association not to enter into business relations with advertising organizations which commission their commissions in excess of fifteen per cent with two per cent cash discount, to invite John H. Perry, president American Press Association, and representative of some leading advertising agencies with whom the committee will confer to discuss the problem with the council; to continue the mail campaign for foreign advertising being sent out by the release of the council; and investigate the possibility of employing any representative of the committee to demand a better organization for Washington newspapers.

CANADIAN SPECIAL SPEEDS NEWS PRINT TO U. S.

With demands from the United States for news print continuing at a high level necessitating speedy delivery, the Canadian National Railways is running a fast news print special train daily from Montreal to New York. The service delivers the paper to the New York office within 5 days after it leaves the mills. The Central Vermont and the New Haven & Hartford are cooperating in the service with the Canadian railroad.

CROWN COMPANY TO BEGIN LOGGING WORK.

It has been announced by Don Meldrum, logging superintendent of the Crown-Washington Paper Company at Astoria, Ore., that extensive logging operations would be begun at once in Youngs river timber holdings, where work has been suspended for three years. A 250 man camp will be opened shortly.
SITUATIONS WANTED

Copy Writer
Wanted a future with an advertising business, a new venture, energetic, typist, address M.T.U., care The Fourth Estate.

Officer Executive
Young woman, six years experience working in the office as an executive, capable of handling and promoting the office operations, address Box 7009, care The Fourth Estate.

Newsman
Position wanted on a metropolitan newspaper as a news man, can give references, address M.T.U., care The Fourth Estate.

Circulation Manager
for farm paper wants a position with a publisher that requires real results. Two farm publications in the University area are leaders in circulation, address M.T.U., care The Fourth Estate.

SITUATIONS WANTED

MR. PUBLISHER THIS IS FOR YOU
Offer your Circulation Manager a salary contingent on increase he can make over and above your present normal increase. Offer the same proposition to others who claim they are circulation producers. If they will not accept or cannot make good send for one who can.

REAL CIRCULATION MANAGER
real now employed on one of the leading newspapers in one of the largest eastern cities desires of making a change. Brought circulation in present position from nothing to 150,000 in less than three years. Know circulation methods from every angle, having more than fifteen years’ experience on large eastern and western publications. Can furnish highest credentials.

Competent Solicitor
Wants position with good paper on western coast. Now with live morning and evening paper in middle west as assistant advertising manager. Has sold space and obtained over 20,000 copies for a good record. Plans campaign with social editions and consistent worker that can get business and hold it. Would be a good advertising manager for a paper with about 10,000 circulation. Well educated. Married. Age 29. Healthy. Good reason for the above man, write. First-class references from present employer will be supplied. Address Box 7002, care The Fourth Estate.

Circulation Service
Our Service Department can furnish you with finest methods for immediate increase of circulation. We have highly efficient campaign and contest managers; also efficient crew managers and solicitors for house-to-house canvassing. Address: Keane Bros., 1257 Union St., Brooklyn.

SITUATIONS WANTED

Buy Foreign Language Subscriptions.
Can furnish highest credentials. Address Box 7010, care The Fourth Estate.

SITUATIONS WANTED

James McGrane, sixty years old, was held in $5,000 bail in a New York court, on an indictment charging a number of executive clemency before they have begun to serve their sentences, according to the Advertiser of Dayton, Ohio, which is publishing some of the letters that Samuel J. Pandofo has read out in court. Pandofo shall be released before he has become accustomed to a prison cell.

Circulation Service
For immediate increase of circulation, we have a number of executive clemency before they have begun to serve their sentences, according to the Advertiser of Dayton, Ohio, which is publishing some of the letters that Samuel J. Pandofo has read out in court. Pandofo shall be released before he has become accustomed to a prison cell.

SITUATIONS WANTED

PUBLISHER INDICTED FOR FRAUDULENTLY GETTING SUBSCRIPTIONS.

The Hartford Courant’s relay marathon in the southwestern corner of the state to be run on the Fourth of July over the historic course from the famous Wethersfield elm to the old State House in Hartford is attracting national attention. The run is to be continued from year to year to perpetuate the Chateau Ferrer Relay Marathon, which has been carried on in France for many years.

The Jewish Woman’s Home Journal, a monthly publication printed in the Yiddish and English languages in New York, has been bought by Jacob Ginsburg and Norman J. Ginsburg, who also established the Philadelphia Jewish World, a daily newspaper.

Mr. Victor Mirsky remains as editor of the Jewish Woman’s Home Journal, as does Mr. Paul Hoffman in the capacity of advertising manager. The publication will be under the direction and general management of Mr. Nathan Fleisher, who is also advertising manager of the Jewish World.

SITUATIONS WANTED

Young Newsmaker
Desires position on a daily newspaper, with practical knowledge of the details of the business end of a newspaper desires connection with a live newspaper. Address Box 7007, care The Fourth Estate.

SITUATIONS WANTED

Assistant To Publisher
Desires position in large city newspaper, with practical knowledge of the details of the business end of a newspaper desires connection with a live newspaper. Address Box 7007, care The Fourth Estate.

SITUATIONS WANTED

Editorial Position
Competent writer and editor, with exceptional knowledge of the business end of a newspaper, desires position with a big newspaper and magazine. Address Box 7007, care The Fourth Estate.

SITUATIONS WANTED

"AD" SOLICITOR INDICTED FOR FRAUDULENTLY GETTING SUBSCRIPTIONS.

James McGrane, sixty years old, was held in $5,000 bail in a New York court, on an indictment charging him with grand larceny in obtaining subscriptions to the “yearbook” of the New York State Patrolmen’s Association. Many advertising men had complained that McGrane had obtained subscriptions by representing that the “yearbook” was published for the benefit of the widows and orphans of deceased police officers.

The officers of the organizations of local policemen told the prospective publishers that there was no organization of the state association and that no one had been authorized to use the name of the local organizations in soliciting advertising.

It was stated that there were more than a dozen advertising schemes of the kind in operation and that Detective Attorney Banton had ordered a campaign against all such advertising schemes.
HELP WANTED

Traveling Representative

Large commissions to high-class man who can close deals for reliable newspapers. See unlimited. Address Box 5096, care The Fourth Estate.

Circulation Manager

Good opportunity for man of ability. Southern States. Give age, experience, references. Address Box 5096, care The Fourth Estate.

PETTY AD GRAFTS FLOOD THE COUNTRY.

VARIOUS SCHEMES TO LURE THE MERCHANTS’ MONEY BRING NO RESULTS AND ARE THE HIGHEST PRICED FORM OF ADVERTISING—NEWSPAPER AN EFFECTIVE MEDIUM.

Petty advertising grafts designed to get the business men’s money spring up everywhere with apparently a great deal of success in the cities and towns of the land. Pamphlets with magazine names jammed full of advertising and containing little or no material of a kind helpful to the up-building of a city are means of getting the money, while calendars, bulletin boards, score cards, directories, where direct word of the deals is placed, containing recipes already known to every housewife, come in for their share of the business men’s advertising appropriations.

The average person, when in need of something over the counter, thinks that the proper thing to do is to get out something with an ad on it and expects the goods to be of better quality than those that are not advertised. Persons, who find business a little dull in their own line immediately launch themselves into the advertising job. Job presses, micrographs and typewriters are pressed into service in an effort to put across various advertising grafts.

Solitors appeal to the merchant to patronize these various schemes on the theory that they are cheap, but they are not reality, the most expensive form of advertising, says the Marion Star. With uncertain circulation and an uncontrolled distribution, the various pamphlets, in which merchants are asked to advertise, reach a relatively small portion of the city and county population as compared to the number of subscribers in the newspaper.

Their publishers have little or nothing invested in them and no loss if publication is suspended. In comparison, consider the newspaper. It goes into thousands of homes every day, not because it is distributed free, but because a large proportion of the subscribers pay for it. The newspaper pays out thousands of dollars monthly for telegraph service, cartoons, news pictures, news features and at all times employs a staff of trained people whose life work is to gather the news and put it before the public in the most serviceable form. The newspaper is one of the city’s industries and has a large weekly payroll.

The newspaper has many thousands of hard-working employees. The newspaper at all times stands as the defender of the city in which it is located, and as the channel of communication between the town and its people.

The newspaper man does not want your advertisement. He is trying to put something over, attempting to make you think you are getting a bargain. He is selling you a commodity on the same basis as you sell your goods to the buyer—saying that he gets more for his money. And the buyer is decided and decided that he would follow the cases of those who have followed the newspaper advertising.

NEW SALARY SCALE ADOPTED FOR AUSTRALIAN JOURNALISTS.

The award of the New Zealand Arbitration Court in the Wellington journalists’ dispute provides for a 48-hour week, and the following rates of pay: Senior, not less than $7.15; general, not less than $6.10; first-year junior, $4.45; second-year junior, $4.15. Rates for cadets range from $1.13 to $2.13. Sub-editors are to receive not less than the rates prescribed for senior reporters. Writers engaged exclusively on foreign news are placed on the same basis as male general reporters. A clear day and a half off are provided for sub-editors and chief reporters and other reporters are to receive three weeks’ holiday every year.

A FUTURE COLUMNIST!

Cub reporter (to the editor)—Mr. Jones, can you sign my name with your eyes shut? The Editor—Certainly. Cub Reporter—Well, then, please shut your eyes and sign my expense slip.

WANTED—FINANCIAL Writer and Editor, not necessarily an expert, but a young man who really knows something about what should go into the business page of an every-day newspaper, to write once a week for our financial department. Must be able to write clearly and crisply, as we must predict people. Address No. 176, care The Fourth Estate.

REALTOR ELECTED HEAD OF ADVERTISING CLUB.

A. J. Cole has been elected president of the Long Beach, Calif., advertising club. Lorne D. Middough, treasurer during the last year, has been elected vice-president, while Hugh A. M. Goodwin and R. M. Dickinson and Harry Buffum were elected directors.

Mr. Cole, before coming to Long Beach three years ago, was connected in the real estate business in the east. He is affiliated with the Long Beach real property association and the California Real Estate Association and the Pacific Coast Advertising Club.

TIMES EDITOR LECTURES IN EUROPEAN UNIVERSITIES.

Dr. John H. Finley of the editorial staff of the New York Times has been delivering a series of lectures in Scandinavian universities at the invitation of the American-Sandinavian Foundation. Among the universitites are those at Christiania, Norway; Copenhagen, Denmark, and Gothenburg, Stockholm, Lund, Upsala, Sweden.

Dr. Finley also plans to visit the three Baltic states—Latvia, Lithuania and Estonia. He may also go into Germany, France and Poland.
Linotype Mats

FOR SALE

Linotype Mats—For sale, at half price, six Linotype and Old Style No. 1, with Antique No. 1. Double mouldable with two gas fired boilers. News, Passaic, N. J.

UNIVERSAL TYPE CASTER with complete equipment for type quads and spaces in sizes 6-36 point. First class working condition. Will furnish operator for installation and instruction. Frank Nossel, 36 Park Row, New York.

JUNE BARGAINS

Evening paper city 15,000 eastern New York, $80,000, one-third cash. Weekly, New Jersey modern plant fine business, handsomely equipped, $100,000, half cash.

FORMER SEATTLE PUBLISHER JOINS ADVERTISING AGENCY.

Joseph Blethen, formerly president of the Seattle Times and widely known as a newspaper executive, has been appointed an officer and director of the D. & B. Barnhill advertising agency of New York and San Francisco. Mr. Blethen has already taken up his new duties in the San Francisco office.

RUNNING A PUBLIC DINNER A LA HUBBARD.

"PHILISTINES" ADVICE FOR LIGHT, SHORT SPEECHES AND REGARD FOR STARTING ON TIME AND ENDING EARLY STILL HOLDS GOOD TO MAKE AFFAIRS SUCCESS.

The season of public dinners is over for a spell. No offense, therefore, can be taken at a few observations on the art of holding fine public dinners.

The late Elbert Hubbard once wrote a preachment on this subject which was published in the Philadelphia Public Ledger. From his large experience as an after-dinner speaker, he pointed out some of the frightful results of incompetent dinner committees and long-winded and inexperienced toastmasters.

To be a success—when the dinners will enjoy the evening and go home happy—certain essentials are required, says the Brooklyn Eagle, in managing a large public dinner. This does not refer to the hilarious affair where the guests expect only a "good time show" or without any intellectual trimmings.

The first essential is a committee of experienced men. Study every detail of the service, menu and speakers with the same care that one gives to a theatrical performance. The dinner should start on time and end at an early hour, so that the diners can go home at a seasonable hour. The speakers should be selected with care and in most cases the subjects selected with some reference to the purpose of the dinner. Above all, speeches should be brief and not too heavy, unless the speaker is a grand old man, to his audience. Long-winded speeches spoil many an otherwise happy occasion.

"A real Western Press Clipping Service that actually covers the WEST.

PACIFIC NORTHWEST PRESS CLIPPING BUREAU

Seattle, Wash.

CHARLES HEMSTREET

PRESS CLIPPINGS

59 Park Place, NEW YORK
The Circulation of the NEW YORK EVENING MAIL represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

REPORTERS NEED NOT DISCLOSE INFORMANTS.

(Continued from Twelfth Page)
"Can any city official, smarting under criticism, specific as in editorialexpression or implied by publication of news of conditions that reflect discredit upon his administration, retailexposing a series of city officials to representa-tives before him, to be heckled, harassed, humiliated, subjected to any kind of treatment, and have no choice to put to them?"

"Can a city official, resentment, criticism for a newspaper to divulge the names of the editors or newspaper writers it has written or caused to be written, the articles to which the official objects? This carries with it the subsidiary question: Can a newspaper or editor be compelled to divulge information, or the names of informers given him by his confidence?"

"The News does not intend to see its representatives forced into any such predicament."

There is the question of revealing the sources of confidential information.

Surely the objection to this needs no elaborate elucidation.

"There are underworld characters who chat freely under the impression that in full confidence they shall not be betrayed. They shall not be betrayed."

The New York Morning News publishes its business cards through all copies of the Buffalo Evening News. There are police officials who regularly use the equal confidence. They need never fear they will be exposed to the revenge of superiors by betrayal. There are women who write letters telling where their husbands and sons are deabsconded and plucked. They may rest easy, their names will not be divulged.

"The newspaper which failed to keep faith would be forever branded."

"The newspaper man who broke faith with his informants would become a pariah, an outcast among his fellows, a man of no value to any newspaper employer."

The TRIBUNE in TERRE HAUTE INDIANA

Leads the second paper for first five months of 1923 as follows:
Total Advertising... 791.888
Local Advertising... 618.076
Foreign...
Authorized circula-
This is more than the Tribune led the second paper in all of any other year.
G. LOGAN PAYNE CO.
Chicago, Detroit, St. Louis, Los Angeles
PAYNE BURNS & SMITH, Inc.
New York Boston
The impressive lead maintained by The News in local, foreign and classified lineage year after year is possible only because of proved results to the advertiser.

The Indianapolis NEWS


NEWS OF THE AD AGENCIES.

The corporate title of Hoyts Service, Inc., advertising agency, New York, has been changed to the Charles W. Hoyt Company, Inc. The staff and personnel and the branch offices at Boston and Springfield, Mass., and Cleveland, remain the same.

The Gulbransen-Dickinson Company, Chicago manufacturer of Gulbransen player-pianos, has placed its advertising account, with Benson, Gamble & Co., Chicago.

J. E. D. Benedict, who has been assistant secretary of Frank Seaman, Inc., has joined the Thresher Service Advertising, New York, as an account executive.

Walter Story, head of Philadelphia office, has just left for London where the first foreign office of the representative firm of Story, Brooks & Finley will be established.

HEADS CALDWELL, OHIO, KIWANIS CLUB.

J. B. Keenan, editor of the Caldwell, O., Press, has been elected president of the newly formed Kiwanis club in Caldwell.

The Boston American

is showing two gratifying results of its three-cent price:

It has the Largest Circulation in New England at that price.

It is taking on a Higher Grade of Advertising every month.

QUALITY AND QUANTITY Go Hand in Hand.

The Minneapolis Journal has awarded two $100 prizes in its annual sweepstakes. Winners are A. M. Habecker, Chaska, Minn.; and H. E. T. Leland, Park Rapids, Minn.

The only two-day newspaper in the city of vermont.

RETIRES AS PROHIBITION AGENT.

Jeremiah Donovan, better known as "Jerry," former Waterbury, Ct., newspaperman, has resigned as federal prohibition enforcement agent for that district.

St. JOSEPH GAZETTE

Only seven-day newspaper in Third Largest City of Missouri and Center of Jobbing Trade and Industries of Northern Missouri.

George A. McClellan, Publisher

Represented in the National Field by

J. F. McKinney & Son

New York Chicago San Francisco Los Angeles
The Cincinnati Community
The MEDIUM YOU SHOULD USE in this MARKET
CONSISTS OF AN AREA OF 70 SQUARE MILES
THE CINCINNATI ENQUIRER
is the MEDIUM YOU SHOULD USE in this MARKET.
FOREIGN REPRESENTATIVE
J. A. OAKLEY
609 East 44th St., New York
546 West Delaware Bank Bldg., Chicago
New Jersey's Famous Manufacturing City
PATERSON PRESS
THE BIG NEWSPAPER. LOGICAL PERIODICALS
Chicago, St. Louis, Detroit, Los Angeles
PAINE, BURNS & SMITH
The Cincinnati
Community
Established 1802-1922
Circulation Averages
Daily 396,902
Sunday 401,643
KELLY-.SMITH COMPANY
Special Representative
Marble Building, NEW YORK
KELLY- SMITH COMPANY
Special Representative
Lyons Building, CHICAGO

In ALLENTOWN, they say:
"PUT IT IN THE CALL"
THEY KNOW THEIR OWN CITY
Advertise with the COLUMBUS DISPATCH
FINANCIAL NEWS
THE COLUMBUS DISPATCH is the MEDIUM YOU SHOULD USE in this MARKET.
COLUMBUS DISPATCH STAFF
ENJOY ANNUAL PICNIC.
FINANCIAL NEWS
Now over 200,000
Every day
DETOIT TIMES
FIRST IN SAN FRANCISCO
The Bulletin
Established 1845. 6 days a Week. Member A.B.C.
H. D. LaCoste, 45 West 44th St., N.Y.C.
GUY S. Osborn, 1809 Triibune Bldg., Chicago

COLUMBUS DISPATCH STAFF
ENJOY ANNUAL PICNIC.
More than 300 persons, employees of the Columbus Dispatch, their families and friends, participated in the annual Dispatch picnic at Spring Lakes, O. It was the largest turnout since the annual affair was inaugurated, more than a decade ago. Catera.tion plus dinner was served in the new shelter house erected during the past week. Entertainment included a baseball game between men from the different departments, water tifting in the lake, amateur boxing bouts, and dancing by James Hess, the Columbus man, who is champion of the United States, and bagpipe music.

SPOKANE LAUNCHES NATIONAL ADVERTISING CAMPAIGN.
Spokane, Wash., has launched a $35,000 publicity campaign to impart general information pertaining to Spokane and the Inland Empire. Two contract men are devoting all their time to this work and are examining books, pamphlets and other printed literature urging the union of a 44 hour week throughout the country. Mr. McFarland was a native of Australia. He had been an American citizen twenty-eight years.

NEW YORK B.B.B. ELECTS.
H. J. Kenner has been elected president of the Better Business Bureau of New York City. Stanley J. Quinn has been named treasurer and W. H. Mulligan, recording secretary.

McKittrick's
Directory of Advertisers, their Advertising Managers and Advertising Agents for 1923
Is Now Ready for Delivery.
108 Fulton Street, NEW YORK
It Pays to Advertise in the ST. LOUIS TIMES

The KANSAS CITY STAR

SEATTLE "P-I"

THE TODAY'S HOUSEWIFE

BUFFALO TIMES

The special features of the BUFFALO TIMES have made it the most popular newspaper in Western New York.

NORMAN E. MACK, Proprietor VERRE & CONKLIN, Inc. Special Advertising Representatives New York, Detroit, Chicago, San Francisco

NEws LEAGUE of OHIO DAyTON news SPRINGFIELD NEWS

The leading newspaper in its field and commanding prestige.

I. A. KLEIN, Foreign Representation 444 Fort Dearborn Bank Bldg., Chicago

HELPED NEWSBOY, GETS HURT AND RAILROAD PAYS D A M A G E.

MINNEAPOLIS JOURNAL BECOMES YOUNG WOMAN'S HOME.

Three girls who have completed the course in journalism at the University of Minnesota have joined the staff of the Minneapolis Journal. Miss Lois Schenck is writing women's sports, Miss Florence Lehman is editor of women's activities, and Miss Florence Brown will begin work this summer as a reporter for the Journal. Another student has been employed by the Minneapolis Tribune as feature writer.

Read in FIFTY per cent of ALL HOMES of Metropolitan New York.

Eighty Per Cent of The WORLD'S Circulation, Morning and Evening, is Metropolitan New York. When you are Advertising, morning or evening, you will be heard in all parts of Metropolitan New York.
DOMINATE
BRIDGEPORT
96 per cent of the circulation of The Telegram and Post is concentrated within 13 miles of the City Hall. You can completely cover this great industrial market with one newspaper cost through the

TELEGRAM and POST
The only A.B.C. Newspapers in
BRIDGEPORT, CONN.

98 per cent of the circulation of The Telegram and Post is concentrated within 13 miles of the City Hall. You can completely cover this great industrial market with one newspaper cost through the

THE FOURTH ESTATE

In New Orleans it's the
New Orleans Item

The editor of the Homesteader, although not an old man, has been pioneering on the northwestern prairie since 1906, when he became the editor and publisher of a newspaper in North Dakota. The rush of homesteaders into northeast Wyoming attracted him to that country. From the very start it became a fight between the small settlers and the early day rangers who for years had held the open range. McDonough became convinced that a newspaper published especially in the interests of the new settlers would assist in the development of a supposedly arid area. He bought the newspaper plant consisting of all power machinery and moved into the then virgin prairies.

At first the editor burned a lot of midnight oil reading periodicals of every description for suggestions for articles. Then people got into the habit of stopping at the little office and giving the Homesteader items of interest. The most interesting feature of the paper, however, was a column called "Gab by Mac," written by the editor.

PROTEST PRINT TAX.
Canadian newspaper owners have protested to the government at Ottawa against the withdrawal under the recent budget of newsprint. It would cost $500,000 to add yearly to the paper bills of Canadian newspapers. The newsprint now paid is $9,000,000 a year.

RATHER ROUGH ON EDITORS!
Four Bolivian newspaper editors have arrived at Buenos Aires. They were expelled from Bolivia when the government prohibited them from printing a report of the recall of the Volstead law in the interest of the members of the local personal liberty club.

EDITOR FIXES PRICES FOR "APPLE SAUCE" IN THE NEWS COLUMNS.
Here is a schedule of prices for complimentary notices charged by a country editor, who offers to give a per cent of his earnings each year to a charity of the people's choice for people who believe that an editor has a soft spot for them.

PEOPLE OF NEW YORK CITY: IT'S NOT A CRIME!
Looking for something to do this weekend? Why not try a new hobby or sport? This newspaper has a wide range of options for you to choose from!
THE BUFFALO TERRITORY OFFERS BIG POSSIBILITIES TO NATIONAL ADVERTisers.

Twelfth American City and second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand, is a rich market to national advertisers. The effective medium to capture this desirable market is a big, popular, home newspaper—A.B.C. set paid 105,958, 80% of English-speaking homes.

THE BUFFALO EVENING NEWS

Published by A. H. Belo & Co.

Edmund H. Butler, Editor & Publisher
KELLY-SMITH COMPANY, Reps
Marbridge Bldg.
Lyttton Bldg.
New York
Chicago

DALLAS EVENING JOURNAL

Published by W. H. Wilson, Jr.

W. H. Wilson, 909 Hearst Bldg., Chicago
E. A. Holman, Monad Bldg., San Francisco
J. D. LORENZ, Manager Eastern Dept.
728 Tribune Building, NEW YORK

THE NEW YORK EVENING JOURNAL

The SAN ANTONIO LIGHT

New York, Phila., Chicago, San Francisco

THE SYRACUSE POST-STANDARD

has about 25% more circulation than any other Syracuse paper. It covers Syracuse and surrounding territory like a blanket.

Represented by PAUL BLOCK, Inc.
New York, Phila., Chicago, San Francisco

THE JOURNAL

IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
New York, Phila., Chicago, San Francisco

NEW MENACE TO FREEDOM OF PRESS.

(Continued from Fifteenth Page)

John Edgar Rhodes, former publisher of the Tacoma, Wash., Tribune, died in a hospital in New Orleans after a two months' illness. He was forty-nine years old. Up to the time of his death Mr. Rhodes was secretary-manager of the Southern pine Association.

FORMER PUBLISHER DIES.

Charles L. Davis, pioneer Minnesota newspaper man, died at the Fourth Estate Hotel, where he was staying while attending the convention of newspaper publishers. His body was buried in the Minnehaha Cemetery.

CARTOONIST HONORED BY SPECIAL EDITION.

William Herbert Hoffman, aged 29, who died after two days' illness of pneumonia, was a copy writer on the Brooklyn Citizen and had formerly been employed on the Brooklyn Standard Union and the New York Herald. He was in the army during the war and served with the Division of Criminal Investigation in France.

FRANK HARPER, 65, postmaster at Mt. Vernon, O., state printer under former Governor James Cox, and former publisher of newspapers at Mt. Vernon and Chillicothe, died at his home in Mt. Vernon last week.

BOSTON SUNDAY ADVERTISER

over 500,000

(G net Paid)

Greatest Circulation that Boston has ever known.

W. W. Cleeve, 1819 Broadway, New York
E. H. Holman, Monad Bldg., San Francisco
W. H. Wilson, 900 Heart Bldg., Chicago

NEWSPAPER CENSUS.

Washington, D. C.

The latest use to house census reveals the extent to which Washington Newspapers are read in the homes.

DAILY

The Evening Star... 84%
2nd Newspaper... 35%
3rd Newspaper... 34%
4th Newspaper... 22%
5th Newspaper... 18%

SUNDAY

The Sunday Star... 82%
2nd Newspaper... 63%
3rd Newspaper... 37%
4th Newspaper... 46%
THE DAY-WARHEIT
America's FOREMOST Jewish Daily
Reaches the cream of purchasing power of the Jewish element in America.
Essentially a home paper—written for and read by every member of the family.
THE DAY-WARHEIT
"The National Jewish Daily."
Member A.B.C.
Main Publication Office: 133 East Broadway NEW YORK CITY
IL PROGRESSO ITALO-AMERICANO
C.A.V. UFF. CARLO BAROTTI
Guaranteed NET 87,648
Paid Daily Circulation
THE LEADING ITALIAN
ADVERTISING MEDIUM
43 Elm Street NEW YORK CITY
MARION CONTROL PASSES FROM PRESIDENT.
(Continued from Second Page)
East Liverpool and Salem, O., newspapers, which resulted in the passing of the control of the Marion Star to Brush and an associate, Roy D. Moore, whose home is in Columbus, O. Although Mr. Harding will no longer have controlling power over the Star, the guiding hand of the President will still be felt. In the formal announcement it was indicated that "editorial association" is the part of the President which will continue.
The White House statement, telling also of the obtaining of control of the Marion Tribune by the new control of the Star, and of its intention soon to launch a morning paper at Marion, is as follows:
The same interests have purchased the entire property of the Marion Tribune, and will continue its publication, Mr. Moore assuming personal charge, and continuing its policy, in addition to assuming the business direction of both properties.
FOLLOWS HARDING POLICIES.
"The staff of the Star will remain unchanged under the new control. President Harding will continue as a stockholder, with editorial association, and it is part of the agreement that the Star shall go forward along the lines which have made for its success. "President Harding has let it be known that he deeply regrets the release of majority ownership in the newspaper property which he acquired nearly thirty-nine years ago, but he

The Patterson Morning Times (N. J.)
Offers Real Reader Influence and Purchasing Power.
Representatives:
STEVENS & BAUMANN, Inc.
47 West 24 St. NEW YORK
1st Nat'l Bank Bldg. Chicago
Higgins Bldg. Los Angeles
San Francisco

MONTREAL LA PRESSE
thoroughly and completely covers the population of the largest French speaking cities of the world. With sixty-five per cent of the 700,000,000 French in Europe and the Near East, the paper comprehensively supplies a wonderful market to the foreign advertiser.

KANSAS is a rich, responsive field. It is best covered by the

TOPEKA CAPITAL
The only Kansan Daily with a general Kansas circulation
Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.
Furnishes market data—does survey work—gives real co-operation.

The first paper in the second largest Jewish community in the world.
It is essential in any campaign aimed at the Polish market in New York City which is dominated by

THE JEWISH MORNING JOURNAL
A Newspaper Published Primarily for the Home.
Member A.B.C.
24 Union Square New York

PUBLISHER, DESCENDANT OF JOHN ALDEN, ADMITTED TO RHODE ISLAND BAR.

General Henry De Witt Hamilton, treasurer of Hope Publishing Company, owners of the Providence Journal, has been admitted to the practice of law in Rhode Island. He is now a member of the bar of the

WINSTON-SALEM SENTINEL
Stamford's New and Newest Newspaper
Stamford, Conn.
Post of the American Legion, which is composed of veterans of the Spanish-American War.
Besides the American Legion, General Hamilton is a member of the American Bar Association, Sigma Nu Society, the U. S. Infantry Association, and of many other clubs and societies.

CAPPER PUBLICATIONS REACH COMMOMER'S READERS.
Senator Arthur Capper's farm publications have taken over the mailing lists of the Commoner, William Jennings Bryan's paper, which recently ceased publication. Under the agreement Mr. Bryan is to contribute to the publications going to former Commoner subscribers, but nothing over his signature is to be of partisan nature.

THE JOHN BUDD CO.
Representing Newspapers of

THE LEADING ITALIANADVERTISING MEDIUM
is certain of its firm establishment, and sure that it will carry on under the new control, working with his associates of many years, who have so successfully and progressively carried on the work since his public duties have taken him from Marion. The property of the papers will undergo a corporate reorganization as soon as is feasible, and plans for the Tribune are designed to enlist popular approval. The issue of a confirming paper is so that Marion shall have metropolitan advantages in morning and evening newspaper service.

Holland chooses Meredith to head "On to London" Committee.

To promote the attendance of big business men of America at the London Convention, the President of the London Chamber of Commerce has appointed E. P. Meredith, publisher of the Des Moines, Iowa, papers, as chairman of the "On To London Committee."

Mr. Holland will add to the committee upon his return from the continent, at that time the largest ever put out of a program to interest American business men in the international convention. Their duties include the preparation of rates, transportation, possibly exhibit Maine reorganizing the Portland Press for United States Senator Frederick Hale, and went back to Ohio when the Press and Portland Herald were combined.

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General Hamilton, who is a direct descendant of Miles Standish, John Alden and Priscilla Mullins, was born in Illinois in 1861, and was educated at Shurtleff College, Alton, Ill., and at Columbia University, New York City. He served for twenty years in the Twenty-third Regiment of Brooklyn as corporal, sergeant, lieutenant, captain and regimental adjutant. In the Spanish-American War he served as major of the 201st Infantry, in the World War as a colonel of infantry, in command of over 10,000 officers and men. He was adjutant-general of the State of New York under two governors.

General Hamilton is now a brigadier general on the reserve list of the New York National Guard. He was the first commander of Fidelity

WINSTON-SALEM, North Carolina's Largest City (U.S. Census)
The Sentinel goes into eight out of every ten homes in Winston-Salem.

WINSTON-SALEM SENTINEL
Representatives
Frost, Landis & Kohn
New York Chicago Atlanta

STAMFORD SENTINEL
Stamford's New and Newest Newspaper
Stamford, Conn.

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Indianapolis

is different

Statistics show that Indianapolis is freer from labor troubles than any other metropolitan city in North America. People work and make money and spend money for merchandise they buy through space in

The Indianapolis News

Chicago Office
J. E. LUTZ
The Tower Bldg.

Frank T. Carroll, Advertising Manager

New York Office
DAN A. CARROLL
150 Nassau Street
There is Only

One Newspaper in Chicago

that maintains its own Radio Broadcasting station, and thus keeps in intimate touch with the thousands of radio enthusiasts it serves in its daily radio department and Saturday radio section—The Chicago Daily News.

Its early appreciation of the importance of radio is typical of the spirit and policy that, for more than forty-seven years of its constant journalistic service to its community, have kept it in the van of all wholesome movements of popular interest.

It is this spirit that has made The Daily News "Chicago's favorite and most progressive newspaper." It is the spirit that ever gives to the people of its community the latest, most complete and most dependable service in every feature of newspaper endeavor, and that inspired The London Chronicle to say that "The Chicago Daily News is by far the best evening newspaper in the world."

It is, therefore, but consistently logical that, being the most popular and most trusted newspaper in its field, The Chicago Daily News should carry a greater volume of advertising than any other Chicago daily newspaper. The reports of the Advertising Record company show that in the first four months of 1923, The Daily News printed a total of 6,861,660 agate lines of advertising, as against 5,828,598 lines by the next highest daily score, that of The Chicago Daily Tribune.

Year-in and year-out the confidence and esteem of its readers, and the consequent recognition of experienced advertisers, confirm

The Daily News

FIRST in Chicago
MINNEAPOLIS NEWS IS SOLD TO TRIBUNE

PERRY, WHO BOUGHT THE PAPER IN JANUARY FROM THE ASBAUGH ESTATE, TURNS IT OVER TO F. E. MURPHY—NEWS EDITORS AND STAFF IN NEW POSITIONS.

The Minneapolis, Minn., Daily News appeared on the street for the last time Wednesday afternoon. On Thursday morning it was consolidated with the Minneapolis Tribune, the staff of the Tribune being supplemented by a few additions from the News force. Consolidation of the two Minneapolis papers is one of a number of important daily newspaper consolidations of recent months. The tendency of the times, referred to by Frank Munsey when he consolidated the New York Globe and the New York Sun, was the acquisition of the one-hundred and eleven year old St. Louis Republic by the St. Louis Globe-Democrat, the age-old consolidation of the New York Sun and the New York Tribune, the Japanese and the Chinese Consolidation of the Detroit Free Press by the Detroit News, and the New York Journal by the Detroit News, and by a number of other mergers of lesser importance. This is the third paper which the Minneapolis Tribune has absorbed since it was founded in 1867. The Perry-Lloyd Jones newspapers took over the Minneapolis News in February of this year, a month after it had been purchased by John H. Perry from L. V. Ashbaugh. ... he had a few other jobs about the place. Rome G. Brown, who for many years was one of the editors, was appointed the managing editor of the Tribune, and the other editorial staff was announced.

NEW YORK TIMES ESTIMATED AT $11,300,000

BASED ON APPRAISAL OF ESTATE OF LATE CHARLES R. MILLER, FOR TRANSFER TAX PURPOSES, NEW YORK TIMES POLITICAL DAILY'S STOCK REACHES HIGH MARK OF NEWSPAPER VALUE.

On the basis of an appraisal of the estate of the late Charles Ransom Miller, former editor-in-chief of the New York Times, that company's stock would be valued at $11,300,000. The appraisal was made by Edward W. Buckley, judge of the New York State Tax Commission who was this week appointed to the office of assessing agent for New York City by Mayor John F. Hylan.

In the light of the quoted sales price of $2,200,000, paid by Frank Munsey for the New York Globe and $3,000,000 paid by the News for the Tribune, the tax appraiser's estimate touches a new high mark of newspaper valuations in America.

HOLD 1,022 SHARES COMMON.

The chief asset of the estate of the late editor was the holding of the stock of the Times Publishing Company. Included in the gross was a block of 1,022 shares of the common stock appraised at $26.86 per share. There are outstanding a total of 10,000 shares of common stock of the company. Mr. Miller was owner of 4,000 shares of the preferred stock of the Times which was valued at par value of $100 per share. The total outstanding issue of the preferred stock of the Times company is 40,000 shares.

Affixes bids by Ben C. Franklin, secretary of the Times company, disclosed that the price of stock of the Times sold in the year prior to Miller's death. The valuation fixed by his transfer tax report is far above the price paid for New York Times common stock less than two years ago by Stock Transfer Co. president and business manager of the Times, purchased 20 shares of the preferred stock and five shares of the common on June 24, 1921, at a price listing the preferred stock at $100 and the common at $187.50. Another transaction, disclosed in affidavits, shows that New York Times purchased the common stock at a price placed at $205 per share. Within the last fifteen months he also acquired common stock at a figure of $200 per share.

VALUE AT $1,381,225.

In determining the value of the stock of the Times company it became necessary for the appraiser to appraise the present valuation of the plant and equipment. This valuation was set at $11,300,000.

The authorized capital stock of the company is $5,000,000, $1,000,000 for the Times stock. The par value of the common stock is $100, the same as the transfer tax par. The four-fifths of the total investment in the preferred class. Mr. Franklin valued the entire 40,000 shares of common or preferred stock of the company since July 18, 1921, between the sale of the preferred stock above the par value.

The total valuation of the Miller estate was placed by Buckley at $1,381,225, with a net taxable value of $1,173,365.73. Mr. Miller died on July 18, 1922.

S. N. P. A. PROGRAM COMPLETED FOR CONVENTION.

SESSIONS AT WHITE SULPHUR SPRINGS WILL DISCUSS ADVERTISING, CIRCULATION, LABOR, LEGISLATION AND MANY OTHER PROBLEMS IN THE NEWSPAPER FIELD.

Final arrangements have been completed for the twenty-first annual convention of the Southern Newspaper Publishers Association at White Sulphur Springs, W. Va., and costs and standards which discussions on advertising circulation and labor problems will be President Steaneck, political and traffic issues and postal legislation.

Sessions will begin every morning at 9 o'clock and will end at 1 o'clock. The delegations and guests will be free in the afternoons to enjoy the many outdoor attractions at the famous resort.

After calling the convention to order Monday morning, July 9, President Charles J. Stewart of the Lexington, Ky., Herald will deliver his annual address. It will be followed by Secretary Walter C. Johnson of the Chattanooga News who will give his report. Immediate after President Stewart will appoint committees.

Representative of the committee on advertising agency relations will follow. The meeting will then be open to discussion. Discussions will also follow the report of the committee on Southern advertising development.

Short talks will then be made on accounting, traffic and circulation, after which the first day's session will be adjourned.

The second day will recommend that the new officers be elected at the Tuesday session and be installed as such immediately after the Tuesday session is called to order. The rest of the Tuesday will consist of the report of the finance committee and discussions on labor, new publishing and mechanical problems.

The Wednesday session will give over to the news and editorial departments. Legislation and Washington bureau of the New York Herald, the tax appraiser's estimate touch a new high mark of newspaper valuations in America.

Here is real news, judged by the old formula: "If a dog bites a man, that's nothing. If a man bites a dog—AGAIN! HERE IS NEWS!"

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Here is real news, judged by the old formula: "If a dog bites a man, that's nothing. If a man bites a dog—AGAIN! HERE IS NEWS!"

Mr. Jacobs is fined ten dollars in Pittsburgh for treating a lion cruelly. "That's what makes it news," Mr. Jacobs, by profession, trains lions, and he hit this lion in the face with a heavy whip and frightened it by shooting blank cartridges in its face. He has treated ten lions cruelly. That's this is the first time any man has been accused of cruelty to a lion. That's what makes it news, judged by the old formula: "If a dog bites a man, that's nothing. If a man bites a dog—AGAIN! HERE IS NEWS!"
Selling is Easy
Because Business is Good in Philadelphia

National advertising is most effective where retail outlets exist in great numbers. That's what makes Philadelphia so important to the manufacturer who must stimulate retail selling.

In Philadelphia there are

- 9148 Women's Wear Stores
- 2687 Shoe Stores
- 4627 Grocery Stores
- 790 Confectionery Stores
- 644 Autos and Accessories
- 739 Musical Goods Stores
- 9208 Men's Wear Stores
- 2496 Cigar and Tobacco Stores
- 1098 Drug Stores
- 710 Hardware and Paint Stores
- 506 Electrical Devices Stores

According to the last report of the National Retail Dry Goods Association, Philadelphia leads the country with an increase of 34.50 per cent in sales of Department and Dry Goods stores, over May of last year.

Nearly every Philadelphia store that advertises uses The Bulletin.

Dominate Philadelphia
Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads —

The Bulletin

PHILADELPHIA’S NEWSPAPER

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending March 31, 1923 505,098 copies a day.
RECORD NEWS TOLL FROM LEVIATHAN

PRESS DISPATCHES CONSUMED MOST OF 750,000 WORDS FLASHED FROM GIANT LINER DURING TRIAL TRIP—DETAILS OF ENTERTAINMENT AND PERSONNEL ABOARD.

One of the records of the monster steamer Leviathan on its trial trip, in addition to breaking all previous speed limits was that of the heaviest total of radio news ever filed by the press.

Under the personal supervision of David Sarnoff, general manager of the Radio Corporation of America, and Harold Porter, general superintendent, the radio operators received and transmitted a total of 750,000 words, or at the rate of 15,000 a day, the greatest part of which was in the form of press dispatches. Commenting on the record, Mr. Sarnoff said:

"On this trip there were more messages sent and received daily on the Leviathan than are handled every twenty-four hours between the United States and any one European country, and the great speed of the ship allowed the work to be done in a very short time. The passengers who were informed that their messages would be

Mountain climb under auspices of Legionnaires to feature meeting.

The Hood River, Ore., chamber of commerce will raise a sufficient fund to entertain members of the Oregon Editorial Association, whose convention will begin on July 13. Saturday morning all of the delegates, as guests of the American Legion post, will leave at an early hour for the base camp of the Mount Hood climb of the organization.

The legionnaires will entertain the pressmen and other guests that day during the recreational gathering free of charge. The final business sessions of the convention will be held at the mile high camp.

SCIENCE IN ITS FINAL ANALYSIS.

Editor the Fourth Estate Sir:

In a recent advertisement in The Fourth Estate headed Constructive Journalism” Frank Munsey said: “The wisdom of consolidation among newspapers in the interest of bigger and better output and bigger and better journalism has never been better demonstrated than in the New York Sun and the New York Globe.”

There you have it. He knows, he does not guess. To know is one thing and to know that you know is still another, and equally as important a factor in the science of greater journalism.

To-day the newspaper business is a science—greater than ever before. Since science symbols exactness and accuracy, therefore Frank Munsey’s statement “I say this as one who knows” supplants “I guess”—replaces doubt with certainty—locates a cause back of every effect.

This is Frank Munsey’s science: and his science is the last word. It is truth in its highest form.

Frank Munsey furnishes the answer. Frank Munsey also furnishes the key to the answer and, having both, we know the answer is right.

ALEBERT D. LASKER.

delayed in order for the correspondents to get their messages to land. They felt, as I did, that the newspaper men should be given precedence because they were talking the American public, which naturally was interested in the performance of the ship.

The press associations and all the leading metropolitan papers kept the wireless men busy throughout the Leviathan’s voyage. The four radio operators, John R. Irwin, Elmo N. Pickrell, Anthony Tambourino, and Raymond J. Green, broke all records for handling the press matter and enabling the men to make editions, and send off “flashes” and bulletins.

No pressing were the demands that Mr. Sarnoff, after a lapse of nearly eleven years from the keys, himself personally sat at the key and dispatched newspaper copy. On one occasion several hours were consumed in receiving a message for A. D. Lasker, chairman of the Shipping Board. When the newspapermen complained, he ordered the receiving

COMPILING DATA ON NEWSPRINT IS STARTED.

AMERICAN PAPER AND PULP ASSOCIATION PAPER AND WORK NOW ON MONTHLY NEWSPRINT REVIEW WHICH GOVERNMENT ABANDONS AFTER ISSUANCE FOR 5 YEARS.

With the issuance of reports regarding the paper industry and trade for the month of May the Federal Trade Commission discontinues the publication of the bi-monthly review of paper dispatches which in recent years have come to be generally regarded as reliable data on newspaper consumption.

This extensive statistical burden will be taken over by the American Pulp and Paper Association under the personal direction of Dr. Hugh Baker, the executive secretary of the Association and a noted forestier, whose work in this important field has attracted wide attention.

The publication of the newsprint reports was undertaken by the Federal Trade Commission in 1917 and has been under the direction of vice-chairman Murdock. While it was known that the Commission was considering the discontinuance of this service, it was thought that its importance to the industry made it desirable to discontinue collecting coal data. Thereafter a number of industries complained that the statistics of their government’s time was being devoted to the newspaper industry and that these sections of the government’s work was being held up.

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The report, one of the principal reasons being the difficulty of effective cooperation on the part of newspaper consumers.

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Heavy Hitters Wanted

Advertising solicitors, advertising writers, advertising lay-out men, campaign men, promotion men, circulation builders, crew managers, contest idea men, in fact, every line of construction that enters into the circulation and advertising building of a million-dollar newspaper in one of the largest cities in the United States.

Your answers will be treated in the strictest confidence.

But, if you are not a heavy producer and lack confidence in your own ability to put over one of the biggest propositions of the year, do not answer this advertisement. Every worth-while answer will be carefully considered.

Address Box W. H. T.,
care The Fourth Estate
NEWSPRINT USERS FACE TREE FAMINE

ONLY 30 PER CENT OF FORESTS LEFT POINTS OUT NOTED FORESTER, WITH LEAN YEARS AHEAD UNLESS GOVERNMENT SETS OUT TO RE-FOREST WASTE LANDS.

The depletion of the nation's forests vitally threatens the health and the prosperity of all the people of America. Timber lands are being cut down four times as fast as they are grown. The facts presented in a series of articles, written for The Fourth Estate by Dr. Hugh P. Baker, will be of special interest to newspaper publishers in view of the movement to definitely create a national reforestation policy.

By DR. HUGH P. BAKER,
Executive Secretary, American Paper and Pulp Association.

The story of the part which the forests of this country have played in the building on this continent of a great nation will be written some time later when our virgin forests get further away from us and when we come to look at them as we are now looking at the disappearing game resources of the country.

It would be very helpful if this story of the debt, which we owe the forests of this country, could be made known to a master who would paint the picture so effectively that we would put ourselves promptly to the task of protecting forests which are still left to us.

Such a story told so that all could understand would hasten the acceptance by the states and the Nation of the task of again making productive the millions of acres in the country which are now idle, waiting patiently for man to understand would hasten the acceptance by the states and the Nation of the task of again making productive the millions of acres in the country which are now idle, waiting patiently for man to understand.

SUSPENSION OF PAPER LEAVES ONLY ONE DAILY IN NILES.

With the suspension of the Niles, Ohio, Daily News, the field is left to the Niles Evening Register, which began publication in October, 1922. The Register started as the third paper in Niles. In less than four months the Register had a larger circulation than any paper had previously had in Niles. The Register is published by a company headed by F. L. Bixler and P. F. Bixler, formerly of the Dover, Ohio, Reporter. J. L. Shields, formerly of Butler, Pa., is editor of the paper and director of the company.

The News was thirty-two years old and was published by The Niles News company. Niles has a population of 15,000 and manufactures more sheet steel than any other city in the country, besides having other steel and pottery plants. It is the birthplace of William McKinley and a beautiful memorial building is located in Niles in his memory.

WASHINGTON SCRIBES ELECT MCDONNELL.

The Deadline Club of Washington, whose membership represents the local talent on the Washington newspapers, elected Bernard McDunnell of the Washington Post as president to succeed Vincent F. Callahan of the Washington Times. Mr. Callahan was chosen vice-president. The election was followed by an inaugural dinner. Other officers of the club elected for the coming year were: James E. Chinn, Evening Star, vice-president and treasurer; W. J. Voia, Washington Post, vice-president; Edward Pollard, Washington Herald, vice-president; James Ring, Washington Times, secretary, and James Norbert Doyle, Washington Herald, sergeant-at-arms.

JOINS AD AGENCY STAFF.

R. S. M. Feeley, formerly with the Franklin Automobile Company, Syracuse, N. Y., has joined the Syracuse office of Uteca & Potter, advertising agency, Utica, N. Y.

CRAWFORD LAUDS VIGOR OF OUR ADVERTISING.

NOTED BRITISH AGENT SAYS AMERICANS PRESENT GOODS BETTER BUT DOUBTS IF WE EQUAL HIS COUNTRYMEN IN THEORY AND PSYCHOLOGY OF ADVERTISING.

At the end of the many delightful exchanges during the past two weeks on international courtesies between British and American publishers and advertising executives was the farewell luncheon in honor of William S. Crawford, vice-president of the Thirty Club of London, by the New York Advertising Club last Monday noon. Mr. Crawford sailed on the Berengaria Tuesday morning.

More than three hundred members (Continued on Thirty-first Page)
LONDON TO HAVE WOMEN’S AD CLUB.

MISS KATHLEEN MACLACHLAN OF CRAWFORD ORGANIZATION STARTS CAMPAIGN FOR GROUP MODELLED ON AMERICAN LINES—HAS ENTHUSIASTIC SUPPORT.

When William S. Crawford sailed for England Tuesday on the Berengaria with Mrs. Crawford, he was accompanied by Miss Kathleen MacLachlan, who acts as his personal secretary and was the only business woman member of the British delegation to the advertising convention at Atlantic City.

Miss MacLachlan, who occupies the position of contact with clients-manager in Mr. Crawford’s organization, is an admirable specimen of the modern type of business woman—an excellent organizer, a tremendous worker, combining a very happily essential feminine charm with the business energy usually attributed to men only.

HONORED AT CHICAGO.

On her last visit to America Miss MacLachlan was made honorary member of the Women’s Advertising Club of Chicago. When the delegates to the convention of the Associated Clubs of the World meet in London in 1924, they will be greeted not only by the masculine advertising specialists of Great Britain but by the members of the League of Advertising Women of London, organized by Miss MacLachlan. The work has already been started.

“Today, there is no woman’s advertising club in Great Britain,” said Miss MacLachlan before sailing. “When you come next year to England for the great convention, there will be in existence the Women’s Advertising Club of London.

“Three years ago, when I had the great honor conferred upon me of being made a co-founder of the Women’s Advertising Club of Chicago—an honor I prize very highly—I dreamed of a real, live women’s advertising club in London, but the time has come to put this dream into materialization.”

Now through the Ad Club convention coming to London, the time is indeed ripe and I have the assurance of my chief, Mr. W. S. Crawford—an ardent believer in women’s ability—that he will do everything in his power to support this movement; while Mr. Vernon, the organizer of this great British delegation, has also pledged himself to help forward this Women’s Advertising Club of London.

EDITOR HAS HIS DOUBTS IF ALL THE WORLD IS AS PERFECT AS HIS PAPER.

“The editor does not want any one to send him any more copies of his paper in which they find mistakes,” complains a Missouri exchange. “If they find a perfect copy, however, he will pay you a big price for it. If the fool critic who hunts for mistakes in newspapers would find them all, he would be kept busy.

“We will be pleased to buy copies of any paper which can be proven entirely free from errors, either typographically or in statement of fact. We would be pleased to find a merchant who never made a mistake in putting up an order; a lawyer who never lost a case through his errors; a woman who never forgot to put in salt while she was cooking, or to put tea in the pot. Bring in some of your mistakeless paragons who find it so easy to criticize the newspapers and we’ll give ‘em the chance of their lives to find out whether they are really human.”

Better get your copy READY NOW for the next number.

DEPARTMENT OF AGRICULTURE TO EXTEND MARKET NEWS SERVICE TO 7,000 MILES LEASED TELEGRAPH LINES—WILL USE RADIO—REACHES 2,000 PAPERS.

Extension of the market news service of the United States department of agriculture to some 7,000 miles will involve the establishment of one of the largest commercial leased telegraph lines and wire telegraph systems in the world.

The main extension is from Kansas City to the Pacific coast, with new offices at Denver, Salt Lake City and Portland. A branch office is to be established in the southeast, at Atlanta, in addition to the field agents already operating in that section. Offices at several other southern points are under consideration.

Additional branch offices for reporting markets on fruits and vegetables will be opened early in July at the cities already named, together with additional branches for the livestock and meat services. The leased wire service will run into San Francisco, and the entire west coast will be effectively covered by radio and wire telegraph from that city.

Appropriations voted by the last Congress for these extensions provided for an increase of about $300,000 to carry on the work, making the total appropriation for the service approximately $700,000.

The leased wire system, during the war covered about 18,000 miles. This was later reduced to 7,200 miles. Under present extensions of the service the leased wire system will cover approximately 7,000 miles.

All traffic is scheduled and controlled by the Washington office and is transmitted simultaneously to all the big market centers. Hundreds of telegrams are received daily from railroads giving origin, destination and number of carloads of perishable produce in transit, which information is classified and transmitted by the Washington office to branch offices. Similar reports on livestock and other commodities are kept moving. At the close of the crop market summary of all commodities are dispatched for release to more than 2,000 newspapers throughout the country.

GOVERNOR RE-ELECTED HEAD OF CALIFORNIA PRESS.

F. W. Richardson, publisher of the Berkley, Cal. Gazette, and incidentally governor of California, was re-elected president of the California Press Association at its annual gathering in Los Angeles. Mr. Richardson will hold office until 1926. The other officers were also re-elected. They are: Justus F. Cramer, Ojai, secretary; Oran A. King, San Francisco, treasurer.

REPRESENT YOUNG & WARD.

George W. Stearns has been appointed eastern manager with headquarters in New York for Young & Ward, publishers’ representatives, while A. J. Beck has joined the staff as Kansas City representative.

AD COMPANY CHANGES NAME.

The H. E. Remington Advertising Company, New York and Chicago, has changed its name to the Caples Company, effective to-morrow.
CHILD LABOR LAW SHOULD BENEFIT NEWSBOYS.

BUSSES ARE FACTOR IN NEWSPAPER DISTRIBUTION.

Although the circulation department of a newspaper is usually considered a part of the business or financial end of the institution, I have always emphatically disclaimed this off-hand relegation of my honorable profession.

The distribution of newspapers and the general content of a modern newspaper, even its title, is largely determined by the size or the smallness of the circulation. To meet the situation, newspapers generously allow their newsboys a free pass to the theater, a chance to attend a sports event or the like.

The newsboy, as a good newsboy, is always anxious to have his subscriptions and the agents service with an error, to enter the same newspaper that is daily purchased by the public subscriber. This is the case with newspapers that are sold by the public and not by the agent. The same newspaper that is daily purchased by the public subscriber.

It is difficult to compute what the proportional and direct influence any single department of a newspaper’s makeup has on its circulation; except, perhaps, at times of unusual popular excitement.

Radio broadcasting might be rightfully placed in the category of “intangible assets,” as far as direct financial results are concerned. We should be content to let it remain so. There is a sciatica of doubt in my mind, however, of its being a genuine asset though.

It seems to me that radio broadcasting is a natural adjunct of the mission of newspapers. It helps to keep alive an interest in the diffusion of general information among the masses.

The press to-day is in the hands of the common school— the public school, if you will—of all classes of people. It is a university for the spreading of knowledge in “tabloid” form; its pupils grow with the education of the civilization.

Radio broadcasting is the faithful handmaiden of the press. It is a “coercive force” in the world of ideas.

The Fourth Estate

[Continued on Twenty-fifth Page]
"I do not know of any other press in the world that could have given us more satisfactory service than our SIMPLEX... It is the Star's proud boast that we have the fastest press of its size in New York... Hoe quality and Hoe service form a combination which it will be mighty hard to beat."

April 3, 1923.

R. Hoe & Co.,
504 Grand Street, New York.

Gentlemen:

I feel that I would be unappreciative if I did not take this occasion to let you know how grateful I am at the speed and skill demonstrated by the crew of outside operators from your factory who have just installed on our Simplex Quad. another eight-page unit, giving us a press capacity of forty pages.

When, some months ago, I took up with your Mr. Peterson the proposition of increasing our press-room facilities, I had before me several other offers to trade in our Simplex for a larger press of different make.

In deciding to stick to the Hoe, however, I am sure that I made no mistake, for I do not know of any other press in the world that could have given us more satisfactory service than our Simplex.

As a matter of fact, it is The Star's proud boast that we have the fastest press of its size in New York. While you guarantee a speed of only 30,000 an hour, yet this wonderful machine of ours has frequently done, and done well, between 35,000 and 38,000 an hour. It has even exceeded this speed on a few occasions.

And we are getting out a paper which will compare favorably in point of press-work with any printed anywhere in the country. A fact which makes this the more remarkable is that we use dry mate exclusively.

One thing which I particularly admire about our Simplex is its sturdy dependability. So staunchly is it constructed that even when running well above its maximum rated speed it performs as smoothly and efficiently as it does when operated at a much lower rate of speed.

Hoe quality and Hoe service form a combination which it will be mighty hard to beat. That has been our experience, and if any publisher of a paper in The Star's class who is contemplating a new press equipment would like to see what the Simplex can do and is doing day after day, send his man to our plant at about 1:30 any weekday afternoon and we will be glad to show him a printing machine that will open his eyes as to the possibilities of a Quad., both as to speed and quality of press-work.

Very cordially yours,

[Signature]

General Manager.

Hoe Simplex Presses are designed to meet the demand for a well-made speedy, efficient and yet low-priced Rotary Press for Newspapers of moderate circulation. They are built in 16, 24, 32, 40 and 48-page capacities and while designed for a running speed of 30,000 papers per hour up to 16 pages for a 32-page press they will under favorable conditions do considerably better than this as shown by Mr. Smith's letter above.

There is nothing experimental about these machines—There are eighteen of them now running and we have orders on our books for even more.

R. HOE & CO.
504-520 GRAND STREET, NEW YORK CITY

7 South Dearborn Street
CHICAGO, ILL.

109-112 Borough Road,
LONDON, S. E. 1, ENG.

7 Water Street
BOSTON, MASS.
FLY-BY-NIGHTERS HI-JACK THE PUBLIC.

TULSA WORLD IN BROADSIDE PAGE ADVERTISEMENTS CALLS TURN ON WILD CAT ADVERTISING SCHEMES AND DIRECTS MERCHANTS TO BONA-FIDE MEDIUM.

Tulsa business institutions have been fleeced—literally hi-jacked—out of thousands and thousands of dollars. The public is protected from these schemes; political rivals, and stock exchanges are to a certain extent by the state blue-sky laws; but these Fly-by-Night advertisers merely turn more schemes, and when laws to curb them, says the Tulsa World.

The interest of better business and better merchandising, the Tulsa World declares, is that it is just as much its duty to warn Tulsa business institutions against these so-called “advertising” schemes as it is for the banks to warn their depositors against unsound investments.

These Fly-by-Night “advertising” schemes, that have been “put over” on Tulsa business concerns, are too numerous to mention. We mention a few dozens and dozens of them that have been “pulled.”

These Fly-by-Nighters prey on the smaller merchants who are less informed, and the value of confining their appropriations to legitimate advertising media. The rates charged for these schemes are always unreasonable. The circulation, as a rule, is confined among the advertisers themselves.

“Usually the Fly-by-Nighter” gets his presentation of a checking copy, although we know of some instances where they have received their "blood money" merely presenting a proof of the advertisement. He signs up his sleuth and flies night on to the next town to put it over again.

TUNE IN WITH THE RADIO SAYS PAPER IN OPENING NEW STATION.

The Fall River, Mass., Evening Herald, in full page displays, calls attention to the opening of its new radio station. The station will be operated by the Universal Radio Co.

The Evening Herald is the first newspaper in Fall River to broadcasts programs to its readers. Part of the newspaper's advertisement reads: "Tune in and be ready for the opening program. Watch for the big story that will tell you the whole story. We believe there is nothing too good for Fall River."

OZARK PRESS TO MEET.

Dean Walter Williams of the Missouri school of journalism will be a speaker at the annual summer meeting of the Ozark Press Association at Springfield, Mo., which will be in session next Friday and Saturday.

BARTON CONSOLIDATES TWO WYOMING NEWSPAPERS.

The Sheridan Wyoming Post and Sheridan Enterprise, political rivals, have been consolidated into one newspaper, the Sheridan Post-Enterprise, which has been purchased by Charles W. Barton, editor and publisher of the Casper Wyoming Daily Tribune.

Mr. Barton was formerly assistant publisher of the New York Telegraph and before that assistant general sales and advertising manager of the American Chicle Company, New York. The Post-Enterprise will be conducted as a strictly independent paper, free from any politics, says Mr. Barton, adding that he intends to boost for peace, prosperity and harmony in Sheridan and that it is his desire to promote the best possible feeling between the various cities of Wyoming.

The newspapers which flooded their columns with reports and information about advertising media, other than the newspaper, are in a measure to blame for the promotion of direct mail, poster boards, street cars and the magazine at the Ad Clubs conventions.

NEWSPAPERS POOR ADVERTISERS OF OWN WORTH.

NEW PRESIDENT OF N. A. N. E. BELIEVES THAT SECONDARY ADVERTISING MEDIA WAX FAT ON FREE SPACE RECEIVED IN NEWS COLUMNS OF DAILY PRESS.

FLY - BY-NIGHTERS HI-JACK THE PUBLIC.

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FLY - BY-NIGHTERS HI-JACK THE PUBLIC.
The Fourth Estate

WRITERS' DEATHS

STRANGELY SIMILAR.

POPULAR WASHINGTON NEWSPAPER MEN ACCOMPANYING HARDING KILLED IN SAME WAY AS BEN ALLEN WHILE MAKING TOUR WITH EX-PRESIDENT WILSON.

Once more the Presidential "swing around the circle" has served to bring toll of death in the ranks of the accompanying newspapermen. With the deaths of Sumner Curtis, representative of the Republican National Committee on the Harding trip and former newspaper correspondent, and Thomas F. Davis, a newspaper historian and nationally-known in the newspaper world, the number of deaths in the accompanying press corps has mounted to two.

The accident occurred at 9:30 this morning when the car, with President Harding and the other serious injuries, occurred on Bear Creek canyon, near Denver, when the steering gear of the machine broke, and the car and occupants plunged over the steep cliff into the stream below. Thomas French, a Denver statistician who was driving the car, was also killed.

The automobile carrying the four unfortunate men was one of ten machines which had carried correspondents with the Presidential party and Denver newspapermen to luncheon tendered in their honor by the Denver Press Club at the top of Lookout Mountain.

After the luncheon the party motored over Genesee Mountain and was proceeding down Bear Canyon when it was seen to swerve toward the edge of the road, crash through a stone pillar and wall, cable guardrail, and tumble down the jagged incline to Bear Creek below. What caused the car to leave the roadway probably never will be known, but it is believed a broken steering knuckle was responsible.

PRESIDENT IS OVERCOME.

President Harding was paying a visit to the army general hospital and did not learn of the accident until he returned to his hotel. He was almost immediately taken to the hospital where he had been examined by Mr. Curtis for years. He had been in the hospital since midnight.

Inevitably, the sad occurrence near Denver recalled previous tragedies of a similar nature with such journeys, confirming the growing conviction that the duties of newspapermen in "trailing the President" come within the category of extra hazardous occupation.

It was in the course of President Wilson's last Western trip, in September, 1919, following his return from Europe, and on which the sudden breakdown in his health took place, that Gen. F. E. Allen, Washington correspondent of the Cleveland Plain Dealer, was killed on the Columbia highway, near Portland, Ore., when... (Continued on Twentieth Page)
THE CLASSIFIED MAN
A Cooperative Idea Exchange for Classified Advertising Managers

PAYING AD LETTER
HAS SIMPLICITY OF SPEECH.

CIRCULATION MAN DECLARES
ADVERTISING LITERATURE
SHOULD BE INFORMAL,
BRIEF AND WITHOUT FRILLS—
IT SHOULD BE COURTEOUS,
SINCERE AND TRUTHFUL.

By Royal W. Weilers,
Circulating Manager, Allentown Morning Call.

A good letter or a good piece of advertising literature to me is nothing but silent conversation, representing conversation at a distance. There are entirely too many letters written that are painfully formal with a lot of frills that are irrelevant and time-consuming for both writer and reader.

I am a strong believer in letters written in conversational style, and the biggest way to make such letters is YOU, referring to the reader; for it is he that wants to know what you would like to do for him. This "I and We" carries too much of an egotistical impress.

I may be making a revolutionary reference, but I have often wondered why all the self dehors of street and city address of the individual or firm, addressed, and the salutation, the start out with "Replying to yours," "Your favor of the 10th inst., "Yeats of so and so received and contents noted," and then closing with "Trust that this meets with your approval," or "Thanking you for your kind and courteous patronage"—why, blame it, often this is rude and not at all with "Replying to yours," "Your favor of the 10th inst., "Yeats of so and so received and contents noted," and then closing with "Trust that this meets with your approval," or "Thanking you for your kind and courteous patronage"—why, blame it, often this is rude and not at all.

The clever letter or clever piece of advertising literature may be attractive in its way and sound nicely when read aloud, but it is often more merely a piece of art and fails to center attention on what we want to emphasize mostly.

Best letters and best advertising (Continued on Twenty-ninth Page)

CLASSIFIED PAGE
GROWTH OF LAST 25 YEARS.

MANY MERCHANT EXECUTIVES
WHOSE ADVERTISEMENTS
FILL FULL PAGES, STARTED
ON ROAD TO SUCCESS
THROUGH MODEST WANT
ADS IN DAILY PAPERS.

"The most wonderful feature of 
writing in classified want ads," says Frank F. Barham, publisher of the Los Angeles Herald.

"The development of the classified or 'want ad' has been a matter of the last quarter century, generally speaking. In any paper of any year from 1895 to 1900, it will be found that the classified columns consisted of 'personal' messages, help or situations wanted, rooms and houses wanted or for rent, with little else. The modern newspaper has many pages of classified ads. The multiplicity of wants shown makes a startling contrast.

"The rise of the classified ad started because it was a cheap medium" continued Mr. Barham.

"It grew and developed because it has been the general custom to write and advertise as to secure or dispose of anything, no matter what it might be. To-day it is the most wonderful of the many marvelous developments connected with the newspaper.

"Many great merchants and manufacturers who fear the classified columns fill full pages in the newspaper, started business and grew to greatness by using the want ad."

"In other words, practically every thing which is bought and sold or enters into the home or business life of the people now finds a place in the classified columns of the daily newspaper—a veritable department store or arcade of the most pretentious sort."

MILL SUPERINTENDENTS ELECT.

Homer E. Stafford, superintendent of the Kamargo Mills, was re-elected chairman of the Northern New York division of the American Pulp and Paper Mill Superintendents Association at the annual meeting in Watertown, N. Y.

William Bridges of the Niagara Wall Paper Company of Niagara Falls, N. Y., was re-elected vice-president.

ADVERTISING THE
CHIEF AID TO PROGRESS.

LEADING BRITISH COPY WRITER
SETS STANDARD OF ARTISTIC AND LITERARY
STYLE—PAGE SHOULD BE VIRILE AS ADAM AND
Seductive as Eve.

"Without plunging into the depths of metaphysics, it is a simple matter for even the casual observer to note the mass psychological changes that differ in material points. But in a general understanding about most material matters, the peoples of the United States and Great Britain are nearer akin than they are to any other nation," says H. Dennis Bradley, of Pope and Bradley, London, England. Mr. Bradley is known as the "writer of some of the finest and most literate advertising copy produced in Great Britain."

"The Britisher is peculiarly insular. He is not readily inclined to accept any Americanism that comes his way."

"Nevertheless, the aristocratic Britisher has of late overcome his strange and telling dislike for anything American, and, in advertising, little more than a decade back, he considered it an abomination to patronize a firm that advertised.

"ADVERTISING IS NEW ART."

"That prejudice is being broken down gradually and advertising is assuming the dignity of a profession and an art." The intensive and rapid development of commerce and industry that our peoples must look for success, not to the false glamour and devastating effects of warfare; and commerce, national and international, should rule the new world as the supreme force and the only means by which the population can be adequately provided for.

"In commerce we have, as yet, barely passed the threshold of promise, and the new art of advertising must inevitably be the chief aid to progress."

"To-day no material thing can be accepted without the help of advertising. The entrancing gown of a woman is merely the advertising of her figure and the越 the less public it gives to her charms."

"The popular preacher seeks his mention in the press and calls it an 'uplifting force.' The chorus lady views her portrait in the magazines and loves to see her 'puff.'

"But men of business justly call it by its proper name and we know that it is a fragrant word that no other name would smell as sweet."

"Since we have unreservedly accepted this new god, it would not be amiss to consider how far we are advanced in the service of the church. I believe that the copy of tomorrow will be written by men of genius—representatives of the church and the help of great painters, there will be born a new great public figure in advertising."

"This is no fanciful vision; it is a simple, logical forecast. Let us for this point the artistic progress—just by extension, and, and with the help of great painters, there will be born a new great public figure in advertising."

"The standard we should aspire to is that the advertisement should be the most witty and subtle page in the paper in which it appears. It should be as virile as Adam and as seductive as Eve."

"At the Royal Academy banquet the Prince of Wales before a very distinguished company, made a splendid plea for a better display of art on the hoardings. He expressed the desire for a higher standard of art to be exhibited in the painting of posters. Such a plea coming from him to the painters, the Britisher could not be a unique tribute to the importance of advertising."

"The next big literary gathering is held in London I hope that he will preside and urge our literary men to see that the highest standard of their art is displayed in the letterpress of our advertisements."

"Advertising is the new world force lustily breeding progress. It is the clarion note of business principle. It is the bugle call to prospectus. But great force as it is, advertising must seek all aid from literature and in order that it may assume that dignity which is its rightful heritage."

PUBLISHER GETS HIGHEST VOTE FOR JEWISH CONGRESS.

Jacob Ginsburg, editor and publisher of the Jewish World, the only Jewish daily printed in Philadelphia, received the highest vote in the recent election held Sunday in Philadelphia for the American Jewish Congress. Out of fifty candidates comprising doctors, rabbis, lawyers and men of all walks of life the publisher of the Jewish World was given the largest vote.

Mr. Ginsburg recently bought the Jewish Woman's Home Journal, the only Jewish journal for women in America.

Scandinavian News Print
100,000 Tons per Annum
Inquiries Solicited
Newspaper Paper Corporation
33 West 42nd St., New York City
Telephone Longacre 1116.

The St. Regis Paper Company
Hanna Paper Corporation
NEWS
PRINT

Daily Capacity
425 TONS

We solicit your inquiries
General Sales Office:
30 EAST 42ND STREET
NEW YORK

Chicago Sales Office:
604 McCormick Bldg.
CHICAGO, ILL.

Pittsburgh Sales Office:
1117 Farmers Bank Bldg.
PITTSBURG, PA.
COMPILING DATA ON NEWSPRINT IS STARTED.

Continued from Fourth Page

ed by the Federal Trade Commission's reasons for discontinuing it?" Dr. Blake was asked.

"No, on the contrary, we believe that the American Pulp and Paper Association is the logical vehicle for assembling this information and we expect, as evidence suggests, a closer cooperation from users of newsprint than appeared to have existed in the past.

The Writing Paper Association, which is recognized as the producer of some of the most reliable statistics in existence.

"We feel that the work is so necessary that our association is prepared to take it up, where the government left off and, if possible, develop it to a finer point than we have done in the past, the excellent direction of Vice-chairman Murdock, notwithstanding the many difficulties which confronted him."

It was expected that R. S. Kell, secretary of the Newsprint Service Bureau, 60 per cent of whose members are Canadian paper and pulp manufacturers, will work closely with Dr. Baker in the compilation of newsprint statistics.

NEwspaper offers reward.

A reward of $1,000 has been offered by the Detroit Free Press for information leading to the capture of Benjamin Purnell, "king" of the House of David colony at Benton Harbor. A warrant has been issued for the arrest of Purnell.

The JOHN BUDD CO.

Representing Newspapers of
9 East 87th St., NEW YORK
Tribune Bidg., CHICAGO
Chemical Bidg., ST. LOUIS
Kansas City, Missouri Bidg., DALLAS
VXX XXly Bidg., ATLANTA
VX X|XX Bidg., SEATTLE
Ucr*Examiner Bidg., SAN FRANCISCO
Title Insurance Bidg., LOS ANGELES

NEWSPAPER ADVERTISING REPRESENTATIVES
New York, 154 Nassau Street
Chicago, 605 N. Michigan Avenue
Atlanta, Candler Annex
Los Angeles, Security Bidg.

G. LOGAN PAYNE COMPANY
SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK
462 Tower Bldg., BOSTON
Kearse Building, DETROIT
100 Boylston St., BOSTON
Carleton Building, LOS ANGELES

H. W. KASTOR & sons
ADVERTISING CO. CHICAGO
This organization is highly specialized in the solution of advertising problems.

COURT SUSTAINS BAN ON OIL PROMOTER'S FALSE ADS.

Orders to cease and desist from making false or misleading statements in advertising, issued by the federal trade commission against H. L. Cox of Fort Worth and Houston, Tex., or through his wife, in selling stocks or securities in interests connected with his oil stock promotions, have been sustained at a special hearing before the United States court of appeals for the fifth circuit.

The commission found that Cox and his wife were making false representations in selling stock in various oil companies, and issued an order last June. Later, the commission discovered that Cox was degrading the order, and had identified himself with "Doc" Cook, of polar and Fort Worth fame, in connection with the Petroleum Producers' Association, which Cox had organized.

Another thing was, a dividend paying company, and had more than a hundred producing oil wells in operation. The market price of the stock was much more than that at which they were offered for sale, and the facts were found false by the commission.

NEW HOME FOR IOWA DAILY.

Frank D. Throop, publisher of the Davenport, la., Democrat, expects to move the plant into its new home November 1. Work has been started on the erection of the $300,000 building which will be the most modern plant in the state. The new equipment in the plant will be an additional number of linotypes, a high speed cotype Goss press and stereotyping machinery.

LONDON DAILY RAISED FOR "MYSTERY SHIP" PICTURE.

The police raided the offices of the London Daily Herald, the socialist and labor organ, recently and held the members of the staff for an hour while the paper was being obtained. The original and all copies of the picture of the submarine X-1, which the Herald published a few days before, were seized.

Police officers questioned the staff as to how the picture of the new submarine was obtained. The chief, J. H. Chatham June 16, was obtained, and confiscated all copies of the paper containing the picture.

The Admiralty had excluded reports of the launching of the submarine. The police are now being searched for evidence of the submarine. The Admiralty had excluded reports of the launching of the "mystery ship," as the submarine has been called, and workers are being looked upon as possible suspects.

C. HAROLD VERNON.

an energetic campaign is now being laid out by C. Harold Vernon, president of the Thirty Club, to carry the Thirty Club to England next year by the bulk of

Vernon returns to boom big attendance.

President of Thirty Club of London, whose firm is associated with Martin V. Kelley Co., will reach New York in October to launch drive for record attendance.

So sanguine are the British advertising men that the London convention will outstrip all annual gatherings in the Ad Club's history, that of C. Vernon & Sons, Ltd., of London and is associated in America with the Martin V. Kelley Co., of New York and Toledo. In addition to his London headquarters, Mr. Vernon's firm has offices in Paris and Japan which are associated agencies to provide a world wide service.

During his stay in America Mr. Vernon made several addresses where he pleaded the great need of American ad men to work toward the making of America into world ambassadors of trade. In a speech before the Association of American Advertisers, Mr. Vernon suggested that the New York convention next year would be the greatest event in British advertising history, and that as far as American manufacturers were concerned he urged the employment of British advertising agencies whose co-operation should be sought in dealing with the British market.

This theory was sympathetically received by a large audience and it is reported that in the coming convention next year the opportunity will be provided for an exhibition of a vast enlargement of business between the two great countries.

Hartford times sued for breach of contract by ad promoter.

A suit in equity alleging breach of contract and asking judgment for an accounting for money due, besides damages of $20,000, has been filed in the United States district court at New Haven, Ct., by Thomas D. Taylor, as an advertising promoter of Philadelphia, against the Hartford Times.

Mr. Taylor specializes in reviving classified advertising columns by a plan of his own, in various parts of the country, and according to the allegations, the Times made a contract with him providing that he was to receive 10 per cent of the revenue from increased business in the classified ad columns operated under his plan for a period of ten years.

Mr. Taylor declares he has never been paid any money from the company and has never received an accounting.

As a result of this alleged breach of contract, Mr. Taylor wants an examination of the books of the Times to determine the exact status of the company. He has classified columns from the time the contract went into effect.

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**EDITORS PLAN MEMORIAL TO FATHER OF VIRGINIA JOURNALISM.**

William Parks, who established the first permanent printing press in Virginia, will be honored by the Virginia Press Association. Parks, who has often been called "the Father of Virginia Journalism," was born in Shropshire, England, about 1695. He published the Maryland Gazette in Annapolis, in 1727, and served as public printer of Maryland from 1726 to 1737. The first publication of a newspaper in Virginia was "Typography," an ode on printing, by J. Markland, with the imprint of 1730, inscribed to the patron of printing in Virginia, Hon. William Gooch, lieutenant-governor.

**NEW YORK EDITOR SUCCUMBS TO PNEUMONIA.**

William Parks, who established the first permanent printing press in Virginia, will be honored by the Virginia Press Association, if... J. Markland, with the imprint of 1730, inscribed to the patron of printing in Virginia, Hon. William Gooch, lieutenant-governor.

**ENGLISH WRITER PRODUCING AMERICAN NOVEL.**

Miss May Christie, English author, has returned to her native land and is producing a new novel with an American setting—the result of her recent sojourn in the United States. Miss Christie's earlier works include "Hearts Afire," which she has described as "our most popular book," and "Eternal Flame," now in its second edition.

**Sacramento Bee Praises Ludlow:**

"It would, in our opinion, have been quite impossible to produce the volume of display matter required by the old hand methods, because of the tremendous amount of large display material involved. As you know, our Sacramento experience led to the purchase of two machines for our Fresno plant, and we have been quite pleased with the results. Ludlow Typograph Co., Chicago New York City"

**NEW YORK STATE DAILY OPENS NEW HOME.**

Allan Dawson, associate editor of the New York Mail who died Sunday, was buried Tuesday from the little house in lower New York where he had lived. The funeral service was held at the residence where he had passed away. The body was removed to the New York Burying Ground, where it will remain until the next week when the burial will take place. The services were conducted by Dr. George W. Tuller, who administered the rites at the funeral.

**HUNDREDS VISIT MODERN PLANT OF WHITE PLAINS DAILY REPORTER—MERGER WITH TWO OTHER PAPERS LEAVES IT ALONE IN FIELD—TULLER IS PUBLISHER.**

A large part of the population of White Plains, N. Y., visited the new plant of the White Plains Daily Reporter when the new home was opened to the public Monday night. The building, the great mechanical features and the inner workings of the office were open for inspection by the public. Every step in the making of a newspaper was explained to the hundreds of visitors. The Reporter appeared as a daily newspaper on October 22, 1917. It was founded in 1888 by Charles Patterman and P. B. Tyler as the Westchester County Reporter. It became a daily in 1907 and continued under Henry Sutherland until 1915 when it left the daily field. With the coming of W. Lee Tuller as publisher in 1919, the first step was taken toward the merging of the other two papers in White Plains which when the Daily Reporter was added to the chain part of the Reporter. On January 2, 1921, the Daily Record became part of the consolidated paper.

**SOUTHERN DAILY NOW IS SUES SUNDAY EDITION.**

The Greensboro, N. C, Daily Record, started the publication of a Sunday edition. The first issue had six pages. The Daily Record is edited by Max Abernathy and the local department is in charge of Charles M. Brown. The other members of the editorial staff are: C. R. Sumner, Harry Hayden and John W. Cannon. Edney Ridge is head of the Record's advertising department, being assisted by Miss Elizabeth Warren. Mr. Ridge is also business manager. The Record is published by the J. M. Reece Publishing Company. Julian Price, president of the Jefferson Standard Life Insurance Company, and R. K. Keough are the advertising representatives, own practically all of the stock in the company.

**NEW BARS SIX MORE ALLEGED OIL FIRMS FROM MAILS.**

A fraud order barring six alleged oil concerns from Fort Worth, Tex., from the use of the mails was issued this week by Postmaster General New. Falling under the latest ban are the Mexia-Gibraltar Oil Company, Texas Trust Company, $1 Oil Club, $1 Oil Club No. 2, Smackover Lease Club, and the Kessle Oil Company, all together with their officers and agents.

**Premier DRY MATS Give Complete Satisfaction**

Publishers should supply the Stereotype Department with a Dry Mat that has the reputation of being the only mat on the market that stands the test. Send us your trial order for one dozen—20x24 at 17c. per Mta. Case lots (500), F.O.B. New York.

**Premier Flong Company**

P. O. Box 671, City Hall Station, New York City
Sales office 258 Broadway

**Karl Hagenbacher**

“Premier” Dry Mats

- **PREMIER DRY MATS**

- **Give Complete Satisfaction**

**Premier Flong Company**

P. O. Box 671, City Hall Station, New York City
Sales office 258 Broadway
NEWS SENSE AS A HEREDITARY SPIRIT.

LARGE PERCENTAGE OF YOUNG MEN AND WOMEN WHO ARE TAKING JOURNALISM COURSE AT OHIO STATE UNIVERSITY ARE NEAR RELATIVES OF EDITORS.

The newspaper spirit is prone to run in families. It was so from the beginning of journalism in this country, for there were the Greenes, the Drapers, the Franklins, the Bradfords, and many other families of newspaper men and women, and it is interesting to note that in the department of journalism, Ohio State university, to-day, there are students who are the grandchildren of old-time newspaper editors.

Richard R. Waltz, also a junior, is from Delta, where his father owns and publishes the Delta Atlas. Waltz's grandfather, John Waltz, was an earlier publisher of that paper.

Helen E. Duff, a sophomore in the college, is the daughter of William C. Duff, editor of the Ashland Times-Gazette.

A. H. Kelly's journalistic tendencies can be traced to his uncle, who was the market editor of the Cincinnati Post.

Norman W. Lilley, sophomore, who entered the office of the Galion Plain Dealer and general manager of the Cleveland News, is also a brother of other prominent journalists.

William H. Mylander, a third-year man in journalism, is the brother of C. J. Mylander, editor of the Press of Houston, Texas.

Mary M. Nilles, a junior in journalism, is the daughter of the late E. E. Nilles, editor of the Ohio State Journal. Mylander is also editor of the Lantern for next year.

Albert V. Dux, a junior, entered the department of journalism from the University of Tennessee, where he writes for and publishes the Wooster Daily Record.

Joseph H. Huls, a junior, is the son of A. E. Huls, the editor and owner of the Dayton News. His father, newspaper editor, owns the Lewisburg Leader.

Karl B. Paul, one of this year's graduates from the department of journalism, was a student in the work with his brother, who is the editor and manager of the Middle- town News. His cousin, Harold A. Paul, is the editor of the Miami Union.

Leeds R. Tobin, a junior and a Columbus Dispatch reporter, has one brother, Emile Tobin, who is the corresponding editor of the Lancaster Gazette, and another, Don L. Tobin, who is the manager of the Consolidated Telephone Company of Ohio.

John A. Pollard, a junior, is the brother of James E. Pollard, who is in charge of the University News Bureau.

Harold K. Schellenberger, a junior, is the only student in the department who is making his way and carrying on at the same time work for a newspaper. His brother, Stanley, is still in high school, is doing active repartorial work for the Jackson Standard Journal.

EDITOR'S TASK NOT SO EASY AS MANY READERS MAY IMAGINE.

The sort of newspaper that would be published if everybody edited it would be something wonderful, but nothing that anybody would subscribe to. The newspaper business is a vocation, and those who make up the newspapers must have the mass of the people in mind every moment. No newspaper can live by catering to a chosen few.

There is not in any community enough business to support a large newspaper designed especially for the cognoscenti, although only careful readers, the high-brows, observes the Reading Eagle.

The high-brows are a vague class, but are commonly supposed to be the type of citizens who take no interest in any subject except one concerning things that would be discussed in a faculty or a fine arts convention or in the higher clergy. No daily newspaper made to fit a clientele of intellectuals or near-intellectuals could gain the support, for the high-brows would be willing to pay.

A new author made himself unpopular some time ago by saying that as far as he had observed most of them had been criticisms on his work... sometimes come from the class of readers who never buy books, but are keen for ideas and are better off from their books than from any other source.

It might be said of some of those who are severest in their condemnation of the daily press that they do not have to pay its bills nor do they contribute greatly to its support.

MONTANA NEWSPAPER MEN TO MEET IN AUGUST.

S. E. Peterson of Great Falls, Mont., secretary of the Montana Press Association is arranging to make arrangements for the annual convention of the association in Butte on August 9, 10 and 11. A large attendance is expected from the business and editorial departments as well as representatives from the weeklies in the state.

The start's newspaper men have a chance to see not only the sights of the state's metropolis but also of other cities, Anacosta and Butte.

"The last meeting held in that vicinity was in Anaconda in 1912 and each recurring year the newspaper men have been looking forward to a visit to Butte," said "Doc" Peterson.

They weren't looking to see the mines, which most of them know only by hearsay. They all bring their wives and some of them their families and they will not overlook the opportunity to give the shopping districts the once over and to see the bright life of Montana's great white way.

The convention is to be held in Butte in response to the invitation of the Butte chamber of commerce. Mr. Peterson has been confering with Secretary P. L. Will of the chamber, discussing accommodations and other arrangements for the convention.

NEW GOOD ROADS EXECUTIVE.

Russell T. Kelley, president of the Hamilton Advertisers Agency, Hamilton, Ont., has been chosen president of the Good Roads Association.

EDITOR APPOINTED MEMBER OF STATE COMMISSION.

J. M. Emmerson, editor of the An- sonia, Conn., Sentinel, was appointed by the governor as a member of the commission on tax exemptions recently authorized by the legislature of that state.

FOR PROMPT SERVICE.

Printers' Supplies Machinery

in Stock for Immediate Shipping by Selling Houses Conveniently Located

"American Type the Best in Any Case."

AMERICAN TYPE FOUNDERS COMPANY

Atlanta, Ga., Denver, Colo., Pittsburgh, Pa., Boston, Mass., Kansas City, Richmond, Va., Buffalo, N. Y., Los Angeles, Calif., Portland, Me., San Francisco, Calif., Chicago, III., Minneapolis, Minn., St. Louis, Mo., Cincinnati, Ohio, New York City, Cleveland, Ohio, Philadelphia, Pa., Winnipeg, Man.

An Injury Done Cannot Be Undone

Prevent Accidents With

The CUTLER-HAMMER SYSTEM

Printing Press Control

"Safer in the World"


Detroit, Mich., New York City

Branch Offices—Principal Cities

MATS, STEREOTYPES ELECTROTYPES

For Newspaper Illustrations and Advertisements—Highest Quality.

SCHAEFER STEREOTYPE CO.

155 8th Ave., New York City

PRINTERS' Outfitters

Printing Plants and Business bought and sold. American Typefounders' products, printers' equipment and bookbinders' machinery of every description.

CONNER, FENDLER & CO.

90 Beacon Street, New York City

THE NATIONAL TYPE FOUNDERS

Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimen sheets and catalog on request. Old type taken in exchange for new.

For Particular Printing come to the

ALLIANCE PRESS

110-114 West 32nd Street, NEW YORK

FLAMES DESTROY PULPWOOD.

Forest fires sweeping through New Brunswick and Nova Scotia are destroying vast areas of pulpwood and threaten to lower the year's cut below that of last year, despite the heavy cut of last winter. Unable to check the flames New Brunswick authorities have sought aid from neighboring provinces. Mounted police are guarding the forests in some sections.

RAISES SUNDAY AD RATES.

The Richmond, Va., Times-Dispatch has raised its Sunday display advertising rates one cent a line, effective to-morrow. This raises the per inch rate from $1.12 to $1.26. The rates are raised to increase the circulation.
NOTED SPORT WRITERS GATHER AT SHELBY
NEARLY 100 NEWSPAPER MEN ALREADY AT DEMPSEY-GIBBONS TRAINING CAMPS—PROMOTERS PREPARING TO HANDLE 500 SCRIBES—MANY CELEBRITIES THERE.

Nearly 100 sport writers from all over the country are now telling the world about Shelby and the Dempsey-Gibbons fight which will be held at Shelby, Mont., next Wednesday, July 4. Dean Snyder informs The Fourth Estate in a special telegram. Practically all by-line writers from every big newspaper and news service are on the ground. They divide their time between Great Falls, the Dempsey camp, and Shelby, where Gibbons is training.

The press section in the huge wooden octagon will handle 280 scribes but reservations now already make an overflow necessary. By the time the fight starts at three o'clock July 4, this number of sport celebrities will be doubled.

A partial personnel of those there is as follows:


Hugh Fullerton, Evening World; Heywood Broun, World; David J. Walsh, United Press; Jim Dwyer, Damon Runyon, Times; George S. Leven, Tribune; Stuart Evans, Dispatch.

The following are from the Midwest:


The following are from California:


INCREASE OF 15 PER CENT OVER 1922 IN USE OF NEWSPRINT FOR MAY, 1923.

The weighed average price of contract deliveries from domestic mills to publishers during May, 1923, f.o.b. b. mill, in carload lots (in standard news in rolls was $3,726 per 100 pounds. This weighed average is based upon May deliveries of about 8,000 tons on contracts involving a total tonnage of approximately 602,000 tons of undelivered paper manufactured in the United States, stated the Federal Commission's last report. The weighed average contract prices based on deliveries from Canadian mills of about 63,000 tons off standard roll news in carload lots f.o.b. b. mill, in May, 1922, was $3,777 per 100 pounds. This weighed average is based upon the May deliveries of contracts involving about 186,000 tons of undelivered Canadian paper.

The weighed average market price for May, of standard roll news in carload lots f.o.b. b. mill was $3,795 per 100 pounds. The domestic consumption of standard news by metropolitan dailies, using between one-half and three-fourths of the quantity of newsprint consumed for May, 1923, when compared with May, 1922, shows an increase of 15 per cent and an increase of 36 per cent when compared with May, 1921. The metropolitan dailies held 60 per cent of the tonnage on hand at the end of the month.

NEW PULP CONCERN FORMED.

The W. J. Lanigan Company has been organized at Waterville, Me., with a capitalization of $45,000,000 to deal in pulp and pulp wood. W. J. Lanigan, one of the most prominent lumber operators in the northeast, is at the head of the firm. The new concern has taken over a pulp wood area in Canada, including two pulp mills.

THINKING AND THE THOUGHT.

"Man by thinking only, becomes truly man."—Pestalozzi.

"Nothing is so practical as thought."—Cicero.

"There is no thought in any mind but it quickly tends to convert itself into a practical action."—Hobbes.

"Some people study all their life, and at their death have learned everything except to think."—DOMENGEY.

HUGH FULLERTON.

Wyo., Herald; Eddie Dick, Denver News-Times; Tim Ching, Winnipeg Tribune; W. J. Findlay, Winnipeg Free Press; Fred Bugby, New Orleans Item; Ralph Davis, Pittsburgh Press; Alan Bartlett, Associated Press.

BIDE DUDLEY.


CRISIS IN GROWTH OF NATION'S FIRST CITY.

Admission of M. C. Mogensen & Company, publishers' representatives, are J. H. Connell, who went to the San Francisco office, and Paul A. West, who joined the Los Angeles staff. Mr. Connell, formerly forestry editor of the Pacific coast representative of the Hearst morning newspapers, Mr. West, formerly manager of the San Bernardino, Cal., Sun.

CRISIS IN GROWTH OF NATION'S FIRST CITY.

AGENCY PAYS BILLS WHEN ADVERTISER DEFAULTS.

The Andrew Cone general advertising agency filed judgment in New York County for $2,100 against the Empire Home Insurance Company, for failure to pay for advertisements placed in newspapers and paid for by the Cone Agency in accordance with existing agreements between agents and the newspapers.

KING OF ITALY CONFERS HIGH HONOR ON NEW YORK EDITOR.

At a banquet attended by members of the staff of the Corriere d'America, at Cortez Roof Garden, Luigi Barzini, editor of that paper, was presented by the King of Italy with the Order of the Star of Italy, conferred upon him by the King of Italy in recognition of "meritorious services rendered the Italian people in the United States. This is one of the greatest honors the Italian government can confer.

FIELDING INTERNATIONAL CONVENTIONS.

The New York World's spirited campaign for the 1924 Democratic convention to the metropolis appear to gain momentum under the scene of general movement of promotion and newspaper publishers that after half a century, New York City ought to be so favored. Besides the numerous sentimental and historical reasons advanced by partisan friends of the movement, there appears to W. S. Woods, a

DEMOCRATIC CONVENTION OF 1868 WAS LAST HELD IN NEW YORK.

Since 1868, when it was held in New York and only in New York, the Democratic National Convention has been in the following cities in the order named:

1872—Baltimore
1876—St. Louis
1880—Chicago
1884—Chicago
1888—St. Louis
1892—Chicago
1896—Chicago
1900—Kansas City
1904—St. Louis
1908—Denver
1912—Chicago
1916—St. Louis
1920—San Francisco
1924—New York

St. Louis leads all cities, having had four of the conventions. Chicago is second with three.
A few years ago the condensation of a complete composing room into the magazines and keys of a single Linotype would have been thought impossible.

Today, however, the operator of a Text-and-Display Linotype gets any face he wants within an almost unlimited range, from small text to full 36 point display, merely by touching a key.

The space of many typecases may be saved by the use of Text-and-Display Linotypes, as well as thousands of footsteps and hours of composition and distribution time. Nearly two hundred newspapers after trying display composition on the Linotype have learned that hand setting of display is as unnecessary and archaic as hand setting of straight matter.
THE FOURTH ESTATE
A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS

JUNE 30, 1923

OFFICES AND PRINTING HOUSE
232 West 59th Street,
Columbus Circle.

NEW YORK
Phones: CIRcle 0200, 0201, 0202.

ERNEST F. BIRMINGHAM, Publisher
WILL THE PUBLISHERS NOW CO-OPERATE?

While the Federal Trade Commission, in announcing the discontinuance of its investigation, has made necessary the sacrifice of much economic and statistical work, it is understood that the indifference of many newspaper publishers was discouraging in the extreme. To give these monthly reports proper authority and influence, a number of these publishers have obtained subscriptions. They are eager to have the data of the last few months published. The enthusiasm of these publishers for statistical and financial information is encouraging. It is to be hoped that the Federal Trade Commission will continue this publication of its statistical bulletin for the benefit of the newspaper publishers and the public.

A distinguished contemporary, lamenting the sale of the New York Globe, which was purchased by Frank A. Munsey, says: "The New York Globe, under the patronage of the New York Evening Post, became a "hyphenated newspaper," it is, at least, a leader in its field and few would have claimed for the Globe that distinction under the Rogers regime.

Suppose all the Globe readers do not read the large and daily newspaper, and the Globe—does our mournful friend, who comes to a belated bier, not to bid it farewell, but to praise it, forget that Mr. Munsey has a very free notion of what a newspaper is? Does he not realize that the New York Evening Telegram, and the Globe readers must be reminded that the New York Evening Telegram, and the Globe readers never have been realized.

The national forestry policy commission of the United States Chamber of Commerce will shortly mail a special edition to its 1400 constituent chambers to derive views as to a fixed national policy on reforestation. Out of this movement will develop, it is hoped, an international and a federal act, looking to replanting the nation's idle lands. This movement is being done by individuals and organizations. In every section of the country, the need for national system of rehabilitating timber lands is recognized.

The former appropriation of $2,000,000, which was annually set aside to purchase lands has not been restored. It was reduced to $400,000 when the war broke out. Appeals have been made to the General Assembly of New York for the restoration of this amount. No such appropriation was made in any other state during the war. The result is that the state has lost not only the money but also the timber that might have been salvaged and used for the needs of the state.

The loss of this mighty natural resource presents a grave situation to the publishers of New York City. The work of replanting idle timber lands seems desirable enough to engender enthusiasm and the united support of the newspaper world.

MAINTAINING THE PRES- TIGE OF THE NEWSPAPER.

For some reason schools of journalism valedictorians touch the same key or regret, to the effect that the quondam prowess of the newspaper has disappeared. The newspapers are now more serious in their approach to the public, and less inclined to print in full in a serious way in its columns, all the mumblings against a newspaper and its edition by demagogues and disappointed politicians.

Frank T. Carroll, wide-awake advertising managers of the Indianapolis News, in another column of The Fourth Estate, to-day comments upon the pernicious and destructive tendency of paying little heed to the newspaper as the prime advertising medium. He says: "This movement is only a part of a general public attention to other media which, in fact, feed on the newspapers as they are accorded in the newspapers.

Neither Mr. Swope nor Mr. Carroll seems to understand the things they complain about, but both would conserve the old time press, the newspaper, and defend their own agressions in news and in advertising departments.

As elucidating Mr. Swope's contention, The Fourth Estate is moved to conjecture how long a good past would last in the esteem and affection of his flock were he to get day after day and read from his pulpit without comment a letter denouncing himself as a falsifier, a paid agitator, and an enemy of his readers. It must not be surprised if their readers are dazed; for it is not the publisher who is enthusiastic that only the truth is permitted in its columns.

The same logic would appear to be maintained as to advertising. When newspapers, after all, are the purchasers of the world's products, see direct mail schemes, bill board advertising, and even 'sky writing' referred to continuously in newspapers as ideal and effective advertising, many advertisers must be surprised if their readers are dazed; for it is not the publisher who is enthusiastic who is the sells all our objects to every one of.

There is a wealth of serious though somewhat depressing, news. Who, Carroll's observations that the newspapers themselves are much to blame for allowing a generation into the world, and even the "sky writing" referred to continually in newspapers as ideal and effective advertising, many advertisers must be surprised if their readers are dazed; for it is not the publisher who is enthusiastic who is the sells all our objects to every one of.

The Fourth Estate will follow Mr. Carroll's regime as president of the N.A.N.E. with interest, for there seems reason to hope that newspapers may have to work a sharp reformation in the careless practice of recent years of throwing away valuable productive space on every Tom, Dick and Harry who wants to break in print at the expense of the newspaper or its readers.

IF YOU WOKE AND FOUND NO TRAINS RUNNING.

The curtailment of mail service by the post office department because of a shortage of cash, is an incident in the interesting conjecture as to the government's attitude in a similar situation. The action of the government operated the railroads. They are still minded by national and international emotions and worries of finance, and it is the ambitious people who demand mail service, have been asked to remain satisfied with the postal service, as it is at present.
WEDDING BELLS.

Miss Lorretto Premo, secretary to Thomas G. Murphy, advertising manager of Jimsville, Miss Gazette, has resigned to marry Arthur Kilefoth of Rockford, Ill.

Edward Morrison Welliver, son of Mr. and Mrs. Judson Welliver, married Miss Hope Milton Edwards of Washington, D. C., at the capital. The bridegroom’s father is a former Iowa newspaperman and is now chief clerk at the White House.

Frederick Charles Schneider, Jr., a member of the staff of the Chattanooga News, married Miss Alice Elizabeth Millis of Pontiac.

Miss Mary M. Newbold, formerly society editor of the Lancaster, Pa., News and more recently of the Harrisburg Telegraph, has been married to Mr. M. H. White, D. C., at Silver Springs, Md.

Joseph A. Fleitzer, assistant managing editor of THE FOURTH ESTATE, married Miss Mollie Tracy in New York City at the University Presbyterian church, Seattle. The couple are now on a wedding tour of the East.

William Lynch, of the mechanical department of THE FOURTH ESTATE, married Miss Mary Kane of New York City in the Epiphany church.

WILLIAM LYNCH.

New York, on Sunday, Mr. Lynch served with the 308th infantry in the world war and was in action on the Vele where he was gassed. After the honeymoon, which they are now spending at Lake Huntington, N. Y., the couple will reside in New York City.

STAFF CHANGES

John Hartnett, formerly on the staff of the Atlantic City Gazette-Review has returned to the paper as real estate editor.

W. Emerson Reck is now with the Springfield, Ohio Daily News as a reporter.

Russell Morris, assistant city editor of the Atlantic City Press, has resigned to engage in the real estate business.

Jack Patterson, for two years on the Atlanta Journal, has bought half interest in the Covington, Ga., News and has become editor of that paper.

W. F. Adams, Jr., editor of the Yoakum, Texas, Herald for the last eight years, has resigned to practice law in Yoakum.

Olin F. Hardy, city editor of the Amarillo, Texas, News, has been made news editor, with Charles A. F. Kiersey, who resigned recently.

C. L. Mathieu, who resigned as general manager of the Pacific & Atlantic Photos, has been succeeded by Harry B. Baker, formerly assistant to Mr. Mathieu. Mr. Baker came to the P. & A. in January, 1922, from the International News Reel Corporation.

C. E. Oliver has resigned as editor of the East Palestine Ohio, Leading to become editor of the Western Reserve Democrat. He succeeds Horace Holbrook who was killed in a railroad accident.

Ralph Turner has succeeded Charles Leighton as assistant financial editor of the Buffalo News. Mr. Leighton is now one of the publishers of the Owego, N. Y., Times.

JUNE 30, 1923

THE FOURTH ESTATE

PURELY PERSONAL.

Edgar L. Morris, managing editor of the Springfield, Ohio, News, and family are spending their vacation with relatives at St. Marys and Wakapeno, Ohio.

C. C. Warren, assistant managing editor of the Springfield, Ohio, News and wife, have returned from their vacation, spent in various parts of Ohio.

Bert A. Teeters, telegraph editor of the Springfield, Ohio, News, has returned from a visit with relatives at Kenton, Ohio.

Charles J. Hethel, after setting market and tabular copy, on the Buffalo Express for thirty-nine years, has retired. He is devoting his time to attending to his garden.

Carl Sandberg, verse writer of the Chicago Daily News, has received the degree of doctor of literature from Lombard College, Galesburg, Ill.

Arthur M. Howe, editor of the Brooklyn Eagle, has been made a doctor of laws by St. Lawrence University.

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C. A. Warren, assistant managing editor of the Springfield, Ohio, News and wife, have returned from their vacation, spent in various parts of Ohio.

Edward M. Brown, former assistant managing editor of the Springfield, Ohio, News, has returned from a visit with relatives at Kenton, Ohio.

J. W. Murray, managing editor of the Lawrence, Kan., Journal-World, has been appointed a director of the University of Kansas alumni association.

W. Emerson Reck is now with the Springfield, Ohio Daily News as real estate editor.

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JOSEPH A. FLEITZER.

York Saturday evening. The bride was at one time a member of the advertising staff of the New York Daily News. Mr. Fleitzer was formerly on the editorial staffs of the Oakland, Cal., Enquirer, the United News, the New York Tribune and the New York Globe. The couple met while both were students at the Pulitzer school of journalism.

Before engaging in newspaper work, Mr. Fleitzer spent four years in Europe selling films. He also did public work in this country.

Le Roy Whitman, of the editorial staff of the Washington Post, and Miss Lucy Sabin were married at Washington Monday. A delegation from the newspapers composed of workers on the Washington papers, attended the wedding. The couple departed for a trip through Virginia, following the ceremony.

Roy D. Pinkerton, managing editor of the San Antonio Express, married Miss Airid Kincade, daughter of Dr. and Mrs. Robert Kincade of Seattle, at the University Presbyterian church, Seattle. The couple are now on a wedding tour of the East.

William Lynch, mechanical editor of the Buffalo News, married Miss Mary Kane of New York City in the Epiphany church, New York Sunday.
HOUSTON STARTS WORK FOR 1925 CONVENTION

PLANS TO SEND 100 DELEGATES TO LONDON AND HOPES TO REALIZE A GATHERING THREE OR FOUR TIMES AS LARGE AS THE BRITISH MEETING.

Texas is taking nothing for granted for 1925. Led by Marcellus Foster of the Houston Ad Club, an enthusiastic campaign has been begun by Houston advertisers to make the 1925 Ad Clubs convention to Texas.

The Houston delegates to the Atlantic City conventions will go to London to secure the next meeting for Houston and surrendered gracefully and most diplomatically was done. It is believed that the new meetings will be held in Houston.

Houston was made famous at the great gathering. London and Houston have been linked together, and friendships have been made.

One of the last benefits says the Houston Chronicle.

Houston will send at least 100 delegates to the next annual meeting in London, and see that there is no question of the Houston Ad Club's future.

WASHINGTON AD CLUB GIVES LOVING CUP TO RUBEL.

A loving cup was presented to Lawrence E. Rubel, retiring president of the Washington Advertising Club, by the members of the organization as a testimonial of appreciation of his services during the last year.

At an annual luncheon of the club last week a presentation was made by William H. Wagner, the new president.

The presentation, George H. Snowden, vice-president, reported on the recent entertainment of British advertising men by the club. A resolution offered by Mr. Snowden, thanking Washington newspapers for their cooperation during the visit of the Englishmen, was adopted by the club.

ALVIN NAST PROMOTION.

Allyn B. McIntyre, who has been with the New England office of the Conde Nast Publications, has joined the New York staff as advertising manager of the Condé Nast pattern group. Mr. McIntyre was formerly with N. W. Ayer & Son, at their Philadelphia and Boston offices.

PACIFIC COAST MEN FORM DUELLESS PRESS CLUB.

Newspaper men recently organized a club in Watsonville, Cal., which has no constitution or by-laws and collects no dues. Its membership, which already consists of practically every editor and staff writer in the counties of Santa Cruz, San Benito, Monterey and Santa Clara, meets monthly at one of the town for a get-together dinner and talks on the “Dutch treat” plan.

It is called the “Fill-the-Hole” club, the name being an adaptation of a phrase familiar to all news rooms referring to the process of filling the empty columns with news and other matters of interest to the members.

Rudolph A. Wilson, news editor of the Watsonville Register, is president. J. C. Kellett Head, and James H. Townes, of Gilroy and Salinas, respectively, vice-presidents, and Rollin H. Townes of Monterey, secretary-treasurer.

PROMINENT AD MAN DIES.

G. H. Ely, secretary-treasurer of Charles H. Fuller Co., advertising agency in Chicago, is dead. Mr. Ely was associated with the Chas. H. Fuller Co. for more than twenty-five years and was one of the leading known advertising men in the country. He was sixty-nine years of age.

The body was taken to Cleveland for burial.
FAMOUS HARDING CODE A GUIDE TO REPORTERS.

SO CONDUCT THE MARION STAR, ENJOINED THE PRESIDENT, THAT IT MAY GO IN TO ANY HOME WITHOUT DESTROYING INNOCENCE OF ANY CHILD.

In the White House statement announcing the passing of the Marion Star from President Harding's control, reference was made to a continuation of the Harding ideals which were built up through nearly forty years of his regime. The President's instructions to the editorial staff of the Marion Star set forth the basis on which he desires to have the paper conducted, as follows:

Remember there are two sides to every question. Get both.

Be truthful.

Get the facts. Mistakes are inevitable, but strive for accuracy. I would rather have accurately written facts, no matter how right or wrong than a half dozen wrong.

Be decent. Be fair. Be generous. Be honest. There is no substitute for good in everybody. Bring out the good in everybody, and never needlessly hurt the feelings of anyone.

PROMINENT NEWSPAPER REPRESENTATIVES OPEN COAST OFFICE.

Fralich & Bates, newspaper representatives, 154 Nassau street, New York City, have opened a new office in the Continental Building, 111 Broadway, New York City, which will serve as their New York office.

SEATTLE AD CLUB ELECTS.

Lloyd Spencer was re-elected president of the Seattle Advertising Club recently. The other officers chosen were: T. P. Forstner, vice president; J. F. Hyatt, secretary; Maurice Wittingham, treasurer. The seven trustees chosen were: R. E. Morgan, A. J. Izzard, R. E. Bigelow, C. A. Griffith, J. Wright, C. E. Fisher and R. P. Milne.

RECORD TOLL OF NEWS SENT ON LEVIATHAN.

(Continued from Fourth Page) stoppage. In the first three months the radio schedules had been reversed and the Leviathan dominate the shore radio traffic at the expense of the dispatch of the tremendous amount of news which reached shore from the ship.

On the day on which the record stopped, 194 students were mailed all of the scribes "beat it" to the wireless to send off the flash. The New World made that day.

The four press association representatives pulled in right behind, but the World man would not yield. Later it was agreed that a consolidated message, not to exceed twenty words, on unusual or sensational happenings, should go to all press associations, the World published.

A goodly number of newspapermen were included in the 456 guests who made up the compliment of the press passengers on the Leviathan's trial trip. It was through their activities that the press received such nation-wide publicity. Even the criticisms were said to have added appreciable to the free advertising accomplished through the daily Supplements and special reports.

On Friday night the newspapermen, under the leadership of the New York Times, held a dinner at the Commodore Hotel for the press passengers. After the opening address by Chairman Lasker, the host of the outing, and W. R. Vanderbilt, chairman of the board of the vessel, Edward Price Bell of the Chicago Daily News presided.

LASKER BELIEVES IN LEVIATHAN.

The affair was held in the Ritz hotel. In the adjoining Social Hall, large and spacious, adjourned to the social hall where Mr. Bell announced the entire ship's program for the evening. Mr. Lasker followed with an address that Americans should support the vessel. Mr. Lasker's keynote on the meeting was that a state of affairs which men view as marauding a marine is a national necessity, he stated. He believed that the government of the United States, as a whole, should provide a marauding a marine is a national necessity, he stated. He believed that the government of the United States, as a whole, should provide a marauding national defense, and that a large tonnage of vessels should be chartered by the United States.

One of the most interesting events of the evening was when the New York Times announced a "show" of the ship's facilities. The Times announced that the ship was chartered by the United States.

ADVERTISES SHRINE.

The Canada Steamship Lines used its recent newspaper advertisement to describe Ste. Anne de Beaupre, which the copy described as "one of the most picturesque shrines in the world." The advertisement ran to the top of the page, and was printed in conjunction with a description of the trip.

Litchfield News Herald

is the new paper this week.

Furnished full page matrices black alone, black and red, and black and three colors; or, as in the first page of a printed comic section.

HERALD-SUN SYNDICATE, 280 Broadway New York
SITUATIONS WANTED

Office Executive

Young woman, six years' experience general newspaper work, seeks executive position in quality newspaper. Capable of handling national advertising and all executive details of general office work. Best References. Address Box 6060, care THE FOURTH ESTATE.

Newsmaker

Position wanted on metropolitan newspaper, as news maker. Can give highest references, and of course, will not entertain offer unless satisfied that news, editorial and advertising departments are capable of highest intelligent co-operative effort. Address M.T.U., care THE FOURTH ESTATE.

Circulation Manager

for farm paper wants a position with a growing newspaper. Thorough experience in circulation and selling is a must. A new one on the farm, prefers large city. Will move as soon as possible. Address Box 6023, care THE FOURTH ESTATE.

NEW TYPOGRAPHICAL HEAD IS AN EDITOR AND ORATOR.

Charles P. Howard, who as first vice-president of the International Typographical Union, in 1923, was elected to the office of president, made vacant by the death of John McParland, is a man of force and eloquence. He was elected to the executive council of the union in 1922, having been for many years a member of both the national and executive councils.

Prior to the outbreak of the war, Mr. Howard was elected president of the central labor body of Detroit, and served in that capacity for two years. The entrance of the United States into the war brought a request from the secretary of labor that Mr. Howard enter government service to assist in handling labor problems. He acted as director of the bureau of industrial adjustment until the end of the war, when he was made speechmaker throughout the country, carrying the message of war labor.

After the armistice, Mr. Howard was appointed to represent the Secretary of Labor as commissioner of conciliation, handling inter-departmental adjustments of industrial controversies.

In 1919 Mr. Howard left the government service to become editor and manager of the Maintenance of Way Employes Journal for the United Railway Brotherhood.

PRESS WINS HEALTH PRAISE

The Birmingham Age-Herald, where newspapers are read in their entirety, and the press in general were praised for service in building up northern Alabama, and its assistance health officials who have made the state a model in health work. The best references and record. Address Box 7000, care THE FOURTH ESTATE.

REAL CIRCULATION MANAGER

now employed on one of the leading newspapers in one of the largest eastern cities desirous of making a change. Brought circulation in present position from nothing to 150,000 in less than three years. Know circulation methods from every angle, having more than fifteen years' experience on large eastern and western publications. Can furnish highest credentials. Address Box 7010, care THE FOURTH ESTATE.

Business Manager

Now employed desires to make change after July first. Seeks position as manager of progressive daily or weekly newspaper in East or New England states. Thoroughly experienced in advertising and circulation, competent to take full charge. Married. 40. Address Box TAL, care THE FOURTH ESTATE.

Assistant To Publisher

with practical knowledge of the details of the business end of a newspaper. The writer is ambitious and desires a position in a live newspaper. Address Box 7007, care THE FOURTH ESTATE.

Advertising Executive

I am looking for a hard job on a second, third or fourth paper where others have failed or are content with present business. My credentials and past record will convince any publisher who seeks a manager active in advertising. I have the ability and experience to beat my past performances. Sixteen years experience on various papers fits me to handle any advertising situation. I will be available July 15th. Let me send you a free résumé, and we can arrange an interview. At present advertising manager on fast growing paper in one of largest cities. Address Box 7012, THE FOURTH ESTATE.

Competent Solicitor

wants position with good paper on western coast. Now with live morning and evening paper in middle west as assistant advertising manager. Has sold space and written copy for 10 years with a good record. Plans campaigns and special editions. A good young worker who can get and hold business. Would make an efficient advertising manager for paper with 5,000 to 10,000 circulation. Well educated. Married. Healthy, Age 29. Good reason for changing. If you have a place of opportunity for the above man, write. First class references. Address Box 7011, care THE FOURTH ESTATE.

Newsmaker

A newsmaker with exceptional experience and credentials offers his best services to a Metropolitan daily. Has handled every detail of the business, from selling to production. Address Box 7001, care THE FOURTH ESTATE.

PUBLISHERS HOLD MEETING.

The Second District Editorial association of Minnesota held its summer meeting at Worthington, Minn. The program of the meeting included a drive about the city, receptions for the women of the party from the community club, and a banquet tendered by the city and the Kiwanis and Commercial clubs.

Mayor E. J. Jones welcomed the publishers. President J. C. random, and P. O. Reif, president of the Nobles County Publishers association.

Seventy publishers, their wives and families were present. The summer meeting is devoted to pleasure.

NEW VIRGINIA DAILY ISSUED.

The Danville, Va., News, which received its charter late last winter has started publication, although the plant is not complete. It is owned by 341 persons in the city and vicinity who hold 1,014 shares of stock. All the stock is owned and none holds more than 5 per cent.

At a meeting of the stockholders the following officers were elected: President, J. C. random; secretary and treasurer, George G. Gough- gan, Jr.; directors, Colonel A. B. Larrington, W. E. Gardner, J. Allen Herman and Guy F. Walton. The other Danville papers are the Bee, evening, and the Register, Sunday, and Sunday. Rorer A. James, Jr., publisher.

NEW DENIES USE OF MAILS

A fraud order denying the use of the mails to Frank P. Cleveland and Frank P. Cleveland's Oklahoma Field Tract, operated from 115 S. Main Street, Oklahoma City, is reduced map showing oil derricks surrounding the tract, whereas, according to the finding, the nearest oil is produced ten miles distant.

TO OIL FIELD PROMOTER.

wants position with a publisher that requires real results. Two years with a good paper on eastern coast, now with a live morning and evening paper in middle west. Made good in the New York advertising field. Address Box 7002, care THE FOURTH ESTATE.

TO PRINT "YORICK."

The editors of the late Edwin H. Clough ("Yorick"), which appeared in the Oakland, Cal., Tribune and San Diego Union, are to be published in book form by some of his friends on the coast.

SITUATIONS WANTED

Editorial Position

Competent writer and editor, with exceptionally broad and thorough library, scientific and technical education, who has for many years been a newspaper and magazine writer, seeks editorial position on New York newspaper or magazine willing to pay adequately for brains and experience. Address J.E., care THE FOURTH ESTATE.

Advertising Manager

18 years experience as copy writer, salesman, and local display manager desires to make change—not just another job but a real opportunity. 25, married, good appearance and address, references and record. Address Box 7009, care THE FOURTH ESTATE.

Classified Advertising Man

who has built up classified advertising business and who has good position with a Western newspaper requiring real results. Address Box 7008, care THE FOURTH ESTATE.

Advertising Man

Twenty-nine, married, 15 years experience as a salesman with initiative and energy. Has good connections with publishers across the country. Has visited New York, advertising field. An interview will undoubtedly cure you of your qualifications. Address Box 7011, care THE FOURTH ESTATE.

Newspaper Composing Room Foreman

Through consolidation one of the largest newspapers in the city will be available soon; efficiency expert, keen executive, maximum producer (union) preferred; under 40; prefer east but consider any locality. Fine job, liberal commission, best references. Address Box 7013, care THE FOURTH ESTATE.

KEEPS THIRTY-YEAR PROMISE TO EDITOR-FATHER TO VISIT BIRTHPLACE ABROAD.

Thirty years ago Charles E. Gehring, then entering upon his career in New York, promised his father, Conrad Gehring, some day to return with him to Zurich, Switzerland, the place of his birth which the elder Gehring left in 1868 to come to America.

On Wednesday, when the S. S. Parf-efile, sailed from New York, the promise was fulfilled. The Gehrings, father and son, are on the way home.

Charles E. Gehring is one of the best known figures in the advertising field. He is publisher of the National Hotel Review, Hotel Operation and the Gehring Hotel Directory. His father is a veteran country newspaper editor of Kuttstown, Pa. M. Gehring, who has just as much to his credit, is a native of Martin, Q. Good, for thirty years employed by the New York Times. It was Mr. Good who helped Charles E. Gehring in his first job in New York.

June 30, 1923

THE FOURTH ESTATE
HELP WANTED

Classified Advertising Manager
one with experience. References required. Address Intelligence, Lancaster, Pa.

Advertising Manager
Must be able to write copy and sell contracts and special pages. Thirty-five dollars to a fair address News Journal Company, Wilmington, Oe.

POINCARE TO SEEK AID FOR NEWS AGENCIES.

DISSATISFIED WITH FRENCH SERVICE FROM ABROAD, PREMIER WILL ASK LARGER SUBSIDIES—SAULIUS—MATIN EDITOR HITS AT GERMAN PROPAGANDA.

The insufficiency and unreliability of French news reports from abroad, especially from across the Atlantic, has led Premier Poincare to decide to ask Parliament for larger subsidies for the French news agencies, which have been less supported by the government.

While American newspapers and agencies cover the complete manner, the French press makes a better effort with regard to North and South America, and depends very largely upon its agencies even for news from Germany.

The fault of this system, in the opinion of Edouard L. James, chief of the New York Times bureau in Paris, lies in the fact that the French agencies take their news in large part from other countries bureaus on the European side of the Atlantic. Much of the news, James believes, coming to Paris through French agencies is supplied to them from London by British agencies.

SERVED BY GERMAN AGENCY.

An almost humorous aspect of the situation is that recently much of the news from Paris has been supplied indirectly by the semi-official German Wolff news agency.

Although some of the Paris newspapers are immensely wealthy they do not deem it a good investment to pay transatlantic cable tolls. It is frequently supplied by the editors that this is because of the rate of exchange.

However, American papers have been obliged in the past two years to pay their tolls to and from France and America on a gold basis, so that American news would cost the Paris papers the same amount per word as French news costs the New York papers.

MATIN EDITOR PROTESTS.

This situation, in which German propaganda has been able from time to time to play jokes on the Paris editors was aired in the Senate Tuesday when the chief of the department de Jouvenel is editor-in-chief of the Matin. As he expressed it: "At the present time German propaganda reacts on the press of all countries. Our Havre Agency has been obliged to suppress its services completely, notably in South America. During this time Germany has also interfered with the fact that its exchange is inferior to ours, has spread news that of course is everywhere."

"A German agency, hidden under the British name of United Telegraph, has almost completely taken over what German wishes them to know." It is admitted that the French press should do its own news was that the government should deal directly with the agencies. This attitude by the directing figure of one of France's richest newspapers illustrates the interfering difference between French journalism and that of the United States, where news agencies are scrupulously independent of government support, which means government influence.

AMERICAN CORRESPONDENTS IN LONDON ELECT OFFICERS.


HAYNES TO ISSUE BOOK ON DRY ACTIVITY.

SYNDICATE OFFERS SERIAL RIGHTS TO NEWSPAPERS BUT RECEIVES NO READY RESPONSE—PRESS HOLDS IT SHOULD GET OFFICIAL INFORMATION FREE.

Considerable mystery enfolds the contemplated issue of a book dealing with the experiences of Prohibition Commissioner Haynes. Major Haynes admitted that he was writing the book dealing with the problems of prohibition enforcement, but said that it was not yet completed, and that, consequently, he had nothing to say on the subject for publication in the press.

On the further report that the offer was made for the sale of the book to the volunter in a select number of newspapers, the "dry chief" asserted that he "knew nothing" about that phase of the matter, adding that progress had not been made to the point of admitting of complete plans being made.

According to the printed version, this proposal would give a wide range of personal and official experience in his book, going back to the earlier fights in which he participated, long before the name of Volstead became nationally known. The story further alleges that offers have been made to a limited number of newspapers to furnish the contents in advance of book publication, to be published by the papers in serial form, for a flat rate of $1,500. This offer was said to have been made by a syndicate.

Responses to these offers are said not to have been flattering. Some of the papers, it is understood, are disposed of knowing more as to the nature of the "revelations" which will make the book a best seller. By over $5,000, they are said to have raised the interesting question as to why office papers were not allowed to be sold. If future sales are to be given away, this would be in charge to the general press, instead of at the price of publication.

High treasuty officials, under whom Major Haynes holds subordinate position, have withheld comment on the reported literary venture of the Prohibition Commissioner, on the ground that the matter has not come before them in an official manner.

GLASGOW, FAMED AS GREAT EST SHIP CENTRE, HAS FINEST CAR LINE IN WORLD.

"Some of the most wonderful scenery in the world to be found off the coast of Scotland in and on the way to the lone island of St. Kilda, and maintained by waters so rough that no ship can pass through," says Mr. Frederick Shoemar, managing director of Fairy Dyes, Ltd., who was a deputy of the A.C.O.W. committee.

The inhabitants of this spot are so few, and its situation so remote, that generation of inter-marriage have led to the degeneration. They are strange folk.

Mr. Shoemar makes the excursion to this system, that Chicago some time ago sent over to Glasgow for the manager of the Glasgow line and paid his expenses to America that they might confer with him and have him explain the workings of the Scotch system.

"Glasgow is one of the hardest places in the world to set up a successful business. Anyone who can succeed there can succeed anywhere," says Mr. Shoemar. "But he ought to know for it was here that he established his business on a firm foot and in great difficulties for all English business. There was one chance of selling articles whenever the importation of German dyestuffs being stopped.

Mr. Shoemar is the president of the Glasgow chamber of commerce, the City Business Club of Glasgow and a member of the Thirty Club of London.

"As a member of the British Advertising club," Mr. Shoemar began to express what this trip to America has meant for him. "I say Mr. Shoemar, my only regret is that the whole United Kingdom has not had the same experience."
Strictly Confidential—

Newspaper mergers are sound economy. A publisher who fights against the currents of to-day will lose all—he can be saved by applying the plain lessons of big business to-day.

Are there too many newspapers in your city?
Is your paper losing in the fight?
Can you win by merging with another and both make more money?

We have been able to put newspapers on the right track and we can help you with-your word of it getting into anybody's ears. We work quietly, quickly and surely. The day is past for the old time sentimental love of printing a newspaper. The lessons of the last few weeks in the numerous big mergers tell you why mergers are essential to save what you have and gain by combination.

You may just suggest a city and hold your confidences, if you choose. Upon your advice, we will have two newspaper executives, who know the game, in your city and at work. You will be communicated with only by your request.

Address: Box 8907, THE FOURTH ESTATE.

PAPER ADDS COLUMNS

The Vicksburg, Miss., Post has changed from a seven column 13 ems paper to eight columns 12 ems. It runs from eight to twelve pages daily.

UNIVERSAL TYPE CASTER with complete equipment for type quads and spaces in sizes 6-36 point. First-class condition. J. E. Singer Co., 596 Second St., Brooklyn, N. Y.

168,000,000 READ AD CARDS ON ONE BRITISH RAILROAD IN YEAR.

Thomas McDougall, governing director of Thomas McDougall, Ltd., one of the popular members of the Thirty Club, holds the sole contract for carriage advertising spaces on the three great sections of the London and North Eastern Railway.

"The London and North Eastern Railway which we represent," said Mr. McDougall, who attended the A.A.C.W. convention, "serves the great ports and principal distributing districts of England. Of course the produce of primary importance in the commercial and domestic life of the country is coal. The great coal fields of Lancashire, Fife and the Lothian, Northumberland and Durham, West Yorkshire and South Yorkshire, Lancashire, Nottingham, and Northumberland are all within the company's territory, many of the principal coalfields being exclusively served by the London and North Eastern Railway.

"The great iron and steel industries of Great Britain, which are situated mostly in Lincolnshire, South Yorkshire, the Midlands, North Wales and the eastern and western part of Scotland, are also within the company's territory. More than half of the pig iron made in the United Kingdom is transported over the London and North Eastern Railroad."

"Then, too, this great line runs through much agricultural territory, and the company has special facilities for conveying a great amount of the agricultural produce used in Irish towns and in London. In order to foster interest in poultry farming, it runs and operates at Bentley and Suffolk a demonstration farm which is managed by experts and which is the scene of national competitions.

"I understand that your government has done a great deal of educational work through the county districts by means of demonstration farms. Our roads have run many demonstration trains, which have been potent in stimulating interest in the development of agricultural districts. The four London termini of my company—King's Cross, Liverpool Street, Fenchurch Street, and Marylebone—serve the largest residential population in the world. Each of them is connected with the underground electric railways of London."

SALES APPRAISALS

PALMER DE WITT & PALMER
225 Fifth Ave., New York
Pacific Coast Representative:
H. F. Henrichs Agency
Litchfield, III.

WEST COAST
I am offering 3 or 4 very unusual newspaper opportunities on the West Coast. Can give personal service if you wire your requirements before July 4.

THE H. F. HENRICHG AGENCY
Selling Newspaper Properties
New York Los Angeles
The Fourth Estate

June 30, 1923

BOSTON'S newest and fastest growing paper is the TELEGRAM

Largest Evening Circulation in Metropolitan Boston

Represented by

BENJAMIN KENTON CO.
LOS ANGELES
CHICAGO
Van Nuys Bldg. Mailers Bldg.
NEW YORK 225 Fifth Ave.

BUSSES ARE FACTOR OF NEWSPAPER DISTRIBUTION.

The only journal outside of the United States published in the interest of newspaper men.

The 40 Pages Weekly NEWSPAPER WORLD

(Established 1898)

Annual U.S. Postal Subscription $6

Specimen Copy Sent Free

Address: 14 CROSS STREET, PINSBURY, LONDON, ENGLAND

RADIO IS ADJUNCT TO CIRCULATION OF PAPERS.

The Cleveland News and the News-Leader (SUNDAY)

National Advertising Representatives

THE GEORGE HAYCOX CO.
303 Fifth Avenue, NEW YORK
People's Gas Building, CHICAGO

CHILD LABOR LAW SHOULD BENEFIT NEWSBOYS.

The Circulation of the NEW YORK EVENING MAIL represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

DEBATE ON LITERATURE IN JOURNALISM.

The New York Times: Recently we made a special offer in the four largest New York morning newspapers, involving the clipping of the advertisements and bringing it into our stores. The New York Times showed up best on a basis of gross returns as well as returns per returns on the Times were 117 per cent ahead of its nearest competitor and more than three times as much as those from one of the newspapers.

HARRY S. DAVEGA, Vice-president
DAVEGA-LURIE, INC.
831 Broadway, New York City.

Busses are factor of newspaper distribution.

(Armed from Eighth Page)

If properly regulated, and put on a fair earning basis, the newspapers would be able to reach localities heretofore difficult of access, excepting through rural mail service, which is limited to one delivery a day and at extremely high rates.

Aerospace plane has not yet reached the stage where it can be of great commercial value, but the day is probably not far off when we will be shooting our circulation through the air and we will be reading of John Jones having been killed while plowing by being struck by a bundle of Indianapolis News thrown from the Hoosier Limited Air Flyer.

AGENCY HEAD SAILS FOR TOUR OF EUROPE.

Mr. and Mrs. Barron Collier sailed on the Olympic to-day for England. They will tour Europe and in some time in the castle which Mr. Collier recently purchased at Baden-Baden, Mr. Collier is head of Barron G. Collier, advertising agency, New York.

SELL OKLAHOMA PAPER.

R. F. and W. C. Blakey have sold the Alva, Okla., Record to S. C. Timmons and Ursel Finch, publishers of the Republican and Messenger at Cherokee, Okla., Timmons becomes resident manager of the Record.

Best on all Returns

June 28, 1923.

The New York Times: Recently we made a special offer in the four largest New York morning newspapers, involving the clipping of the advertisements and bringing it into our stores. The New York Times showed up best on a basis of gross returns as well as returns per returns on the Times were 117 per cent ahead of its nearest competitor and more than three times as much as those from one of the newspapers.

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HARRY S. DAVEGA, Vice-president
DAVEGA-LURIE, INC.
831 Broadway, New York City.
The impressive lead maintained by The News in local, foreign and classified lineage year after year is possible only because of proved results to the advertiser.

**The Indianapolis NEWS**

Frank T. Carroll, Advertising Manager
New York: Don A. Carroll, 140 Nassau St.
Chicago: J. B. Lats, The Tower Building

**NEWS OF THE AD AGENCIES.**

Paul C. Hunter has resigned as president of Educational Advertising Company, New York. George D. Bryson has been elected president and treasurer and William B. Schrauff, secretary. Mrs. Eleanor Hunter is vice-president of the company.


Louis Victor Eyringe, founding and well known advertising writer, has joined the staffs of the Tribune but retired September 1, 1921, to resume his legal practice. At that time Frederick E. Murphy, who had been more or less disconnected from the Tribune because of personal business, returned to the staff asassociate publisher, a position he held previously for a period of two years.

Following Mr. Murphy's becoming the Tribune head, Mr. Barbour had been advertising manager succeeding Gerald P. McAuliffe, who retired to his home in Lake Wales, Florida. Mr. Barbour returned to the Tribune from the New York Globe where he was advertising manager for four years.

In a special telegram to The Fourth Estate, R. B. Pixley of the Tribune said:

"No changes will be made in the editorial or business staffs of the Tribune. The Tribune will be delivered to all subscribers and the carriers of the News and the carriers of the News will be added to the Tribune carriers staff."

Kenneth Duncan, managing editor, and Jack E. Dadsell, city editor, are to join the staffs of other newspapers. Leo Moore, city editor, is left without places. Others on the staff for whom no arrangements are made are M. H. Hedges, Lloyd Evans, Richard Gilbian, R. Hoskins, James R. McCamy, Milton Lundy, M. Fredericks, Ronald McIntyre and Earle R. Boulter.

Thomas Moodie, city hall reporter, will go to California. Val Sherman, political writer, to Denver and 11 Wagner, police reporter, will join the Tribune staff.

The impressive lead maintained by The News in local, foreign and classified lineage year after year is possible only because of proved results to the advertiser.

**Low Mill rate Line**

**St. Louis Globe-Democrat**

Largest Daily Circulation of any St. Louis Newspaper

F. St. J. RICHARDS, NEW YORK CITY B. OSBORN, DETROIT
J. R. SCOLARO, DETROIT
C. GEO. KROGNESS, San Francisco

**NEWS OF AD FOLKS.**

Albert E. Kaye has been appointed advertising manager of the St. Louis Star. He was a display solicitor for the Star during the last eight years.

Walter Scott, formerly with the Wendell P. Colton Company, New York, as production manager, has joined the advertising department of the company.

C. E. Gilkinson, formerly a member of the advertising department of the Tampa Times-Herald has gone into the real estate business. He was at one time advertising manager of the Tampa Flats.

Marvin H. Walker has resigned from the editorial staff of the Tampa Times-Herald to join the Thomas Advertising Service where he is handling advertising for the Dallas Times-Herald.

A. C. Bailey, formerly advertising manager of the Dallas Times-Herald has gone into the real estate business. He was at one time advertising manager of the Tampa Times-Herald.

W. Spencer Huffman, a former member of the advertising department of the Wichita, Kan., Eagle and recently with the special service department of the Wichita Daily Eagle, has joined the advertising department of the Washington Post.

The impressive lead maintained by The News in local, foreign and classified lineage year after year is possible only because of proved results to the advertiser.

**First in OHIO!**

**The Columbus Dispatch**

Rep. O'MARA & ORMSBEE, Inc.
New York, Chicago, San Francisco

The impressive lead maintained by The News in local, foreign and classified lineage year after year is possible only because of proved results to the advertiser.

**LARGEST MORNING CIRCULATION in the Nation's Capital**

**THE WASHINGTON POST**

**DAILY 80—SUNDAY 56**

Member A.B.C.

Represented by Paul Block, Inc.
New York Chicago Boston Detroit

**BURBINGTON, LEADING CITY OF VERMONT**

Cover is comprehensible. News every day by the following carriers:

**BRYANT, GRIFFITH AND BRUNSON**
Spec. Reps. New York, Chicago, Boston

**PHILADELPHIA BULLETIN TO OPEN NEW YORK OFFICE.**


Mr. Carroll is leaving his office at 150 Nassau street to move uptown where he will occupy offices in conjunction with John B. Woodward.

**NEW REPRESENTATION.**

**Kansas City, Mo., Journal and Post—** From Sorenzen & Thomp to Verree & Conklin at 300 Madison Ave., New York City. Verree & Conklin are also the western representatives.


**Alaska Falls, N. Y., Gazette** to Hamilton Delisser, effective July 1.

**New Haven Union—** Effective July 1, from Story, Brown and Finley to Powers and Stone, Inc.

**CHANGE IN AD MANAGERS.**

Russell P. Orstrander has been appointed advertising manager of the Novo Engine Company, Lansing, Mich., to succeed Mr. McManus as advertising manager of Wood, Putnam & Wood Company advertising agency, Boston.

**JOINS ADVERTISING AGENCY.**

Ira Newton Jelalian, president of the Artists-Designers League of New England, has joined the O'Connell-Ingalls Advertising Agency, Boston, as head of the plans and copy department and director of production. He was formerly production manager of Wood, Putnam & Wood Company advertising agency, Boston.

**St. JOSEPH GAZETTE**

Only seven-day newspaper in Third Largest City of Missouri and Center of Jobbing Trade and Industries of Northern Missouri.

**GEORGE A. MCELLELLAN, Publisher**

**EXPANSION OF NATIONAL FIELD BY**

I. P. MCKINNEY & SON
New York Chicago San Francisco Los Angeles

**The Boston American**

is showing two gratifying results of its three-cent price:

It has the Largest Circulation in New England at that price.

It is taking on a Higher Grade of Advertising every month.

**QUALITY AND QUANTITY Go Hand in Hand.**

The impressive lead maintained by The News in local, foreign and classified lineage year after year is possible only because of proved results to the advertiser.
CRAWFORD LAUDS VIGOR OF OUR ADVERTISING.

(Continued from Sixth Page)
of the club applauded vigorously the keynote of the occasion, which was the influence of the advertising men of the two nations in uniting the bonds of world wise peace.

At the close of the affair Mr. Crawford presented to the New York Advertising Club a beautiful silk Union Jack, which, he stated, was in fulfillment of a duty imposed upon him by John Cheshire, leader of the Thirty Club.

Mr. Crawford opened his remarks with an earnest personal tribute to the work done by Sir Charles Higham, whom he characterized as the third best speaker in all the British Isles.

"You seek peace and you always talk war," he continued. "We seek peace and we don't how to get it. There is no rot in the American fibre and we feel the coining of our great advertising executives, the pouring of the rich, red blood of American enterprise to stimulate and refresh us back to you again with many interests to work out in common. We will take it to Houston, Texas, in 1925 a much larger delegation than which came to you this year."

What has most impressed me is the proficiency and the wonderfully efficient way you present goods to be sold. Maybe the theory and psychology of advertising is better understood abroad than our methods here. What progress we will make when you sight Britain's shores in 1924."

Mr. Crawford warmly commended the energy, courage and foresight of William H. Rankin and the unifying efforts of Mr. Wilson and Mr. Rankin as factors in bringing the advertising men of the two nations into closer touch. He understood what it is to be the Prince of Wales and he could not refrain from expressing sorrow for the Prince, in referring to the numerous receptions in honor of the British and the mutual tributes paid there.

The acceptance of the Union Jack was made by Harry Tipper, the first president of the Advertising Club of New York, who said that the club would honor and treasure the Bag as a symbol of the strong broad stream into which the two countries through the advertising men were now entering.

(Continued from Sixth Page)

and other subjects of interest to the publishers of weeklies and dailies alike.

Entertainment features will include a dinner on Thursday evening, tendered by the Newport News Rotary Club; a luncheon Friday at 1 o'clock at the shipyards of the Newport News Dry Dock and Shipbuilding Company; a reception Friday from 9 to 11 o'clock, tendered by the ladies of the convention and the management of the Hotel Warwick.

Reports of committees and election special questions of interest to day night, and Saturday morning the party will go to Buckroe Beach to spend the day in seashore pleasures. Luncheon will be served in the Buckroe Beach Hotel at 1 o'clock Saturday.

There will be an exhibition of the latest model Mo. 14 linotype by the Megenthaler Linotype Company.

Editors who will attend the convention will make their reservations direct with the hotels, so that the local entertainment committee will know how many to prepare for. Because of the crowded condition of the hotels at the season at this season, it is necessary for reservations to be made early.

Mr. Crawford, president of the association, estimates that between 80 and 100 members will attend the convention next October and that his association's membership has been growing year by year.

One of the important features of the convention will be the discussion of two important bills, introduced at the 1924 session of the general assembly of Virginia, covering special questions of interest to the makers of the daily and weekly newspapers of the state.
It Pays to Advertise in the ST. LOUIS TIMES

New Generally Recognized as the HOME NEWSPAPER OF ST. LOUIS

Advertising Accounts Now Being Placed by the Agencies.


LORD & THOMAS, Los Angeles—Plans Pacific coast newspaper campaign for Shauer Bros., Los Angeles, khaki pants.

GRAY ADV. CO., Kansas City Mo.—Account Wiret Engine Works, Kansas City, Mo., maker gas, gasoline and kerosene engines.

LOCKWOOD - SHACKELFORD CO., Los Angeles—Placing newspaper campaign for Sierra Chemical Co., Los Angeles, producers of rain water cleansers, a cleanser and water softener.


JOHN H. DUNHAM CO., Chicago—Account Marinette Knitting Mills women's knitted wearing apparel, accelerator for Portland cement mixtures.

The TRIBUNE in TERRE HAUTE INDANA

Reads the second paper for first five months of 1923 as follows: 781.560

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue Over 200,000 Circulation

THE BUFFALO TIMES

June 30, 1923

The special features of the BUFFALO TIMES

have made it the most popular newspaper in Western New York.

NORMAN E. MACK, Proprietor

VERREY & CONKLIN, Inc.

544 Fort Dearborn Bank Bldg., Chicago

NEWS LEAGUE OF OHIO

DAYTON NEWS

SPRINGFIELD NEWS

The papers with the big circulations and commanding prestige.

I. A. KLEIN, Foreign Representative

Chicago, Detroit, Cleveland, Philadelphia, New York

PLACING FOR APARTMENT CO., Detroit, organized by Detroit business men to build and operate high grade apartment houses in Detroit.

Newspapers in selected sections for Dunlop Tire & Rubber Co., golf balls, New York City.

HICKS ADV. AGENCY, 52 Van-derbilt ave., N. Y.—Will handle accounts and make direct mailings to American offices of Parfums Godet, Paris.

D'ARCY ADV. CO., International Life bldg., St. Louis—Placing schedules with newspapers for Anheuser-Busch, St. Louis.

MILWAUKEE SIGMA DELTA CHI FORMED.

An alumni chapter of Sigma Delta Chi, national professional journalistic fraternity, was formed at the Milwaukee, Wis., Press club when representatives of six college chapters met and elected officers. Twenty Milwaukee newspaper and magazine men were enrolled as members. Charter members were elected: Bertram Zilmer, Milwaukee, Wis., Journal, president; Frank Marasco, Wisconsin News, first vice-president; Arthur P. Wiens, Milwaukee, Wis., Journal, secretary-treasurer; and Basil Walters, the Milwaukee Journal, sergeant-at-arms.


Read in FIFTY per cent of ALL HOMES of Metropolitan New York

Eighty Per Cent of The WORLD'S Circulation, Morning and Evening, is in Metropolitan New York. Evening World goes into every home in all Five Boroughs and Hoboken, New Jersey.

FIRST IN THE CITY FIELD
In New Orleans it's the New Orleans Item

PAYING AD LETTER HAS SIMPLICITY OF SPEECH.

(Continued from Twelfth Page) literature employ only the simplest words, preferable those of one syllable, having a point and hitting the mark. The public pay for words of double meaning or ambiguous expressions. Do not use phrases, sentences or expressions susceptible of double meaning. The last impression left on the minds of readers and columnists and critics and editors is the one made by the way words are used. The opinions were expressed in various phrases, but the consensus of their views was unanimous. They said:

"Your reporter is rotten!"

"ALL REPORTERS LOOK ALIKE?"

"Trouble is," Mr. Pollock explained, "that when one of you boys tries to see a play with a reporter in it he expects to see himself—and inevitably he is disappointed. I don't walk like that, or look like that. You say, and because you don't see yourself in the mirror, you write more or, more briefly, rotten."

It seemed to us that there might be something wrong with the reporter."

"What's more," said Mr. Pollock, "you might suppose that yours is the only profession which feels self-conscious and abnegated on this point, but no, we're the same as the vocation of the lawyer and the doctor."

"Why not compose a masterful letter with the power to produce results that endure unless your thoughts are forcibly fortified by sincerity and truthfulness."

COURTESY ATTRACTION.

"The letter writer is often the kind of person that makes the advertisement writer willing to make his job easier in every way. He must be a close student of men's nature, to be able to read men, their moods, their temperaments, their personal points, their likes and dislikes, to be able, at least in a measure, to read the character of a hand-written or written expression, are essentials to successful correspondence, be it either letter or writing."

"Avoid everything that might create offense, coarse or provoking. The writer should have a pleasing disposition and a heart that beats responsively. A crank never makes men like a letter writer. Neither does the man who takes life too seriously."

salesletter writers boast that they can express the gist of any story in a headline of five words, and then get away with it. It is possible to even eloquent in type, to arouse people to sufficient interest to read your message. Eloquence in type—gestures, inflections, gradation in point of view and emphasis and emphasis of words and stories employed.

"Even the money spent on letters and advertising literature, however, is wasted because the point of view and emphasis in type and emphasis of words and phrases employed.

"Unless letters and advertising literature are the truth, they do more harm than good."

The difference in letter writing and in writing advertising literature is the difference in men.

Just as some men are strong and big and interesting, and some are better, and so is some advertising literature. And just as some men stand for service and work and up, so are some letters, and so is some advertising literature. Just as some men stand for service and work and others do not, so are some letters, and so is some advertising literature. Letters and advertising literature pay those men who are truthful, sincere, interesting and effective.

So my suggestion is this—cultivate a kindly disposition and courteous demeanor. Now, in every sense of the word, and in every correspondence you write, and in every word you write, and in every letter you write, and in every advertising literature you write, and in every advertising literature you write, and in every advertising letter you write, the element that produces results.

Sells Interest in Paper.

E. J. Melton, editor of the Boonville, Mo., Republican, has sold his interest in the paper to C. M. Harrison, his partner, and his son, Fred Harrison of Galatin. Mr. Melton continues as editor of the Republican.
THE SYRACUSE POST-STANDARD

THE SYRACUSE POST-STANDARD has about 25% more circulation than any other Syracuse paper. It covers Syracuse and surrounding territory like a blanket.

Represented by PAUL BLOCK, Inc.
New York, Phila., Chicago, San Francisco

THE JOURNAL IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
New York, Phila., Chicago, San Francisco

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY AND SUNDAY

Baltimore American

EVENING—DAILY AND SUNDAY

Baltimore American

MORNING—DAILY AND SUNDAY

Special Representatives:
Payne, Burnet & Smith in the East.
G. Logan Payne Co. in the West.

The Pittsburgh Post

Economy

by Concentration

covering one profitable market thoroughly in the dominant medium

RATES:

WASHINGTON STAR

Flat rate 20c.

Four other Washington papers Total rate 61c.

The Star sells more goods than all other Washington papers combined.
The Fourth Estate

The Fourth Estate

June 30, 1923

THE DAY-WARHEIT
America's FOREMOST Jewish Daily

MONTREAL LA PRESSE

Newspaper

KANSAS is a rich, responsive field. It is best covered by the TOPEKA CAPITAL

WINSTON-SALEM SENTINEL

WINSTON-SALEM, North Carolina's Largest City (U.S. Census)

The Sentinel goes into eight out of every ten homes in Winston-Salem

WINSTON-SALEM, North Carolina Dailies in Homes

NEBRASKA EDITORS WANT OLD TIMES BACK.

IL PROGRESSO ITALO-AMERICANO
C.A. UFF. CARLO BARSOTTI
Publisher and Editor
Guaranteed NET P7X/7YPPaid Daily
Circulation 65,000

THE JEWISH MORNING JOURNAL
An American newspaper by the more intelligent and prosperous class of Jews in New York...

NEW YORK EDITOR succumbs to PNEUMONIA.

WINSTON-SALEM, North Carolina's Largest City

FROST, LANDIS & KOHN
New York Chicago Atlanta

STAMFORD SENTINEL
Stamford's New and Newsiest Newspaper
Stamford, Conn.

THE NEWSPRINT USERS FACE TREE FAMINE.

So we have been blessed with the greatest and most valuable forest that any nation has had for its development and growth. It would be out of place to quote statistics as to the forests which originally covered whole states in a solid belt of timber. It should interest us vitally to know, however, that 7% per cent of the original stand of virgin timber has been cut, and this tremendous use has taken place almost entirely within the last hundred years. In the future, too, in which we are now taking place, we are using annually more than four times the timber produced by growth in this country.

DEMANDS WFRKABLE POLICY.

Mr. Kroeger, a New York newspaper man, has joined the copy staff of the Gardner-Buck Company, St. Louis.

JOINS GARDNER-BUCK CO.

The contact of our fathers with the forestsmade them sturdypioneers, independent in both thought and action. In fact these forests developed a people ready to fight for independence from the old continent, a people of such physical and mental worth that it was easy as we entered the forest, to build an American home from their sons and grandsons the like of which has never been seen. As we worked westward as a nation we found tremendous forests of virgin timber in the South, and sawmills have been busy there for years. Today we can see clearly that within a decade or two, if the present rate of cutting is maintained, a stand of virgin Southern pine forest will be a rarity. Then came the movement to the Pacific Coast, and the marvelous forests which represent a reservoir of wood for the industries and for construction purposes for this country, if not for the entire world.

WINSTON-SALEM, North Carolina's Largest City (U.S. Census)

Twin City Sentinel leads all North Carolina Dailies in Home Circulation.

Member A.B.C.

LEGAL ITALIAN ADVERTISING MEDIUM

Day-Warheit reaches the cream of purchasing power.

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He wrote on many subjects, and brought a new insight and breadth of view which made his work frequent of more general value. He was recognized as one of the leading editorial writers in New York for his wide reading and his clear style.

Mr. Dawson was born on October 7, 1894, in Norfolk, Va., and received his business education in the Norfolk office of the Norfolk and Western Railway Company.

When Mr. Strauss came to New York in 1903 as publisher of the Globe he brought Mr. Dawson with him. Mr. Dawson was associate editor of the Globe for sixteen years. Then he left to become associate editor of the New York Tribune, where he remained until 1922.

Herbert Hoover secretary of commerce, then appointed him a member of the United States trade commission, which went to Germany and England to study business conditions. When the committee had made its report Hoover offered to Mr. Dawson, but as the paper was about to be sold he went to the New York Times.

Mr. Dawson was married in October, 1916, to Miss Nellie Stratton, daughter of John B. Perkins, one of the publishers of the Sioux City Journal. They had no children.

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