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-Examiner</td>
<td>4,233,426</td>
<td></td>
</tr>
<tr>
<td>The Daily News' excess over the next highest score, that of The Daily Tribune, is</td>
<td>3,250,596</td>
<td></td>
</tr>
</tbody>
</table>

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 confirm...

**THE DAILY NEWS**

*FIRST* in Chicago
THE FOURTH ESTATE

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 of the National Advertising Commission of the Third District of the Associated Advertising Clubs of the World, held at the Hotel Washington Tuesday and Wednesday.

Delegates to the commission’s convention comprised representatives of its twenty-one groups. This number was swelled to twenty-three on the final day of the meeting through the admission of two additional groups—the Photo Engravers Department and the Industrial Advertisers Association.

NEW AGREEMENT REACHED IN READING.

PERRY-JONES GROUPS TO ISSUE NEWS-TIMES MORNINGS, WHILE MCCORMICK WILL HAVE THE HERALD-TELEGRAM IN THE EVENING FIELD AFTER MARCH 1.

There has been a change during the week in the newspaper situation in Reading, Pa., as it was described in The Fourth Estate last week. William McCormick, owner of the Reading Morning Eagle and the Reading Leader, has decided to change the morning issue of the Reading Leader to a morning newspaper known as the Reading Leader-Telegram, effective March 1.

The new arrangement means there will be no conflicts in the morning and evening fields between the Leader and the Leader-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 65,241 lines over the same period show week of 1922.

The figures by papers are as follows:

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Lines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Times</td>
<td>80,666</td>
</tr>
<tr>
<td>Herald</td>
<td>65,189</td>
</tr>
<tr>
<td>World</td>
<td>64,863</td>
</tr>
<tr>
<td>Tribune</td>
<td>52,286</td>
</tr>
<tr>
<td>American</td>
<td>51,806</td>
</tr>
</tbody>
</table>

288,881 344,194

BRITISH U.P., LTD. SUCCEEDS U.P. IN BRITAIN.

TAKES EXCLUSIVE RIGHTS TO NEWS SERVICES, SUBJECT TO EXISTING CONTRACTS—CHARLES F. CRANDALL OF MONTREAL IS PRESIDENT AND MANAGING DIRECTOR.

The United Press has transferred the exclusive rights to its news services in the British Empire, subject to existing contracts, to a new company organized and controlled by Charles F. Crandall of Montreal, under the name of the British United Press, Ltd. The organization, with its own direct British cables and the British Press as the basis of its American and foreign news, will operate in Canada, Great Britain and the Dominions generally.

CHARLES F. CRANDALL.

The British Dominions generally have a specialized news service, supplementing rather than competing with existing systems such as Reuters and the Canadian Press.
$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.

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

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.
**EDMUND WALKER TO START PAPER AT PLAINFIELD.**

**PUBLICATION WILL COME OUT WEEKLY AND LATER WILL BE PUBLISHED AS A DAILY—JAMES DRISCOLL WILL HAVE CHARGE OF BUSINESS END.**

Plainfield, N. J., is to have a new newspaper. Edmund Walker, who recently announced his purchase of the Fort Worth, Texas, Record, is about to start a publication known as the Plainfield Times.

Richard Denham of the Otsego News, Cooperstown, N. Y., will be in temporary charge of the business end of the publication, with James Driscoll, recently of the Fall River, Mass., Globe as editor.

The publishers have already secured $70,000 to start the paper, but expect to have $100,000 within a few days. The paper will at first come out as a weekly, but will be published daily.

The publishers have placed for a Goss press and several linotypes, and an option on two buildings has been taken for a newspaper plant.

**WELL-KNOWN WOMAN WRITER APPOINTED EDITOR OF SCARSDALE INQUIRER.**

Miss Martha Coman, for fourteen years the only woman reporter on the New York Herald, has been appointed, as of Dec. 1, editor-in-chief of the Scarsdale, N. Y., Inquirer, owned and published by a large coterie of representative women of the community.

The Inquirer, established twenty-five years ago, has for the last four years been under the direction of Miss Coman, 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 Vermont, and that he was refused employment on principle by the local authorities. He also had taught music.

Stearns stated that he had known both men intimately.

The fate of this aged former publisher, now compelled by poverty to put in his time as a peddler of pencils, is one of those cases which the public is glad to hear about.

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

*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 . . .

"A matter which deserves careful thought on the part of our members has come to my attention, namely, the importance of giving proper consideration to the claims of publishers," Mr. Benson writes.

"This creates a bad impression for the agency business, one which we cannot afford to let stand. Our members do not stop to think, 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.

"Any reasonable publisher is willing to lose business if his competitor has a better proposition to offer; but he is certain to be bitterly disappointed if our people fail to recognize his merit, especially if he is loyally cooperating with us in maintaining the agency franchise.

"I realize in a number of cases it is impracticable for the personal attention to their space-buying departments which the importance of that position demands, when it is the hands of junior men.

"We must impress upon them that a credit to the profession and of cooperative value to the publisher, but there may be some who 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, Philadelphi a, 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 a member 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. McLean, 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.

Probably the most distinguished staff that ever served on a Kentucky paper were contributors to the December 30 issue of the Paducah News-Times, when Irvin S. Cobb assumed the reins of managing editor, as told in The Fourth Estate last week.

E. A. Jonas, associate editor of the Louisville Herald, a Shaffer paper, wrote a signed editorial; Matt J. Carney, former Paducahan, now vice-president of the Union Carbide Company with offices in New York, and a former newspaper man; Dr. John Langdon Weber, pastor of the Broadway Methodist Church and member of the National Boy Scout council who had a signed story; and Richard Scott, Paducahan, well known Shakespearean actor, wrote a feature story on an experience story in Ceylon.

More than 200 Paducahians visited the News-Democrat editorial rooms to see Mr. Cobb in action.

"The Acting Managing Editor" received five telegrams and at least thirty telephone calls from persons who were unable to visit the office.

The News-Democrat in 1904 was an afternoon paper, published by Urey Woodson, now publisher of the Owensboro Messenger, who predicted a brilliant career for Mr. Cobb 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: Click Schultz, Lawrence, editor-in-chief; Dean Buggs, Wichita, news editor; Perry Jones, Kansas City, feature editor; John Harris, Piqua, Okla., alumni editor; Catherine Stubs, Fort Worth, Texas, exchange editor; DeVaughn 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 chairmen 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. Chering- ton told of plans and preparations for the convention committee's organization for the conference. John H. Logeman explained plans of the exhibit committee. The committee adopted a resolution calling upon law enforcing officials in all parts of the country and all branches of government that they inform themselves of fraudulent advertising and proceed with the greatest vigor within their power to curb them. A resolution was unanimously adopted urging the establishment of the membership of the association and of the national advertising commission to lend their full support toward increasing the effectiveness of the work of editors 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 ORGANIZES SMALL TOWN.

The committee unanimously adopted the recommendation of Dave W. Webb of Atlanta that a committee be appointed to study the possibilities of organizing the small town and to report on advisability of putting a man in the field to organize advertising in small towns. Mr. Webb is a member of the Nesoso golden rule plan. The committee will be headed by Arch. R. Cawley, city manager.

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 of the program committee.

A motion empowering President Holland to appoint a Washington contact committee to report on the advisability of placing a representative of the Advertising commission was adopted.

Those attending the meeting were: vice-presidents, Black, Charles, Wheel- ley, Webb, Bexter, Crawford, Bayless, Strong; secretary-treasurer, W. R. Johnson; members present were Mackintosh, Neal, Hunt, William P. Green, Earle Pearson, Harry W. Wyckoff, McGuffey, past presidet, 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—Bittner 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 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
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.
ACTION IN THREE MISLEADING AD CASES.

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

In a decided case involving the simulation of advertisements and products of a competitor to the extent that experienced 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 public were deceived in the use of certain advertisements similar in form, illustration and content to that of the Little Leather Library Corporation. This simulation of products was accomplished in large part by obtaining, through various means of business, the appearance of the books that had been advertised and sold for some time by the Little Leather Library Corporation. This simulation of products was accomplished in large part by obtaining, through various means of business, the appearance of the books that had been advertised and sold for some time by the Little Leather Library Corporation.

The inquiry further developed that the Warrewell Company caused to be made sets of books almost identical in style and contents to that of books which had been advertised and sold for some time by the Little Leather Library Corporation. This simulation of products was accomplished in large part by obtaining, through various means of business, the appearance of the books that had been advertised and sold for some time by the Little Leather Library Corporation. This simulation of products was accomplished in large part by obtaining, through various means of business, the appearance of the books that had been advertised and sold for some time by the Little Leather Library Corporation.

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Where Business is Good, the National Advertiser will find a Ready Market

The ERA

BRADFORD, Penn.

Represented in the Foreign Field by

S. G. LINDENSTEIN

342 Madison Avenue

New York City

WISCONSIN PAPER MOVES INTO NEW BUILDING.

WISCONSIN PAPER PLANT, CONSTRUCTED AT A COST OF $40,000, WHICH DOES NOT INCLUDE EQUIPMENT, NOW OCCUPIED BY MONROE EVENING TIMES.

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

The main floor contains the business office, editorial room, publishers' office, composing room, first aid and rest rooms, facilities for adding machine office and shop employees. The building is of classic type of architecture, the exterior of buff brick, with terra cotta trim, providing an unassuming but deep reveal of the building.

The building is of classic type of architecture, the exterior of buff brick, with terra cotta trim, providing an unassuming but deep reveal of the building.

Honorable Edgar Howard, editor of the Columbus Telegram and congressman-elect, will be one of the speakers and Professor J. A. Wright, editor of the department of journalism of the South Dakota State University, will tell what the schools are doing.
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 Wausau Record-Herald. Mr. O'Neill came from Capital 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.

NEW MANAGING EDITOR OF WAUSAU RECORD-HERALD.

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MAIL TUBES FOR PHILADELPHIA OPPOSED.

A report adverse to the restoration of the pneumatic tube mail service in Philadelphia was made by Postmaster General Hubert Work to the joint commission on the mail service, beyond saying that the report itself represented a response to a request from the commission for information.

MONOTYPE WARNS AGAINST USE OF ELROD.

The Lanston Monotype Company is using its advertising space this month to bring before the trade the status of the pneumatic tube service at Philadelphia. A report adverse to the restoration of the pneumatic tube mail service in Philadelphia was made by Postmaster General Hubert Work to the joint commission on the mail service, beyond saying that the report itself represented a response to a request from the commission for information.

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Mail tubes for Philadelphia opposed.

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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.

MONOTYPE WARNS AGAINST USE OF ELROD.

The Lanston Monotype Company is using its advertising space this month to bring before the trade the status of the pneumatic tube service at Philadelphia. A report adverse to the restoration of the pneumatic tube mail service in Philadelphia was made by Postmaster General Hubert Work to the joint commission on the mail service, beyond saying that the report itself represented a response to a request from the commission for information.

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Mail tubes for Philadelphia opposed.

Tip O'Neill, formerly editor-in-chief of the Lansing, Mich., Capital News, and later with the State Journal, has become managing editor of Wausau Record-Herald. Mr. O'Neill came from Capital 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.

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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 $12,376. Of this amount $2,800 and this amount has been secured considerably by interest payments.

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MONETT TO HAVE NEW DAILY.

A new daily newspaper to be known as the Monett, Mo., Daily Tribune will be established shortly. The publication will be edited by T. L. Tullman, formerly editor and publisher of the Pierce City Tri-County Press.

Editorial Addresses Ad Men.

Dr. Henry J. Waters, editor of the Weekly Kansas City Star, addressed the Kansas City Advertising Club last week on "Co-operative Selling." Following the address the club presented him a "medal of distinguished service," complimenting the stand the Weekly Star has taken on the matter of advertising.

EMPIRE ADDRESSES AD MEN.

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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 meeting 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 and the plan is feasible, a dollar is added to the person who made the suggestion.

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.

ELEVEN DAILIES DISAPPEAR IN UNITED STATES AND POSSESSIONS DURING THE YEAR — 33,000,000 COPIES DISTRIBUTED DAILY BY 2,492 NEWSPAPERS.

American, Canadian, and Newfoundland publishers are now bringing out a total of 22,358 publications, of which 17,627 are newspapers, daily, tri-weekly, 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 1921 to 2,492 in 1922, a drop of twenty-five, which is largely explained by the favorable reception publishers in "over-newsprinted" cities have given the consolidation idea.

Figures for the United States and its territorial possessions show that eleven dailies disappeared during the year, the total dropping from 2,382 to 2,371. Seven dailies were discontinued in the New England States, ten in New York State, three in the South, one in the Western States, and three in the Pacific Coast States. Gains were made in the Middle Atlantic States, which increased four, in the Middle Western States, two; in outlying districts, seven.

The table shows that monthly publications are next to weeklies in number. There was a gain of 163 in the monthly field, of which 118 was in the United States and possessions. Total number of publications of all classes in the United States, Canada and Newfoundland increased by five, but there was a decrease of 31, from 20,887 to 20,856, in the United States.

LEVAND BUYS WYOMING NEWSPAPER.

M. M. Levand, former business manager of the Kansas City Post has purchased the Casper, Wyo., Herald. Jack Hellman, who was for several years, a sport writer for the Post, has been selected as editor. Mr. Hellman is a brother of Sam Hellman, noted magazine and newspaper writer.

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

**Showing the number of newspapers and periodicals of all issues published in the United States, Territories, and Dominion of Canada, the number of towns in which newspapers are published, and the number of towns which are county seats.**

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**NOTE:** About 11.5 of the 14,000 papers are country and small-town newspapers. Therefore, religious, agricultural, or other publications of the week are included.

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**PUBLICITY MAN AN AUTHOR.**

Robert O. Case, publicity manager of the state chamber of commerce, Portland, Oregon, 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, Mr. Case that the story would appear in the January 20 issue of the magazine.

**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. They are religious, agricultural, or other publications of the week. Increases.

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**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.

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**TO ADDRESS TYPOS.**

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

SCRIBES DEDICATE NEW HOME AT HOUSEWARMING.

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

During the evening music for dancing was furnished by a Westing-house RC, two-stage 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 3:30 p.m. The mechanical equipment, including eleven linotypes, two monotypes, two Ludlows, four presses and equipment, was all moved and installed in the new building between 2:30 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 the East, Oscar G. Davies in Kansas City, and A. J. Norris Hill in San Francisco.

1923 FINANCIAL PROSPECTS.

The financial affairs of the country and especially those pertaining to Worcester, Mass., and that section of the Bay State were contained in a special twelve page section of the Worcester program-Gazette on January 4. Special articles by financial writers of note and by men identified in banking and investment houses of Massachusetts were made a part of the issue.

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 Association, the New York Associated Dailies, and the New York State Publishers Association have evolved deep interest in the problems of the Watertown Daily Standard to facilitate dissemination of official news. The topic will come for discussion at the meeting of the state association to be held at Albany January 23.

"It is accepted that publicity concerns the general public, especially concerning legislation, is to the advantage of the public," the Standard said in its editorial. "Long ago it was decided that the way to inform the public of what is going on was to publish in full the laws of the state and the concurrent resolutions. For years, however, when the public was conducted in a bipartisan manner at a reasonable cost. But by the time the bill was let for printing, the cost became excessive. The result was that the pendulum swung from extremes and the system was wiped out.

"Accepting the merit of publicity it appears proper at this time for the consideration of a substitute system. A system which might provide for the publication of summaries of all laws in the form of news or advertising upon dates which were proper."

Ohio legislative writers prepared in the office of the secretary of state and the allotment should be made as were agreed to, and the laws passed by the school should be hedged about by restrictions that will prevent excesses. There would be a reasonable rate to be paid by the newspapers and the people through a medium which would be effective and instructive.

Other editors elected were: Vice-president, Howland Galtash, Columbus Dispatch; secretary, H. W. Conley, Scripps-Howard. The executive committee will be made up of Messrs. King and W. C. Steiger of the Cincinnati Times-Star, H. Galtash, Cincinnati Enquirer, and H. F. Daughtry, Associated Press.

CHICAGO AGENCY MOVES.

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

GROWTH OF PRESS WILL BE SHOWN AT WORLD'S FAIR IN PHILADELPHIA.

A palace of the press that will similarly picture the growth of the modern newspaper and periodical and constitute a news center for visiting representatives of the press of the world and the issuance of a daily paper for the exhibition, is one of the features planned for the Sesqui-Centennial Exhibition in 1926.

The exhibition will open in Philadephia Friday, April 30, 1926, and close Saturday, November 13, 1926. Victor Rosewater, publisher of the Omaha Bee, is directing the preliminary promotion and publicity for the exhibition.

OHIO LEGISLATIVE WRITERS ELECT NEW OFFICERS.

John T. Bourke of Cleveland was elected president of the Ohio Legislative Correspondents' Association at its annual meeting, held in connection with the convening of the eighty-fifth general assembly.

Other officers elected were: Vice-president, Harold Galbraith, Columbus Dispatch; secretary, H. W. Conley, Scripps-Howard. The executive committee will be made up of Messrs. King and W. C. Steiger of the Cincinnati Times-Star, H. Galtash, Cincinnati Enquirer, and H. F. Daughtry, Associated Press.

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 Association, the New York Associated Dailies, and the New York State Publishers Association have evolved deep interest in the problems of the Watertown Daily Standard to facilitate dissemination of official news. The topic will come for discussion at the meeting of the state association to be held at Albany January 23.

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HISTORY REPEATS IN CANADIAN LIBEL

EDITOR ROBERTS JAILED BY LEGISLATURE CONTINUES TO WRITE AGAINST HIS ALLEGED PERSECUTORS — REPETITION OF CASES IN U. S. HISTORY.

A case containing parallels to the famous John Wilkes persecution in England in 1762 and the earlier imprisonment of John Peter Zenger in colonial America 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.

John Peter Zenger was thrown into prison for publishing a weekly newspaper in New York. The editor was charged with libel, but before he could be brought to trial his summary condemnation by the legislature was enough to produce a sensation and a demand for a new trial. But the lieutenant-governor of the province declined to remove the case to trial and Zenger was sentenced to 21 days in jail, and the legislature refused to grant him a new trial.

In the meantime, the imprisoned editor, from his cell in the sergeant's room where he was held pending trial, continued to denounce his jailers, saying they had made a mistake in sending him to jail and that he had only published the truth.

The case of Zenger was one of the most famous in American history, and it is often cited as an example of the importance of a free press. Zenger was eventually freed, and his newspaper was allowed to continue publishing. He went on to become a popular hero, elected to parliament and eventually given a place in history as the champion and protector of the right of free speech.

WALTER DAILY.

pointed advertising manager for the Electric Vacuum Cleaner Company of Cleveland, Ohio, makers of the Premier Vacuum cleaner.

PUBLICATIONS WIN RIGHT TO NEWS AGENTS.

(Continued from Fourth Page)

also 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." The court found that the newspaper man cannot retain his intellect and his physical energy at the same high pitch that he did in his younger and rosier days. What has the ordinary newspaper man, who has not reached the point of affluence before he has reached the age of 50 or 60, done in the way of preparation for the future? He has been a newspaper man, but he has not been a newspaper man, and he has not been a newspaper man, and he has not been a newspaper man.

There is a solution to the problem of what to do with the superannuated newspaper man, and I am here going to tell you what it is. The International Typographical Union's Printers' Home is maintained by means of the "Printers' Fund," to which every member of the union, wherever located, is assessed an annual contribution, amounting to a per capita basis. The Printers' Home has a policy of providing homes and maintenance for the aged newspaper men, and I am here going to tell you what it is. The Printers' Home has a policy of providing homes and maintenance for the aged newspaper men, and I am here going to tell you what it is. The Printers' Home has a policy of providing homes and maintenance for the aged newspaper men, and I am here going to tell you what it is.

KANSAS PAPER SOLD.

The Satana, Kan., Chief, for the past three years owned and edited by Jesse W. Reeve, has been purchased by Robert E. Wright of Satanta. Mr. Reeve plans to enter college soon.

ADVERTISING CLUB PLANNING EDUCATIONAL SERVICE.

The Rochester Advertising Club is planning to start a class of instruction in advertising. Its purpose will be to teach the fundamentals of the advertising profession.

NOW ADVERTISING MANAGER.

Walter Daily, for four years connected with the Federal Advertising Agency, New York, has been ap-
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 goes to press. Every newspaper in New York City showed a remarkable increase over last year’s figures. More than 500 pages of advertising appeared in the morning papers in the first five days was 344,194, an increase of 41 per cent over the same period last year.

One notable feature of this auto-motor advertising is the high standard of the ads. Well-designed, excellent copy and a sprinkling of delightful layout. There are some manufacturers, however, who apparently cling to the belief that solid black type bulks together is the best way to get their message across. Some of the automobile copy that appeared in the papers this week would have driven many a small-town merchant to blush if it appeared over the counter.

One manufacturer of high-class motor cars, for instance, so greatly misjudged the public’s taste that all but one of the ads in a four-page spread were black ink and white letters. It serves, of course, to distinguish the advertisement from those that surround it, and also to attract attention; but it is the best opinion of typographical 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 painstaking care and elaboration. It is hardly in keeping with the fine impression made by the motor industry at its annual showing throughout the country to see automakers that some of the most important manufacturers remain dependent upon mere typographical grotesques 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 a last word on this vexatious question. The highest tribunal in the land quickly disapproved the compromise, and the dispute over the commission against the Curtis Publishing Company of Philadelphia, and rejected it in 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: "There is no effective competition among dealers. There are too few of them to have large freedom of action when conducting their own affairs. The trade also does not have any reasonable method of dealing with the dealers, such as it should, with the result that the trade is not able to control the dealers. Publishers who have made extensive investments in the circulation structure of this kind may in the future proceed to use them to fullest advantage and to establish a position of their own as to their products. It will make it harder for the newcomers, to be sure, but it will also lead to the attainment of a similar position in the market. The result of all this is that the restraint of trade and protection of trade are widely different. The decision serves again to remind us that there is no law against success.

ONE MORE JOB THE PRESS HAS DONE WELL.

"If the newspapers would stop discussing the Ku Klux Klan for one year it would die so dead that not even Gabriel’s trumpet could call it to life," says W. A. R. Goodwin, editor of the News and Leader in Raleigh, N. C., has written that newspaper. His letter takes occasion to inform the World that while it is nearly perfect in his sight, he is justly out of sympathy with its attitude on the Klan and prohibition. You are fundamentally sound on all public questions except these two," the editor was told.

This is by no means the first time that an attitude of "splendid isolation" has been recommended to the press by its friends. In fact, it seems that advising the press to "lay aside all discussion of the Klan and prohibition." It should be easy to count on the fingers of one hand the number of space-buyers who drink to excess or who sit with a swizzle stick. How can "isolation" be done in those post-Volstead days? For while we may not necessarily like drinking in mind both uses of the term, it does seem pertinent to remark that he who drinks to excess or who sits with a swizzle stick is n't much of a publisher. He should hear the publishers’ stories and then use his judgment.

Intelligent space buying is of even greater importance to the advertiser. In fact, it is difficult to understand how he can be faithfully served unless the advertising agency brings to bear every possible facility in the selection of media.

GOVERNMENT NEWSPAPER HAS WON ITS SPURS.

Among the penalties of public office under any form of government there have always been adverse criticism and sometimes bitter injustice. It seems always to have a characteristic of humankind to dispense censure rather than recognition. No one knows this tendency better than the newspaper man, and he will be particularly interested to know of an achievement in his own line that has not been brought about by any practical corner with the government.

In bringing Commerce Reports, official weekly publication of the department of commerce up to the present standard, Assistant Secretary Hiram H. Eames has scored an achievement which merits general recognition. Considering the issuing office of this practical business journal is examined in the offices of Tar and Feathers, Eames gets increasing evidence of the remarkable service this business man who takes the trouble to use it.

The information contained in the pages of Commerce Reports is amplified by American consular officers and representatives of the department of commerce in four languages covering every point of importance to the commercial relations of other countries. Commerce Reports deserves commendation for having crystallized and embodied in knowledge the knowledge of trade and protection of trade are widely different. The decision serves again to remind us that there is no law against success.
January 13, 1923

THE FOURTH ESTATE

PURELY PERSONAL.

Russ Simonton, who is the official "santa" at the Childs Marine Railway, has been elected president of the New York Yacht Club for the year.

E. T. Meredith, who is the editor of Success Farming, addressed the Des Moines Advertising Club recently on "The Art of Advertising." Mr. Meredith is a former president of the Associated Advertising Clubs of the World.

Arch W. Jarrell has left the news staff of the Norfolk Virginian-Pilot, giving his reasons to the editor.

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

Mr. Meredith is a former president of the Associated Advertising Clubs of the World.

Walter P. McGuire, managing editor of the American Boy, Detroit, has returned from Florida. Mrs. McGuire and two daughters are to remain in Florida for the remainder of the winter.

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

Adam Breede of the Hastings Tribune, Tampa, Fla., is vacationing in South America. He is preparing editorial copy for the Hastings Tribune, Tampa, Fla., before leaving on his trip.

President Warren G. Harding has become an honorary member in the Dana Press Club, a journalistic fraternity at the University of Missouri. The boys call him "Brother Garr."

Miss Georgiana Ingersoll, assistant society editor of the St. Paul Daily News, sailed last Saturday with Miss Mary Hartung for Europe. They will visit in France, Rumania and Italy during the remainder of the winter.

VAUGHAN BRYANT OF KANSAS CITY

Vaughan Bryant of Kansas City, formerly with the Japan Advertiser, Tokio, Japan, was the speaker at the annual dinner of Sigma Delta Chi, national journalism fraternity.

Lord Atholstan, owner of the Montreal Star, and Lady Atholstan; Gerald McKay, editor of the Star; Wylie Williams, Paris representative of the Philadelphia Ledger; Miss Ida Girardin, associate editor of the Post-Intelligencer; George Palmer Putnam, New York publisher, and Mrs. Putnam sailed last Saturday for Europe.

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The Boone, Iowa, Pioneer has been purchased by J. N. Stonebraker, formerly editor of the Kirksville, Mo., Express.

W. L. MacTavish, well known Canadian newspaper man, became editor of the Winnipeg Evening Tribune January 1. Mr. MacTavish, formerly city editor of the Saskatoon Star. Previously he was connected with many different papers, having begun his career on the Kingston, Ont., Standard. He is the son of Rev. W. S. MacTavish, and was born at St. George, Ont., in 1891.

WEDDING BELLS.

W. L. Baker, Jr., editor of the Clifton, Mo., Rustler, and Minnie Harlan were married recently.

When the McBride family moved to Kansas City, the McBride family was completely disoriented. They had been grounded in a different state of Missouri, but now they were in the bustling metropolis of Kansas City. They were left to navigate their way through the unfamiliar surroundings and adapt to the fast-paced lifestyle of the city.

A wedding took place at the Athena Club, where the bride and groom exchanged vows. The guests were dressed in their finest attire, and the atmosphere was filled with joy and celebration.

After the ceremony, the bridal party arrived at the hotel, where the reception was held. The guests enjoyed a delicious meal, and the newlyweds cut the cake. The night was filled with laughter, music, and dancing.

The morning after the wedding, the bride and groom went on a honeymoon to a5lectrically remote location. They spent the week exploring the area and enjoying each other's company.

The couple returned to their home and began their married life. They were dedicated to building a loving and fulfilling future together.

The McBride family was overjoyed with the news of the wedding and wished the couple all the best in their future endeavors.

STAFF CHANGES.

George L. Seese has become editor of the Chicago Sun-Times, succeeding Robert Phillips. J. Thomas Melton has become business manager of the News-Post.

H. Bruce Boreham, for the last two years telegraph editor of the New York Times, has become editor of the Canadian Press at Ottawa. Before his departure he presented the Times with a large collection of original material, including a two-page spread on the editorial department and the composing room of the Winnipeg Free Press, the oldest and largest English daily in the world. As a guest of honor at a dinner tendered by Canadian Press officials, he was the guest of honor at a dinner tendered by the staff of the Fort Garry Hotel.

O. T. Martin of Kitchener, now chief of the Ottawa Evening Sun Canadian Press, has been appointed general manager of the Times. He is also associate editor of the Times and will spend the remainder of the winter in Ottawa.

S. M. Byrne, former advertising manager of the Times, has joined the staff of the Daily News as assistant advertising manager. He was formerly manager of the advertising department of the Times.

Miss A. Purdy has been appointed advertising manager of the St. John, N. B., Daily Telegraph and Times. She is also a member of the editorial staff of the Daily Telegraph and Times.

T. M. Byrne, for the last year acting managing editor of the Babcock, N. B., Daily Gazette, has joined the staff of the Daily News as assistant advertising manager.

New men on the editorial staff of the Daily News are Robert Williams; Philip A. Adler, who has been connected with various Ohio newspapers; and Mitchell V. Charmley, former editor of the herald.

EDITOR BUYS IOWA PAPER.

The Boone, Iowa, Pioneer has been purchased by John E. Knapp, former editor of the Kirkville, Mo., Express.

CHARLES A. DRUMMOND.

Charles A. Drummond has become assistant city editor of the Detroit Times. Mr. Drummond went to the Detroit News as assistant city editor from the Detroit Journal in July when the News bought the Journal.

Felix C. Holt, recently of the Detroit News staff, is going to that paper from the Journal, joining the reporting staff of the Detroit Times.

New men on the reporting staff of the Detroit News are Robert D. Williams; Philip A. Adler, who has been connected with various Ohio newspapers; and Mitchell V. Charmley, former editor of the Herald.

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20 January 13, 1923

The building season will soon be here. Start now our weekly HOUSE PLANS and get your full share of the ads that go with such pages.

The International Syndicate
213 Guilford Ave. BALTIMORE, MD.

MORNING DAILIES IN OTTAWA
INCREASE PRICE.

An increase of one cent on Ottawa's two morning dailies, the Journal and the Citizen, was made effective on the first of the new year. These two papers have been giving good morning service and the increase has met with no noticeable decrease in circulation. The evening issues will continue at the two-cent rate.

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, chairman 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 Brevvoort in Lord Burnham's honor, and next Saturday the English-speaking Union of the United States, through its national headquarters in New York, will give a luncheon at the Hotel Astor, at which Lord Burnham will deliver an address on "America's Opportunities in World Affairs." It is expected that his address will deal with some of the most important problems now before the world, especially with issues pending between the United States and Great Britain.

Frederick Roy Martin, general manager of the Associated Press, will be host on January 22 at a dinner to a number of newspaper men at the University Club, for the distinguished visitor. Among the guests at Mr. Martin's dinner will be the directors of the Associated Press who will hold their quarterly meeting at the A.P. headquarters on January 24.

The Pilgrim's Society will entertain with a luncheon on January 23 at the Bankers Club of New York for Lord Burnham.

Lord Burnham, who was to have accompanied his wife to this country, was forced to postpone her visit at the last moment because of illness.

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 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.

For those suggestions which did not win, but which were made use of, $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, who created "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 two released each 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 about the most popular member of that body, who has entered his seventy-fifth year, is utilizing his parliamentary vacation in making preparation for the republication of his 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 Dispatches from Wallace G. Brooke (Eastern), Ford-Parsons Company (Western), George F. Mr. Kansas City, to S. C. Beckwith Agency (National).

NEW REPRESENTATION.

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

BACK ON THE JOB.

Samuel R. McKeel, 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 Newpaper 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 Features
WORLD-WIDE NEWS SERVICE
J. J. BOSDAN
15 SCHOOL STREET, BOSTON, MASS.

INTRODUCING "PUTNAM OHVER"
by
CHARLES GORDON SAXTON
Formerly Cartoonist of
N. Y. WORLD DAILY & SUNDAY COMICS

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.

STORY IN BOSTON PAPERS, REGARDING "WET GOODS" AT ROAD BUILDERS' BANQUET BRINGS REPORTER AND HIS BOSS INTO COURT—EDITOR KNOWN STUFF BY TASTE.

A city editor and one of his reporters on the stand in the Government's execution of a liquor case, brought about a scene that was worthy of the wettest of a hotel banquet, nearly turned 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 a 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 to report the story.

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 banquet, nearly turned staid old Boston upside down this week.

KNEW STUFF BY TASTE.

BOSS INTO COURT—EDITOR

ROAD BUILDERS' BANQUET

REGARDING "WET GOODS" AT

BRINGS REPORTER AND HIS

FUN AT HOOTCH

WAKEFIELD ITEM EDITOR

HEADS STATE ASSOCIATION.

The Massachusetts Press Association, whose membership comprises nearly all the suburban dailies and weeklies of the state, elected Gardner E. Campbell, managing editor of the Wakefield Daily Item, as its president at the annual meeting January 6. He succeeds Lenuel C. Hall of the Waltham Free Press.

The association, at its February meeting, will act on resolutions designed to furnish the press of the state with a code of procedure in the prosecution of special cases, to establish a code for papers of the same city, and to regulate the sale of city newspapers.

COLORADO EDITORS TO MEET JANUARY 19 AND 20.

An interesting program has been arranged for the mid-winter meeting of the Colorado Editorial Association to be held January 19 and 20 at the Hotel Albany, Denver. Postal regulations will be one of the subjects on the program, and there will be a discussion of the advantages of state and district editorial associations. A number of social features are planned.

There will be an exhibition of front page newspapers entered in the contest of the Western Newspaper Union which has offered $20 in cash to members of the association for having the best front page. The $50 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 coin.

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 Whitinsville, giving a full page to display advertising and news from the town. The paper is handled in cooperation with the Chamber of Commerce. Four columns of the eight are devoted to advertising of the merchants of Whitinsville.

HUBER'S ROTOGRAM PRINTING MACHINES

Are long on covering capacity.

HUBER'S Colors in use since 1780

J. M. HUBER

Main Office

65 W. Houston, Street New York

At Pays to Huberize

FOR PROMPT SERVICE TYPE

Printer's Supplies Machinery

in stock for Immediate Shipment by Selling Houses Conveniently Located.

AMERICAN TYPE FOUNDERS COMPANY

An Injury Done Cannot Be Undone

Prevent Accidents With The

CUTLER-HAMMER SYSTEM

Printing Press Control "Safest in the World"

POLLARD - ALLING MANUFACTURING COMPANY

ADDRESSING AND MAILING MACHINES

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

WRITE FOR PARTICULARS.

220-230 West 19th St., NEW YORK

NEW JUNIOR TREASURER.

Adam Piret has become treasurer of the Junior Advertising Club, New York, to fill the vacancy created by the withdrawal of Al Pratt.

Now Being Built for Early Delivery

Write for Literature and Prices.

GOSS "Comet"

FLAT BED PRESS

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

CHICAGO

Gooss printing press CO.

1111 S. 25th Pauline Street
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 and foreign accounts, to originate and execute ideas which result in increased efficiency.

References if desired.

Publisher or Business Manager in need of a Circulator with at least two years’ canvassing experience.

For Particular Printing, come to the

ALLIANCE PRESS
110-114 West 32nd Street, NEW YORK

INTERNATIONAL PAPER COMPANY
New York, December 27, 1922.

The Board of Directors have declared a regular quarterly dividend of one and one-half percent (1½%), on the preferred capital stock of this Company, payable January 15th, 1923, to preferred stockholders of record at the close of business January 8th, 1923.

For Complete Information, please address

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 newspaper men, any movement of nation-wide significance is interesting since it provides news of a character almost universal in character. The Detroit News is the only source of news which Thrift Week offers. Each day is devoted to a drive of national importance, and it is a vital issue which should not be overlooked. The days of Thrift Week are followed by James Madison Avenue, New York City. To each of these days there is a story. "How to make and keep a budget" would be most interesting information to thousands. As many more would welcome suggestions concerning ways and means to own their own homes. These are vital issues which National Thrift Week covers, issues which are interesting to all mailers of public opinion.

Another important phase of Thrift Week activity is the newspaper advertising which will be released over the daily press in the United States. The National Committee is releasing through the Western Newspaper Union an issue of advertisements in mat form which will be used quite generally by local advertisers, with their own signatures inserted. Previous experience has shown that this plan has been successful, many merchants and manufacturers who are not advertisers under general conditions do use paid space during Thrift Week. Not only the national committee in charge of Thrift Week enterprises but other associations more particularly the advertising industry are putting out advertising of the same type. The Music Industries Chamber of Commerce for example, is this year presenting to all its members a series of advertisements for newspaper use which ties up thrift and music.

ACTION OF DUTCH PRINTERS CRIPPLES MANY NEWSPAPER AND JOB PLANTS.

The strike of printers that began a week ago in The Hague has now spread to all parts of Holland. The cause of the stoppage was a demand for an increase of 15 per cent, and increasing hours from 45 to 48 a week. While some unions have accepted the conditions, many unions continue on strike.

HELP WANTED

Advertising Manager Wanted

by leading newspaper in city of 35,000 in Southwest. This is a red opportunity for man with executive ability who can plan campaign, write attractive copy and sell to newspaper. Salary commensurate with experience and ability. Address Box 3877, care The Fourth Estate.

Circulation Manager Wanted

22 January 13, 1923

The Fourth Estate

Special Edition Men

A BOSTON NEWSPAPER has installed a permanent Promotion Department. Can use six high-grade men on 2½% basis who will stick. No floaters need apply. Address Box 5287, care The Fourth Estate.

Display Solicitors Wanted

Three five-day solicitors, must be hustlers, able to work hard and make layouts. New six-day a week evening newspaper. Salary, experience, age and references in first letter, together with the right man.


Classified Advertising Manager Wanted

Young man with experience, to take charge of Classified Department on leading newspaper in town of 30,000. Salary commensurate with experience and ability. Address Box 5278, care The Fourth Estate.

Circulator Wanted For

Daily and Weekly

Young man familiar with city and country circulation work to assist circulation development of daily and weekly printed in German but well established; also on new magazine-size English weekly covering international Western territory. Must start reasonably, but has real life chance. Write fully with photograph, The Tree of Progress Department, Omaha Daily Tribune.

Circulator Wanted For

One newspaper in city of 85,000 in Southwest. This is a real opportunity for a man such as I describe myself to be, please address G. W. Preston, 821 ELDERON AVE., P. H., Cincinnati, Ohio.

WANTED

HELP WANTED

WANTED

AD COPY AND SALES MAN

WANTED

HELP WANTED

WANTED

REPORTER WANTED

WANTED

ADVERTISING SALESMAN

PACIFIC COAST INVESTMENTS

We have a number of unusual newspaper investments opportunities on the Pacific Coast. Chances for entering newspaper men to become publishers in fast growing centers where living conditions and climate are ideal.

Palmer, Dewitt & Palmer
225 Fifth Avenue, New York

UNUSUAL OPPORTUNITIES

Harwell & Cannon
Newspapers and Magazine Properties

Times Building, New York
Established 1910

PACIFIC COAST NEWSPAPERS

Bought and sold by

Palmer, Dewitt & Palmer

1910

Monadnock Building, San Francisco

Write for list and special information. References given.

Harwell & Cannon

This ad will appear but once

Go To North Carolina

Five weekly newspaper opportunity, town of 4,500, largest in county, paper has exclusive field. Well equipped presses, handmixed paper. Prop. Page spread 8 pages, or 1,000 a month. City newspaper. Available for $8,500, $5,000 cash required. Prop. 1288.

H. F. Henriques Agency

PACIFIC COAST NEWSPAPER EXCHANGE

Selling Newspaper Properties

New York

Los Angeles
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.
The Fourth Estate

24 January 13, 1923

We also have a number of Goss presses in various sizes available. Let us know your wants.

Goss Printing Press Co.
1535 So. Paulina St., Chicago, Ill.

Editor provokes fun at hooch inquiry.

(Continued from Twenty-first Page)

Gordon admitted that he wrote the expose story that appeared in the Herald the next morning, and in reply to a question admitted that he drew upon his imagination somewhat.

"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 would invite me, sir." By this time the crowd in the courtroom was having a raucous laugh. "And it was good Scotch whisky," Mr. Hayes asked. "It certainly was." "Where is it now?"

Used Newspaper Presses

Scott Quadruple Four Deck Press Prints four to thirty-two pages. Can be operated at once.

Hoe Condensed Sextuple Press with color cylinder, two tapeless folders and in excellent condition. Prints from 4 to 16 pages.


Trade Journal

For Sale


For Sale

Weekly Newspaper

Well established, paid subscriptions. Field right for at least 1,000 more subscribers in fine territory. Less than thirty miles from New York. No plant. Will sacrifice for $1,000. Address Box 0001, care The Fourth Estate.

FOR SALE

Hoe Newspaper Press

FOR SALE—12 page Hoe "Unique" Web Newspaper Press, prints 7-column papers of 4, 6, 8, 10 or 12 pages, with stereotype equipment. Used press at a low price. Could be changed to take papers 8-columns wide, 1½ ems. Baker Sales Company, 900 Fifth Avenue, New York City.

And you would drink some more?"

"This afternoon, if you would invite me, sir."

"And at the time the crowd in the courtroom was having a pleasant time. Mr. Drury's dry and quick answers had distressed the gravity even of Commissioner Hayes. In answer to questions, Mr. Drury declared he gave the bottle back to Gordon, but later on asked for it and destroyed it.

"What did you do with the contents?" inquired Mr. Hayes.

"I drank it."

When the courtroom auditors had subbed a table, Mr. Drury was not tooewart justice but for his own reasons in newspaper work, so that, so far as he knew all of the evidence in the bottle was gone. The first he knew of the happenings at the banquet was what he read in the Herald the next morning after assigning Gordon to "cover" the affair.

Drury told of seeing Gordon later and telling him to stop talking about the case, that it was something past and in his work that meant finished and being out for the next story. Final judgment of news stories rests with the news editor, and on this occasion the story had been passed, Drury asserted, and his only concern was any possible protest which might be made to the "business office."

Gordon was cross-examined about his transportation of the liquor to the Herald office and whether he had used a taxicab or a street car.

"I don't know."

"Did any one else have any?" asked Mr. Hayes.

"Not after I got it," snapped Mr. Drury.

Commissioner Hayes took action here to quiet the courtroom. He declared the behavior of the persons present was distinctly unseemly, and that while it might be very amusing, it was a court and decorum should be preserved.

"You may smile, but that is all," he said.

Drury then launched into his story without the aid of further questioning.

"He told of having the bottle destroyed by ordering it thrown into a trash can, we not to be dealt with."

Mr. Hayes will be sold for cash only.


PRINTERS' Outfitters

Printing Plants and Business bought and sold. American Typefounder's products, printers and bookbinders machinery of every description.

CONNER, FENDLER & CO.
96 Beckman Street, New York City

FOR SALE

504-520 Grand Street
New York, N. Y.

FOR SALE

H.O.E. & CO.
504-320 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 0003, 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.

For particulars apply to

WALTER SCOTT & CO.
Plainfield, New Jersey

H.W.O.E. & CO.
115 East College, Ashville, N. C.

FOR SALE

4-Deck Press

20" COLUMN.

FOR SALE

2nd HAND PRESS

FOR SALE

Octuple Press

22¾" COLUMN.

HOE—Sixtiple Press

WITH EXTRA COLOR

21½" COLUMN.

HOE—Sixtiple Press

BLACK ONLY.

21½" COLUMN.

HOE—Sixtiple Press

BLACK ONLY.

21⅞" COLUMN.

HOE—Octuple 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 GOSSES OF VARIOUS SIZES AVAILABLE.

FOR SALE

H.O.E. & CO.
115 East College, Ashville, N. C.

FOR SALE

Goss Straight-line Sextuple with double folder.


Goss 16-page Press, now printing the Woonsocket, R. I., Evening Call.

For particulars apply to

Gordon was cross-examined about his transportation of the liquor to the Herald office and whether he had used a taxi or a street car. He said that he had taken a subway car.

"Did you have a permit to transport the liquor?"

"I did not."

"Then you were transporting it yourself, without a permit."

"Yes, sir."

Then direction was made that Gordon should not give testimony which might incriminate himself. And the battle over the baby bottles, said to be painted white to represent milk, still goes on in Boston.
January 13, 1923

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

SETS NEW RECORD FOR ONE DAY’S ADVERTISING.

(Continued from Twelfth Page)

broader his outlook upon life—the greater his power to sell. Water cannot rise higher than its source unless impelled by power and a salesman cannot sell unless he impels his customer mentally as well as physically. This means he must sell his idea of service only. By playing the part of a true Christian, and always ready to accept the imagination, many sales were made.

Similarly an Indianapolis manufacturer had a hard time selling garbage cans as merely garbage contain- ers. When he conceived the idea of selling sanitation, clean alleys, attractive home surroundings, health of children, etc., his sales have increased by leaps and bounds.

Many people get an idea that advertising is a money-making commodity. After confering with the advertising department of the News, he realized he should sell his idea of service only. By playing the part of a true Christian, and always ready to accept the imagination, many sales were made.

One of the best examples of selling News space was given by a News representative recently. A very desirable account was scheduled for the morning paper by one of the advertising agencies. Two of the men from the department had attempted to sell the News without success.

"At a time when the account seemed to be lost to the News, another salesman was sent as a final effort to land the business. This man

McKittrick’s Directory of Advertisers, their Advertising Managers and Advertising Agents for 1923 Is Now Ready for Delivery.

106 Fulton Street 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.

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 the interest of newspapermen.

Eighty Per Cent of Newspaper advertising is in the interest of newspapermen.

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

FIRST IN THE CITY FIELD

NEwspaper Stories Lead to Discovery of SPENT 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 one in Manchester, England, and the hope that a third, who was living in South Africa, the family was scattered after the New York man left his home in Lithuania twenty-six years ago, and he believed that most of his sisters were dead.

Mr. Black came to New York to visit her brother, an account of the reunion published in the New York papers was later published in the Manchester Evening Chronicle. The mother of Lester Black of 1912 Pacific street, Brooklyn, who lives in Manchester, read the account and realized the New York man as the brother of Mrs. Anna Forman of Manchester, who had written to her brother during the many years. Mrs. Black wrote her about her 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 from a newspaperman’s point of view for 1923 is most encouraging, says Herbert F. Gunnison, vice-president and treasurer of the Brooklyn Daily Eagle.

"The past year has been exceedingly favorable both in advertising and in general circulation. The organization represents.

The advertising records made by the Tribune in the past year are comparable to any in its local and national display have been made possible by the recognition that we are selling not print paper, but the brains of one of the great editorial departments of the country, and the ability and resourcefulness of one of the greatest circulation departments in America.”

ANOTHER EXCELLENT CHURCH EDITION IN OAKLAND.

Co-operation with the churches on publicity and psychological times the long suit of Morton J. A. McDonald, classified advertising manager of The Chronicle and Tribune. This "church section" of the Tribune church section was made a part of the December 23 issue of the Tribune. Its number of paid church ads, editorial matter, typography and art work, that presented an ideal special number.

The Tribune has made a feature of church advertising and its Christmas number, which is handled with the edition. In the latest edition the newspapers have produced a new and paid advertisements of churches and organizations closely affiliated with church activities. Several special signed articles by clergyman of Oakland featured the Christmas number.

Boston’s fastest growing newest paper and

TELEGRAM

BOSTON, MASS.

Largest Evening Circulation in Metropolitan Boston

Represented by BENJAMIN & KENTON CO.
LO杉G ANGELES CHI CAGO
Van Noy Bldg.
Mailers Bldg.
225 Fifth Ave.

PICTURE DAILY WILL AGAIN BE SUED FOR DAMAGES.

The appellate division has affirmed the ruling of a lower court in the $200,000 libel suit instituted by Arthur Perkoff and Ethel Graves Perkoff (Page and Gray in Vandal- ville), against the News Syndicate Company, publishers of the New York Daily News. The action resulted from a cartoon in the Page of J. C. Leyendecker published in the New York last season, in which the cartoonist, Ed Randall, penned an adverse comment underneath a caricature of the team, according them a negligible 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 abandoning the claim of libel per se.

The plaintiffs will claim specific damages in that they have not been able to get bookings in the big time theaters since the publication of the cartoon.

BOSTON SPORTS WRITERS HOSTS TO ATHLETE.

Fifteen Boston sports writers were host at a dinner in honor of William F. Bingham, Harvard ’16, and ex-track captain, who recently withdrew as assistant treasurer of athletics at Cambridge, to enter business. Mr. Bingham has always been a close friend of the newspaper men, not only at college and at dissensions, but when he was a student at Exeter. The scribes presented him with a crimson-tipped, gold trimmed fountain pen.
The Indianapolis News is a prosperous, buying market, completely covered by one dominant newspaper—The News.

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.

Courier-News
PLAINFIELD, N. J. Member Audit Bureau of Circulations and United Press.

Alcorn-Seymour Co., Representatives, New York City and Chicago.

It's the Buying Power Represented in Circulation That Counts.

PITTSBURG LEADER
Readers of this Paper are the Big Wage Earners

National Representatives: STOKES, BROOKS & FINLEY New York, Phila., Chicago, San Francisco & Los Angeles

BURLINGTON, LEADING CITY OF VERMONT
Cover it comprehensively through the NEWS Every Evening

BRYANT, GRIFFITH & BRUNSON Spec. Reps., New York, Chicago, Boston

NEW SECRETARY OF STATE STARTED IN NEWSPAPER OFFICE.

Dr. James A. Hamilton of New York, the new secretary of state, thirty-five years ago was busy buying his first copy of the New York Daily during the early morning of January 13, 1923. "We have not yet cleared the books of the state government," he said, "but I am glad to say that we are making a good start." Dr. Hamilton was born in Brooklyn, N.Y., and received his Ph.D. from Columbia University in 1895. He has been a newspaperman for many years and is now the head of the world's largest corporation bureau.

OAKLAND AD CLUB ELECTS.
Lew F. Galbraith, who has been treasurer of the Oakland, Cal., Advertising Club, has been elected president. Max Horwinski has become vice-president; George Cummings, treasurer, and Woodson Ross was re-elected secretary.

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

The interests in Minneapolis of the Lamport-MacDonald Company of South Bend have been taken over and are being handled by the L. W. Burgess Advertising Service, with offices in the First National-Soo Line Building. Mr. Burgess, president of the Minneapolis Advertising Club, is well-known in advertising agency circles. He has been associated with the Minneapolis office of the Lamport-MacDonald Company for the past year. The L. W. Burgess Advertising Service is affiliated with the Lamport-MacDonald Company.

Miss Gertrude Stadtmueller of the George Batten Company, New York, is in charge of the arrangements for the dinner on January 15 of the Filing Association of New York, at which Miss Ida M. Tarbell, writer and lecturer, will speak.

Edward Louis Maxwell, general manager of A. J. Wilson & Co., Ltd., London, has sent New Year's greetings to its clients and friends in the form of a large advertisement.

The Hugh M. Smith Company, Newark, N. J., has joined the soliciting staff of the Foreign Language Publishers Association, U. S., New York.

The Fredericksburg, Va., Advertising Company has been formed with John Eastwood as president; Ben T. Pitts, vice-president, and E. L. Downey, secretary-treasurer.

D. A. Sullivan, formerly of the National Tube Company, Pittsburgh, has joined the staff of A. D. Walter, advertising, of the same city.

The Hugh M. Smith Company, Newark, N. J., has joined its New York branch office its headquarters office.

NEW YORK AD AGENCY.

- William Jenkins, formerly of the Economist Group publications, and Aylwin Lee Martin, account executive of the Eugene McGuckin Company, have formed the firm of Jenkins-Martin advertising agency, with offices at 231-233 Presser Building Annex, 1731 Sansom street, Philadelphia.

"Talk to Them in Their Own Language"

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

结石's New World

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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沿线 represenations 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 80 East 42d St., New York 844 Fort Dearborn Bank Bldg., Chicago

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW BEING PLACED BY
THE AGENCIES.

BOTSFORD, CONSTANTINE, 45 4th, Portland, Ore.—Placing copy in Western newspapers for Hardenham Hat Co., Portland.


CHEPSLOW, 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 tonic rem- edies), Ottowa, Minn.


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

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

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

GILLHAM, Los Angeles—Obtained account of Puritas Tea & Coffee advertising campaign, 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 FOURTH ESTATE

January 13, 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
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.


(soft coal mining), MacDonald, W. Va.


PECK, 6 E. 39th, N. Y.—Will place newspaper advertising for Day- ly Ladder Co., Dayton, O., where sales agencies are located.

RANKIN, 1 W. 37th, N. Y.—Preparing campaign in newspapers for Ko-Fan, a new beverage.


SANDO, Consul, Indianapolis—Full-page newspaper advertisement for Oakes Mfg. Co. (poultry), Tipton, Ind.


SWEET & PHELPS, Transp. Chicago—Planning ad campaign for Con- ten Corp. (electric clothes washers), Cicero, Ill.

SANDO, Consul, Indianapol-

EACH ISSUE Foreign Advertising Representatives

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

M. BRANHAM, Nafl Rep.

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

AD FOLKS PLAYING GOLF AT HINEBURG.
The Western Advertising Golf League special left New York for Pinehurst, N. C., yesterday, with a number of enthusiastic 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 groups. The first qualifying 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—also 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 division, and Saturday, medal play handicap.

Among members of the Advertising Club of New York who registered are: Gilbert T. Hodges, Mr. and Mrs. J. T. O’Brien, John H. Eggers, Thomas F. Smith, A. L. Schulz, Mr. and Mrs. George Bucher, Mr. and Mrs. T. O’Brien, John H. Eggers, Thomas F. Smith, A. L. Schulz, Mr. and Mrs. George Bucher, Mr. and Mrs. T. O’Brien, John H. Eggers, Thomas F. Smith, A. L. Schulz, Mr. and Mrs. George Bucher, Mr. and Mrs. T. O’Brien, John H. Eggers, Thomas F. Smith, A. L. Schulz, Mr. and Mrs. George Bucher.

JAPANESE NEWSPAPERS NAME REPRESENTATIVE.

F. R. Jones has been appointed middle western representative of the Japan Advertiser, the Trans-Pacific, and the Jiji Shimpo of Tokyo, Japan, with headquarters at Room 1002, 29 South LaSalle street, Chicago.
January 13, 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.
Lydon Building, CHICAGO.

The Fourth Estate
96 per cent of the circulation of
The Telegram and Post is concen-
trated 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.

Underwritten by
INDIANA'S GREAT INDIAN
MACHINERY EXPOSITION.

In New Orleans
it's the
New Orleans Item

BENEFIT FUND FOR
AGED NEWSPAPER WORKERS.

(Continued from Seventeenth Page)

There is nothing, and the establish-
ment of such a fund as I pro-
pose, would be the first logical and
tangible movement ever launched to
bring about a rapprochement of the
newspaper craft. An organization that
would not only be of decided benefit
to every newspaper man, but to the
newspapers and the general public as
well.

It would furnish the means, through
the interests of those in the craft in the
country, for the general welfare of all
newspaper men, for the health-
better discussion and interchange of
dealings and suggestions not only for
the splitting of the craft and the placing
of all in one box, but by the
formation of a national organization, but
also for the general improvement of the
editorial sphere of every newspa-
per 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 asso-
ciation along the lines of similar or-
ganizations among other professional
men. It should find universal favor,
and should have the unani-
mous approval, co-operation and sup-
port of newspapers and their pub-
lisbers from coast to coast. It is high

The Cleveland News
and the
News-Leader
(SUNDAY)

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

The New York Times
printsa
greatervolume of advertising than
any other New York newspaper. In
1922 The Times led thesecond news-
paper by 6,898,132 againstlines.

Record for 1922

The New York Times... 24,145,282
Second newspaper... 17,844,090
Third newspaper... 11,847,260
Fourth newspaper... 10,209,140
Fifth newspaper... 9,396,416
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, offers a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home, newspaper, a Hall net paid 105,958, 80% of English-speaking homes.

THE BUFFALO EVENING NEWS

Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY, Reps.
Marshall Bldg. Lytton Bldg.
New York Chicago

OLDEST ACTIVE EDITOR IN CONNECTICUT DIES AT AGE OF EIGHTY-ONE.

Edward Thomas Wright Gillespie, president of the Gillespie Brothers, Inc., former editor of the Stamford Advocate, for many years, and up to the time of his death, the oldest, active newspaper man in Connecticut, died in Stamford Tuesday, at the age of eighty-one.

Mr. Gillespie had been a familiar and influential figure in the life of Stamford for over half a century, and the Sunday Advocate, the oldest, daily, newspaper was noted for their comic paragraphs, he was one of their chief contributors.

309 Lafayette Street, New York

THE NEW YORK EVENING JOURNAL

The best advertising medium in South-west Texas. Has 60 percent more paid circulation into the homes of San Antonio than the second paper, and five times as much as the third.

VERNEIL & 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 Daily 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 Chicago Boston Detroit

THE JOURNAL

IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
New York, Phila., Chicago, San Francisco

SPOKANE PUBLISHER DIES

Thomas Hooker, president of the Spokane Chronicle, died Thursday, at his home in Spokane, following an operation for appendicitis. He was seventy-five years old Thursday.

Mr. Hooker had been with the Chronicle since 1903. He was born in New Haven, Ct., going to Spokane in 1889.

Other Obituary Notes.

WILLIAM H. JUDSON, 80 years old, a student at the Columbia School of Journalism, died last week in that city, following a brief illness with pneumonia. He had been a student at Columbia three years.

JOHN J. BARRETO, president of the Des Moines Leader, in San Francisco, died in San Francisco on January 2. He was the author of a number of novels some of which he wrote under the name of Guy Thorne.

The latest house-to-house canvass reveals the extent to which Washington Readers are read in the homes.

DAILY NEWSPAPERS

The Evening Star . . . . . 94% 4th Newspaper . . . . . . . . . . . . 84%

SUNDAY NEWSPAPERS

The Sunday Star . . . . . . . 76% 1st Newspaper . . . . . . . . . . . . 92%

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
Dan A. Carroll, New York Representative
J. E. Lutz, Chicago Representative

fighting what he termed the illegiti- mate activities of capitalist combinations.

BOB SCHILLING, 79 years of age, newspaper man, labor leader and prominent in politics died recently at his home in Milwaukee.

CAPTAIN VAUGHAN, pioneer editor of Mankato, Kan., died at his home recently. From the early 70’s until the Spanish-American war he was editor of the Jewell County Monitor. He enlisted in the 9th Missouri and served in that regiment in that conflict. Since then Captain Vaughan had operated a job printing office in Mankato.

JACOB J. SCHINDLER, former newspaper editor and later assistant to the editor of the Milwaukee, Wis., Journal, died last Friday at his home in that city. He began his newspaper work in Oaksho, Wis., and went to St. Paul in 1896. He left St. Paul in 1913.

C. K. SEMLING, former Portland, N. D., publisher, died recently at his home in Minneapolis.

MRS. JEREMIAH J. MEEGAN, mother of John J. Meegan of the staff of the Buffalo Evening Sun; and James P. Meegan of the Buffalo Express, died in that city recently, at the age of 57 years. She was at one time publisher of the Emmitsburg, Md., Chronicle, recently. He retired from active newspaper work when his health became impaired. He was a brother-in-law of Mrs. Woodrow Wilson.

MRS. ANNETTE BAUGHMAN, widow of Charles H. Baughman, owner of one of the oldest newspapers in Maryland, died suddenly on New Year’s Day, at the age of sixty-eight. Mrs. Baughman was the last surviving member of her family.

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
January 13, 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: 4 East Broadway NEW YORK

DALLASTEVENING JOURNAL Published by
A. H. Belo & Co.

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

LARGEST AFTERNOON CIRCULATION

LORENTZ, Manager Eastern Dept.
728 Tribune Building NEW YORK

MONTREAL LA PRESSE

thoroughly and completely covers the atmosphere of the large French speaking cities of the world. With sixty-five per cent of the Jewish population in the city French speaking and reading, the newspaper which comprehensively supplies a wonderful market to the foreign advertiser.

WM. J. MORTON CO., Representatives NEW YORK CHICAGO PIGA Ave. Building TORONTO, 128 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 and reader confidence.

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

Arthur Capper TOPEKA, KAN.

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

TOPEKA CAPITAL

The only Kansas Daily with a very 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 TOPEKA, KAN.

WINSTON-SALEM, North Carolina's Largest City (U.S. Census)

Twin City Sentinel leads all North Carolina Daileys 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 & 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.

G. LOGAN PAYNE COMPANY SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK 401 Tower Bldg., CHICAGO 100 Boylston St., BOSTON

VERREE & CONKLIN PUBLISHERS' REPRESENTATIVES
300 Market St., SAN FRANCISCO 117 Lafayette Boulevard DETROIT

S. C. THEIS COMPANY SPECIAL REPRESENTATIVES
NEW YORK CHICAGO 366 Fifth Ave. 837 Marquette Bldg.

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NEW YORK CHICAGO 366 Fifth Ave. 837 Marquette Bldg.

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 Dial 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 editions,—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 Average</td>
<td>6,273,153 &quot;</td>
<td>1,362,626 &quot;</td>
<td>1,941,186 &quot;</td>
</tr>
<tr>
<td>15 Years Average</td>
<td></td>
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CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member Audit Bureau of Circulations.