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>
</tbody>
</table>

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

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

The advertising records of 1922 confirms

THE DAILY NEWS

FIRST in Chicago
NATIONAL ADVERTISING COMMISSION EXPANDS.

PHOTO-ENGRAVERS AND INDUSTRIAL ADVERTISING DEPARTMENTS ARE ADMITTED AT WASHINGTON TWO DAY SESSION—WHOLLEY NAMED THIRD DISTRICT PRESIDENT.

More than one hundred advertising experts from all parts of the country were in attendance at the simultaneous conventions 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 Eagle, and Jessesee until March 1 of the News-Times, morning, and Telegram, evening, of which the last two were purchased last week by the Perry-Lloyd-Jones syndicate, have made arrangements to continue the Herald-Telegram after March 1, as an evening newspaper.

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

AUTO SHOW LINEAGE IN FIVE NEW YORK MORNING NEWSPAPERS.

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

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>28,286</td>
</tr>
<tr>
<td>Tribune</td>
<td>1,806</td>
</tr>
<tr>
<td>American</td>
<td>45,950</td>
</tr>
</tbody>
</table>

This is the second time the Republican has bought out a competitor in the Greenfield territory, having purchased the old Greenfield Journal, which for a number of years was owned and edited by John L. Strange, some time ago.
$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.
BENEFIT FUND FOR AGED NEWSPAPER WORKERS.

PITIFUL CASE OF FORMER PUBLISHER FORCED TO SELL PENCILS FOR LIVELIHOOD PROMPTS DEMASI TO URGEE PROFESSION TO ESTABLISH A HOME.

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

EDMUND WALKER TO START PAPER AT PLAINFIELD.

EDMUND WALKER, who recently announced his purchase of the Otsego Farmer at 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.

Plainfield, N. J., is to have a new newspaper. Edmund Walker, whose publishers have already secured $70,000 to start the paper, but expects to have $100,000 withina few days. The paper will at first run five times weekly but will later be published as a daily.

Miss Martha Coman, for fourteen years the only woman reporter on the New York Herald, has become 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 owned and operated successfully by the Scarsdale Woman's Club.

Tonight the New York Newspaper Women's Club, of which Miss Coman is president, will give a reception to Miss Coman so good luck in her new work. The dinner will be held at the Stage Door Inn, 43 West Forty-seventh street, where the newspaper women have their headquarters.

PLEASING OFFER OF THE CURTIS COMPANY.

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THE FOURTH ESTATE

USE AND SALE OF ELROD MACHINES ENJOINED BY UNITED STATES COURT

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

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

The claims of the patents referred to are as follows:

PATENT No. 1,222,415:

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

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

PATENT No. 1,237,058:

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

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

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

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

PUBLISHERS' REPRESENTATIVE ENTITLED TO THOROUGH HEARING, PRESIDENT OF FOUR A's writes agency chiefs — SUGGESTS SOME BUYERS NEED REFORMING.

President John Benson of the Four A's has sent a letter to each of the 133 agencies which are members of that body, in which he urges that space buyers be counseled to give publishers' representatives the same considerate treatment as is accorded to the members of any other profession.

"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.

"They repeatedly complain of being ignored by space buyers in agencies and of receiving insufficient consideration, which gives them a justifiable claim to thecourteous treatment which is due to a partner in the publishing world. They can, therefore, easily make or break any policies we adopt as an association, without intending to do so, by not living up to their spirit."

"It may be that some of our members are not truly appreciative of the importance due to the personal attention which they are paying to the agency business."

"We must impress upon them that a newspaper is entitled to a courteous answer. And when it is necessary to turn down a publisher, there is a considerate and appreciative way of doing so which makes him feel friendly and understanding."

"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 we fail to recognize his merit, especially if he is loyally cooperating with us in maintaining the agency business."

"I realize in a number of cases it is necessary to put the ethical letter paper because it is weaker than the unethical paper, and our first obligation as agents is to protect the interests of our clients and buy for them the most for their money. But it is highly important that we have a sense of ethics which is a part of our business; careful business, indeed."

"I realize, too, that there may be instances in which the ethical letter is not all 100 per cent fair or reasonable, but it is the only way we can serve our members, and we are members of the American Association of Advertising Agencies when we act at all times upon our own desire to be fair."

"There are many space buyers who are a credit to the profession and of co-operative value to the publisher, but there may be some who are not sufficiently studyin the 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, 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.

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.

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.

MANAGING EDITOR COBB HAD GOOD STAFF WHILE SERVING ON PADUCAH PAPER.

Probably the most distinguished staff that has 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 held in The Fourth Estate last week.

E. A. Jones, associate editor of the Louisville Herald, a Shaffer paper, wrote a signed editorial; Matt J. Carney, former Paducahian, 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 Broaday Methodist Church and member of the National Boy Scout council, who had a signed story; and Richard Scott, Paducahian, well known Shaker actor, wrote a feature story on an experience in Ceylon.

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

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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 Boggs, Wichita, news editor; Perry John H. S. Carter, sports editor; John Harris, Pitts, Okla., alumni editor; Catherine Stubbs, Fort Worth, Texas, exchange editor; DeVaughn Francis, Eldorado, sports editor; Miss Helen Jaka, Leavenworth, Plain Tales editor.
Features Make Circulation
Positive Proof in Three Newspapers I Bought

By ARTHUR BRISBANE

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

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

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

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

The employes' payroll has increased 100 per cent.

Advertising and circulation receipts have more than trebled.

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

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

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

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

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

The Detroit Times now has more than 160,000 circulation, and it has that circulation because at the very beginning we used systematically, regularly, and in the right way, the features that are necessary to get circulation and to KEEP circulation after you get it.
EVERGREEN STATE SCRIBES TO MEET AT SEATTLE.

WELL-KNOWN NEWSPAPER MEN WILL ADDRESS ELEVENTH JOURNALISM INSTITUTE JANUARY 18-20 — PROGRAM WILL FEATURE ALASKA — ROUND TABLE DISCUSSIONS.

Newspapermen from all over the State of Washington will be guests of the school of journalism of the University of Washington during the eleventh annual journalism week to be observed at the school January 18, 19 and 20. Addresses by members of the journalism faculty, round table discussions and business sessions will make up the program for the three-day institute.

This is Alaska year for the Washington State Press Association, and the program will feature Alaska and Alaska products. An Alaska banquet at which only Alaska products will be served will be the closing feature of the institute.

The annual smoker will be held on the opening night, on Friday afternoon. A reception to the newspaper women will be held at the home of President and Mrs. Henry Suzzalo.

The program for the institute follows:

THURSDAY

ADVERTISING AND DAILY NEWSPAPERS.

Cooperation Due the National Advertiser — Frank S. Baker, editor, Tacoma Ledger.

Luncheon with the Seattle Advertising Club, University Commons.


What is Foreign Advertising — J. G. Keely, editor, Walla Walla Republican.

Psychology of Advertising — Professor William R. Russell, School of Business Administration, University of Washington.

TRADE JOURNALS AND CLASS PUBLICATIONS.

Value of Trade Advertising — W. W. Woodhead, advertising manager, West Coast lumberman, Seattle.

W. J. Jones, school of journalism, University of Washington.

Weekly Space and Soliciting Trade and Class Paper Advertising; Salary vs. Commissions — Round Table led by T. Johnson Stewart, editor, Northwestern Merchant, Seattle.

Business and Executive Session.

FRIDAY


Lynden Tribune.

Some Fundamentals of Advertising — Dean Stephen L. Miller, School of Business Administration, University of Washington.

Looking Over (critical review of state newspapers) — Dr. M. L. Spencer, Director, school of journalism, University of Washington.

Advertising Professor Fred W. Kennedy, — A.D. of journalism — Advertising Professor Robert W. Jones, school of journalism.

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

Edward T. O'Loughlin, Deputy Commissioner of Markets, of New York, has been elected lead advertising man of the one-time Independence League member and the organization of political spirited men who support the civic and political principles of William Randolph Hearst.

Mr. O'Loughlin was handed last Saturday, by a resolution committee of six, a set of resolutions designating him as their chief tenant and the successor of the late L. J. O'Reilly.

Mr. O'Reilly, who died last February, for two years headed the old Independence League, and represented Mr. Hearst in the league and his political battles in behalf of the election of United States Senators, the obtaining of direct primaries, the Workmen's Compensation act and other beneficial legislation.

WOMEN JOURNALISTS ELECT.

Miss Eva Mahoney has become president of the Omaha, Neb., Woman's Press Club. The other officers are: Mrs. Myrtle Mason, first vice president; Mrs. Mary Hust, secretary; Rose Rick, treasurer; Mrs. R. E. McKelvin and Mrs. J. Harry Murphy, directors. Miss Mahoney was one of the charter members of the club.

LEAVES JOURNALISM FACULTY.

Professor W. E. Drips has withdrawn as a member of the journalism faculty of Iowa State College, Ames, and will soon enter the organization of Wallace Farmer at Los Angeles.

PAPER REORGANIZED.

For two days Fred C. Baker was back on his old job as editor of the Tribune, Okla. Headlight, pending a reorganization of the Tillamook Publishing Company, relieving Leslie Stuart, who was in charge of the newspaper two years ago.

The organization of Wray Stuart becomes publisher and editor, and S. F. Hickman his associate. Mr. Wray Stuart is now secretary and treasurer of the company. Mr. Stuart is a practical newspaper man and a member of the business staff.

LEASES NEWSPAPER.

The Barnard, Kan., Bee has been leased by C. F. Wilson of Manhattan, Kan. Mr. Wilson is a newspaper man of experience, having edited numerous papers in Kansas.

CARTHAGE REPUBLICAN AND TRIBUNE BECOME ONE PUBLICATION.

The Carthage, Mo., Republican and the Tribune have been merged. Floyd J. Rich, proprietor of the Republican, having purchased the plant and equipment, newspaper subscription lists and good will of the Tribune.

The Tribune Publishing Company, for many years conducted by William B. S. Stover, a well-known dealer, principal owner, was dissolved with mutual agreement on December 28, and the transfer of the Tribune property made to Mr. Rich, who for the last twelve years has been publisher of the Republican. He is secretary-treasurer of the Northern New York Press Association.

For the present the Republican-Tribune will be issued on Thursdays, which has been the regular publication date of the Republican. The subscription lists have been combined and subscribers to both papers will receive the Republican-Tribune.

The plants are finally cleaned and the need for two issues a week is felt, the Republican-Tribune will be published semi-weekly. The Republican is in its sixty-third year. The Tribune had been published thirty-six years.

NEW ENGLAND NEWSPAPER CHANGES OWNERSHIP.

The Waltham, Mass., Free Press-Tribune, said to be the oldest newspaper in that town, has changed hands. John McCarthy of New York has purchased the stock of Robert B. Somers, owner of the Star-Standwich, who owned the controlling interest in the Waltham Publishing Company, under whose name the Free Press-Tribune has been issued since the consolidation of the Free Press and Tribune in 1897.

The Free Press was first issued as a weekly many years ago by the late George Phelan. It was purchased by Alexander Star-Standwich who for years conducted it. Thirty-eight years ago Robert B. Somers became interested in the publication, which then changed into a daily.

In 1897 the Tribune was purchased, the two papers merged and issued under the name of Free Press-Tribune. It has been influential in politics. Mears, Somers and Star-Standwich have had more than forty years of activity in the local newspaper field.

PAPER REORGANIZED.

For two days Fred C. Baker was back on his old job as editor of the Tribune, Ore., but it is a reorganization of the Tillamook Publishing Company, relieving Leslie Stuart who was in charge of the newspaper two years ago.

The organization of Wray Stuart becomes publisher and editor, and S. F. Hickman his associate. Mr. Wray Stuart is now secretary and treasurer of the company. Mr. Stuart is a practical newspaper man who was in charge of the newspaper two years ago.

The organization of Wray Stuart becomes publisher and editor, and S. F. Hickman his associate. Mr. Wray Stuart is now secretary and treasurer of the company. Mr. Stuart is a practical newspaper man who was in charge of the newspaper two years ago.
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.
The Fourth Estate

January 13, 1923

OIL

has kept up its good work and made

BRADFORD, Penn.

prosperous throughout the past year while many cities have been still going through the deflation period. Note this report on the oil conditions in this locality:

This community had one great advantage over most American cities during the past year, in that its principal product—OIL—found a ready market during all the period of depression. While the price of crude is only half the high price of 1920, thereby largely reducing the total income, the cost of producing oil also has been correspondingly reduced. Oil territory now is at both less than during the boom days, and the producers are going ahead with their development work, so that Bradford has largely escaped the depression felt in other places, particularly known as "war brides." With the increased production of oil, brought about by improved methods, the wealth of this community will steadily keep up the increase of the past ten years.

Wells in this field have been producing for over forty years. With the "pressure" methods now in general use, experts figure the life of this oil field will run into the next century, and that the continued prosperity of Bradford is assured.

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

ACTION IN THREE MISLEADING AD CASES.

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

In a decided case involving the simulation of advertisements and products of a competitor to the extent that experienced advertising men and the public were deceived, the Federal Trade Commission has ordered the Warrenewell 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, the use of certain advertisements similar in form, illustration and substance to that of the Little Leather Library Corporation, a subsidiary of the New England News Corporation, has been practiced.

The inquiry further developed that the Warrenewell Company caused to be made sets of books almost identical in style and content to that of books which had been advertised and sold for some time by the Little Leather Library Corporation. This simulation of product was accomplished in large part by obtaining, through various means information as to the source of supply and methods of the Library Corporation in the exploitation of its Little Leather Library, Samuel Silverman, Jacob Silverman, and Henry Greenblatt are partners in the Warrenewell Company, and are prohibited by a specific order of the commission from continuing the foregoing unfair practices.

The advertising of goods as "silicone" without clearly designating the substance, fibre or material of which such fabric is composed is declared by the Federal Trade Commission to be an unfair method of competition.

This ruling was brought out in the case of the Washington firm of Melvin Behrend and Leopold Behrend, doing business under the name of Behrend Brothers, who were charged with misrepresentation in so far as they represented to the public that the fabric so advertised contained silicone, thereby leading the general public into the belief that such fabrics were being "siliconed covered combers," thereby leading the general public into the belief that such fabrics were being "siliconed covered combers," which in fact was not the case.

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

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

Based upon a preliminary inquiry undertaken, the commission as regards its far-fetched attempt to believe, it says, that this firm's product contains no radioactivity and that a product containing radium is the basis of a citation issued by the Federal Trade Commission.

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Abbott E. Kay and R. T. Nelson, co-partners trading as the Aaban Radium Company, Chicago, in an attempt to sell their product, in an advertisement which has been called upon to test an answer and appear at a hearing to be conducted by the commission.

At this hearing witnesses representing both sides will be examined to determine the truth or falsity of the firm's advertisements and thereafter a decision will be reached by the commission.

PLAN NEW NEWSPAPER FOR DANVILLE, VA.

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

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

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

NORTHEAST NEBRASKA EDITORS MEET JANUARY 26-27.

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

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

WISCONSIN PAPER MOVES INTO NEW BUILDING.

MODERN NEWSPAPER 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 structure has three stories high. The ground floor, otherwise the basement extending five and one half feet lower where the ground provides quarters for the job printing department, carries room for paper storage, heating plant, fuel and laundry.

The main floor contains the business office, editorial room, publishers' office, composing room, first aid and rest room, facilities for the secretary and office and shop employees. The building is of classic type of architecture, the exterior of buff brick, with red terra cotta trim, providing an unusual contrast, deep reveals and a gravity chute. Entrance is by means of a passage connecting also the business office with the mechanical department. All departments are connected with an inter-communicating telephone system.

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

In mechanical equipment, the Times is said to rank with papers in cities many times larger than Monroe. A new press has been installed and is so placed that it can be seen in operation from the street windows facing Payne street. Three linotypes, all electrically equipped, being motor driven and metal pots electrically heated, and a stereotyping plant bring the equipment to a point of perfection not usually found on papers of this size.

The new building boasts two wire services, receiving by telephone the International News Service from Chicago and the United Press from Madison.

Emery A. Odell is the publisher, Harry B. Lyford, editor and H. A. Wenzig, advertising manager of the firm. The Times is represented in the national field by M. C. Watson, Inc., in the East, and Allen-Klapp Company in the West.
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.

Two hundred members of the advertising department organization of the Indianapolis News, with the exception of the editorial department, which was not present, were present at the annual Christmas dinner at the Lincoln Hotel in Indianapolis.

Tracy W. Ellis, assistant advertising manager of the News, acted as toastmaster and chairman of the arrangements committee.

Short talks were made by Louis Howland, editor, Hiram D. Brown, general manager, Frank T. Carroll, advertising manager, Marion Fairbanks, managing editor, and other members of the paper. It developed that 272 employees were connected with the paper for more than five years, with an average of fourteen and a half years. One hundred and thirty employees have been with the News for more than fifteen years, with an average tenure of thirty-three and two-thirds years, with an average tenure of thirty-three and two-thirds years.

Mr. O’Neill moved 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.

EMPLOYES JOIN BUILDING AND LOAN.

More than four hundred and sixty employees of the Chicago Tribune have joined the Medill Building and Loan Association. They have purchased 11,623 shares of stock. Twenty-three members have secured approval of loans on homes, the total amounting to $112,370. Of this amount $21,127.23 has already been paid out. Only $25,000 of the total amount of $25,000 has been advanced by the Tribune through the purchase of Class D stock, which pays $500 in cash to actual earnings but not to exceed $100 per year.

With the increase of members the $2,800 and this amount has been advanced considerably by interest payments.

TIP O’NEILL.

Tip O’Neill, formerly editor-in-chief of the Lansing, Mich., Capital News, and later with the State Journal, has become managing editor of Record-Herald. Mr. O’Neill came from Chicago several years ago and joined the Booth Publishing Company syndicate.

NEW MANAGING EDITOR OF WAUSAU RECORD-HERALD.

The Lanston Monotype Machine Company is using its advertising space this month to bring before the trade the status of the Monotype typeface, which was brought into the trade by its president. The company has a standard of excellence, and the trade is requested to use it in all its work.

The Lanston Monotype Machine Company is using its advertising space this month to bring before the trade the status of the Monotype typeface, which was brought into the trade by its president. The company has a standard of excellence, and the trade is requested to use it in all its work.

A new daily newspaper to be known as the Record is being established in Rockville, Mo. T. M. Harper is the editor.
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 meetings and if they appear to have merit are referred to an individual or a committee for consideration and report. If the concensus of opinion is favorable and the plan is sound and feasible, it is introduced 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-newspapered" 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.

Daily newspapers in the United States and Canada distribute 31,000,000 copies daily, the Ayer Annual estimates, this being divided 20,000,000 among evening papers and 13,000,000 among the morning. Circulation of Sunday newspapers is placed at 19,000,000.

Among the weeklies there was an extensive mortality during the year, for in the United States and territories 124 disappeared from the list. In Canada and Newfoundland there was a gain of six. Of the total of 14,515 weekly papers 11,500 are country and small town newspapers, the annual says. The rest are religious, agricultural, or class publications or city weeklies.

The tables 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.

The St. Regis Paper Company and the Hanna Paper Corporation

NEWS PRINT

Daily Capacity 425 TONS

We solicit your inquiries

General Sales Office: 30 EAST 42ND STREET NEW YORK
Chicago Sales Office: 618 MCCORMICK BLDG. CHICAGO, ILL.
Pittsburg Sales Office: 1117 FARMER'S BANK BLDG. PITTSBURG, PA.

Newsprint Paper Corporation

Scandinavian News Print

100,000 Tons per Annum

Inquiries Solicited
STATISTICS OF NEWSPAPER PRODUCTION IN THE UNITED STATES AND CANADA.

The Fourth Estate

Showing the number of newspapers and periodicals of all issues published in the United States, District of Columbia, the number of towns in which newspapers are published, and the number of towns which are county seats.

STATISTICS OF NEWSPAPER PRODUCTION IN THE UNITED STATES AND CANADA.

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

NOTE—About 15.5 of the 16,000 papers are county and small-town newspapers. There are religious, agricultural, or other publications of the week.

Publicity Man an Author.

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

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

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

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.

Frank E. Gannett, publisher of the Rochester, N. Y., Times-Union, and president of the New York State Publishers' Association, will address a meeting of the Typothetae of the Albany district, January 23.
PUBLISHERS AND MERCHANTS A STRONG TEAM.

MUTUAL UNDERSTANDING OF EACH OTHER IMPORTANT, DRY GOODS ECONOMIST SAYS — NEWSPAPERS JUST AS MUCH A BUSINESS AS RETAIL STORES.

Publishers and editors who have taken note of the repeated efforts of The Fourth Estate to help them effect a mutual understanding with the retail merchant will be interested in the attitude of the Dry Goods Economist, whose "store Bible," which urges the retailer to go halfway. There is no group of men in the city more powerful than the leading editors, publishers and retail merchants, and it is to their mutual interest of all to arrive at an understanding that will enlist the joint intelligence and cooperation in the interests of the whole community.

"The two great influences in the upbuilding of any community are its merchants and its newspapers," says the Dry Goods Economist. "The pity of it is that only in rare instances do they cooperate. Worse than that, there is far too often an actual hostility between these two great forces. The newspaper editor is apt to regard murders, divorces or something equally sensational, as the merchant's work, and except advertising and profits, the editor retorts the sentiment.

"Neither accusation is true. The real trouble is that neither man understands the other's point of view. The blame for this misunderstanding should be shouldered equally by both, but it is with the attitude of the merchant that we are chiefly concerned here. Let us start out with one bald assertion which we would like to print in big, capital letters: 'Get out of your head once and for all that you are entitled to special consideration from a newspaper editor because you are a merchant.' Remember, the newspaper editor does not believe that because you buy a page of advertising you are entitled to tell him how to run his paper.

"So much for that. Let us see what the newspaper editor has to say about the second big complaint that is made against him by the merchant. It is the complaint that newspapers are sensational, that they print things because they are sensational but not because they are true. Again we come to the point that the editor is the merchant's servant, and he cannot fail to listen to the merchant's complaint. The newspaper editor, however, does not believe that the things which arouse our curiosity and make our hair stand on end are the things which will attract the largest amount of attention. He does not follow the features planned for the "Sunday" or "Little Pink" newspapers, written by members of the staff in celebration of their establishment in the new Daily News Building.

"The big headlines go to a murder or some scandal, and the report of the business men's meeting is somewhere in the back pages with a very modest title. But the indifferent business man seldom stop to consider this: The front page is the editor's show window in which he attracts people to enter his store. A merchant does not trim his window with the most useful things in his store but with the things that excite the greatest amount of attention. An editor does exactly the same. Once more, it is all a question of seeing the other fellow's point of view."

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

A palace of the press that will pictorially picture the growth of the modern newspaper and periodical and constitute a news center for representing 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 Phila-delphia 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.

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.

The editorial staff of the News danced a radio, ate luncheon and met vaudville stars at the house-warming on January 4 in the new home of the News.

One of the features of the evening was the circulation on the street, not from the press of the "Little Pink" newspaper, written by members of the staff in celebration of their establishment in the new Daily News Building.

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

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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 Associations, the New York Associated Dailies, and the New York State Publishers Association have evolved deep interest in the future of the Watertown Daily Standard to facilitate the 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 concerning the press is really a form of free advertising, legislation is to the advantage of the public," the Standard said in its editorial. "Long ago we decided that the way to inform the public of what the newspaper is going to publish in full the laws of the state and the concurrent resolutions. For years the forms were a blank sheet of paper. It is public was conducted in a bipartisan manner at a reasonable cost. But the struggle for the best legislation is everlast until the cost became excessive. The pendulum swung from extreme to extreme and the whole system was wiped out.

"Accepting the merit of publicity it appears proper at this time for the consideration of a substitute system of official news to be provided by the press itself. Instead of columns of small type, often published months after the laws are resented, the paper might provide for the publication of summaries of all laws in the form of news or advertising upon dates which were proper.

"It is necessary to be prepared in the office of the secretary of state and the allotments should be made as were expected. The published work of the school should be hedged about by restrictions to prevent excesses. There would be a reasonable medium by the newspapers and the people would benefit through a medium which would be effective and instructive.

"Newspaper editors and publishers should confer on this important matter and attempt to bring about the same and effective legislation in all public matters with which the people should be acquainted.

Ohio Legislative Writers Elect New Officers.

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

Other officers elected were: Vice-president, Howard Galbraith, Columbus; secretary, C. W. B. Disputes, Cleveland; Plain Dealer; secretary, H. W. Comerly, Scripps-Howard Newspaper Association; and A. E. Kee, Columbus Ohio State Journal. The executive committee will be made up of Judge and William Steiger of the Cincinnati Times-Star, E. C. Haver, Cincinnati Enquirer, and H. N. Daugherty, Associated Press.

Chicago Agency Moves.

Collins-Kirk Inc., formerly of the Wrigley building, Chicago, has moved to the Waller Building, Michigan avenue.
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 the colonies in 1735 has arisen in Canada over the publication in the Quebec Daily of a series of editorials written by Robert Roberts, who as editor of the Quebec Gazette has been arrested by the Quebec legislature for publishing editorials critical of the government.

The arrest of Robert Roberts is just the latest in a series of attempts by the Canadian government to silence the press. In 1762, John Wilkes, editor of the North Briton, was arrested in London for publishing editorials critical of the British government. The case was tried in the High Court of Justice and Wilkes was acquitted. However, the government continued to try to silence the press and in 1763, Wilkes was试ed for sedition.

In the case of Robert Roberts, the government has argued that the editorials are defamatory and seditious. The editorials have criticized the government's actions in dealing with the Irish famine and the government's policies towards the indigenous people.

The case is being watched closely by press freedom advocates around the world. The Canadian government's efforts to silence the press are seen as a threat to the freedom of the press and to the democratic process.

WALTER DAILY.

Now 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)

[now text continues]

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 colleges 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 appointed advertising manager of the Electric Vacuum Cleaner Company.
AN EARLY 1923 INCREASE IN MOTOR ADVERTISING.

Automotive advertising during the show week this year broke all records in New York City, according to the estimates made as The Fourth Estate went to press. A New York newspaper in New York City showed a remarkable increase over last year's figures. The Chicago Tribune reported an increase in the first five days of $4,149 agate lines this year over last year.

One notable feature of this auto-motor show was the increased use of the excellent copy and the 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 show week papers in the first five days was 29,419 agate lines this year. The average space buy was 30 agate lines.

One manufacturer of high-class motor car for, instance, so greatly mistrusted that for all appropriate layout that he uses a black background and white lettering. It serves, of course, to distinguish the advertisement from those that surround it. And also, 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 attention to detail. It is hardy in keeping with the fine impressed made by the automobile industry at its annual show. The show throughout the country to demonstrate that many of the most important manufacturers remain dependent upon mere typographical devices 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 newspapers exclusively must have been a welcome development among "public questioners." What manner of newspaper the nation's advertising agencies have never been able to answer confidently, and sometimes bitterly. It seems always to have been a characteristic of human kind 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 tended to bring more respect and attention to the newspaper business. The Four Estate has won its spurs.

In bringing Commerce Reports, official weekly publication of the department of commerce, up to its present standard, its present director Hoover and Director Julius Klein of the press bureau, have scored a most important achievement which merits general recognition. By lifting issues of the Commerce Reports has increased the area of the service to the business man who takes the trouble to use it. The information contained in the paper is prepared by American consular officers and representatives of the department of commerce in foreign countries. The publishing agency's efforts to provide new sources covering every point of importance to the commercial man, in one place, are widely different. The decision serves an important reminder to 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," a New York newspaper editor in Raleigh, N. C., has written that newspaper. His letter takes occasion to inform the world that while it is nearly perfect in its sight, it is not quite perfect in 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 newspapers. It seems that as the press to "lay off" an attitude of detachment, that it does not mean that the public is not interested in the issues of the day. Right now it does not mean that the public is not interested in the issues of the day. Right now it means that the public is interested in the issues of the day.

One manufacturer of Ku Klux Klan clothes, a Ku Klux Klan clothes manufacturer,ufacturer, has been able to turn the tables on the Ku Klux Klan. This admirable reader of the Klan's world-wide bloc has been18 January 13, 1923
THE FOURTH ESTATE
A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS
Issued EVERY SATURDAY by The Fourth Estate Publishing Company, Ernest F. Birmingham, President and Treasurer; Fremont W. Spicer, Vice-President and Secretary; 259 West 59th Street, New York City.
Subscription: FOURS DOLLARS a year, Postage free in the United States, $5 in Canada, the Philippines and Mexico. Postage extra to other countries.
Advertisements should be received as early in the week as possible to insure insertion. Advertising Rate, 50 cents a line, $5 for 100 lines (3 lines to the page, $100). Back covers, and not for 10th page, 60 cents extra charge per line. No insertion from the mass of second and third class mail matter which does not make office.
OFFICES AND PRINTING HOUSE
232 West 59th Street, Columbus Circle.
NEW YORK.
ERNEST F. BIRMINGHAM, Publisher.
CHICAGO: 837 Marquette Building.
WILLIAM S. GRAYWORTH, Representative.
Phone: 4460 Central.
Subscription: FOURS DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, Cuba, Alaska, the Philippines and other possessions. CENTS (except Special Editions 25 cents). Back Numbers—Less than 3 months old, 16 cents; more than 8 months old, $1 each.

BETTER SPACE BUYING AND BETTER ADVERTISING.

Publishers and advertisers owe President John Benson of the Four A's a sincere "thank you" for his recent letter to the members of his organization. As space buyers, in suggesting that their space buyers give greater attention to the publisher's "story," in the following excerpt from the supreme court ruling: "Effective competitive advertising, the traders have large freedom of action when conducting their own affairs. As far as the publishers are concerned, the public serves again to remind us that there is no law against success.

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The Fourth Estate

January 13, 1923

Purely Personal.

Russ Simonton, who is the official "Santa Claus" for the Seattle Post-Intelligencer, was a recent visitor in Yakima, Wash. Mr. Simonton regained the journalistic spotlight by his work as "Barkus Woof."

E. T. Meredith, editor of the Bozeman (Mont.) Daily Chronicle, has returned from a trip to Australia. Mr. Meredith is a former president of the Associated Advertising Clubs of the World.

W. S. Brigham, former editor of the Horseshoe World, Wilmington, Ohio, and secretary of the National Horseshoe Pitchers' Association, will leave soon for St. Petersburg, Fla., to arrange for the midwinter national tournament which $5,000 will be awarded in prizes.

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 Goll, associate editor of National Post-Intelligencer; George Palmer, New York publisher, and Mrs. Putnam sailed last Saturday for Europe.

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

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.

Channing Pollock, American dramatic author and journalist, addressed the Advertising Club of New York at its luncheon Wednesday, on the subject, "Personalities in the Footlight, The Theater." He sails today for Europe.

President Warren G. Harding has become an honorary member in the Dina Press Club, a journalistic fraternity at the University of Kansas City. The boys call him "Brother Gam." Clarence G. Willard, formerly on the staff of the New Haven, Ct., Union, and assistant secretary of the Connecticut Republican state committee, has again been elected to compile and publish the bulletin of the state Republican service department of the Connecticut legislature, which convened last week.

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

Adam Breede of the Hastings, Neb., Tribune, is in Europe, where he is taking a vacation of several months.

Changes on Philadelphia Ledger Staff.

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

Arthur Joyner, who has been assistant city editor of the Ledger, has been put in charge of the city desk, and Charles S. Price, Sunday magazine staff, has been made editor in charge of the Sunday department.

Editor Visits Detroit.

Roy Rosenthal, editor and general manager of the Montesano, Wash., Vidette, formerly owned by Dan Gould, is now through with the trip in the East.

Mr. Rosenthal was editor and manager of the Vidette until three years following his graduation from the University of Washington, school of journalism in 1919. A native of the state, school in 1921, is his assistant in Montesano.

Former ad club secretary joins Penny company.

George Lippincott Brown, until a few months ago South Dakota editor of the Advertising Club of New York, has been joined by a national organization of department stores at New York, as assistant to the vice-president in charge of sales.

Mr. Brown was advertising and merchandising manager of the Horace L. Day Company, New York importers of fine wines. He has been associated with the Advertising Club. He has been engaged in sales and research work for seven years with the Goodyear Company, and has also been with Abercrombie & Fitch Company, and Abbey & Imrie.

Publisher Takes Office as Governor of California.

Friend W. R. Richardson, publisher of the Berkeley Gazette and president of the California Press Association, was sworn in Tuesday as the twenty-fifth governor of the State of California. In his address to the legislature, Governor Richardson pleaded for economy and asked the legislature to go through his program for retrenchment.

Editor becomes secretary of chamber.

William Flaherty, managing editor of the Daily Mariner, has become publicity secretary of the chamber of commerce at Spokane, Wash. Mr. Flaherty is a former member of the Seattle Press Association.

Ad folk to hear Cobb.

Irvin Cobb, journalist, war correspondent, writer of plays and fiction, as well as the author of the "How Come" column of the Seattle Times, has been invited to be the guest of honor at a dinner tendered to him by the Puget Sound Press Association and the Puget Sound Advertising Club.

Seattle writer robbed.

Just as he was about to enter his home William J. Petrain, marine editor of the Seattle Post-Intelligencer, was held up by two robbers and robbed of $35 and a gold watch and chain.

STAFF CHANGES.

G. L. Seese has become editor of the Cleveland, Ohio, Leader, succeeding Robert Phillips. J. Thomas Melton has become business manager of the News.

H. Bruce Boreham, for the last two years telegraph editor of the Philadelphia Tribune, has been named assistant editor of the Canadian Press at Ottawa. Before his departure he presented the club with a large portrait of the editorial department and the composing room staff of the Winnipeg Free Press.

O. T. Martin of Kitchener, Ont., is now news editor of the Ottawa, Ont., Reformer, succeeding George A. Martin, who has been appointed manager of Advertising Agencies. The retiring editor was presented with a beautiful road photo by the managing of the Reformer.

T. M. Byrne, for the last year acting managing editor of the Detroit, Michigan, Virginian-Pilot, has joined the staff of the Philadelphia Evening Ledger.

Clarence G. Willard, formerly on the staff of the New Haven, Ct., Union, and assistant secretary of the Connecticut legislature, which convened last week, has been selected to compile and publish the malitia and other printed matter of the Connecticut legislature, which convened last week.

Miss A. Purdy has been appointed advertising manager of the St. John, N. B., Daily Telegraph. Daniel B. Ruggles, Jr., has become manager of the advertising department of the Boston Herald.

Charles H. Albrecht, who has been on the local advertising staff of the New York Daily News, has been made manager of the advertising department of the New York Daily News.

Matthew J. Sweeney, for the last year acting managing editor of the Norfork Virginian-Pilot, has joined the staff of the Philadelphia Evening Ledger.

C. N. Gillespie has succeeded Max Bentley as managing editor of the Houston Chronicle, effective February 1. Mr. Bentley will devote all of his time to writing.

T. M. Byrne, for the last year acting managing editor of the Detroit, Michigan, Virginian-Pilot, has joined the staff of the Philadelphia Evening Ledger.

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.

W. L. MacTavish, well known Canadian newspaper man, became advertising manager of the Winnipeg Evening Tribune, January 1. Mr. MacTavish has served as 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, who was born at St. George, Ont., in 1891.

Minnesota Paper Sold.

W. J. Collin of Little Falls has purchased the Detroit, Minn., Herald. The change was effected the first of the year.

Editor buys Iowa paper.

The Boone, Iowa, Pioneer, has been purchased by J. W. Bennett, who was a former editor of the Kirkville, Mo., Express.

Wedding Bells.

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

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

New editor in Winnipeg.

W. L. MacTavish, well known Canadian newspaper man, became advertising manager of the Winnipeg Evening Tribune, January 1. Mr. MacTavish has served as city editor of the Sasakatoon Star. Previously he was connected with many different
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. He is a man of the Standing Parliamentary Committee on Education, and one of the best known publishers in Europe. Next Friday the Association of Foreign Press Correspondents will give a dinner at the Brevvoort in Lord Burnham's honor.

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 were not used, $1 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, editor of the "Gump," has 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 reels each will be released a month and a half 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 themost 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 that capital required to start the venture. Some of it came from friends in the United States. Publication of the weekly will be begun in February or March.

CHANGE IN REPRESENTATION.

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

NEW REPRESENTATION.

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

BACK ON THE JOB.

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

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.

“SELL IT BY ADVERTISING”

T. M. O. A.

MAIL NEWS FEATURES

WORLD-WIDE NEWS SERVICE

J. J. BOSDAN

15 SCHOOL STREET - BOSTON, MASS.

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

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

America's Best Magazine Pages

Daily and Sunday Newspaper Feature Service

241 W. 58th St., NEW YORK CITY

“Fifty Famous Features”

Adams Features are standard products. They shine like stars in their places in the columns of hundreds of newspapers. "Adamservice" offers the most unique and original collection of features in existence, singly or in expense-saving groupings. 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

AND FEATURES

"PUTNAM OHVER"

by

CHARLES GORDON SAXTON

Formerly Cartoonist of
N. Y. WORLD
DAILY & SUNDAY
COMICS

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

Introducing

COMPLETE YOUR BUSINESS PAGE WITH THE LATEST DEVELOPMENTS IN THE TEXTILE AND ALLIED INDUSTRIES.
CHICAGO
January 13, 1923

THE FOURTH ESTATE

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 KNEW STUFF BY TASTE.

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

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

It was "hootch," the Herald alleged in its front page story about the road building "infants." Of course every evening paper in town had its angle on the story, and people were all agog to see what would happen.

But there was a clever alibi for the dry roads to Boston. Some of the editors seemed to think that the Herald was at fault for letting the bottle slip. The Herald could hardly be expected to make a mistake about what was in the bottle.

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There will be an exhibition of front page newspapers entered in the contest of the Western Newspaper Union which has offered $25 in cash to members of the association for having the best front page. There will be a discussion of the advantages of state and district editorial associations. A number of social features are planned.

COLORADO EDITORS TO MEET JANUARY 19 AND 20.

An interesting program has been arranged for the mid-winter meeting of the Colorado Press Association to be held January 19 and 20 at the Hotel Albany, Denver. 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.

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

FARMERS READ NEWSPAPER ADVERTISEMENTS.

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

HUBER'S ROTOGRAVURE INKS

Are long on covering capacity.

HUBER'S Colors in use since 1780

J. M. HUBER
Main Office
65 W. Houston, New York
It Pays to Huberize

AMERICAN TYPE FOUNDERS COMPANY

In stock for Immediate Shipment by Selling House Convention
At Prompt Service

TYPE
Printer's Supplies
Machinery

In stock for Immediate Shipment by Selling House Convention
At Prompt Service

CUTLER-HAMMER SYSTEM
Printing Press Control
"Safest in the World"

An Injury Done Cannot Be Undone
Prevent Accidents With
The CUTLER-HAMMER SYSTEM

POLLARD-ALLING
Manufacturing Company
ADDRESSING AND MAILING MACHINES

Operates at high speed and keeps down cost of addressing subscribers to minimum.
Write for particulars.

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.
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), 4 1/2 years, Manager of Advertising, specifically handling and displaying in the particular purpose of building up volume of advertising published daily.

A dynamic executive with ability to successfully handle local and foreign accounts, to originate and execute ideas which result in increases of advertising. Particularly capable in the administration of men and in keeping them keyed to maximum of efficiency.

References if desired.

Publisher or Business Manager in need of the services of a man such as I describe myself to be, please address G. W. Preston, 812 ELDER ON AVE., P. H., Cincinnati, Ohio.

For Particular Printing, come to the ALLIANCE PRESS 110-114 West 32d street, NEW YORK

INTERNATIONAL PAPER COMPANY

New York, December 22, 1922.

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent. (1 1/2%), on the preferred stockholders of this Company, payable January 15th, 1923, to the registered stockholders of record at the close of business December 31st, 1922.

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 appeal. National Thrift Week which starts on January 17th and extends through to January 23rd, is worthy of some note for it represents a drive of national importance, but also may well lay claim to being one of the most necessary "Weeks" we have throughout the year.

National Thrift Week starts on Benjamin Franklin's birthday, January 17th, and we think it is interesting to all who have to do with journalism, that the printing industries for in 1923 we celebrate the two-hundredth anniversary of Franklin's entrance into that field. It was in 1723 that he made that memorable trip from Boston to Philadelphia, via New York.

The National Thrift Committee, the organization which has National Thrift Week in charge, has within the last few days released a clip-sheet of information on Benjamin Franklin and other phases of thrift activities. It has been circulated widely among leading newspapers, but additional copies may be obtained by communicating with the committee at 347 Madison avenue, New York City. To this search of appreciable material on Franklin and Thrift, this sheet presents invaluable information.

Franklin, however, is not the only source of news which Thrift Week offers. Each day is devoted to some discussion of Thrift Week, but there is also a popular appeal which should not be overlooked. The days of Thrift Week are followed: January 17th, Franklin's Birthday; January 18th, Thursday, Budget Day; January 19, Friday, Life Insurance Day; January 20, Saturday, Own Your Own Home Day; January 21, Sunday, Share With Others Day; January 22, Monday, Pay Bills Promptly Day; January 23, Tuesday, Make a Will Day; in each of these three days there is a story, "How to make and keep a budget" would be most interesting information to thousands of home owners. These are vital issues which National Thrift Week men are trying to interest to all molders of public opinion.

Another important phase of Thrift Week activity is the newspaper advertising which will be released over the entire country. Many orders for printed matter, therefore, are being placed now. As always, especially during this time, increasing the crisis in the printing trade.

The strike of printers which began a week ago in The Hague has now spread to all parts of Holland. The legal organizations which are appearing are able to publish only a few pages. The printers who crease paper on the belts of their machines a few years ago, decided that employers should not be allowed to engage in paper making and continue with the union. Printing works also are not permitted to deliver work under new union orders. Many orders for printed matter, therefore, are being kept back. As especially important to Germany, the whole printing industry is suffering.

The fresh collective labor contract has now been proposed to the printers, reducing wages 6 per cent, and increasing hours from 45 to 48 a week. While some unions have accepted the conditions, many unions continue on strike.

ACTION OF DUTCH PRINTERS CRIPPLES MANY NEWSPAPER AND JOB PLANTS.

Unusual Opportunities

Daily and Weekly Newspapers, Salesmen

HARWELL & CANNON

Newspapers and Magazine Properties

Times Building, New York
Established 1910

PACIFIC COAST NEWSPAPERS

Bought and sold by

PACIFIC COAST NEWSPAPER EXCHANGE

Monadnock Building, San Francisco
Write for list and special information. References given.

Go To NORTH CAROLINA

Weekly newspaper opportunity, town of 4,500, largest in county, paper has exclusive field. Well equipped plant, with press capable of handling 3,000 copies an hour. Write for particulars. Prop. $8,500, $5,000 cash required. Prop. 1285x.

To THE

H. F. HENRICHS AGENCY

Selling Newspaper Properties

New York
Litchfield, Ill.
Los Angeles

HELP WANTED

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 daily display solicitors, must be hustlers, able to get copy and make layouts. New six-day a week evening paper. Salary, experience, age and references in first letter. Address Business Manager, The Press, 2nd & Cheyenne, Tulsa, Okla.

Classified Advertising Manager Wanted

Young man with experience, to take charge of Classified Department on leading newspaper in town of over 60,000. Salary opportunity for one who is assistant to manager on large city paper, State age and experience in newspaper work preferred. Address Box 5278, care The Fourth Estate.

Circulator Wanted For Daily and Weekly

Young man familiar with city and neighboring territory, 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 reasonable, but hustler has real life experience. Write fully with photograph, the Free of Progress Department, Omaha Daily Tribune.

Circulator Wanted For Classified Department

Publisher or Business Manager in need of the services of a man such as I describe myself to be, please address G. W. Preston, 812 ELDER ON AVE., P. H., Cincinnati, Ohio.

Help WANTED

Ad Copy and Sales Man

Wanted by afternoon paper in growing Southern City of 80,000. Must be active, resourceful young man of temperate habits, well educated and using hard work. State age, minimum salary and full particulars in first letter, with samples of work, which will be returned. Box 5274, care The Fourth Estate.

Reporter Wanted

Wanted for morning newspaper in Pennsylvania city of 75,000. Must be experienced enough to handle all kinds of general assignment work. Will pay $50 a week to start. More as work proves satisfactory. Box 5278, care The Fourth Estate.

Advertising Salesmen Wanted

Wanted Advertising salesman, capable of handling the advertising on this morning newspaper with two assistants. Splendid opportunity for growth. Address Mansfield News, Mansfield, Ohio.

January 13, 1923

**THE FOURTH ESTATE**

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**SITUATIONS WANTED**

**Advertising Manager and Solicitor**

An experienced advertising manager and solicitor in local field desires new connection on out-of-town daily. Has first-rate references. Address Box 5288, care The Fourth Estate.

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**Reporter**

Four-year experience; now working in New York. Wants job out of town. Will consider other lines of work in New York and out of town. Address Box 5290, care The Fourth Estate.

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**MERGER IDEA TO BE DISCUSSION BY N.Y.A.D.**

(Continued from Second Page)

What do you think of the Association of National Advertisers' campaign for abolishing agency commissions? The "co-operation" asked and given advertisers. Shouldn't papers restrict this?

Did you get the Literary Digest request for "co-operation" and what did you do?

What is your policy with respect to permitting advertisers to donate space to other enterprises, notably for benefits, charities or semi-charitable movements?

Local stores are bringing in newspaper advertising for national advertisers to be charged on their local contract with understandings as to reimbursement. If accepted this is extending local rates to National Advertisers by subterfuge. What are you doing to prevent it?

**CIRCULATION.**

If your solicitors get enough subscriptions to pay salary and expenses, do you consider them profitable? Have you used a contest or premium with satisfactory results in building circulation? If so, please describe it.

**LABOR.**

What changes have you recently made in wage scales and what are in process of adjustment; with tendencies?

What do you think of the Association of National Advertisers' campaigns for abolishing agency commissions?

Did you get the Literary Digest request for "co-operation" and what did you do?

**FEATURES.**

What value do you attach to features for small city dailies? Are they good circulation builders and holders and potent in influencing local issues as well as general advertising?

What do you think of the state press association's plan to employ an executive secretary? If it does, shall we combine our various state associations?

---

**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 Northern 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.

---

**SITUATIONS WANTED**

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

I'd like to talk it over with you personally. Our subscription service is on the rise. Address Box 5290, care The Fourth Estate.

---

**Circulation Man**

With 10 years experience in all branches of work is open for immediate engagement. Address Mr. Schuler, 614 Hall St., Charleston, W. Va.

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**The Capitols Press**

Peeoria, Ill.

(Established 1912.)

---

**Charles Hemstreet Press Clippings**

59 Park Place, NEW YORK

The problem of covering the Canadian Field is answered by obtaining the service of the Dominion Press Clipping Agency which gives the clippings on all matters of interest to you, printed over 90 percent of the newspapers and publications of Canada. We cover every foot of Canada and Newfoundland.

---

**At your service, THE IMPROVEMENT BULLETIN, reaching architects, contractors, engineers and dealers throughout the Northwest. 5,000 circulation, and growing. Subscription list is a Buyers' List, reputable and virtually complete. Same form as Bulletin sent on request. DAILY CONSTRUCTION NEWS, small, attractive, free to building projects, live leads for salesmen, $60 a year. UNIV. PRESS CLIPPING EXCHANGE, first-class clipping service for trade papers and individuals. Write us at Minneapolis, Minn.
2nd HAND PRESSES FOR SALE

HOE-Octuple Press 22¾" COLUMN.

HOE-Sextuple Press WITH EXTRA COLOR 21½" COLUMN.

HOE-Sextuple Press BLACK ONLY. 21½" COLUMN.

HOE-Sextuple Press BLACK ONLY. 21½" COLUMN.

HOE-4-Deck Press 20" COLUMN.

HOE-20 Page Press 21" COLUMN.

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

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

LET US KNOW YOUR WANTS

THE GOSS PRINTING PRESS CO.
1535 So. Paulina St.
CHICAGO, ILL.

EDITOR PROVOKES FUN AT HOOTCH 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 good laugh. The-"business office" was not very far away from the courtroom, and the battle over the baby bottles, said to be painted white to represent milk, still goes on in Boston.

"And it was good Scotch whisky, you say?" asked Mr. Hayes.

"It certainly was.

"Where is it now?"

For Sale—Hoe 16 page Press with complete stereotyping equipment.

4 linotypes, Model 18
2 linotypes, Model 8
1 linotype, Model 20
1 linotype, Model 5

This and other newspaper equipment was obtained in the purchase of the Norristown Times. Each piece is in excellent condition and was used to get out the Times until January 1, 1923.

Will be sold for cash only.

NORRISTOWN DAILY HERALD,
Norristown, Pa.

PRINTERS' Outfitters
Printing Plants and Business bought and sold. American Type Founders' products, printers and bookbinders machinery of every description.

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

For particulars apply to

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

7 Water St., 827 Tribune Bldg.
Boston, Mass. Chicago, Ill.
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.

McKittrick's Directory of Advertisers, their Advertising Managers and Advertising Agents for 1923

Is Now Ready for Delivery.

ANOTHER EXCELLENT CHURCH EDITION IN OAKLAND.

Co-operation with the churches on public relations, particularly in times of religious observance, was the long suit of Morton J. A. McDonald, classified advertising manager of the Oakland Tribune. The church section was made a part of the December 23 issue of the Tribune. In number of paid church ads, editorial matter, typography and art work, the Tribune presented an ideal special number.

The Tribune has made a feature of church advertising and its Christmas number was met with approval by the managers of both the 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.
The Indianapolis News

First in OHIO!

In Volume of Advertising 10,979,353 lines first 5 mos. 1,655,431 lines MORE than all other Columbus papers combined

The Indianapolis News

The Conrad, Independent and Observer have consolidated. The merger was effected the last week in December.

TECHNICAL EDITORS DINE.

Both Mr. Rich and Mr. Abraham are prominent in advertising circles in and around Sioux City. In addition to their activities in the Independent Order of B’nai B’rith, they have been active in the Advertising Club of Sioux City. Mr. Abraham is chairman of several important committees.

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

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.

Low Milline Rate

St. Louis Globe-Democrat

Largest Daily Circulation of any St. Louis Newspaper

F. S. J. RICHARDS, NEW YORK

GUY S. OSBORN, CHICAGO

J. R. SCALORO, DETROIT

C. GEO. KROGNESS, SAN FRANCISCO

JOLIET

The Pittsburgh of the West.

Surrounded by the rich agricultural section in the ILLINOIS corn belt. Covered by one daily newspaper, the HERALD-NEWS.

FRANKLIN P. ALCORN, Representative

NEW YORK

CHICAGO

ALLEN TO BE HONORED WHEN HE BECOMES A PRIVATE CITIZEN.

At the annual banquet of the Kansas Day Speech at Banquet.

Back with Brooklyn Eagle.

Joseph H. Applegate, associate editor of the Sunday department of the Brooklyn Eagle where he was formerly a staff reporter, is the new editor of the New York World for twelve years.

MONTANA CONSOLIDATION.

The Conrad, Independent and Observer have consolidated. The merger was effected the last week in December.

THE BOSTON AMERICAN

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

Pittsburg Leader

Readers of this Paper are the Big Wage Earners.

National Representatives:

STOKES, BROOKS & FINLEY


BURLINGTON, LEADING CITY OF VERMONT

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 busily engaged "sticking type" on a small newspaper in New York, and just five years later he was publishing the Examin-er at the head of the world’s largest corporation bureau.

Oakland Ad Club Elects.

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

The Fourth Estate

January 13, 1923
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 last 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 H. Smith has joined the soliciting staff of the Foreign Language Publishers Association, U. S., New York.

William Baskas has joined the soliciting staff of the Foreign Language Publishers Association, U. S., New York.

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 made its New York branch office its headquarters office.

"TALK TO THEM IN THEIR OWN LANGUAGE"

Philadelphia's Jewish Population 250,000.
Their Patronage is Worth Having.
The special features of the
BUFFALO TIMES

have made it the most popular newspaper in Western New York.

NORMAN E. MACK, Proprietor VERREY & CONKLIN, Inc.
Special Line of Local Illustrations, New York, Detroit, Chicago, San Francisco

NEWS LEAGUE OF OHIO DAYTON NEWS SPRINGFIELD NEWS

The papers with the big circulations serve the

I. A. KLEIN, Foreign Representative 50 East 42nd St., New York 844 Fort Dearborn Bank Bldgs., Chicago

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW BEING PLACED BY THE AGENCIES.

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


CULPEPEL, 1709 Washington, St. Louis—Placing copy in newspapers for Harris-Polk Hat Co. (Wholesale), St. Louis.

COULIDE, 1216 Grand, Des Moines—Making up list for Eckert Bowman Remedy Co. (Lubricant remedies), Ottowa, Minn.

Also list of newspapers for H. & H. Caner Co. & Beaver Valley Milling Co., Des Moines.

CROSS, 1500 Locust, Phila.—Placing advertising for U.S. Industrial Alcohol Co. (Alcorn & Pyro).

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

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

GARDNER-LENN BUCK, N.Y.—Placing advertising for General Chemical Co. (Hard-n-type Engineering Service, of Kromax & Sohos), N.Y.

GILLHAM, Los Angeles, Cal.—Obtained account of Puritas Tea & Coffee Co., 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.

In Every Trade Territory—

One Newspaper Must Lead

To the paper which best serves its readers and its advertisers, naturally goes this leadership.

In Houston and South Texas this distinction is held by the

Houston Chronicle Texas’ Greatest Newspaper

M. E. FOSTER, Publisher


(Eight-Page Rotogravure Section Every Sunday)

JOHN M. BRANHAM, Natl Rep.

TODAY’S HOUSEWIFE

A NATIONAL MAGAZINE

With authority on the business of home-making.

GRANDIN-DORRANCE-SULLIVAN

5530, 70 W. 46d, Advertising for Kellogg Mfg. Co. of Rochester (engine driven fire pumps, air compressors & hand air pumps).

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

GUENTHER-BRADFORD, Tribun, Buffalo—Sending out order for Dr. R. Newman (medical), N.Y.

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

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

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

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

KLING-GIBSON, 200 S. State, Chicago—Handling advertising for Lord & Thomas, Chicago.

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

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


NICHOLS-MOORE, Frederick, Cleveland—Handling advertising for Keystone Motor Truck Co., Grove City & Phila.

Also obtained account of Securities Guaranteed Co. (investment brokers), Cleveland.

NORWOOD, N.Y.—Secured account of H. & G. Klotz & Co. (Lilac Veiglet, Eau de Quinine, & other Parfumerie Ed Pinard preparations).


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

PECK, 6 E. 37th, N.Y.—Will place newspaper advertising for Day-Ladd-Crider Co., Dayton, O., where sales agencies are located.

RANKIN, 1 W. 37th, N.Y.—Preparing contracts for W. W. Oppenheim Co., Newark, N.J., & Mme. Sophie Koppel (specialist in beauty culture), N.Y.


SANDO, 125 W. 37th, Chicago—Planning campaign in newspapers for Gelatin Co. (poultry), Tipton, Ind.

SMITH, 70th St. N.Y.—Sending out orders for W. W. Gippenhein Co., Newark, N.J., & Mme. Sophie Koppel (specialist in beauty culture), N.Y.

SWEET & PHELPS, Transp., Chicago—Planning ad campaign for Coller Mfg. Co. (electric clothes washers), Cicero, Ill.

THOMPSON, Lytton, Chicago—Planning campaign for Richardson Roofing Co., Finsbury, Ohio.

WINTERHOOF, Ontario & St. Clair, Chicago—Secured account of Nashman Springfied Co. (auto & furniture springs), Chicago.

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

WENTZ, 506 Baker, Racine, Wis.—Placing advertising for Kroyer Motors Co. (Wizard 4-Pull Tractor, new rigid tractor), Long Beach.

WESTERN, 506 Baker, Racine, Wis.—Placing advertising for Kroyer Motors Co. (Wizard 4-Pull Tractor, new rigid tractor), Long Beach.

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

WORTMAN, COREY & POTTER, Utica, N.Y.—Preparing newspaper advertising campaign for National Forest Products Co., (No-waste toilet paper & public service towels), Carthage, N.Y.

TO ENLARGE QUARTERS

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

THE 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.


THE RICHMOND, Va., TIMES-DISPATCH is delivered to 12,000 of the city’s best homes.

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

It Pays to Advertise in the ST. LOUIS TIMES

Now Generally Recognized as the HOME NEWSPAPER of ST. LOUIS

Foreign Advertising Representatives

G. LOGAN PAYNE Co. Chicago, St. Louis, Detroit, Los Angeles, New York, Burns & Smith Boston

The Winter Advertising Golf League special left New York for Pinehurst, N. C., yesterday with a number of enthusiasts who will participate in the golf tournament which opens today with an 18-pattern 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 rounds, the first round being their handicap, the second round in all divisions, the first sixteen to play from scratch, and all others to play on handicap.

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

On Thursday, the morning third match round, also the second round consolation will be played in the afternoon 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 Neff, Mrs. J. T. O’Brian, John H. Eggers, Mr. and Mrs. Frank Finney, Mr. and Mrs. Charles Hoyt, Roy B. Jones and Mme. J. A. Sullivan and Walter Jenkins, Jr.

JAPANESE NEWSPAPERS NAME REPRESENTATIVE.

F. R. Jones has been appointed middle western representative of the Japan Advertiser, the Trans-Pacific, and the Jiji Shimpo of Tokyo, Japan, with headquarters at Room 1032, 29 South LaSalle street, Chicago.

Free Press

MICHIGAN’S GREATEST NEWSPAPER

The FREE PRESS has both QUANTITY and QUALITY in CIRCULATION and is the only morning newspaper serving Detroit and Surrounding territory.

Special Representative VERREY & CONKLIN New York, Detroit, Chicago, San Francisco

The Fourth Estate

January 13, 1923

A. KLEIN, Foreign Representative 50 East 42nd St., New York 844 Fort Dearborn Bank Bldgs., 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.
Lyon Building, CHICAGO.

Evening Herald
Leads All Los Angeles Daily Newspapers In Total Paid Circulation.
Government statement for six months ended September 30, 1922
average 145,953 daily
Representatives:
H. W. Moline, 101 Tower Building.
604 Times Bldg. 6 No. Michigan Ave.

The Pittsburgh Press
HAS THE LARGEST DAILY AND SUNDAY CIRCULATION IN PITTSBURGH
Member A.B.C.
Foreign Advertising Representatives:
J. A. Kibb.
50 East 42nd St., New York.
76 Monroe St., Chicago.
A. J. Norris Hill.
Hearst Bldg., San Francisco.

THE NEW HAVEN REGISTER
LARGEST CIRCULATION IN CONNECTICUT'S LARGEST CITY
Average Daily Paid Circulation over 34,000 copies. Equal to next two competitors combined.
The Julius Mathews Special Agency.
Boston, New York, Detroit.

BENEFIT FUND FOR AGED NEWSPAPER WORKERS.

(CONTINUED FROM SEVENTEENTH PAGE)

There is nothing, and the establishment of such a fund as I propose, would be the first logical and tangible movement ever launched to bring about a rapprochement of the newspaper craft and the other professions, that would not only be decided benefit to every newspaper man, but to the newspapers and the general public as well.

It would furnish the means, through the establishment of such a fund, to look after the welfare of all newspaper men, for the healthy discussion and interchange of ideas and suggestions not only for the splitting of the craft and the placing of it at the mercy of one man, but also for the general improvement of the editorial sphere of every newspaper in the country.

This is not in any sense a labor union that I am proposing, such as the National Writer's Union that exists in Boston and perhaps in one or two other places, but a professional association along the lines of similar organizations among other professional men. It should find universal favor among, and should have the unanimous approval, co-operation and support of newspapers and their publishers from coast to coast. It is high time that the "fourth estate" came into its own.

A fund of this character can be started immediately, through a systematic organization embracing the entire United States and Canada. It could be given a special impetus by any one or a group of immensely wealthy newspaper publishers and owners. Hearst is one. Scripps another. Pulitzer a third. In order, Munsey, a fourth. The McLeans are others. The list is legion. Of the great newspaper men themselves, as organizations, could start the ball rolling with initial contributions.

There could be added, should be started anyway, even without this help, by the newspaper men themselves, as organizations, could start the ball rolling with initial contributions.

The fund, eventually, could be started anyway, even without this help, by the newspaper men themselves, as organizations, could start the ball rolling with initial contributions.

There could be added, should be started anyway, even without this help, by the newspaper men themselves, as organizations, could start the ball rolling with initial contributions.

The only A.B.C. Newspapers in Bridgeport, Conn.

In New Orleans, it's the New Orleans Item

DETACHED FIRST PRESS TELEGRAM FOR BRITISH ASSOCIATION.

Sir Edmund Robbins, for thirty-seven years the manager of the Press Association of England, who died recently at Bognor, claimed the distinction of being the first to publish the Press telegrams on behalf of the association, on the morning of February 22, 1870, simultaneously with the British government taking possession of the Press association.

The nobleman was born at Lanes-ton, Cornwall, on April 4, 1847. He was educated in London, and at college. In 1870 he became secretary and assistant manager of the Press association, and was for many years the representative of the British government to the American press.

From 1870 to 1881, he was also manager of the Provincial Newspaper Association, which was founded in 1870 by the organization of British provincial newspaper proprietors. He retired from the presidency of the association in 1881, and was re-elected for service on the organization of the British provincial newspaper proprietors.

Sir Edmund and Lady Robbins celebrated their golden wedding in April 26, 1920. Of their twelve children, six sons and six daughters, nine are living, the three sons being with the Press Association. One son, H. C. Robbins, is joint general manager. The Robbins family holds a fine record in journalism, Sir Edmund's brother, Mr. S. C. Roberts, being in various sections of the newspaper business, as are their sons.

Sir Edmund was greatly respected by newspaper men, and had a fund of reminiscences of the political and general events during his career.

EDITOR'S COLLECTION OF ELIZABETHIAN VOLUMES TO BE SOLD AT AUCTION.

A collection of 100 rare Elizabethan volumes made by Herschel J. Jones, editor and publisher of the Minneapolis Journal, will be sold at auction by the Anderson Galleries, New York, on January 23.

Another volume of the library is a product of the editor's press sold at auction by the Anderson Galleries, New York, on January 23.

Newspaper Fire in Reno.

The Reno Nevada State Journal suffered a $25,000 fire loss when the plant was damaged heavily on January 4.

FIRST


Record for 1922

The New York Times...34,148,289
Second newspaper....17,844,090
Third newspaper....11,847,260
Fourth newspaper....10,309,140
Fifth newspaper....9,906,410

The News Leader

SUNDAY

National Advertising Representatives
THE GEORGE A. McDEVITT CO.
5th Avenue, NEW YORK.
People's Gas Building, CHICAGO.
The Cleveland News and the News-Leader (SUNDAY)

TO INSTALL NEW UNITS.

New units of the Associated Advertising Clubs of the World are to be installed soon in Arkansas City, Wellington, Eldorado, and Newton, by the Wichita Advertising Club.
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, forms a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper. A New York daily has a paid circulation of 105,958, 80% of English-speaking homes.

Mr. Gillespie had been a familiar and influential figure in the life of Stamford for over half a century, and was one of the oldest newspapermen in Connecticut.

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

Mr. Gillespie was born in Drumackay, County Tyrone, Ireland, on August 27, 1841, being one of thirteen children. He went to the United States when a boy and thence to Stamford in 1860. He wrote his first story in the Advocate in 1862 and his last editorial appeared in Tuesday's edition.

Before the weekly Advocate became a daily, Mr. Gillespie performed most of the duties of gathering news and writing it. He was fond of writing poems and essays for family and social gatherings, and here his wit was always displayed in a way to amuse, without leaving a sting. He was a student of history. His preparation of the historical sketch, published in 1893, of "Pictorial Stamford," was a valuable contribution, and much of the information was obtained from original sources.

Mr. Gillespie became one of the proprietors of the Stamford Advocate in 1876, when the firm of Gillespie Brothers purchased the business from William W. Gillespie. The older Mr. Gillespie died in 1911. The firm incorporated in 1906, with E. T. as president. Several years subsequent to the death of R. H. Gillespie, Jr., James C. Gillespie was acquired by the other members of the firm, but he continued to hold an interest, and kept up his association with the Stamford Advocate.

Mr. Gillespie was assistant postmaster at Stamford.

ELIZABETH JOURNAL OWNER FAILS TO SURVIVE OPERATION.

Augustus S. Crane, sixty-four years old, publisher of the Elizabeth, N. J., Daily Journal, died Wednesday at the Overlook Hospital at Summit, following an operation for a cancerous tumor. He purchased the majority of the stock in 1908 and operated a newspaper on a fortnight ago for gallstones.

Mr. Crane was born at Elizabeth, N. J., December 29, 1843, and was graduated from the University of New Jersey in 1864, the first of his family to enter any college.

He was a member of the New Jersey Business Association, the Sons of the American Revolution, a director of the Citizens Building and Loan Association, vice-president of the Union County Savings Bank and former director of the State Home for Boys. He leaves his widow, a son, Fred Crane of Elizabeth, and a daughter, Mrs. Helen C. Weber of Summit.

WELL-KNOWN ADVERTISER OF MEN'S CLOTHING PASSES ON.

Frank S. Turnbull, president of the Rogers Peet Company, New York, died at his home in Montclair, N. J., January 3, at the age of 56 years. Mr. Turnbull's connection with the firm dates back to 1887, when he entered the employ of the Rogers Peet Company, as a stenographer. He soon transferred to the woolen examination department, where he was long advanced to the position of buyer of all woolens for the firm.

Mr. Turnbull became a partner in the firm in 1909, and in 1913, on the incorporation of the business, was elected vice-president and a director.
THE DAY-WARHEIT

America's FOREMOST Jewish Daily

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

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

THE DAY-WARHEIT

"The National Jewish Daily"

Member A.B.C.

Main Publishing Offices:

3 East Broadway

NEW YORK

DALLASEVENING

JOURNAL

Member A.B.C.

Published by A. H. Belo & Co.

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

LARGEST AFTERNOON Circulation

O. LORENTZ, Manager Eastern Dept.

728 Tribune Building

NEW YORK

MONTREAL LA PRESSE

thoroughly and completely covers the province of Quebec, the largest French speaking cities of the world. With sixty-five per cent of the large Montreal Jewish press reading and the newspaper, which is published in French, comprehensively supplies a wonderful market to the foreign advertiser.

WM. J. MORTON CO., Representatives

NEW YORK: 749 PkAve. Building

TOKYO: 128 Bay Street

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.

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

WINSTON-SALEM SENTINEL

Representatives

WASHINGTON, North Carolina's Largest City (U.S. Census)

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

(Member A.B.C.)

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

WINSTON-SALEM

January 13, 1923

THE FOURTH ESTATE

Member A.B.C.

Represents The Sentinel and the New York Recorder.

Member A.B.C.

TO ORGANIZE JOURNALISM

TOPEKA, KS.

(M. J.)

Paterson's

Growing Newspaper

the Morning Times
gives you real

Reader Influence.

STEVENS & BAUMANN, Inc.

47 West 84 St.

1st Nat'l Bank Bldg.

New York

Chicago

Higgins Bldg.

Hobbs Bldg.

Los Angeles

San Francisco

the Morning Times
gives you real

Reader Influence.

STEVENS & BAUMANN, Inc.

47 West 84 St.

1st Nat'l Bank Bldg.

New York

Chicago

Higgins Bldg.

Hobbs Bldg.

Los Angeles

San Francisco

(Continued from Second Page)

Touching on American advertising in Chicago, Mr. C. C. CRAW, associate editor of the Pacer River County Examiner at Broadus, Mont., died recently at the age of thirty-eight, following an illness of one week. He was born in Chillicothe, Eng., in 1849, coming to this country in 1864.

C. C. CRAW, associate editor of the Pacer River County Examiner at Broadus, Mont., died recently at the age of thirty-eight, following an illness of one week. He was born in Chillicothe, England, in 1849, coming to this country in 1864.

RALPH M. GRIFFITH, 33 years old, one of the oldest printers in southern Wisconsin, who has worked in several printing shops since 1847, died in Madison recently. He was born in Shrewsbury, England, in 1839, coming to this country in 1846.

FREDERICK C. CRAWFORD, 61 years old, retired newspaper man, died last week at Hagerstown, Md., after a long illness. He was at one time city editor, marine editor and sports editor of the Baltimore Sun and later manager of the old Baltimore Daily Ledger.

S. C. THEIS COMPANY

STEVENS & BAUMANN, Inc.

Special Representatives

NEW YORK: 366 Fifth Ave.

CHICAGO: 123 Bay Street

WINSTON-SALEM: 117 Lafayette Boulevard

DAILY 2c—SUNDAY 5c

WINSTON-SALEM: 601 Market Street

SAN FRANCISCO

WINSTON-SALEM: 9 East 27th St.

NEW YORK: 165 State Street

ST. LOUIS: 507 Chemical Bldg.

ATLANTA

WINSTON-SALEM: 123 Bay Street

WINSTON-SALEM: 601 Market Street

SAN FRANCISCO

TO ORGANIZE JOURNALISM

TOPEKA, KS.

(M. J.)

Paterson's

Growing Newspaper

the Morning Times
gives you real

Reader Influence.

STEVENS & BAUMANN, Inc.

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1st Nat'l Bank Bldg.

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Chicago

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SAN FRANCISCO
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</th>
<th>EXCESS OVER</th>
<th>EXCESS OVER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Display</td>
<td>Second Paper</td>
<td>Third Paper</td>
</tr>
<tr>
<td>1922</td>
<td>10,459,407 lines</td>
<td>1,921,031 lines</td>
<td>3,949,463 lines</td>
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<tr>
<td>Average</td>
<td>7,439,714 &quot;</td>
<td>1,734,459 &quot;</td>
<td>2,425,881 &quot;</td>
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<td>10 Years</td>
<td>6,273,153 &quot;</td>
<td>1,362,626 &quot;</td>
<td>1,941,186 &quot;</td>
</tr>
<tr>
<td>Average</td>
<td>15 Years</td>
<td>15 Years</td>
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</tbody>
</table>

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member Audit Bureau of Circulations.