1922
Repeats the Long-Time Advertising Leadership of The Chicago Daily News

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

### Display Advertising

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>1922 Agate Lines</th>
<th>1921 Agate Lines</th>
<th>Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Daily News</td>
<td>13,779,579</td>
<td>13,779,579</td>
<td></td>
</tr>
<tr>
<td>The Daily Tribune</td>
<td>10,528,983</td>
<td>10,528,983</td>
<td></td>
</tr>
<tr>
<td>The American</td>
<td>8,065,866</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Post</td>
<td>4,444,476</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Journal</td>
<td>4,272,900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Daily Herald-Examiner</td>
<td>4,233,426</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>1922 Comparison</th>
<th>1921 Comparison</th>
<th>Gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Daily News</td>
<td>6,839,904</td>
<td>6,258,093</td>
<td>581,811</td>
</tr>
<tr>
<td>The Daily Tribune</td>
<td>5,279,676</td>
<td>4,762,707</td>
<td>516,969</td>
</tr>
<tr>
<td>The American</td>
<td>4,132,011</td>
<td>4,009,149</td>
<td>122,862</td>
</tr>
<tr>
<td>The Post</td>
<td>2,260,053</td>
<td>2,313,531</td>
<td>53,478 (Loss)</td>
</tr>
<tr>
<td>The Daily Herald-Examiner</td>
<td>2,170,281</td>
<td>2,069,559</td>
<td>100,722</td>
</tr>
<tr>
<td>The Journal</td>
<td>2,145,408</td>
<td>2,214,735</td>
<td>69,327 (Loss)</td>
</tr>
</tbody>
</table>

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

### Classified Advertising

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

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

From which it appears that in 1922 The Daily News led its nearest competitor, The Daily Tribune, by................. 38,888 ads

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

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

The advertising record of 1922 confirms

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

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

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

As a man of cosmopolitan sympathies and understanding he is one notably equipped to point the way for a new international consciousness to be achieved through the press.

In his position Lord Burnham has a sort of compact longevity—to coin a word that should be given encouragement for use on men of his type. He is by no means the hyper-augustian of a three hundred; his career indicates him to be, but he is immeasurably keen and vital. Five feet seven, or a little more, he stands not high, but firmly. A ruddy complexion, dark hair and sparkling eyes make this man of sixty-six a typical of the coming generation of forty-five. The fact that he retains all the color and as much as British so long after he has "arrived" speaks volumes of description. In short, he seems to have very little to do, any more than he rears, but that, that he is in his room at the Hotel Pennsylvania Mr. Belin answered questions readily. He is now is install for the New

BELIN TELLS HOW PICTURE RADIO WAS INSPIRED.

INVENTOR NOW IN NEW YORK INSTALLING EQUIPMENT IN THE WORLD'S PLANT—WORKED ON IDEA SINCE MOVIES SUGGESTED IT 27 YEARS AGO.

Moving pictures in their earliest development gave Edouard Belin, noted French scientist, the idea for radio sending of photographs, which he is now installing for the New

EDOUARD BELIN.

York World. The right to the device will be exclusive to that newspaper in the United States and Canada.

Mr. Belin told The Fourth Estate this week how he came to give up his law studies to solve the problem the movie entertainment projected into his mind. In his room at the Hotel Pennsylvania Mr. Belin answered questions readily. He is accompanied here by his aide, Marcel (Continued on Twenty-sixth Page)
Business will be good in 1923, say industrial leaders in Philadelphia

Business conditions which will surpass any enjoyed in Philadelphia since the war are forecast for 1923 by leaders in many different branches of industry.

Conditions sounder fundamentally than at any time in recent years—prospects that the year just starting will break all building records—and other encouraging signs are in evidence in Philadelphia, the third largest city in the United States.

Producers of goods of every kind—foodstuffs, clothing, furniture, automobiles and other things—can reach the buyers in this great market by advertising in The Bulletin—for The Bulletin enters nearly every home in and around Philadelphia.

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

The Bulletin

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

Net paid daily average circulation for the year 1922—493,240 copies a day.
Selling Your Products to Youngstown's 49,000 Prosperous Steel Workers

They earn large wages. They enjoy the most modern comforts. They'll buy any article of merit. They spend a large part of this territory's billion-dollar payroll. Are you getting your share of their business? The VINDICATOR blanket covers the entire territory and will put your story into their homes.

Cover Youngstown with The Vindicator

Youngstown, Ohio.

LACOSTE & MAXWELL
Representatives,
Monolith Building, New York
Marquette Building, Chicago, Ill.

PUBLICITY REPRESENTATIVES GIVE INITIAL LUNCHEON.

The New York Theatrical Press Representatives held their first luncheon on January 12, when Augustus Thomas, executive chairman of the Theatrical Producing Managers' Association, was the guest of honor.

Wells Hawks, president of the press representatives' organization, presided, introducing Mr. Thomas. During the luncheon a custom of the London Beefsteak Club was introduced and Mr. Thomas cut the beefsteak pudding. Mr. Wells remarked that it was the first time it had been made a ceremony in this country.

Mr. Thomas' address was reminiscent of the days when he was press agent, principally for the mind reader, George Washington Bishop, recalling some interesting stunts. He gave his views of the ethics which should govern the work of publicity men, condemned a tendency to cynicism as destructive of ideals and received a warm response when he announced the whole association of press representatives would shortly be called on to stand back of the movement for a national theater. He promised an important announcement on the subject soon.

TEN YEAR OLD PUBLISHES NEWSPAPER IN DAKOTA.

Grafton, N. D., has a third newspaper, known as the Herald, edited by Donald Thomas, ten years old. The first edition, printed with hand press and hand-cut letters, contained three pages and consisted largely of a history of the early days of the town. The second edition of the newspaper was printed, also by hand, and contained another page. The third edition, printed with a new press and cut type, contained eight pages and shows talent both in art and composition.

Bill Would Cut Rates for Session Laws Printing.

Senator Caleb H. Baumes of Newburgh, N. Y., has introduced a bill which reduces the present rate charged for printing of session laws. The present rates are paid on the circulation of the newspaper in which they are printed. The bill was referred to the judiciary committee.
The World
NEW YORK
First in Gain!

The Year 1922 finds The World in practical domination of the greatest area of retail sales in America, so far as the growth of its advertising indicates its usefulness to the merchants of Greater New York.

Carrying a total lineage of 17,244,090 The World closed the year with a gain of 2,723,496 lines, an increase of approximately 19% over advertising carried during 1921. This increase is more than 233,000 lines in excess of the gain registered during the year by The World's nearest competitor.

In the matter of individual transactions alone, an infallible test of a newspaper's contact with its public, The World set an enviable record, as the following table giving the number of separate advertisements run during the year will attest:

### Separate Advertisements in 1922

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Advertisements Carried</th>
<th>The World's Lead</th>
</tr>
</thead>
<tbody>
<tr>
<td>The World</td>
<td>1,712,181</td>
<td></td>
</tr>
<tr>
<td>The Times</td>
<td>1,115,886</td>
<td>598,815</td>
</tr>
<tr>
<td>The Herald</td>
<td>431,695</td>
<td>1,280,488</td>
</tr>
<tr>
<td>The American</td>
<td>281,570</td>
<td>1,430,611</td>
</tr>
<tr>
<td>The Tribune</td>
<td>133,308</td>
<td>1,578,873</td>
</tr>
</tbody>
</table>

And during the year, The World increased its own lead over 1921 by printing 249,140 more advertisements, a sizable advertising business in itself. It is an achievement of no little importance to have served as the trusted intermediary in 1,712,181 separate transactions, each based upon belief in the ability of The World's columns to produce results.

In the matter of gains in advertising lineage, the leadership of The World is even more apparent, as the following year-end comparison indicates:

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Columns Gained</th>
<th>Columns Lost</th>
<th>The World's Advantage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The World</td>
<td>9,726,75</td>
<td></td>
<td>1,316 columns</td>
</tr>
<tr>
<td>The Times</td>
<td>8,410,75</td>
<td></td>
<td>6,668 columns</td>
</tr>
<tr>
<td>The American</td>
<td>3,058,75</td>
<td></td>
<td>9,975 columns</td>
</tr>
<tr>
<td>The Herald</td>
<td>421,25</td>
<td>248,25</td>
<td></td>
</tr>
<tr>
<td>The Tribune</td>
<td>1,578,873</td>
<td></td>
<td>10,148 columns</td>
</tr>
</tbody>
</table>

This gain in lineage came as the climax of a period during which, for eight consecutive months, The World outdistanced the fourteen newspapers of New York in advertising increases.

That it is indicative of a concerted move on the part of far-sighted advertisers to take full advantage of the highly concentrated service offered by The World and The Evening World is further borne out by a gain of 53,410 lines registered by the latter paper in the month of December alone.

By every standard of comparison common to advertising practice, these two newspapers offer the advertiser a value, per dollar expended, unapproachable for effectiveness in the most conspicuously active market in the country.
YOUNGSTOWN IS RICH IN THIS ONE MAN.

ROBINSON, VINDICATOR’S ADVERTISING MANAGER, TYPIFIES THE COURAGE AND FAITH THAT CHARACTERIZE HIS NEWSPAPER — LOST TONGUE, BUT STILL TALKS.

For many years the claim of the Youngstown, Ohio, Vindicator to be the "best little paper in the country" has received at least partial corroboration from the local and national advertisers who have from year to year added to its growth and progress. The Vindicator's approach to the advertising prospect has long been distinguished by a sort of convincing directness that is still fairly common among newspapers, but until the recent visit to New York of the Vindicator’s advertising manager, R. E. Robinson, no full knowledge of the spirit that has brought this remarkable results was available. Mr. Robinson, no full knowledge of the spirit that has brought this remarkable successes was available. Mr. Robinson, no full knowledge of the spirit that has brought this remarkable successes was available. Mr. Robinson, no full knowledge of the spirit that has brought this remarkable successes was available. Mr. Robinson, no full knowledge of the spirit that has brought this remarkable successes was available.

As he looks out over these fifteen years with the Vindicator, Mr. Robinson is recovering from an ordeal of personal tribulation that has established him among the richest men in the world. It is not the sort of wealth that most men would distinguish Mr. Robinson and reveals the spirit of the Vindicator; forward; of that wealth he has just a bit more than a modicum, but in his human courage and simple faith the man is opulent beyond ordinary human appreciation. Moreover, the manner in which he was forced from his life of activity into a hospital has been a serious operation for cancer of the tongue. His friends and physicians had told him that either his tongue or his life were at stake, and life was so sweet to him that he did not hesitate to gamble with the surgeon's knife, even though it were a foregone conclusion that, as a man who earned his living talking, he would be deprived of his most essential physical instrument. Robinson was in the hospital a long time. His friends and his doctors hopefully hoped that there might be some way for him to hold onto life and to help the nurses first feared, then marveled.

The husky patient stubbornly refused to die. He held the lives of the nurses and the operation had imposed upon him. Not only had he lost practically all of his tongue, but a consultation at the operating table had decided it necessary to remove glands and veins and divert arteries in his face and neck. Robinson's gamble with the knife left him only an indeterminate chance to win.

So R. E. Robinson is in New York, telling his advertising columns of the Youngstown Vindicatoer. Those weeks of crowded columns are not an accident in his life. The doctors and nurses took far longer to discover the secret of his own health than he did himself, but their understanding was sharply illuminated one day after one of the doctors, within an easy shot of Robinson, had murmured something about there being "no hope."

"Doctor, you're a damn liar!" Robinson, in a voice that carried powers of terror. There may not have caught every word, but I have these best of my memory. "This is Robinson's way of looking at it."

"I'm going to stay in the newspaper business, too," he told one of the Fourth Estate staff. There is too much in life to bribe over, he said, and added that he would continue to manage another hospital as soon as he got to New York.

Much of the secret of the Vindicator's success is contained in this man. He has been advertising manager's desk. But there is more.

"When I go out to sell advertising," Mr. Robinson says, "I go out and sell Youngstown. I don't sell advertising volume, circulation, or compare my proposition with competitors. My job is to show what Youngstown can buy and that it can buy enough of those things to make it important to it. "You know Youngstown and know it is right. The task that remains is to prove it to advertisers."

"Add to that the fact that I'm working for the 'best little paper in the world' and you'll know how I feel about the Vindicator," said Mr. R. E. Robinson, William F. May, head of the Vindicator company, is the man to whom his tributes are addressed.

"I'm going to keep on, and expect to be here fifty years from now," he said this eraswth this hopelessly case.

"Practicing a little Coue, eh?" it was suggested to him. And the answer was characteristic of a man of this sort — and typical of the spirit that has made journalism a magnetic profession — 'Coue? Hell, no! I'm practicing Robinson!'

LONDON MAIL TO ISSUE A DAILY ABOARD NINE CUNARD LINERS.

A daily edition of the London Mail will be published aboard nine Cunard liners in addition to the present Cunard Bulletin, which was established in 1904.

The present Cunard Bulletin, which was established in 1904, contains twelve pages, and is printed on shore with the exception of those pages which are received by radio. The London Times plans to publish many additional features and an abundance of news by radio.

WOMAN AT HEAD OF DAILY.

Miss Belle McCord Roberts, daughter of the late Frank C. Roberts, has become editor and publisher of the Long Beach Telegram. She is also president of the Telegram.

ERVIN WARDMAN PASSES AWAY SUDDENLY.

SUN-HERALD EXECUTIVE, ONE OF NEW YORK'S BEST KNOWN NEWSPAPER MEN, DIES IN HIS FIFTIETH YEAR FOLLOWING BRIEF ILLNESS HAD NOTABLE CAREER.

Prominent members of the newspaper profession paid tribute Monday to Ervin Wardman, vice-president of the Sun-Herald Corporation, the Sun-Printing and Publishing Company and the New York Herald Company, who died Saturday after a brief illness.

ERVIN WARDMAN.

Contemporary and friends paid tribute to the editorial writer and newspaper executive, who had a long and notable career with the Sun-Herald Corporation and the New York Herald Company. Mr. Wardman was fifty-seven years old. He was born in Salt Lake City, Utah, December 25, 1865. He began his newspaper career in 1888 on the New York Herald. Mr. Wardman coined the phrase "yellow journalism" and fastened it into the language in the late '90's, when he was writing many editorials on the subject. He was a well-known writer and a successful man. He was also the man who had a newspaper career that was based on a series of articles which he had published relating to Justice Warren. He had been in an alleged attempt to bribe members of the legislature. The senate in New York was questioned by members of the senate, but he steadfastly refused to give them what they wanted, saying that to do so would be a violation of newspaper ethics. The senate voted, 369 to 31, to force him to tell where he got his information, but he was obsturate and at last the

NEWSPAPERS HELP FIRE-RAZED CITY TO COME BACK.

DAILIES IN ASTORIA, ORE., COME OUT IMMEDIATELY WITH CAMPAIGN TO REBUILD CITY WITH MANY IMPROVEMENTS HITHERTO IMPOSSIBLE.

Newspapers in Astoria, Oregon, have "come back" after the devastation of that city by fire last month. Astoria has come back with a program of improvements that makes the city a magnet for the returning residents.

The newspapers furnish an abundance of material for the newspapers to keep Astorians interested in remaining there. One of the Morning Astorian's readers even went so far as to suggest erecting a memorial of the city's ruins, and it is possible that the doorstep of one of the hotels that was destroyed will be placed in one of the city parks as a memorial of the occasion.

The newspaper advertising is an indication of the spirit that prevails in the city. The newspapers are coming back with the same spirit that was there before the fire.

The $15,000,000 fire has given the Astoria newspapers the opportunity to prove their value to the community. They will see to it that courage will not be lacking in carrying out a reconstruction program.
The Boston Post

Is the Star Performer in Display Advertising Among Boston Papers for the Year 1922

The year's figures, presented in statistical form, show the Boston Post's supremacy as the ONE outstanding leader in Display Advertising.

The totals on National Advertising include ALL "general" advertising invariably determined to be national in character. Financial is classified separately as it contains a large proportion of lineage that is distinctly local business.

Stars mark the leader in each group—count the POST stars.

Display Advertising in Agate Lines

Figures taken from compilation for year 1922 made by Boston Newspapers' Statistical Bureau

<table>
<thead>
<tr>
<th>Category</th>
<th>Boston Post</th>
<th>Boston Herald</th>
<th>Boston Globe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>★6,196,333</td>
<td>4,964,092</td>
<td>5,737,632</td>
</tr>
<tr>
<td>National (Week-day only)</td>
<td>★2,523,008</td>
<td>2,458,220</td>
<td>1,518,656</td>
</tr>
<tr>
<td>National (Sunday only)</td>
<td>★1,233,216</td>
<td>882,835</td>
<td>586,095</td>
</tr>
<tr>
<td>National (Week-day and Sunday combined)</td>
<td>★3,756,224</td>
<td>3,341,055</td>
<td>2,104,751</td>
</tr>
<tr>
<td>Automobile</td>
<td>★705,667</td>
<td>693,075</td>
<td>493,412</td>
</tr>
<tr>
<td>Amusements</td>
<td>★406,260</td>
<td>304,857</td>
<td>300,876</td>
</tr>
<tr>
<td>Boots and Shoes</td>
<td>★244,932</td>
<td>190,083</td>
<td>159,408</td>
</tr>
<tr>
<td>Building Materials</td>
<td>★169,811</td>
<td>132,794</td>
<td>33,709</td>
</tr>
<tr>
<td>Departmental Store</td>
<td>★4,216,578</td>
<td>3,016,592</td>
<td>4,186,164</td>
</tr>
</tbody>
</table>

(Including Department Store and Men's and Women's Specialties Sold in Retail Stores)

<table>
<thead>
<tr>
<th>Category</th>
<th>Boston Post</th>
<th>Boston Herald</th>
<th>Boston Globe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial</td>
<td>305,024</td>
<td>772,473</td>
<td>235,027</td>
</tr>
<tr>
<td>Food Products</td>
<td>★782,550</td>
<td>660,902</td>
<td>492,127</td>
</tr>
<tr>
<td>Home Furnishings</td>
<td>★932,147</td>
<td>725,051</td>
<td>737,778</td>
</tr>
<tr>
<td>Jewelry</td>
<td>★226,808</td>
<td>149,960</td>
<td>110,050</td>
</tr>
<tr>
<td>Men's Clothing Stores</td>
<td>★688,945</td>
<td>491,921</td>
<td>362,186</td>
</tr>
<tr>
<td>Phonographs, Records and Musical Instruments</td>
<td>★200,325</td>
<td>196,608</td>
<td>183,404</td>
</tr>
<tr>
<td>Proprietary and Toilet Articles</td>
<td>★765,606</td>
<td>480,789</td>
<td>429,142</td>
</tr>
<tr>
<td>Publications</td>
<td>109,318</td>
<td>★278,002</td>
<td>102,025</td>
</tr>
<tr>
<td>Tobacco Products</td>
<td>★205,572</td>
<td>166,704</td>
<td>112,292</td>
</tr>
</tbody>
</table>

In Total Display Advertising for 1922 the BOSTON POST CARRIED

10,666,807 Lines

—a Lead of 1,283,684 Lines Over Second Boston Paper
—a Lead of 2,287,823 Lines Over Third Boston Paper
ANOTHER PICTURE RADIO TRIED IN WASHINGTON.

PHOTOGRAPHS OF PRESIDENT HARDING AND SECRETARY DENBY BROADCASTED—BY USE OF POWERFUL STATION PICTURES COULD BE SENT ACROSS THE ATLANTIC.

Plans for the utilization by the Government for an invention for the radio transmission of photographs, half tones and other pictures are being considered by high officials of the navy.

Secrecy regarding a demonstration on December 12 of the invention of C. Francis Jenkins, a Washington scientist, which has been made is just being removed by the government officials before when the tests were made. Besides the various members of the navy department, there were present at the demonstration J. C. Edgerton, supervisor of radio activities for the post office department, and John M. Joy, representing Will H. Hays and the amalgamated motion picture industry.

During the demonstration photographs and drawings were broadcast through the ether from the Anacostia station to the Jenkins laboratory. The sending unit was superintended by Comdr. A. H. Taylor, in charge of the Anacostia station, while the rest of the officials witnessed the reception of the pictures on negative photographic plates at the Jenkins laboratory and inspected their printing in the developing room.

Four pictures in all were broadcast. Tapestries, one of President Harding and the other of Secretary of the Navy Denby. Two penciled sketches, one representing a map and the other comprising written and printed letters, were also sent. About six minutes was consumed in receiving each picture, but Mr. Jenkins predicted this could be reduced to one-sixteenth of a second, the speed necessary to produce motion pictures.

A most interesting feature was a demonstration by one of Mr. Jenkins' assistants of his ability to identify the picture being sent by "sound." It had developed in earlier experiments that the picture impulses gave off a series of "groans" and that each picture had its characteristic "sound," which could be recognized after a few repetitions.

The sending apparatus, consisting of a stereoscopic like machine, projects the picture across a photo-electric cell in steady, slow streaks. With each sweep the projected image is moved slightly to the side, only a thin slice of the image at a time across the cell at one time. The varying intensity of the light caused by the successive "slices" causes corresponding varying impulses to be broadcast.

At the receiving end an ordinary radio receiver, on the diagram of which is shown, was used. Projected on the mirror was a series of light dots. As the mirror as it oscillated with the diagram caused the light beam to fluctuate across a filtering shutter and thence through rotating prismatic rings onto the sensitive photographic plate. In this manner, the light impulses are laid down side by side as they are received from the original picture.

NORTHERN EDITORS PLAN FINE MEETING.

Every angle of newspaper work will be discussed by editors qualified to lay down the rules of the press at the annual meeting of the J. L. Northern Minnesota Editorial Association, at Red Lake Falls on January 26 and 27, according to Secretary A. G. Rutledge.

"We expect the largest attendance we ever had, and will form plans for our program this year, including the summer outing," says Mr. Rutledge. In addition to the business meetings, the editors, their wives and friends, will be entertained by sight-seeing trips, smokers, musicals and banquets.

The speakers will include A. L. LaFreniere of the Grand Rapids Independent, president of the organization; A. W. Wallace, Sauk Center Herald, past president; Grant Ulter, Cas Lake Times; Herman Roe, Northfield News; C. W. Carlson, Melrose; W. D. Ellefson, Red Lake Falls; E. N. Clasen, Charles Merrin, St. Paul, advertising representative of Great Northern Railway; W. P. Kirkwood, editor of publications of University of Minnesota; and Frank Jeffers, Red Lake Falls, who will act as toastmaster.

NEBRASKA DAILIES FINED UNDER LOTTERY ACT.

COURT IMPOSES NOMINAL PENALTIES UPON THE STATE JOURNAL AND THE STAR—OBJECTIONABLE AD OFFERS CONSUMERS CHANCE TO "WIN" SOMETHING.

The State Journal Company, publisher of the Lincoln State Journal, and the Star Publishing Company, publishers of the Star, published notices of $50 apiece to the federal district court last week, the penalty for mailing papers containing advertisements of prize giving that came under the Government's definition of a lottery.

In both cases the advertisements were of package sales in which the purchaser was guaranteed the worth of the purchase price and given a chance to get something worth more. The element of chance in the action brought it under government ban.

Mr. Judge cited a section of a Nebraska statute covering such enterprises, and answered the inquiry by J. C. Seacrest, publisher of the State Journal, and L. B. Tobin, general manager of the Star, who appeared for the defendant companies, as to whether the responsibility was on the newspaper and none on the conductor of the lottery.

The court agreed with the publishers that an epidemic of lotteries had been raging for months, until now days past, that it was not necessary to the province of the newspapers to attack this evil, which not only competed with the newspapers. Both men said they could do all they could to clean it up.

IOWA AD CLUB ELECTS.

Robert Armstrong has been elected president of the Greater Cedar Rapids Advertising Club, succeeding F. H. French, president for two years and vice-president elect.

John O. Barber and Harold J. Rowe were elected treasurer and secretary respectively, both men holding over in office for last year. Six men who were elected to serve with the officers as directors were W. L. Frank, E. C. Hooper, W. F. Main, Siebke, Harry Corot and Herbert Slusman.

PARKING LAW TRAPS THREE.

Among motorists "tagged" in a round-up last week to enforce new and drastic parking regulations at Bridgeport, Conn., were two prominent former newspaper men of that city, "Ty" Hettinger, former sporting editor of the Bridgeport Telegram, and Charles J. Haynes, former managing editor of the same publication. Mrs. William V. Mitchell, wife of the Bridgeport Sunday Herald, one of the best known women feature writers in the state, was also caught in the police parking net.

DELMARVIAN AND MARYLAND PRESS TO MEET.

The Del-Mar-Via Press Association and the Maryland Press association will meet jointly in annual session in Wilmington on January 27. There will be a business meeting in the morning, followed by luncheon at noon. The afternoon there will be a dinner.

AGAIN FIRST in the World

In Advertising

For the second consecutive year the Los Angeles Times printed more advertising than any other newspaper on earth—its volume for 1922 reached the colossal total, 26,795,244 agate lines.

1922 Honor Roll

—The newspapers carrying the most advertising in their respective cities for 1922, with volume in agate lines.

**Los Angeles Times** 26,795,244

 Chicago Tribune 26,213,767

 Detroit Times 25,701,255

 New York Times 24,141,116

 Baltimore Sun 22,685,266

 Washington Star 21,559,660

 St. Louis Post-Dispatch 19,881,200

 Columbus Dispatch 19,582,553

 Philadelphia Inquirer 18,211,200

 San Francisco Examiner 16,906,694

 Minneapolis Journal 16,006,908

 Milwaukee Journal 16,850,808

 Seattle Times 12,488,728

 Buffalo News 12,400,521

 St. Paul Pioneer Press-Dispatch 12,387,504

 Houston Chronicle 12,073,782

 Omaha World-Herald 11,261,257

 Louisville Courier-Journal 9,079,771

*Where newspapers publish both morning and evening editions, they are credited with whichever edition carried the most advertising.*
24 Million Lines of Advertising

DURING the year 1922 The Kansas City Star—morning, evening and Sunday—carried a total of more than 24 million agate lines of paid advertising—a gain of nearly two million lines as compared with 1921.

Analysis of the figures indicates that increases occurred in each of three divisions—Local, Foreign and Classified.

The following table shows the volume of advertising carried in 1922 and 1921 expressed in agate lines:

<table>
<thead>
<tr>
<th></th>
<th>LOCAL</th>
<th>FOREIGN</th>
<th>CLASSIFIED</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1922</td>
<td>13,073,670</td>
<td>3,972,691</td>
<td>7,274,388</td>
<td>24,320,749</td>
</tr>
<tr>
<td>1921</td>
<td>12,710,289</td>
<td>3,293,001</td>
<td>6,411,574</td>
<td>22,414,864</td>
</tr>
<tr>
<td>Gain</td>
<td>363,381</td>
<td>679,690</td>
<td>862,814</td>
<td>1,905,885</td>
</tr>
</tbody>
</table>

Circulation has also shown healthy increases. A gain of 18,000 copies daily as compared with a year ago brings the total daily output (morning and evening combined) to more than 490,000 copies each day.

The Kansas City Star

Circulation Morning and Evening Combined

460,000 COPIES

New York Office
15 East 40th St.

Chicago Office
1418 Century Bldg.
ERVIN WARDMAN PASSES AWAY SUDDENLY.

(Continued from Sixth Page)

Mr. Wardman's only long absence from newspaper work was during the Spanish-American War when he was a member of the United States Volunteers. He served in the ranks for a short time and was then commissioned first lieutenant in the infantry, when he was made an aide to Major General A. D. Ticknor of the Porto Rico campaign.

In spite of his numerous editorial duties, Mr. Wardman had to give up. Mr. Wardman's position has since been sustained in a similar case by a decision of the United States supreme court.

SPANISH WAR VETERAN.

Mr. Wardman's associates included many of the New York Times reporters and columnists. Among these were H. L. Mencken, a member of the New York Times editorial board, and J. F. Haggard, a member of the New York Herald Tribune editorial board.

Mr. Wardman's funeral services were held at St. Stephen's Protestant Episcopal Church, which was filled with newspaper associates of the association. The New York Times, the Brooklyn Daily Eagle, the Sun, the Daily News, and the Daily Telegraph sent delegations to pay their respects. The services were conducted by Rabbi Solomon, the associate of the association.

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DISTINGUISHED GATHERING AT FUNERAL SERVICES.

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NEW YORK EVENING JOURNAL APPOINTS RUKEYSER FINANCIAL EDITOR.

Merryle S. Rukeyser, five years financial editor of the New York Tribune, has taken a similar position with the New York Journal. In addition, there will be special discussion of newspapers and the business of the press.

Rukeyser is a lecturer on financial journalism and a graduate of Columbia University.

FINANCIAL EDITOR.

The greatest dividends received by the New York building and loan associations last year resulted from newspaper advertising, according to the advertising committee of the Ohio Building and Loan Association.

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OHIO ASSOCIATION'S REPORT COPY USED IN 1922 WAS DIRECTLY RESPONSIBLE FOR LARGE DIVIDENDS — WILL CONFINE THEMSELVES TO NEWSPAPERS ENTIRELY.

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BUILDING LEAGUE EXTENDS USE OF NEWSPAPERS.

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COUE GUEST OF WASHINGTON SCRIBES.

TELLS THEM HOW TO IMPROVE "EVERY DAY IN EVERY WAY"
—WHILE THEY WITHEOLD VERDICT AS TO MERITS OF PLAN BUT AGREE COUE IS "REGULAR FELLOW."

Coueism underwent its acid test in this country when its dapper originator from France appeared before the Washington newspaper correspondents at the National Press Club in Washington immediately following his arrival at the national capital.

The "hard boiled" scribes immediately surrounded the little doctor from Nancy, whose name has become as world renowned as those of presidents and kings. Subsequent experiments and experiences were admired by all concerned to have been mutually interesting and entertaining.

M. Coue's first patient was E. W. Creecy, a retired businessman, who was introduced by Avery Marks, Jr., of the Washington Times, a former president of the club. Mr. Creecy presented his right hand with the explanation that his fingers had become rigid through an accident some years ago. Dr. Coue carefully and sympathetically beat the maximized fingers, and instructed Mr. Creecy as to his thoughts he should think and the words he should utter, while attempting to exercise his fingers every day.

There is no doubt you will be cured if you do that," he added encouragingly and confidently. Later discussions covered a wide range of ailments and general drawbacks to which the flesh is heir. Mr. Creecy, whose forehead is gradually extending backward, brought up the question of baldness, and was promptly assured by Dr. Coue that the "day by day" recipe had worked substantial benefits with many likewise afflicted.

The ravages of old age generally, he declared, could also be staved off in communion through the faithful and persistent use of his methods.

An account of his own cure of an ailment of humbug developed a lively interchange of ideas. The cure was effected, Dr. Coue explained, as he held a painting to pick up a bottle of wine. Theodore Teller, notified for profound anti-Volsted sentiments, showed that the act in itself was original and that the patient had to cure the most stubborn cases of his profession, irrespective of any legal sentence accompanying the practice.

Surprise was occasioned when the doctor calmly searched in his pocket, produced the "makings" and proceeded to roll a cigarette. "Smoking does not bother me," he said smilingly. "I've been smoking for fifty years—but it might hurt you."

The little super-optimist disclaimed the risk of a medicine man also, who has as a mighty charm, the idea of making an "obession" of his rules for life and health. He said he knew a little of certain magical religious texts whose teachings in some respects closely paralleled his laws. In answer to one of the correspondents, he expressed the conviction that some of the revelations of the Cyrillic scriptures and the New Testament of Christ were partly due to autosuggestion.

In general, the abstention from excessive claims for his system, his modest demeanor, and his frank and reasonableness, convinced the visitor to the correspondents, who have recently been examining the profession of the professional charlatan. With characteristic caution, they withheld verdict as to the merits of the system, but unanimously conceded that its founder was a "regular fellow."

AD MEN TOLD TO REACH OUT FOR TRADE IN SOUTH.

Washington business men, working through its advertising forces, were advised to reach out for the trade of the South, in an address by Dr. Clarence J. Owens, director of the Southern Commercial Congress, delivered at luncheon of the Washington Advertising Club Wednesday.

"Until now Washington has lost an opportunity to become a really great commercial and financial center," said Dr. Owens, "because she has not brought to her doors the trade of her great hinterland, which is the South.

"You can tear down your cities and they will be rebuilt; but tear down your back country and grass and weeds will spring up in the streets and birds will build nests in the marts of trade."

Frances X. Wholley, president of the Third District of the Associated Advertising Clubs, presided.

CHANGES IN REPRESENTATION.

Allentown, Pa., Chronicle and News (Eastern) from Ralph R. Mulligan (Western), C. J. Anderson Special Agency to Benjamin & Kennon.

Sharon, Pa., Telegraph from E. Katz Special Advertising Agency to Ralph R. Mulligan (Eastern), C. J. Anderson Special Agency (Western).

Birmingham Age-Herald from C. C. Beckwith Agency to John M. Brannah Company.

Hutchinson, Kan., Gazette from Ralph R. Mulligan (Eastern) to John M. Brannah Company.

Hutchinson, Kan., Gazette from Ralph R. Mulligan (Eastern) to John M. Brannah Company.

WITH CAMPBELL & CAMPBELL.

S. A. Moss, formerly with the Rankin Company, has been elected vice-president of Campbell & Campbell.

JOINT COMMITTEE ON POST OFFICE WANTS $575,000.

MODEST $75,000 IS ASKED IN RIDER TO SENATE BILL, BUT A COVER-UP BID FOR HALF MILLION IS IN MEASURE, ALSO—STEENERSON MAY STAY.

An amendment providing for the continuation of the joint postal commission and appropriation of $575,000 for its maintenance was attached to the senate post office bill last Saturday. The amendment was offered by Senator McNeill of Tennessee.

Publishers looking for adequate investment in a new postal commission and a redefinition of its function, cast a critical eye on an amendment, introduced by Senator Steener of Wisconsin, to provide for the reorganization of the present joint commission.

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Other phases of the situation are of the utmost interest to the publishers the subject of which has interested a large number of certain members of the commission. Congressman Steener of Minnesota, a commissioner, and chairman of the house post office committee, will leave congress at the end of the present term of the joint postal commission, with the intention to use it in conducting the weighing inquiry, and, as such, constituting a basis for their repeated pleas for a reduction in the present burdensome rates on mail matter.

As the only test weighing conducted by the commission was that of the Baltimore several months ago, without determining the cost, publishers believe that the $75,000 will be wasted.

There is, however, a provision in the post office bill that calls for an appropriation of approximately $500,000 for additional clerical and fifty extra inspectors. It is regarded in some quarters as having been put in by the friends of the joint postal commission, with the intention to use it in conducting the weighing inquiry, and, as such, constituting a basis for the plugging of an open request for $575,000 in all for the joint commission. A provision was also included that provides for the plugging of the publishers under the present excessive postal rates.

There has been some talk of retaining Steener's services as a postal expert, following the end of his congressional term. Whether or not possible readjustments are not to the comfort of the publishers, especially as far as the cooperation of the joint postal commission is probably refused by the present political party for lower rates, who have shown a singular ability to attach every conceivable expense to the postal service, regardless of the fact that the postal laws and rates are not so great with enormously large deficits by the official report of the post office department.

OREGON PAPER SOLD.

Raymond Crowder, former editor and manager of the Herald, has purchased the Herald Publishing Company, a corporation publishing the Hermiston, Ore., Herald. 
Beginning Sunday, February 4, 1923, the Jewish Daily Forward will publish a Graphic Art Section as a supplement to its regular Sunday Edition.

The Forward, as the leading Jewish daily in the country, is the first Jewish newspaper to show this aggressiveness in introducing a special Graphic Art feature. The graphic section will appear in all editions simultaneously, and from present indications, the Forward will command on those days a circulation of 225,000, which is the largest Sunday circulation in its history.

To advertisers of national scope, who are interested in the vast Jewish market of more than 3,600,000 population, The Forward Graphic Art Section presents an unusual opportunity by which to reach the greatest portion of the Yiddish reading public throughout the United States, at a low lineage cost, unparalleled in the domain of graphic space rates.

In addition, the Forward offers to the national advertiser, a merchandising service in any one or in all of eleven principal cities where the Forward dominates, even to the exclusion of the local media.

See latest A.B.C. Report

Jewish Daily Forward
America's Dominant Jewish Daily

Eastern Plant
175 East Broadway
NEW YORK

Western Plant
1128 Blue Island Ave.
CHICAGO

CHICAGO TRIBUNE SENDS 35,000 MAPS TO TOURISTS.

Motordom received a total of 35,800 maps, pamphlets and touring maps in 1922 as a part of the Chicago Tribune’s service to readers. This distribution was made through the mail in answer to requests for information and through direct calls of readers at plant and loop phone service. The latter brought in as high as seventy-five calls a day in the touring season.

J. L. Jenkins is automobile editor and William Shaw has helped him during the motor season. The Sunday Tribune Tourmobile route maps showing popular tours to every part of the United States, camp sites, points of interest and condition of roads, and one United States trail map in colors, showing all type of roads on transcontinental trails.

PLANS MADE.

Final program arrangements have been made for the short course in journalism which is to be given in Madison, Wis., February 1 to 3, under the auspices of the Wisconsin Press Association and the Wisconsin School of Journalism. Plans to care for delegates at the lowest possible expense have been made.

The subjects that will be taken up under the direction of faculty members of the journalism department cover a wide range. Journalism instructors will hold conferences with editors at regular periods so that individual problems of editing and makeup may be taken up. Editors that cater to agricultural areas will hear addresses by members of the agricultural faculty and methods of advertising soliciting and selling. Development of news sources will be taken up from various angles at several of the general meetings.

FATHER AND SON PARTNERS.

J. Harold Curtis, a graduate of the School of Journalism of the University of Minnesota, obtains and sells interest in the St. James, Minn., Plain dealer and with his father, Will Curtis, will continue the publication.

BUFFALO EXPRESS

Everybody who knows anything about Buffalo knows The Express is its leading newspaper. Local and foreign advertising rates are identical.

ADVERTISING AGENCY
ASK ANY LEADING
FRALICK & BATES, Inc.
Representatives in National Field
NEW YORK
CHICAGO

The Syracuse University department of journalism was host to the Central New York Press Association at its quarterly convention held at the College of Agriculture building of the university on Saturday. The association is an organization composed of country weekly editors and publishers. Thirty-five members were present at the meeting.

M. V. Atwood, editor of the Croton Journal-Courier and president of the association, was in charge of the session. He spoke of the extraordinary significance of the meeting, it being the 250th anniversary of the birth of Benjamin Franklin, printer and the father of American journalism.

The first scheduled talk of the meeting was given by Professor George C. Webster of the department of journalism of Syracuse University. He delivered the address of welcome. He told of the general realization that journalism, as well as law or medicine, could be taught at colleges, and that the newspaper, as young as it is, is now being taught in about 200 different institutions, with various degrees of efficiency.

"There is now a paper for almost everybody," he said, and concluded that the problems of the schools of newspapers are the problems for modern education to solve.

The response to the address of welcome was given by J. C. Peck, of the Cazenovia Republican, an alumnus of Syracuse University.

Charles L. Raper, dean of the College of Business Administration of Syracuse University, welcomed the association and told of the importance of the work of the journalism students. The department of journalism is under the College of Business Administration.

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The banquet, scheduled as the annual one of the association, was turned into a testimonial for Mr. Goodrich.

Forensic assailants at the expense of this and that member of the association—and some outside of it—flew thick and fast, coming right on the heels of the publication of a special edition of "The Junior Post," tabloids little brother of the Post, which spared not who it "socked" nor praised.

Fellow guests with Mr. Goodrich were Arthur A. Fowle, veteran editor of the Boston Globe, Sylvester Baxter and John Ritchie, Jr. Herbert L. Baldwin, president of the association, had general charge of the banquet, while Wilder D. Quint, editorial writer with Mr. Goodrich officiated as toastmaster.

Birch of Michigan Daily Staff Resigns Because of Censorship

Fifteen student editors of the Sunday magazine section of the University of Michigan Daily, incensed by what they termed the persistently pursued repressive policy of the board in control of student publications, resigned their positions last Sunday in conjunction with a concrete protest against censorship on this or any other student publication.

The trouble arose following the publication recently of a physiological article on gland transference which the board in control of student publications termed "indecent." Mar-}

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This power of censorship the fifteen who resigned thought was unjust and repressive, hence their action. They asserted that the article in question was merely a physiological interview.

In addition to Delbert Clark, editor-in-chief, the following resigned: Donald Coney, Detroit, literary editor and co-editor of the "olonym" in the Daily; William M. Randall, Detroit, editor and co-editor of the "Michigan Daily." The trouble arose following the publication recently of a physiological article on gland transference which the board in control of student publications termed "indecent." Marking the incident, the Daily, which is to all intents and purposes a city newspaper, carrying new of city four years as well as the campus, was made censor of all articles to go into the Sunday magazine section.

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ALL-ALASKAN FOOD FOR WASHINGTON PRESS BANQUET.

WILL INCLUDE EVERYTHING FROM REINDEER MEAT TO STRAWBERRY JAM — MENUS TO BE PRINTED ON PAPER PULP BOARD FROM ALASKA — GROUP MEETINGS.

TheFourth Estate

ALL-ALASKAN FOOD FOR WASHINGTON PRESS BANQUET.

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

The Linotype will produce everything that a printer needs just when he needs it; type-matter from 5 to 36 point, already composed and justified; border decorations in infinite variety; space and base material cast to his order. Linotype Typography matrices and matrix slides give the printer every typographical resource he will ever need. And the water-cooled mold disk permits him to cast up unlimited quantities of material without danger of overheating.

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

**THE BIG SCHEME OF SIMPLE OPERATION**

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**NEWSPAPER PUBLISHERS IN NINE CITIES SIGN UP WITH I.T.U.**

Wage agreements that have been negotiated between newspaper publishers and the International Typographical Union recently are:

1. **ROCHESTER, N.Y.**
   - Newspaper—Handmen, operators, day, $60; thirty-six hours; night, $60. Operators working on English composition in Jewish offices work forty-four hours a week, day work, and forty-four week, night work, $60 per week.
   - The contracts cover a period of one year from September 26, 1922, to September 19, 1923. Increase $1.

2. **SCHENECTADY, N.Y.**
   - Newspaper—Handmen, operators, day, $42; night, $46.50, thirty hours. The contract is in effect from December 22, 1922, to December 31, 1923. Increase, $3.

3. **CINCINNATI, OH.**
   - Newspaper—Handmen, operators, day, $60; thirty-six hours; night, $60. Operators working on English composition in Jewish offices work forty-four hours a week, day work, and forty-four week, night work, $60 per week.
   - The contracts cover a period of one year from September 26, 1922, to September 19, 1923. Increase $1.

4. **TROY, N.Y.**
   - The following is quoted from a joint letter signed by D. B. Plum, for the Troy newspaper publishers, and J. Raymond Phillips, president of Troy Typographical Union No. 52: "We have pleasure in advising you that the newspaper publishers of Troy and Troy Typographical Union No. 52 have settled their differences and have entered into a new contract, effective December 1, 1922, running until April 30, 1924. The new contract calls for an advance of $3 per week for both day and night men, making the new scale $40 for day work and $43 per week for night work."

5. **SPHINX DINNER POSTPONED.**
   - The Sphinx Club postponed its dinner for last Tuesday because of the inability of the guest of honor, Ambassador Harvey to attend.

6. **METROPOLITAN MAGAZINE AGAIN CHANGES HANDS.**
   - The MacFadden Publications, of which Bernarr MacFadden is president, have acquired ownership of the Metropolitan Magazine, recently purchased by H. J. Whigham, and formerly owned by Harry Payne Whitney.
   - Mr. MacFadden is publisher of the MacFadden group of magazines, which includes Physical Culture, True Story, Brain Power, Beautiful Womanhood, Movie Weekly and Midnight Mystery Stories.

7. **HOUSE ORGAN OUT.**
   - Most any editor can read an obituary notice and tell at a glance if the decedent's subscription to his home paper was paid up.

8. **YOU WANT THE BEST PHOTOGRAPHS YOU NEED THEM FIRST.**
   - The International Film Service, 826-228 William Street, New York, New York, offers the best photographs. It has the largest collection of photographs in the world.
Another stand-up-and-out record! The San Francisco Examiner is FIRST again in 1922 with a remarkable advertising total of—

16,906,694

Agate Lines

"THERE IS NO SUBSTITUTE FOR CIRCULATION"
another record-
first again!

Again, in the light of cold figures, the San Francisco Examiner towers head and shoulders above any other San Francisco newspaper. Witness the record total of over sixteen and a half million lines of advertising in 1922. And remember that this outstanding leadership applies to every form of advertising lineage—display, classified, local, foreign.

Leadership is always its own explanation. There can be but one reason for this tremendous expression of advertising preference. The San Francisco Examiner is FIRST in advertising because it is FIRST in circulation and FIRST in reader-influence.

Men of business who weigh their advertising dollars as they do merchandise, find that it pays to single out the San Francisco Examiner and double their returns. For the San Francisco Examiner, through its commanding circulation, has “first call” on the rich Northern and Central California market.

Coupled with this is a Merchandising Service Bureau that makes every advertising campaign yield full selling force. For details write direct, or get in touch with our representatives.

New York: W. W. Chew, 1819 Broadway
Chicago: W. H. Wilson, Hearst Bldg.

Examiner
"THERE IS NO SUBTERTUFE FOR LINEAGE"
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; 288 West 69th Street, New York City.

Subscription: FOUR DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, Cuba, Alaska, the Philippines, to Canada, 25¢; to other countries in the Postal Union, 1.00.

Advertisements should be received as early in the week as possible to insure position. Forms close Thursday.

The rate for display advertisements is $2.00 per line, and for news notices, 10 cents per word.

Discounts for consecutive insertions, when paid in advance:

Less than 100 insertions, 10 cents a line.

100 to 499 insertions, 5 cents a line.

500 or more insertions, 2 cents a line.

Back Numbers—Less than 3 months old 65 cents; more than 3 months old, 30 cents each.

OFFICES AND PRINTING HOUSE
232 West 59th Street, Columbus Circle, NEW YORK.

Phones: 200, 201, 202 Circle. ERNEST F. BIRMINGHAM, Publisher.

CHICAGO: 637 Marquette Building. WILLIAM S. GRATHWOHL, Representative. Phone: 6490 Central.

EDITORIAL RESPONSIBILITY
FOR WORLD THINKING.

Events day by day go further to establish the fact that the world must learn to “know itself,” and that the lion’s share of public education— bringing this about—must be performed by daily newspapers. Many articles have been written in The Fourth Estate within the last few months that emphasize the carelessness with which European and American newspapers and periodicals treat the affairs of this great country. We are told that our newspapers are immeasurably more important than any news media that exist from outside this country, are few that cannot make great improvement.

Lord Burnham, that remarkable British publisher and world figure, who is now in New York, this week discussed the subject feelingly with The Fourth Estate. Only the night before, he had been a member of the advisory Civic Federation’s committee of one hundred and twenty-five. Its chairman is the Hon. Joseph B. Root, one of America’s leading international thinkers, stressed the important work that is for newspapers to do.

The world, it seems, is undergoing a unparalleled expansion of news sources and commercial relationships similar to that of the railroad and telegraph systems, and the question is whether, as the coming of the railroads and the telephone made a new transportation situation, so will the coming of television and the automatic telegraph.

ERVIN WARDMAN’S SUCCESS
THE SATISFYING KIND.

Contemporaries have paid the highest possible tribute to the late Ervin Wardman, vice-president of the New York Sun and Herald, who came to an untimely end last week, and one of the most interesting and picturesque figures of the great New York dailies failed to pay its respects to a man typical of the American newspaper man. Mr. Wardman had a way of carrying the day that distinguished him. The New York state senate of 1905, which tried to stop the development of a new story, was afforded a convincing demonstration of this quality in action.

There is little need for going further than the New York dailies have gone in adjetival description of the man and his career. Newspaper men of the future will enshrine him as the journalist who was more than an expert in the art of developing the newspaper, whose success was due to his ability to appreciate the degree of success attained by a man so heartily beloved of his fellow men.

THE AUTOMOBILE INDUSTRY
AND THE NEWSPAPERS.

Civic and traffic experts who have recently suggested limitation of the use of automobiles to relieve metropolitan congestion and reduce the suffering of the traffic, are worried by the announcement of the formation of the Automobile Merchants Association of New York. In an open letter to the association, Mr. Ernest Eastman, president of the association, includes the “attitude of many of the newspaper owners” as something that makes it difficult for civic leaders to bring about results desirable for the public welfare. Mr. Eastman outlines a procedure for discussion of the question, which he is sure will result in an appeal to his fellow members.

While it may appear to the outside observer that the automobile association is unduly alarmed over the handicap likely to result from present talk of traffic restrictions, the organization is probably prepared for this eventuality, having for so long been a loyal friend of the automobile in the press and in the forum of public opinion.

A LITTLE HORSEPLAY ON
NEWS VALUES.

"One newspapergave two inches to the death of a prominent citizen and two column inches to the illness of a famous horse," and so Dr. W. M. Faunce, president of Brown University, discuss the question of "day-to-dayness" against the newspapers. With a breadth of vision characteristic of our best newspapers, the New York Herald discusses Dr. Faunce’s criticism by the assertion that "All criticism of newspaper values is no worth of consideration," and goes on to point out that "no one is more to the point if the critic had mentioned the name of the man and the horse and the county that he served."

THE LONDON DAILY MAIL
ACQUIRES "SEA LEGS."

"Ocean journalism" is no new thing, to be sure, but perhaps now that the London Daily Mail is to publish a new "Atlantic edition," the term may be applied more appropriately. The Daily Mail is an old and wise vessel, and perhaps the example will be emulated from this side of the ocean. Among the first sales of the Daily Mail are those of the "sea legs," and it will prove a valuable asset to such a vessel as the Daily Mail.

NOTE AND COMMENT.

Under the caption "The Call for Clean Journalism" the Christian Science Monitor discusses the demand for a "fairly big" country for the publication of daily newspapers, and it is pointed out that the London Daily Mail, with its "sea legs," offers a unique opportunity for the publication of clean and worthy journalism. The Daily Mail, as a daily newspaper, is not only a medium for the dissemination of news, but is also a means of education and enlightenment.

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There is considerable news value, it would seem, in the persistency with which ouroola of critics are criticizing the newspapers. It is a crusade for "fairly big" country for the publication of daily newspapers, and it is a crusade that is not likely to be concluded until the public has been brought to realize the necessity of a "fairly big" country for the publication of daily newspapers.

Rarity has a great deal to do in determining news values, as it has in the realm of art and literature. The value of a work of art is not determined by the number of people who have seen it, but by the number of people who have seen it and appreciated it. The value of a daily newspaper is not determined by the number of people who have read it, but by the number of people who have read it and appreciated it.

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PURFLY PERSONAL.

The Rome - N. Y. Sentinel has been publishing a series of articles explaining how the Sentinel is made and has been a prominent business in the many different departments. In the January 2 issue, the last of the series, described briefly the business offices of the Sentinel.

A. C. KESSENING ASSOCIATED WITH ROME SENTINEL SIXTY-SIX YEARS.

The Sentinel has been sold to Robert McQuinn, who has been the editor of the Peoria, Ill. Transcript, and has been in charge of the Sentinel for the past twenty years. He has been very active in the publishing business and has been a prominent business in the field for many years.

STAFF CHANGES.

Robert McQuinn, editor of the Rome - N. Y. Sentinel, has been succeeded by George F. Beers, who has been associated with the Sentinel for many years. Beers has been very active in the publishing business and has been a prominent business in the field for many years.

WEDDING BELLS.

Milo M. Sheperdson, city editor of the Peoria, Ill. Transcript, and Miss Marion N. Nash, of Peoria, Ill. Transcript, have been married recently.

IN WASHINGTON ON PHILADELPHIA LEDGER STAFF.

Norman W. Beach, a former editor of the Philadelphia Ledger, is now with the Ledger's Washington bureau. He has been associated with the Ledger for many years and has been a prominent business in the field for many years.

IN WASHINGTON.

The New York American has discontinued the operation of its printing plant in Washington. The features and photographs that were published in the paper are now run in the main sections of the paper.

STAFF.

The staff of the Boston Evening Transcript has been increased by the addition of several new members. The staff now consists of twenty members, including the editor, and is well-known in the field for its active and energetic work.

FORMER BOSTON REPORTER MAY BE NAMED JUDGE.

John R. Carney, formerly reporter of the Boston Globe, covering the Abington District, has been appointed to the Supreme Court, and is now in the courtroom, where he is presiding over a case.

EDITOR LEADS SOUTH BEND'S POST OFFICE DRIVE.

F. A. Miller, editor of the South Bend, Ind. Tribune, is at the head of a citizens' movement to secure an additional appropriation for the post office facilities in South Bend. The drive was started by Mr. Miller and is now being supported by the whole city. The drive has been very successful, and the post office has been improved.

FIFTY YEARS IN BUSINESS.

In honor of his fiftieth year in the publishing business, Mr. E. J. Stillwell, of the Minneapolis Journal, was presented with a jeweled Knight Templar watch charm.
NEWS REPORTS ON SCIENCE MEETING PRAISED.

EDITOR OF SCIENTIFIC PAPER CONGRATULATES NEW YORK TIMES AND NEWSPAPERS GENERALLY FOR EXCELLENT HANDLING OF TECHNICAL NEWS STORIES.

News reports on scientific subjects are being handled in a creditable manner according to J. McKeen Cattell, editor of Science, who took occasion a few days ago to compliment the New York Times and newspapers generally on a story pertaining to a meeting which took place in Boston.

The editor wrote: "As editor of Science, the official journal of the American Association for the advancement of Science, I am co-operating with the permanent secretaries in the preparation of the number containing an account of the Boston meetings which we have thus had occasion to examine with care the reports in the New York Times for some twenty-five years I have been a member of the executive council of the association. This year, that body appointed a special press committee under Professor Allen and to the recently incorporated Science Service, represented by Mr. E. C. Leamer of Boston by Dr. Slosson and Dr. W. Watson Davis, and most of all to the editor of your newspaper for the press reports of the meetings have been the best ever published, fully equaling those of the meetings of the British Association in the English dailies. In this great service and for civilization, the New York Times has led, and I trust that you will permit an expression of appreciation for the work of your representative in Boston and for the skillful editing in your office, culminating in this admirable editorial article."

PUBLISHER TELLS BEST WAY TO MAKE MONEY WITH A NEWSPAPER.

"Vengeance is mine; I will repay, saith the Lord" is a good quotation for a newspaper man. A newspaper man, sitting at his desk, said William Allen White, publisher of the Emporia, Kan., Gazette, while speaking before the department of journalism at the College of Emporia: "Be scrupulously fair, considerate, kind and courteous to your enemies," continued Mr. White. "The more you hate a man the more courtesy you should show him. Avoid personalities. Discuss principles and not men."

Mr. White declared that the best way to make money with a newspaper is to practice the law of Jesus Christ.

CONNECTICUT EDITORS IN ANNUAL SESSION AT BRIDGEPORT.

Members of the Connecticut Editorial Association who attend the annual meeting of that organization tomorrow at the Stratfield Hotel, Bridgeport, will hear a most interesting and as well as instructive program. O. S. Freeman of the Waterbury News, president of the organization, had the assistance of George C. Waith of the Mirror, Everett G. Hill in arranging the meeting. Reports will be made by the various committees and officers elected and the business for the coming year transacted.

Mr. George C. Woodruff will give a resume of the national convention and educational trip through Glades and Yellowstone Parks taken by him with the National Editorial Association. Everett G. Hill will give a history of the organization.

The present officers in addition to Mr. Freeman are: Secretary-treasurer, L. D. Rowand, Derby Sentinel; vice-presidents, Hartford County; Robert Russell, Middlesex County; George H. Grout, New London County; William J. Pape, Hartford Republican; New London Times; George H. Grout, New London Daily; Middlesex County, George H. Grout; Assistant Secretary, Missouri: Frederick Canfield, Miss Shirley Putnam, Greenwich Press, Mr. Eddy, Danielson Transcript; Tolland County, Walter Stemm, U. S. College Publications, Storrs; Litchfield County, A. S. Worley, New Milford Times; historian, G. S. Hill, New Haven Register; auditor, John E. Hersam, New Canaan Advertiser.

AFFILIATED CONVENTION AT ROCHESTER SEPTEMBER 21.

The twentieth convention of the Advertising Affiliation, which includes the cities of Cleveland, Rochester, Toledo and Hamilton, Ohio will be held in Rochester, N. Y., Friday and Saturday, September 21 and 22 with the Rochester Advertising Club as host.

The date was determined upon at a recent meeting at Buffalo. There was an extended discussion of a theme for the convention. Sentiment seemed to favor building the convention around discussion of methods of "selling more at less cost." It was voted to admit clubs in small cities as associate members at a nominal fee.

HERBERT KAUFMAN EDITORIALS AGAIN IN HEARST NEWSPAPERS.

Herbert Kaufman, writer of inspirational editorials, who has completed five years work for the Government, is back in the Hearst family with the New York Journal-American. Mr. Kaufman will write editorials on which he is now engaged. He will write seven days a week. His articles are being syndicated by the King Features Syndicate.

NEW ADAMS FEATURE.

"Cracks At the Crowd," a daily human interest feature by Claude Calan, is being distributed by the George Mathew Adams Service. It is a satire on family life in the American home. Mr. Callan was formerly with the Kansas City Star and Fort Worth Star-Telegram.

NEW BOSTON ROTO.

The Boston Traveler has introduced a four-page Saturday rotogravure section. He was instrumental in conducting several contests, which proved very helpful and brought out fine specimens of workmanship among the boys.

MAIL NEWS AND Features

WORLD-WIDE NEWS SERVICE

T. J. BOSDAN

15 School Street Boston, Mass.

Introducing "Putnam Ohver"

by Charles Gordon Saxton

Formerly Cartoonist of N. Y. World

DAILY & SUNDAY COMICS

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

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

Fairchild News Service
MINNESOTA WANT MORE MONEY FOR ADVERTISING.

LEGISLATURE REQUESTED TO ENLARGE APPROPRIATION TO $50,000 TO EXPLOIT LAKES TO TOURISTS — BIGGEST YEAR PREDICTED — BUSINESS SHOWS GAIN.

To extend the advertising of Minnesota's lakes and care for the rapidly increasing number of tourists the legislature has been asked to appropriate $50,000 a year.

During the last two years, the state has expended $20,000 annually to carry on this work in behalf of the tourist industry, which now brings into the state more than $25,000,000 yearly, proponents of the measure point out.

With the spreading of knowledge about the attraction of the Minnesota lakes, demands upon the Ten Thousand Lakes and Lake Attractions board to act more vigorously have been doubled and even trebled, they assert.

"The coming year will be the biggest in the history of the tourist industry in Minnesota," R. R. Torlay, president of the association and a member of the state board, said a few days ago. "We must be prepared for the big increase in the number of visitors which we may expect. More literature, more postage, more help will be needed, as the visitors increase.

"During 1921 we used 15,000 map folders of Minnesota. So great was the number of requests for the Minnesota recreation maps last year that we found it necessary to print 35,000 copies of the map. Activities of the association practically have trebled in many respects.

"We need money to extend the advertising in Minnesota lakes into other sections which we have not reached in the past, particularly into certain parts of the South and the Southwest. The people down in these states have never seen the Minnesota lakes in large numbers when they learn of the attractions we have to offer."

COUNTRY-WIDE OBSERVANCE OF THRIFT WEEK.

Thrifty Week was marked in many cities of the United States with celebrations honoring Benjamin Franklin. The event had unusual significance to the members of the newspaper profession, inasmuch as it marked the 200th anniversary of the famous statesman's entrance into the printing business.

The New York City Chapter, Daughters of the American Revolution, conducted exercises at the Franklin statue in Park Row which were broadcasted by radio. The newspaper, advertising and printing profession were well represented at the ceremony, which were placed at the foot of the statue.

Among the representatives of the newspaper business that wreaths for the occasion were: National Editorial Association, Quill in ink-well; Associated Advertising Clubs of the World, "Truth" Emblem; American Association of Advertising Agencies, Internationals featured; Sphinx Club, National Union No. 6, "Big Six." Many more.

At Washington, United States senator-elect and a daily contributor to the Hearst newspapers, represented the city of New York at the exercises.

EDITORS' WIFE CIVIL SERVICE COMMISSION PRESIDENT.

Mrs. Charles Bennett Smith of Buffalo, whose husband is a former editor of the Buffalo Courier, has been elected president of the state civil service commission. Mrs. Smith was appointed a civil service commissioner by Governor Smith in 1919.

AMERICAN TYPE FOUNDERS COMPANY

There is Only One CUTLER-HAMMER SYSTEM


POLLARD - ALLING Manufacturing Company

AD WRITER WILL PRODUCE COPY FOR DAYTON COCA COLA COMPANY.

Sam M. Sloman, connected with the advertising business in Dayton, Ohio, for the last twenty years, has become advertising manager and assistant manager of sales for the Dayton Coca Cola Bottling Company. Sloman has handled the accounts of many of the largest concerns in the city. He has secured local firms as advertising and sales manager.

The Globe Should Be First on Your Boston List

The Boston Globe printed 12,807,632 lines of paid advertising during 1922, leading the second Boston paper by more than 1,100,000 lines. (No special pages or editions printed by Boston Globe.)

Write Advertising Manager, Boston Globe, for information about the Boston territory.

NEWS NOTES OF CIRCULATORS

Walter A. Lilley, formerly connected with the Wilmington Star and Journal, has gone to Bloomington, Ill., Bulletin in the circulation department.

The live wires of the Minneapolis Daily News carrier organization were accommodated at a dinner in the bank building a few nights ago. Over a hundred attended the event which was arranged for the boys that had made increases on their routes. The Livonia Club, men's lodge, which is based upon the record of the individual, was organized. The feasibility of holding monthly dinners and theater parties was considered.

The Pine Bluff, Ark., Graphic has a circulation campaign under way in charge of F. B. Long. The contract was signed by John C. Montgomery. Automobiles and amounts of cash are the awards.

ASHVILLE PUBLISHERS ARE INSISTENT IN WORKING AGREEMENT PARLEY.

Newspaper publishers in Asheville, N. C., stood together in refusing to sign an agreement with the International Typographical Union, according to the Post, and were victorious in securing a new agreement under the old scale.

"We are just beginning to reap the reward we may expect from the tourist industry. Money spent now advertising our lakes will come back many fold. We received $25,000,000 from tourists last year, according to the most conservative figures.

"That represents a lot of money, but it's only a fraction of what we may expect in time. At Cass Lake, for instance, stores and other business places did a business during the summer of 1921 of $100,000, and last year a business of $164,000. These figures were gathered by forest service men and represent actual business transacted."

"We need money to extend the advertising in Minnesota lakes into other sections which we have not reached in the past, particularly into certain parts of the South and the Southwest. The people down in these states have never seen the Minnesota lakes in large numbers when they learn of the attractions we have to offer."

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BURNHAM TALKS ON IMPROVING WORLD NEWS.

(Continued from Tenth Page)

so stimulated was not for Lord Burnham to the other correspondents, with plenty of supporters for all sides to the question, he said.

Rates are generally firm in England, although from time to time advertisers are heard to complain. Expansion of the plants of the important newspapers is steadily progressing, and in only a good market in England for equipment, Lord Burnham said. The Telegraph is installing a large new Hoe press and other equipment.

The Association of Foreign Press Correspondents has the privilege of the government of Great Britain to receive at the A.P. headquarters in New York, will give a luncheon at the Hotel Astor, at which Lord Burnham will deliver an address.

Frederick Roy Martin, general manager of the Associated Press, will be host on Monday at a dinner to anumber of newspapermen ... the directorsof the Associated Press who will hold their quarterly meeting at the A.P. headquarters on January 24.

The Pilgrims Society will entertain with a luncheon on Tuesday at the Bankers Club of New York for Lord Burnham.

The Telegraph is installing a large new Hoe press and other equipment.

Lord Burnham was described frequently as a man who has refused more of...
The Fourth Estate

SITUATIONS WANTED

News Executive
At Liberty
Newspaperman, 44, married, 15
years continuous metropolitan and
smaller city experience, seeks con-
nections as managing editor. Resigned
as editor in Ohio city of 40,000
onvale. Eleven years managing editor
of Ohio leading morning papers. Re-
puited as good executive, judge
of news values and trustworthy.
No bad habits. Come for pers-
sonal interview. Address Box
Estate.

General Manager
Available
with constructive Daily and Sun-
day—morning and evening new-
spaper building experience on both
small city and metropolitan dailies.
A successful executive, aggrega-
tive, good organizer and result
producer in advertising and circu-
lization and thoroughly familiar with
business detail and all functions of
newspaper making and manage-
ment.
Credenials prove ability to
handle any proposition—non-
size city preferred.
Address Box 5291, care The
Estate.

Barham, M.D., Hit
Stride Quickly
AS PUBLISHER.

Reporter
Experienced young newspaper
man wants position as adver-
seportorial staff of a democratic
paper in a progressive center.
Could accept in a week or tendays.
Address Box 6279, The
Estate.

SITUATIONS WANTED

Metropolitan Newspaper Man
Seeks Executive Connection

Newspaper Business Executive seeks
connection in New York City, but would
consider opening in other fields.
Wide experience of over twenty
years in all departments, including one
of the largest metropolitan dailies.
Best of references. Inquiries confiden-
tial. Immediately available.
Address Box 5291, care The
Estate.

Advertising Manager
and solicitor experienced in local
field desires new connection on
out-of-town daily. Finest refer-
cenees. Address Box 6088, care
The Fourth Estate.

Live desk men seeks a job in the
East. Eighteen years' newspaper
daily experience. Now in charge
of local advertising on The
Herald. Good head writer,
married and dependable. What
are you to offer? Ready to leave on short
notice. Address Box 6090, care The
Estate.

Circulation Man
with 20 years experience in all
branches of work is open for im-
mediate engagement. Address Mr.
Schuler, 614 Hali St., Charleston,
W. Va.

Reporter
24, four years experience; now
working in New York wants job
out of town. Will consider other
lines of work in New York and
out of town. Address Box 6081, care
The Fourth Estate.

G. W. Preston, Adver-
sion Manager of Demo-
nstrated Ability
Seeks Connection.

Advertising Manager
and solicitor experienced in local
field desires new connection on
out-of-town daily. Finest refer-
ceees. Address Box 6088, care
The Fourth Estate.

My School of Experience—
The Detroit Journal (Evening), 9
years as Salesman, Asst. Adver-
sion Manager and Manager of Adver-
sing.
The Dubuque News Tribune (Morn-
ing and Sunday), 7 years, Manager of
Advertising Department.
The Omaha Bee (Morning,
Evening and Sunday), Manager of Ad-
vertising and Merchandising De-
partments.
The Cincinnati Enquirer (Morning,
Evening and Sunday), 4½ years, Manager of
Advertising specifically handling local
display with the particular purpose
of building up volume of advertising
published daily.

A diplomatic executive with ability
to successfully handle local and
foreign accounts, to originate and
execute ideas which result in increased
earnings. Particularly capable in the
administration of assistants and in keeping
them keyed to maximum of efficiency.

References if desired.

Publisher or Business Man in
need of the services of a man such as
I describe myself to be, please
write G. W. Preston, 611 ELBER-
ON AVE., P. H., Cincinnati, Ohio.

The Cincinnati Enquirer (Morning and
Sunday), Manager of Advertising
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and Merchandising Department.
The Cincinnati Enquirer (Morning,
Evening and Sunday), 4½ years, Manager of
Advertising specifically handling local
display with the particular purpose
of building up volume of advertising
published daily.

A diplomatic executive with ability
to successfully handle local and
foreign accounts, to originate and
execute ideas which result in increased
earnings. Particularly capable in the
administration of assistants and in keeping
them keyed to maximum of efficiency.

References if desired.

Publisher or Business Man in
need of the services of a man such as
I describe myself to be, please
write G. W. Preston, 611 ELBER-
ON AVE., P. H., Cincinnati, Ohio.

The Cincinnati Enquirer (Morning and
Sunday), Manager of Advertising
and Merchandising.
The Detroit Journal (Evening), 9
years as Salesman, Asst. Advertising
Manager and Manager of Advertising.
The Dubuque News Tribune (Morn-
ing and Sunday), 7 years, Manager of
Advertising Department.
The Omaha Bee (Morning, Evening
and Sunday), Manager of Advertising
and Merchandising Department.
The Cincinnati Enquirer (Morning,
Evening and Sunday), 4½ years, Manager of
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I describe myself to be, please
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ON AVE., P. H., Cincinnati, Ohio.
GOVERNOR SEES MEMBERS OF THE PRESS INFORMALLY.

In the course of yesterday, Governor Alfred E. Smith, who is again occupying the executive suite of offices of the State Capitol at Albany, as the newspapermen have discovered. During the last two years the interviews held twice daily with Governor Miller had been formal affairs. On the dot of eleven and four o'clock the door leading to his private office would open and the military secretary would announce:—

"Governor." Realizing the punctuality of the former Governor, the newspaper men were in the "big room" on time that day after the Smith inauguration. An impatient wait of a half-hour occurred. Then a messenger was despatched to the governor. The door leading to the private office opened. The governor, with the derby hat tilted at an A. I. Smithesque angle stood in the doorway.

"Come in," he said, with a wave of his hand, and the messenger went into the private offices, where few had been during the last two years.

"See here," he scolded, "I want to tell you fellows when eleven o'clock comes just break in, and if anybody is here they've got to go." Governor," spoke up a reporter.

"Goss," he said.

"Goss Press Printing Co.

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 equipments were 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.


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

CONNER - FENDLER & CO. 98 Beekman Street, New York City

FOR SALE:—12 page Hoe "Unique" Web Newspaper Press, print 7-column papers of 4, 6, 8, 10 or 12 pages, with stereotyping equipment. Fine press at a low price. Could be changed to papers 8-column wide, 18% ems. Baker Sales Company, 800 Fifth Avenue, New York City.

FOR SALE:—Hoe 16 page Four-Deck Two-Plate Wide Press with Color Cylinder. Page length, 21% inches. Now printing the Kansas City, Mo., Post.

FOR SALE:—Hoe 16 page Press—Two plate, 24 x 24 inches. Formerly printed the Boston, Mass., Journal.

FOR SALE:—18 page Press. Page length 22% inches. Now printing the Woonsocket, Rhode Island, Evening Call.


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


ADVERTISEMENTS SHOULD BE SEEN AND READ TO BE WORTHWHILE.

"An advertisement that doesn't get itself seen and read might as well not have been written," said Robert W. Jones, assistant professor of journalism, University of Washington, speaking to the Seattle Advertising Club recently.

"The advertisement," Mr. Jones said, "should talk plain English for Tom, Dick and Harry, and should avoid the unfamiliar words that would be intelligible only to Thomas, Richard and Henry."
The only journal outside of the United States published in the interest of newspaper men.

THE 40 Pages Weekly NEWSPAPER WORLD
(Established 1898)
Annual U.S. Postal Subscription $5
Specimen Copy Sent Free
Address: 14 CROSS STREET
FINSBURY, LONDON, ENGLAND

HUMBER RIVER PAPER MILLS
PROJECT IS WELCOMED BY HARMSWORTH GROUP.

Editor, The Fourth Estate.
Sir: In an article in your issue of December 9, dealing with the new paper mill project on the Humber River, Newfoundland, the statement was made that: "This project failed by reason of the organized opposition of the owners of the new mills, and further the opposition of the Harmsworth interests." And further the article states: "The Harmsworth opposition was induced to withdraw.

I would like to point out that the statement regarding the opposition of the "Harmsworth interests" is quite incorrect. Neither Lord Rothschild (the president), nor any of those associated with this company had any hand in the funds for this new enterprise on the Humber River, but on the contrary, the directors of the company have come to the conclusion that they welcomed the establishment of another paper making enterprise in Newfoundland.

As the statement in your issue of December 9 might create an entirely wrong impression as to the attitude of this company to the new project on the Humber River, I shall be glad if you will kindly publish this correction.

ANGLO-NEWFOUNDLAND DEVELOPMENT CO., LTD.
R. A. SUREHAM, Director.

BOXING BOUT JUDGE ALLEGES
NEW BEDFORD DAILIES LIBELED HIS WORK.

Cyril Fenney, Fall River newspaper man, son of Chief of Police Martin Fenney, who was a judge in recent boxing bouts, is suing the Mercury Publishing Company and the E. Anthony & Sons, publishers of the New Bedford Standard and Mercury, respectively.

He asks $20,000, claiming that both papers published articles following a boxing bout in Fall River at which Fenney was judge.

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.

MICHIGAN PUBLISHER STARTS NEWS SERVICE FOR SUBURBAN PAPERS.

James Fort Forsyth, publisher of the Forsyth Publications, with offices and headquarters at North Muskegon, has taken the preliminary steps for the organization of a national "special-service" news bureau.

Organization, now under way, includes special agents for a correspondent in every city of the United States with a possible extension to other parts of the world in the course of a year's time. Mr. Forsyth states that the organization will serve the weekly country and suburban papers of the United States, in the main, but that it's services are available to all publishers.

Advertisements have been placed in various authors' and writers' trade journals appealing to the free-lance and offering one reader in each town an appointment as correspondent.

The name of the new organization is the James Fort Forsyth Publishers' News Service. Feature writers are maintained at the headquarters office, and feature stories, specially prepared, gathered from the various corners of the earth, are available at all times.

Upon the completion of organization activities an advertisement in newspapers and trade journals will more effectively describe the services incorporated.

LEGISLATORS OF TWO STATES TO CURB NEWS FAKE.

Two Western states have taken steps to curb the news fakes that make giving false information to newspapers a crime. Colorado and Minnesota legislators are considering measures.

NEW REPRESENTATION.

Japan Advertiser, Trans-Pacific Magazine and the Jiji Shimpo newspapers, all of Tokyo, to F. R. Jones (Middle West), with headquarters at Chicago.

SANTA MARIA, Cal., Times to Stevens & Baumann.

The Tribune
In Terre Haute, Ind.

LEADS THE SECOND Paper for 1922 As Follows:

Total Advertising: 63,500 Lines
Local Advertising: 56,537
Foreign Advertisements: 25,900
Classified: 8,098

This is the largest lead in Total Advertising the Tribune has ever held over its second paper.

Representatives:
G. LOGAN PAYNE CO.
Chicago, D. N. A., Los Angeles PAYNE, BURNS & SMITH, Inc.
New York, Boston
The News merchandising department has accurate data on every successful selling campaign in this territory in the past 5 years. Ask for it.

The Indianapolis NEWS

Frank Carroll, Advertising Manager
New York: Dan A. Carroll, 180 Nassau St.
Chicago: E. Lute, The Tower Building

BROOKLYN PUBLISHER AND BRIDE TO PASS HONEYMOON IN EUROPE.

Herbert Foster Gunnison, publisher and vice-president of the Brooklyn Daily Eagle Company, and Miss Mabel Ann, the daughter of S. Baldwin of Highmont, N. Y., will be married tomorrow morning in Holy Trinity Church, Brooklyn. Raymond M. Gunnison, secretary of the publication, will serve as his father’s best man.

Mr. Gunnison and his bride will sail at 11 o’clock this morning on the Volendam for a sojourn in France and Italy. They will be gone until the middle of March.

Mr. Gunnison has been associated with the Daily Eagle twenty-nine years, and is an officer and director of various large corporations. He was one of the founders and for several years treasurer and secretary of the American Newspaper Publishers Association and vice-president of the New York City Publishers Association.

NEWSPAPER MAN’S DAUGHTER WINS SCHOLARSHIP.

Miss Susan Steell, only daughter of the Willis Steell, of the editorial staff of the New York Herald, has been selected by Mme. Marie Jeritza, the Metropolitan Opera soprano, as the most talented American student singer, after hearing more than one hundred voices, and will send her to Paris with a special scholarship to complete her training.

Miss Steell has a soprano voice. Mme. Jeritza will send her to Paris to study under Mme. Blanche Marconi, the mother of Baron Popper, who is Mme. Jeritza’s husband.

What Do You Want To Know About

The QUEEN OF CITY NEW JERSEY?

Our Merchandising Department will only be too glad to assist you.

The Boston American

January 20, 1923

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

PITTSBURG LEADER

Readers of this Paper are the Big Wage Earners

National Representatives:
STORY, BROOKS & FINLEY
Philly, Chicago, San Francisco & Los Angeles

will be completely installed and demonstrations will take place. Mr. Belin and his assistants are to remain in the United States about three weeks.

ERVIN WARDMAN PASSES AWAY SUDDENLY.

The Boston American

Is showing two gratifying results of its three-cent price:
It has the Largest Circulation in New England at that price.
It is taking on a Higher Grade of Advertising every month.

QUALITY AND QUANTITY Go Hand in Hand.

BOSTON AMERICAN
**New Jersey's Famous Manufacturing City**

The Cincinnati Community

Contains an area of 70 square miles with a population of 600,000

**CINCINNATI ENQUIRER**

is the MEDIUM YOU SHOULD USE in this UNPARALLELED MARKET.

Foreign Representative

40 East 42nd St., New York

544 Port Dearborn Building, Chicago

Home City of Ideal Homes and Labor Conditions.

**DETROIT TIMES**

YORK POPULATION 60,000

You'll like to live in York, city of ideal homes and labor conditions.

**YORK'S ONLY EVENING PAPER**

**Student Papers** has given us the greatest knowledge of the vast student buying power to be found anywhere.

If you want College or High School trade we can get it for you.

Terms of five high salesmen of the previous month and these are supplied to the winning salesmen for their business correspondence.

Mr. Bartlett said that his salesmen could not get along without these letter heads.

**NEWS OF THE AD AGENCIES.**

Henry D. Salzer, president of Vanderboof & Company, Chicago, was elected a director of the Century Trust and Savings Bank at its January meeting.

J. A. Leighton, for six years Southern representative of the Literary Digest, has joined the staff of the Richard A. Foley Advertising Agency of Philadelphia.

The Ivan B. Northrop Company, New York, has become the Continental Advertising Company. The officers and personnel of the organization continue unchanged.

Carl Reimer, recently with Hoyt's Service, New York, has joined the New York staff of Grandin-Dorrance-Sullivan, Inc. He was formerly general sales manager of the Stewart Phonograph Corporation, New York and Toronto.

Edward I. Wade, formerly with the advertising departments of Armour & Co., and the International Harvester Company, Chicago, has joined the copy staff of the Chicago office of Albert Frank & Co.

Alfred J. Hart, formerly identified with large manufacturing and distributing projects in New York, and more recently with the San Francisco Journal, in charge of promotion and national advertising, has joined forces with the advertising agency of Farquhar & Seid, as vice-president and a director.

The Edtemarch Advertising Agency of Denver, has opened a San Francisco office in the New Call Building.

The Brock-Harrison Company, San Francisco, has moved to new offices at 924 Hearst Building.

H. C. Glidden has joined the Kling-Gibbon Company, Chicago, as assistant to Mr. Glidden.

Carl Reimer, recently with Hoyt's Service, New York, has joined the New York staff of Grandin-Dorrance-Sullivan, Inc. He was formerly general sales manager of the Stewart Phonograph Corporation, New York and Toronto.

Thaddeus S. Dayton, for five years publicity manager of the Guaranty Trust Company of New York, and for nearly a year, New York representative of the Philadelphia Public Ledger's business section, has joined the organization of Edwin Bird Wilson, Inc., New York.

Norman J. Taylor has joined Broome, Smith & French, Detroit. Mr. Taylor was formerly sales manager of William N. Albee Company of the same city.

Goldman-Carrigan, New York, have appointed Roy B. Wooley, vice-president. Mr. Wooley was with Grandin-Dorrance-Sullivan, New York, before that he had been with Thomas F. Logan.

Francis Brooke Farley, formerly copy chief of the Pattern-Address, and more recently with George Baten Company; John S. Barlow, seven years with the Remington Arms Co., and Arthur Witt Ransdell, who has been with the Burroughs Adding Machine Company, have been added to the production staff of Frank Seaman, Inc., New York.

Sidney C. Haskell, formerly with Doremus and Company in Chicago, has joined the Chicago office of Albert Frank & Company.

**NEW TRENTON AGENCY.**

Jackson Evans Moore, recently associated with the advertising and sales management of the Nasciuk Service Chain Company, Trenton, N. J., has established an advertising business in that city.

**BOSTON POST**

1922 Circulation Averages

Daily 396,902

Sunday 401,643

**KELLY-SMITH COMPANY**

Special Representative

Marbridge Building, NEW YORK

Lyman Building, CHICAGO

In ALLENTOWN they say:

"PUT IT IN THE CALL"

THEY KNOW THEIR OWN CITY

FOLLOW THEIR ADVICE

National Representative:

STORY, BROOKS & FINLEY

New York, Philadelphia, Chicago

NORTHERN NEW YORK EDITORS IN SESSION AT WATERTOWN

—DON SEITZ A SPEAKER.

The Northern New York Press Association opened its tenth annual meeting last night with a dinner in the Woodruff House, Watertown.

Don C. Seitz, publisher of the New York World, is the principal speaker on the program, which will close this afternoon.

The visiting editors were entertained last evening with addresses, and today The International Corporation exhibited a four reel showing how the machines are made. The greater part of the dinner today is to be given over to round table discussions of business problems.

The speakers besides Mr. Seitz were: P. A. Blossom, president of the New York State Press Association; Ross W. Kellogg, director of the New York State School of Printing at Ithaca, and M. V. Atwood, publisher of the Grotton Journal and Courrier, and head of the extension service at Cornell University.

**CHICAGO AD COUNCIL HEARS SLICING MACHINE SALES MANAGER TALK.**

O. W. Bartlett, general sales manager of the American Slicing Machine Co., Chicago, recently spoke to members of the Chicago Advertising Council on some successful contests which his organization has instituted among its salesmen to stimulate their efforts during the slack period the latter part of November and December.

Each month the organization prints a special letter head bearing the picture of their patronage is worth having.

Their patronage is worth having.

Philadelphia's Jewish Population 250,000.

Their Patronage is Worth Having.

**THE JEWISH WORLD**

233 South Fifth Street

PHILADELPHIA

It is the Only Jewish Daily

Printed in Philadelphia.
The Fourth Estate

January 20, 1923

It Pays to Advertise in the ST. LOUIS TIMES

Now Generally Recognized as the HOME NEWSPAPER OF ST. LOUIS

Foreign Advertising Representatives
G. LOGAN PAYNE CO. Chicago, Low, Los Angeles
PAYNE, BURNS & SMITH New York, Boston

The RICHMOND, Va., TIMES-DISPATCH is delivered to 12,000 of the city's finest homes.

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

VANDERHOOK, Chicago—Placing advertising of Kennedy Mfg. Co. (Kennedy kits), Van Wert, O.

WARFIELD, Federal, Omaha—Sending orders for daily papers for Skinner Mfg. Co. (macaroni, etc.), Omaha.

WALES, 141 W. 36th, N. Y.—Sending orders for South Eastern and Western cities for Anderson Motor Co., Rock Hill, S. C.

WEEL-OLENDEKOF, Chicago—Sending orders for Charles Co., Chicago.

AMAZING WHAT WOMEN HAVE DONE FOR ADVERTISING FOWLER TELLS AD CLUB.

George S. Fowler, advertising director of Colgate & Co., who spoke Tuesday at the dinner of the League of Advertising Women of New York, at the Advertising Club in East Twenty-Fifth street, declared that American women spend between $75,000,000 and $125,000,000, or approximately $2 each, on cosmetics annually.

It was amazing, Mr. Fowler said, what women have done for advertising since they entered the field. Eighty-five per cent of the products sold through the United States were sold directly to and through women. Women in the advertising profession were therefore especially interested in the different knowledge along the line of how to appeal to these particular interests.

Other speakers were Jesse H. Neal, executive secretary of Business Papers, Inc. and secretary and treasurer of the Associated Advertising Clubs of America; Henry Tipper, publisher of the Class Journal, and Miss Eleanor Hayden, advertising manager of Hampton Shops.

The Detroit 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
VERREE & CONKLIN
New York, Detroit, Chicago, San Francisco
A. J. POWERS LEARNED THERE WAS MONEY IN IT FROM BUDDY DURING SPANISH-AMERICAN WAR — $5,000 CAPITAL FOUNDATION OF GREAT INSTITUTION.

The man who made twenty-four hour photo-engraving service for newspapers famous and built up the largest business of its kind in the world began his business career while attending high school, Lee M. Pasquin of the New York Globe revealed in his Making The Grade column a few days ago. In an intimate study of A. J. Powers, head of the famous photo-engraving house, Pasquin related how Powers accidently, so to speak, entered the business which is so closely allied with newspapers work.

Mr. Powers began hustling for photo-engraving business soon after the Spanish-American war. It was while he was in Florida in the army that he made the acquaintance of James Chankalian. This was the beginning of the business which has now grown to large proportions.

Pasquin in telling of the partnership formation wrote:

A few weeks prior to their discharge from federal service Powers turned to his friend and asked: "What do you do in New York, Jeez?"

"I'm a photo- engraver," replied his buddy.

"Is it a good business?" pursued the Cleveland News and the News-Leader (SUNDAY)

I. Nichol.

National Advertising Representative
THE GEORGE A. McDEVITT CO.
80 Fifth Avenue, NEW YORK

People's Gas Building, CHICAGO

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THE GEORGE A. McDEVITT CO.
ERVIN WARDMAN PASSES AWAY SUDDENLY.

(Continued from Twenty-sixth Page)

Also Lester L. Jones, representative, and L. B. Palmer, secretary, Newspaper Publishers Association; Stephen Farrelly, American Newspaper Company; Professor Roscoe C. E. Brown, Journalist School of the University of Chicago; Leon Rouse, president, and Theodore F. Douglas, Typographical Union No. 6, and David Simon, president, Pressmen's Union No. 25.

NEWSPAPERS COMMENT ON DEATH OF EDITOR.

Following are a few excerpts from New York newspapers on the death of Ervin Wardman:

The New York Herald, in an editorial, said in part:

"Ervin Wardman was an all-round master of his profession, but it was not often conspicuously before the public, and he was content to sink his personality in that of the papers which he served. But those brought into touch with him found in him a man of singular strength of character."

"For many years an editor, he latterly had given much of his attention to the publishing end of the business. In the contacts which this brought him he displayed qualities at which he commanded both respect and admiration."

"Like many another anonymous worker in journalism, his name was not often conspicuously before the public, and he was content to sink his personality in that of the papers which he served."

The New York World said:

"For many years an editor, he latterly had given much of his attention to the publishing end of the business. In the contacts which this brought him he displayed qualities at which he commanded both respect and admiration."

"William La Forest Rogers, father of William F. Rogers, advertising manager of the Boston Transcript and chairman of the advertising bureau of the American Newspaper Company, died at Braintree, Mass. Mr. Rogers spent most of his life in lumbering, and he was born in Brownville, February 25, 1846. For ten years he was division superintendent of the American Newspaper Company in the Moosehead section. He was a successful business man, and was respected for his integrity and in which he manifested many engaging qualities of mind and character."

WILLIS EVANS, for years associated in newspaper work with the Pendell publications in Peoria, Ill., and until recently secretary of the Peoria Association of Commerce died January 13. He was born in Russia, coming to New York fifty-two years ago.

RICHARD HINES, JR., 66 years old, formerly city editor of the Mobile Register, and later managing editor of the Mobile Register, and later managing editor of the Mobile, Ala., Item, died at Mobile recently. He was formerly a resident of Memphis, Tenn., and a generation ago was a well-known newspaper correspondent and sports writer.

WOMAN PUBLISHER'S BODY FROZEN IN SNOWDRIFT.

The body of Miss Frances Mathews, sixty-eight years old, former publisher of the Havana, N. Y., Journal, was found frozen in a snowdrift, a short distance from her home at Interlaken.

JOSEPH RALBE, 71 years old, well-known contributor to the American Hebrew, a weekly publication, and the New York Jewish Daily News, writing essays on the translation of the Hebrew Scriptures and other periodicals, died at his home in New York on January 13. He was born in Russia, coming to New York fifty-two years ago.

AGNES DAVIS, daughter of John A. Davis, publisher of the Albany, Ga., Herald, died on January 4 from the effects of influenza. She was sixtynine years old.

Other Obituary Notes.

NESTOR MONTOYA, for fifteen years president of the New Mexico State Press Association, and representative in congress from that state, died Sunday in Washington, while preparing to go to the house office building. His death, caused by apoplexy, came as a shock to his friends.
January 20, 1923

THE OUTCOME
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-WARREN
"The National Jewish Daily."

Member A.B.C.
Main Publication Office: 154 East Broadway NEW YORK

DALLASEVENING JOURNAL Published by A. H. Belo & Co. Covers the afternoon field as completely as does the Dallas News in the morning. LARGEST AFTERNOON Circulation D. LORENZ, Manager Eastern Dept
724 Tribune Building NEW YORK

BOSTON LINEAGE EVIDENCES N.E. PROSPERITY. EVERY PAPER SCORED GAIN IN ADVERTISING VOLUME IN 1922 — NEW ACCOUNTS IN GREAT NUMBER READY FOR 1923, BOSTON POST EXECUTIVE DECLARES.

"A short time ago it was said that 'good times are just around the corner.' They have arrived in Boston and the business outlook in 1923 shows promise of a prosperous year," said A. H. Marchant, publicity director of the Boston Post. "Not because I say so, but because all the facts and figures point that way.

STORES HAVE BANNER YEAR. "In Boston all records for new building construction were broken in 1922 and the boom will continue to even a greater degree in 1923. The big department and women's specialty stores just closed their banner year and Boston shows a larger per cent of increase in this class of business than any other large city in the country. This is a very accurate indication of the upward swing in trade. Savings deposits in Massachusetts banks also show a marked increase, which is a sure barometer of returning prosperity."

NEWSPAPERS SHOW GAINS. "Every newspaper in Boston showed gains in advertising for 1922. The largest growth was a result of the "wets" by the prohibition officers."

WINSTON-SALEM SENTINEL ADVERTISING CO. ST. LOUIS CHICAGO An organization of merchandising men basically specialized in the solution of advertising problems.

WINSTON-SALEM SENTINEL REPRESENTATIVES FROST, LANDIS & KOHN New York Chicago Atlanta

H. W. KASTOR & SONS ADVERTISING CO. ST. LOUIS CHICAGO An organization of merchandising men basically specialized in the solution of advertising problems.

THE JOURNAL REPRESENTATIVES VEREE & CONKLIN PUBLISHERS' REPRESENTATIVES NEW YORK, Chicago, St. Louis 364 Fifth Ave. 500 Market St.

S. C. THEISS COMPANY SPECIAL REPRESENTATIVES NEW YORK, Chicago, St. Louis, Atlanta 587 Marquette Bldg. 681 Market St. 10 E. Washington St.

WE SPECIALIZE IN REPRESENTING GROUPED DAILIES THE JOHN BUDD CO. REPRESENTING NEWSPAPERS OF THE EAST New York Chicago Atlanta 10 E. 57th St. Tribune Building New York

TOPEKA CAPITOL
Kansas is a rich, responsive field — it is best covered by The TOPEKA CAPITOL, the only Kansas Daily with a general Kansas circulation. It dominates its field in circulation, all classes of advertising, news, prestige and reader confidence. Furnishes market data — does survey work — gives real co-operation.

THE UNIVERSAL SERVICES, through one of its staff men, Earl J. Shaub, obtained a number of human interest stories at the Highlands where he observed the ships at anchor from a platform near the shore. This gave Shaub the chance to put together a series of stories on the "mosquito fleet" for the run from the mainland. The service also covered another visit to the run by marine glasses. They recorded what they saw through the glasses and it was labeled "propaganda." The service also covered the stories of the visit to the rum running fleet by sending one of its personnel aboard the rum running fleet.

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