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>Agate Lines (1922)</th>
<th>Agate Lines (1921)</th>
<th>Gain (1922 over 1921)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Daily News</td>
<td>13,779,579</td>
<td>13,779,579</td>
<td>0</td>
</tr>
<tr>
<td>The Daily Tribune</td>
<td>10,528,983</td>
<td>10,528,983</td>
<td>0</td>
</tr>
<tr>
<td>The American</td>
<td>8,065,866</td>
<td></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</th>
<th>1921</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>2,260,533</td>
<td>2,133,531</td>
<td>53,472</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</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 (1922)</th>
<th>Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Daily News</td>
<td>909,920</td>
<td>909,920</td>
</tr>
<tr>
<td>The Daily Tribune</td>
<td>871,062</td>
<td>871,062</td>
</tr>
<tr>
<td>The Daily Herald-Examiner</td>
<td>148,344</td>
<td>148,344</td>
</tr>
<tr>
<td>The Journal</td>
<td>2,145,408</td>
<td>2,214,735</td>
</tr>
</tbody>
</table>

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 newspapering, 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.

Lord Burnham has a sort of compact longevity—to coin a word—that should be good enough for use on men of his type. He is by no means the hyper-august person that one might imagine 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 typical of the coming generation of forty-five. The fact that he retains all the energy as a British so long after he has "arrived" speaks volumes of determination. In short, he seems to typify what a newspaper would be, however, that uses the reason almost as a guide, but seldom asks why.

Coming to the United States almost immediately after playing an important part at the fourth session of the International Labor Organization at Geneva, Lord Burnham brings his "world insight" at its keystone. He is to observe and absorb, he said, pressing delight that his affairs are so arranged that he would have to do so.

"I haven't any mission," he niled. "I expect just to visit and look around.

The next or ten days Lord Burnham is to spend in America has become a crowd, busy interval in a jumble of many American newsgathering scenes which he frequently calls to his far corners of the earth. Some years ago, it seems, he promised the Imperial Association at Jamaica that he would address them, and now he is on a journey of more than a month to keep his word.

"Stupendous" was the word he applied to the growth of American journalism since his last visit to the United States thirty years ago. Although he was the leading figure and the inspiration of the Imperial Press Congress in Canada in 1926, at which he formed many lasting friendships with scores of publishers from the United States, he did not step across the border.

Intelligent and conscientious presentation of the news of nations, as a subject which is swiftly rising to a plane of first importance in the minds of far-seeing journalists and statesmen, has long been a chief interest of Lord Burnham. The far as British newspapers are at whole are concerned, I admit the im- peachment," he declared during a discussion with friends here, "the Americans of the manner in which (Continued on Twenty-sixth Page)

INTER - DOMINION RADIO LINK FOR BRITAIN URGED.

ATTITUDE OF BRITISH POST OFFICE AN OBSTACLE TO PROPOSAL OF THE EMPIRE PRESS UNION—UNWILLING TO GIVE PRIVATE ENTERPRISE A UTILITY SO VALUABLE.

For reasons which it is hoped may eventually be overcome, the British general post office has blocked the proposal of the Empire Press Union for affiliation of newspapers throughout the British dominions through the establishment of a link to broadcast by radio of all British territory. Journalists of the empire are to continue to express the proposal, according to N. E. Turner, secretary of the Empire Press Union, who is now traveling in this country with Viscount Burnham, proprietor of the London Daily Telegraph, and president of the Press Union.

While the British government is at present opposed to the proposal, it possible, was the idea broached, to practice on a basis different from that herefoe. Journalists of the British dominions have long been an obstruction to the establishment of a national post office, which has in America—the morning newspaper and have waived adverse the American, public opinion, and quality circulation, he said.

One of two large agencies recognizes this fact, their clients have already induced them to divide their copy with morning and evening papers in many communities of the Middle West.

ATLANTA GEORGIAN HAS NEW GENERAL MANAGER.

A. B. Chivers, formerly for five years business manager of the New York Globe, has been appointed general manager of the Atlanta Georgian, of which T. B. Goodwin is publisher.

Mr. Chivers at one time associated with Mr. Goodwin, who represent a group of South American newspapers in this country.

About two and a half years ago, before joining the Kopper organization, Mr. Chivers returned from four months' tour of South America, where he witnessed most of the principal cities and their newspapers in the southern continent.
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.
SELL YOUR PRODUCTS TO THE HOMES OF 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 reaches the entire territory and will put your story into their homes.

COVER YOUNGSTOWN WITH THE VINDICATOR

Daily and Sunday

Youngstown, Ohio.

PUBLICITY REPRESENTATIVES GIVE INITIAL LUNCHEON.

The New York Theatrical Press Representatives held their first lunch 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 Bearskin Club was introduced and Mr. Thomas cut the bear-skin pudding. Mr. Wells remarked it was the first time it had been made a ceremony in this country. Mr. Thomas' address was reminiscent of the days when he was 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.

THREE YEAR OLD PUBLISHES NEWSPAPER IN DAKOTA.

Grafton, N. D., has a third newspaper, known as the Herald, edited by Donald Thomas, ten years old. The first edition, printed with hand Press, contained eight pages and shows talent both in art and composition. Donald does all the reporting and mechanical work himself and his holiday edition, with a picture of Santa Claus on the front page, contained advertisements from nearly every firm in town.

COLORADO EDITORS OPEN TWO-DAY MEETING.

MANY INTERESTING TOPICS LURE MEMBERS TO DENVER TO TAKE PART IN PROGRAM — PRIZES WILL BE WARDED IN FRONT PAGE CONTEST — ELECTION OF OFFICERS.

With a program seldom equaled in the history of the association gatherings, the fourteenth meeting of the Colorado Editorial Association opened yesterday at the Abbey Hotel, Denver, for a two-day session.

Postal regulations were one of the subjects on the first day, and a discussion was held for the opening session. What publishers should print, what to mark as advertisements, other postal regulations, and especially what can be done to change the present system of the post office department of greeting cards and all other matter, including daily printed matter of way of weekly newspapers, were discussed.

Harry W. Porte of the Porte Publishing Company, Salt Lake City, spoke on the advantages of state and district editorial associations. The report of a committee was followed by a general discussion of the present postal law.

Supplementing the business sessions the editors were guests of the City of Denver at dinner in the rooms of the association in the commercial building. Four editors from different sections of the state as well as Governor Sweatt, Governor Sweet and Mayor Bailey spoke.

At today's session the question of a field secretary will come up for final decision, followed by a general discussion led by Ole Buck, secretary of the Nebraska Press Association.

The editors will be guests of luncheon at the Mountain States Telephone and Telegraph Company. At the afternoon meeting announcement of the front page cash contest awards, handed out by The Western Newspaper Union, will be made.

Round table discussion of topics proposed by members present will take up the greater part of the afternoon. Editors are invited to participate and submit their newspaper problems.

Officers for the coming year will be elected. The present officers are: President, Edwin A. Bennia, Littleton Independent; vice-president, A. W. Barnes, Loveland Reporter; secretary-treasurer, George T. Haubrich, Greeley News.

BILLS WOULD CUT RATES FOR SESSION LAWS PRINTING.

Senator Caleb H. Baumes of Newburgh, N. Y., has introduced a bill, which would cut rates charged for printing. Senators in the state were charged for publication of session laws, summonses and legal orders and notices and bills rates are paid on the printing of the newspaper in which they are printed. The bill was referred to the judiciary committee.

No. 1508

THE FOURTH ESTATE, which is published every Saturday at 305 West 59th St., New York City, is established and entered as a second-class matter March 9, 1896, under the statute of March 3, 1879. The yearly Subscription Price is Four Dollars, and Single Copies Ten Cents. ERNEST F. BIRMINGHAM, Publisher.
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:

<table>
<thead>
<tr>
<th>Separate Advertisements in 1922</th>
<th>The World's Lead</th>
</tr>
</thead>
<tbody>
<tr>
<td>The World</td>
<td>1,712,181</td>
</tr>
<tr>
<td>The Times</td>
<td>1,115,888</td>
</tr>
<tr>
<td>The Herald</td>
<td>431,008</td>
</tr>
<tr>
<td>The American</td>
<td>281,570</td>
</tr>
<tr>
<td>The Tribune</td>
<td>133,308</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>9,720.75</td>
<td>7,797.25</td>
<td>1,923.50</td>
</tr>
<tr>
<td>The Times</td>
<td>8,410.75</td>
<td>6,587.25</td>
<td>1,823.50</td>
</tr>
<tr>
<td>The American</td>
<td>3,058.75</td>
<td>1,768.25</td>
<td>1,290.50</td>
</tr>
<tr>
<td>The Herald</td>
<td>248.25</td>
<td>9,975</td>
<td>10,223.25</td>
</tr>
<tr>
<td>The Tribune</td>
<td>421.25</td>
<td>1,578,873</td>
<td>1,580,294</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 world" has been one that is fairly well substantiated 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 newspaper to its present position was obtainable.

As he counts out thirteen years with the Vindicator, Mr. Robinson is recovering from an ordeal of personal trial by which he has established himself among the richest men in the world. It is not the sort of wealth that most men distinctions Mr. Robinson and reveals the spirit that has made the Vindicator forward; of that wealth he has just a bit more than a modicum, but the human courage and simple faith the man is opulent beyond ordinary human appreciation. Moreover, he who was forced from his life of activity into the hospital for the serious operation for cancer of the tongue. His friends and physicians had told him that either his tongue or his life were at stake, and life was so sweet to him that he did not hesitate to gamble with the surgeon's knife, even though it was a foregone conclusion that, as a man who earned his living talking, he would be deprived of his most essential physical instrument.

Robinson was in the hospital a long time. His friends and his wife, as they help, hoped that there might be some way by which to hold onto life and business. Nurses first feared, then marvelled. The husky patient stubbornly refused that he could not be saved. It was only as 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 gland and veins and divert arteries in his face and neck. Robinson's gamble with the knife left him only an indeterminate chance to win.

Mr. Robinson is in New York, selling and advertising columns of the Youngstown Vindicator. Those weeks are the severest of his career. They are not an incident in his life. The doctors and nurses took longer to discover the degree of the condition from which he did himself, but their understanding was likewise clarified, and he found himself in the Vindicator's advertising department.

"I'm going to stay in the newspaper business," he told one of The Fourth Estate staff. "There is too much in life to bribe over a newspaper. Another hospital as soon as I got to New York with it, but I have licked a bad spell of dyspepsia. There you have Robinson, talking with all his old enthusiasm. There is no mistaking what he says, although he has to say it in a different language than the tongue man'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 be bought of those things to make it important to the advertiser. I know Youngstown and know that it is right. The task that remains is to prove it to the advertiser."

"Add to that the fact that I'm working for the best city in the world and you'll know how I feel about the Vindicator," said Mr. Robinson.

William F. Magee, former Vindicator company, is the man to whom his tribute is addressed.

"I'm going to keep on, and expect to be here fifty years from now," Mr. Robinson said in this era.

"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 an Atlantic campaign. The publication will be known as the London Mail's Atlantic Edition.

The present Cunard Bulletin, which was established in 1904, contains twelve pages, and is printed on shore with the exception of eight 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 Telegram since 1904, has sold his interest and is succeeded by S. Conklin, who will also be secretary-treasurer of the company.

ERVIN WARDMAN PASSES AWAY SUDDENLY.

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

Prominent members of the newspaper profession paid tribute 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.

Colds and insomnia and the illness that beset man he held in contempt, and it was not until attacked by influenza on Christmas day, which was as well his birthday, that he everyielded ground to disease.

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 Press, and he had much to do with making that newspaper a voice of liberal Republicanism.

Personally the most genial and likable of men, his writing was characterized by great vigor and outspokenness, and, at times, hard hitting. No reader ever was in doubt about the meaning of an article if Ervin Wardman wrote it.

In 1912 Frank A. Munsey bought the New York Press, and Mr. Wardman continued his connection with Mr. Munsey, an association which was not without its trials. Mr. Munsey bought the Sun and the New York Herald. Mr. Wardman became the vice-president of the corporation.

Since the retirement of Edward P. Mitchell from the editorial page of the New York Herald, Mr. Munsey has, in association with Mr. Munsey, been responsible for the editorial page of the New York Herald.

Mr. Wardman joined 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 pungent and sagacious writer, and it was this sagacity and wisdom that involved him in a controversy with the state Senate which resulted in a precedent in newspaper ethics.

The senate wanted to know the sources of information on which was based a series of articles which had been published relating to Justice Wardman. The senator in an alleged attempt to bribe the managers of the legislature, on the Senate floor, threatened members of the Senate, but he steadfastly refused to give them the information, 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 obdurate 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.

The newspapers in Astoria, Oregon, have "come back" after the devastation of that city by fire last month — and they are back with a program that is improving Astoria that makes the configuration seem almost a benefit. The newspapers in Astoria itself and the Astorian, evening, seized the opportunity to aid the city to rebuild it as it should have been built originally — with wide streets and other attributes of an important, bustling community.

The two newspapers were among the heaviest sufferers in the fire. Losing no time, the Astorian made arrangements to set up its linotypes in an old hotel and, when the operators proceeded to get out the paper, the Astorian itself and the budget evening seized the opportunity to counsel the community to do as it had been done by the two newspapers.

Suggestions for the new Astoria appear in the newspaper columns, furnishing an abundance of material for the newspapers to keep Astorians interested in their community. One of the Morning Astorian's readers even went so far as to suggest erecting a memorial of the configuration and it is possible that the city council of the city will be placed in one of the city parks as a memorial of the occasion.

The newspaper advertising is an indication of the spirit that prevails in the business community. The coming back furnishes excellent live news copy.

How the city was provided with a theater on Christmas Day hardly before the ruins stopped smouldering was told in an elaborate manner accompanied by the inter-theater and the men responsible for the city's Christmas present.

The $15,000,000 fire has given the Astoria newspapers the opportunity to prove the value of their community. They will see to it that courage will not be lacking in carrying out a re-construction 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 (Including Department Store and Men's and Women's Specialties Sold in Retail Stores)</td>
<td>★4,216,578</td>
<td>3,016,592</td>
<td>4,186,164</td>
</tr>
<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, halftones and other pictures are being considered by high officials of the navy.

Secrecy regarding a demonstration on December 12 of the invention of C. Francis Jenkins, a Washington scientist, has just been removed by the navy officials before whom the demonstration was made. Besides the various members of the navy department, there were present at the demonstration J. C. Edgerton, supervising 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 broadcasted through the ether from the Anacostia station to the Jenkins laboratory. The sending unit was intended by the commissioner of the post office, 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 watched their printing in the developing room.

Four pictures in all were broadcasted. Two were photographs, one of President Harding and the other of Secretary of the Navy Denby. Two penciled sketches, one representing a map and the other comprising printed and written 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 stereopticon like machine, projects the picture across a photo-electric cell in steady, distinct impulses. With each sweep the projected image is moved slightly to the side, only a thin slice of the image being across the cell at one time. The varying intensity of the "sound" caused by the successive "slice" shadows caused correspondingly varying impulses to be broadcasted.

At the receiving end an ordinary radio receiver, on the diaphragm of which a selenium light detector was used. Projected on the mirror was a strong beam of light and as the mirror as it oscillated with the diaphragm caused the light beam to fluctuate across a filing shunt 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.

1922 Honor Roll

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

Los Angeles Times

Eastern Representative: Williams, Lawrence & Cressman Co.,
Harris Trust Building, Chicago—225 Fifth Avenue, New York.

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, publisher of the Lincoln Star, paid penalties 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.

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 gate lines.

Los Angeles Times

January 20, 1923

1922 Honor Roll

—Where newspapers publish both morning and evening editions, they are credited with which-ever edition carried the most advertising.

Los Angeles Times

Eastern Representative: Williams, Lawrence & Cressman Co.,
Harris Trust Building, Chicago—225 Fifth Avenue, New York.

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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.

The judge cited a section of a Nebraska statute covering such enterprises, and answered inquiries by J. C. Seacrest, publisher of the State Journal, and W. M. 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 nowadayssmalltowns and city governments had been forced to take action in an effort to control the evils growing.

The judge said that the element of chance in the transaction brought it under government ban.

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 Stewart and Harold J. Rowe were elected treasurer and secretary respectively, both men holding over in office from last year. Six men was selected to serve with the officers as directors, the names being W. L. Frankel, E. C. Hoover, W. F. Mainie, Siebkie, Harry Corot and Herbert Sloma.

PARKING LAW TRAPS THREE.

Among motorists "tagged" in a round-up last week to enforce new and drastic parking regulations at Bridgeport, Ct., were two prominent former newspapermen of that city, "Ty" Hettinger, former sporting editor of the Bridgeport Telegram, and Charles J. Haynes, former managing editor of the same publication. Mrs. William W. Vickers, publisher 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 and a dinner at the W. D. Pont in the afternoon. Thereafter there will be a dinner.
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.
The Fourth Estate
January 20, 1923

ERVIN WARDMAN PASSES AWAY SUDDENLY

(Continued from Sixth Page)

...had to give up. Mr. Wardman's position has since been sustained in a similar case by a decision of the United States supreme court.

SPANISH WAR VETERAN.

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

In spite of his numerous editorial duties and frequent foreign travels, Mr. Wardman found time to write several short stories. The stories "The Princess Olga," was published by Harper in 1913. The New York American.

Mr. Wardman was the originator of the New York Sun's tobacco fund, by which more than $500,000 was raised and immense quantities of smoking materials for our armies in France as the gift of the American public.

A special memorial meeting of the Publishers Association of New York was held Wednesday in the Pulitzer Building, resolutions of regard and tribute were adopted.

The New York Sun and the Evening Telegram.

Mr. Wardman was the late Mr. Wardman was represented by Herbert L. Bridgman of the Brooklyn Standard Union, president of the association; Louis Wiles of the New York Times; Bradford Merrill of the New York American; Victor F. Ridder of the Staats-Herald, and Lester L. Jones, executive representative of the association.

DISTINGUISHED GATHERING AT FUNERAL SERVICES.

Funeral services for Ervin Wardman were held at St. Stephen's Protestant Episcopal Church, which was filled with newspaper associates of the late Mr. Wardman--editors from near all of the metropolitan dailies who had worked with him during his career of thirty-five years in New York journalism.

The New York Sun and the Evening Telegram.

Many of the newspapers were represented, editorial, advertising circulation, the counting rooms, the composing rooms, the stereotyping departments,newsrooms, mail and delivery departments. The honorary pallbearers were Thomas W. Lamont, former publisher of the New York Evening Post; J. Ridgway, New York Herald and the Sun; Henry Stoddard, publisher of the Mail; Charles Goodrich, World; Bradford Merrill, general manager, and the Sun.

(Continued on Twenty-sixth Page)

NEW YORK EVENING JOURNAL APPOINTS RUKEYSER FINANCIAL EDITOR.

Merryle S. Rukeyser, five years financial editor of the New York Tribune, has taken a similar position with the Evening Journal.

Mr. Rukeyser will discuss developments in finance and business. In addition, there will be special discussion on the financial situation. Merryle S. Rukeyser is a lecturer on financial journalism and a graduate of Columbia University.

(Continued on Twenty-sixth Page)

BURNHAM TALKS ON IMPROVING WORLD NEWS.

(Continued from Second Page)

news from this country is handled abroad. When it was suggested that the British press was not so neglectful of American affairs as the Continental journals, Lord Burnham denied the statement and thus afforded. He earnestly expressed the belief that the British press should give American dispatches much greater consideration than they have in the past.

Lord Burnham's Daily Telegraph, however, has for some time been distinguished by its presentation of news from this side. Nearly twenty years ago he established the New York bureau of the American Telephone and Tea Bulletin, still its chief editor. In wireless to the regular news services received by the Telegraph, the bureau cable hundreds of words daily of additional news and interpretation, a feature which has won wide interest in British affairs.

"I have been greatly impressed by the amount of foreign news the big American dailies send over. Lord Burnham commented. "The exhaustive dispatches and summaries in the papers are quite remarkable." On the way over on the Olympic, new and unprecedented customs declaration was held with William Marconi in England. Telephone and Telegraph Company in New York reached the passengers. It had a deep significance for Lord Burnham.

"All these things are bringing the world closer together. I find it a singular thing to hear of this new wireless achievement on the way over, as when I was returning from England abroad the Empress of Britain after the conference in Canada I was an American dailies and the British press. The New York American.

radio is bound to facilitate international newspaper circulation as it attains a new level of importance, Lord Burnham believes.

The tendency in Britain at present is toward fewer newspapers. The limited area of the island gives the newspapers a tremendous advantage over the provincial press, and among the latter suspensions are not infrequent.

A curious insight into British newspapers for American advertisers may be gleaned from Lord Burnham. After conversation with him, it is plain that he divides the great British journals into two classes, the "big circulation" papers and the "majors". The latter, particularly evident in a discussion with Lord Burnham of the merits of newspaper advertising, has a circulation of 500,000 in London and is made by these institutions during the last year. The New York American.

Out with the yard-sticks, the lead pencils and other advertising novelties, so that the money bereft of these novelties may go into legitimate newspaper advertising, is the modern way of advertising, Lord Burnham commented. "The New York American.

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(Continued on Twenty-second Page)

BUILDING LEAGUE EXTENDS USE OF NEWSPAPERS.

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

The biggest dividends received by Ohio building and loan associations last year resulted from newspaper advertising, according to the advertising committee of the Ohio Building and Loan Association. The last month of the year, in which the greatest amount of newspaper space was used, one Columbus newspaper received 27,000 lines of building and loan copy.

A year ago only about eight percent of the building and loan associations in Ohio were using paid newspaper advertising, while today more than 70 percent are buying newspaper space, according to E. M. Buehler of Newark, chairman of the advertising committee of the Ohio Building and Loan Associations, and the New York Times.

Out with the yard-sticks, the lead pencils and other advertising novelties, so that the money bereft of these novelties may go into legitimate newspaper advertising, is the slogan of the advertising committee of the building and loan men. Every building and loan association in the state is to be urged to get into their local papers with sufficient space to tell the story of thrift and savings. “We expect to have every building and loan association in Ohio using paid newspaper advertising within the next year,” declared Mr. Baugher. “It has proven its worth and we have found that it is the best and cheapest medium of advertising now available to financial institutions.

PNEUMATIC TUBE SYSTEM ON EAST SIDE IN OPERATION.

The east side line of the pneumatic tube system at the New York post office was put in operation Monday, completing the tube system throughout the entire city of New York, from the Battery to 125th street, including the line tube between New York and Brooklyn.

The pneumatic tube system in operation at the New York post office from 1898 until service was suspended by former Postmaster General Burleson on June 30, 1918, resumed operation on the west side line, beginning October 2, 1922.

It is the fact that New York is already enjoying the benefit of the tubes that has made Philadelphians so bitter in their denunciation of the obstacle the post office has placed in the way of their restoration in that city.

"FREEDOM OF THE PRESS." The Federal Bureau of Investigation reports that 358 new radical publications have sprung up in the United States in the last year, and that now there are 511 in circulation throughout the country.

Schools for teaching of radicalism have been located in Seattle and Boston and are being organized in other parts of the country. The Reds are making special efforts to get young men of their persuasion into the army and navy.

Hudson Observer
HOBOKEN, NEW JERSEY

has been using Scott Newspaper Presses ever since they were in business, starting with a small Web Press and now they are using TWO SCOTT SEXTUPLE PRESSES which will answer their requirements for years to come, but provision has been made for additional Units or Decks converting them into Octuple Presses without stopping presses for a day at any time.

These Presses are Running Every Day

WALTER SCOTT & CO.
PLAINFIELD, NEW JERSEY, U.S.A.

CHICAGO
NEW YORK

1441 Monadnock Block 1457 Broadway, at 42d Street

(Continued on Twenty-second Page)

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(Continued on Twenty-second Page)
COUE GUEST OF WASHINGTON SCRIBES.

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

Couism 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 wide renowned as those of presidents and kings. Subsequent experiments and experiences were admitted by all concerned to have been mutually interesting and entertaining.

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

There is no doubt you will be cured if you do that," he added encouragingly.

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LATER DISCUSSIONS COVERED A WIDE RANGE OF ALLEGMENTS AND GENERAL DRAWBACKS TO WHICH THE FLESH IS HEIR. MR. MARKS, 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 some measure by the faithful and persistent use of his methods.

An account of his own cure of an avowed lunatic of humbug developed a lively interchange of ideas. The cure was effected, Dr. Coue explained, as he was bending a man to pick up a bottle of wine. Theodore Tiller, noted for profound anti-Volsted sentiments, asked that the act in itself be declared illegal. Dr. Coue replied that he had written an article entitled to cure the most stubborn and irreligious types by the most immoral means. The account was received with a general laugh.

EMERSON'S "ONE THOUGHT" was referred to by M. Coue as the most powerful weapon in the coupling of the health and strength of the human body.

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Ohio Newspaper Wins Libel Suit.

Judge Sustains in Every Point Demurrer of the Toledo News-Bee and its Former Editor, Negley D. Cochran, in Suit Brought by Federal Judge.

In a suit brought against the Toledo News-Bee and its former editor, Negley D. Cochran, by Federal Judge John M. Killitos of Toledo, Judge E. B. Kinkead of Columbus has handed down a decision sustaining at every point the demurrer of the News-Bee and Mr. Cochran.

The case arose out of the publication by the News-Bee in the fall of 1920 of interviews with Allen J. Seney, then prosecuting attorney of Lucas County, charging Judge Killitos with having received certain illegal fees when he was latterly prosecuting attorney of Bryan County a number of years ago, and with having been ousted from office by reason thereof.

The interviews were published during a public controversy between Mr. Seney and Judge Killitos regarding the crime situation then existing in Toledo. Judge Killitos and Seney's conduct of his office and the latter's charges were in the nature of a rejoinder.

This is the second time the suit of Judge Killitos against the News-Bee has been dismissed on demurrer. In 1921, Judge James W. Tarbell of Georgetown, Ohio, took the same action with regard to a first petition filed by Killitos.

In the present suit, the News-Bee was dismissed by Judge Killitos and a new one was filed, alleging the same causes of action. It is this new suit which Judge Kinkead's decision dismisses.

Newton D. Baker, former secretary of war, argued the case for the News-Bee and Mr. Cochran before Judge Kinkead.

In his decision Judge Kinkead characterizes the Killitos case as a "pleading" having as its foundation in fact or law, stating that it is made up of "barrages of immunities which place an interpretation on the publications suitable to the purposes of the "plaintiff," and that the immunities are "declared unless under unfounded theory." Therefore it becomes imperative to discard any of them "for the reason that the facts and the law did not support the basis upon which the several causes are founded." It is further declared that the causes of action are "imagineable ones, not based on fact and law."

The decision holds that the plaintiff constructed "the causes on such theory and conjecture" to enable him "to escape challenging the verity of essential facts necessarily composing the fundamental facts of the transactions upon which the action is founded."

Beckman Heads Journalism Teachers' Association.

F. W. Beckman of Iowa State College was elected president of the American Association of Teachers of Journalism at the recent meeting of that organization, C. P. Cooper of Columbia University was chosen vice-president, Carl T. Swenson of the University of Minnesota, secretary-treasurer, and E. W. Allen, University of Oregon, president. Frank T. North Western University, were added to the executive board.

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, through scores of 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 and the Chicago Daily News also list ratings for automobile tours to every part of the United States, states, and condition of roads, and one United States trail map in colors, showing the type of road on transcontinental trails.

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 and publishers at regular periods, so that individual problems of editing and managing will 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.

Southern Paper to Have Model New Building.

Steel Structure Already Erected for Home of Clarksville Exponent—New Press and Modern Equipment Will Be Important Features.

Within a few months the Clarksburg, W. Va., Exponent will move into its new home which is now under construction. The building will be capable of housing a newspaper plant to accommodate 120,000 circulation.

The building will be in the Adam style of architecture, and the front will be of Indiana limestone, with four large windows, a main entrance, and just beyond a protected vestibule with revolving doors.

The editorial, composing, stereotyping, and press rooms of the new plant will be closely co-ordinated units. The mechanical equipment of the three composing rooms will be such that in case of emergency a duplicate set of machinery can be thrown into operation to produce the newspaper pages.

In the composing room there will be provision for eleven typeset machines. Three of these will be devoted exclusively to setting advertising copy, and all composing departments new modern office furniture will be installed.

The basement will be doubled equipped. There will be thirty-six page composing desks and a color deck in addition to the present equipment. The present sixteen-page press will also be set up in the press room. This machine will be arranged to print the Exponent's comic section and offer work. Both will be electric motor driven.

The basement will have a storage room with a capacity of three cars of newsprint. This new press will be so handed that it will come directly into the proper position eight feet above the presses and can be swung into place with minimum effort.

W. Guy Tetrick is publisher of the Exponent and represented A. E. Clayden in the East and John W. Hunter in the West.

Editor Has Fright.

W. R. Sproull, editor and publisher of the Prosser, Wash., Record-Bulletin, recently had the experience of a stove blowing up during the recent cold snap. Mr. Sproull escaped with some slight burns and a covering of soot of considerable thickness. His stove was wrecked.

Buffalo Express

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

Advertising Agency

Ask Any Leading

Fralick & Bates, Inc.
Representatives in National Field

New York

Chicago
SYRACUSE HOST TO NEW YORK EDITORS.

QUARTERLY CONVENTION OF WEEKLY PUBLISHERS IN CENTRAL PART OF STATE BRINGS TOGETHER GOOD GATHERING—M. V. ATWOOD, PRESIDES.

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

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

The first scheduled talk of the meeting was given by Professor George C. Westwood, head of the department of journalism of Syracuse University. He delivered the address of welcome. He told them of the great importance of the present-day newspapers because people read them for education, because they are an almost daily contact with the world of journalism. He also referred to the importance of the work of the journalism students. The department of journalism is under the College of Business Administration.

"There is now a paper for almost everybody," he said. He concluded that the problems of the world 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.

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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.

Products that are to form the menu for the Alaska press banquet for members of the Washington State Press Association in annual newspaper institute at the University of Washington, Seattle, are waiting to be set down; the editors and publishers.

The president: press associations in adjoining states have been invited to the banquet, and Alaska newspapers have been asked to send representatives. Scott C. Bone, Governor of Alaska, a former newspaper man, and Governor Louis F. Hart of Washington State, have been invited as guests of honor. The menu includes only Alaska products, ranging from reindeer meat to strawberry jam.

Menus will be printed on paper pulp board from the Alaska Paper and Pulp Company at Speel River.

The institute opened Thursday and will culminate with tonight's banquet. Separate group meetings were held for the various groups representing daily and weekly newspapers and trade publications.

Thursday, editors of trade journals held their meetings, with a business and executive session in the afternoon. Advertising occupied the attention of representatives of daily newspapers, and Thursday evening the annual smoker was held.

Yesterday's program included round table discussions by editors of daily newspapers; a review of publications throughout the state by Dr. M. L. Coker, director of the journalism, University of Washington, and the executive session of the State Press Association in the evening.

Railroad rates of a fare and a half for the round trip have been granted newspaper men from Washington, Oregon, Idaho and British Columbia, attending the newspaper institute.

DETOUR ADCRAFTERS HAVE STRONG WINTER PROGRAM.
Advertising and sales managers of note compose the list of speakers for the remaining winter meetings of the Adcraft Club of Detroit. The speakers:


NEWS PRINT SERVICE BUREAU MEETS JANUARY 26.
American and Canadian news print manufacturers will attend the annual meeting of the News Print Service Bureau in Montreal on Friday, January 26.

The day previous to the meeting accounting engineers of the bureaus, who have been making a special study of efficient logging cost accounting, will have their report submitted by L. W. Campbell, chief accountant of the Laurentide Company, at a joint meeting of the woodlands and cost accountants sections. Following the session the cost accountants and engineers will have a conference.

NEW MILL AT VANCOUVER TO COST $1,500,000.
The construction of a paper mill on the waterfront site of the old Pittock-Leadbetter Lumber Company in Vancouver is planned by the California-Oregon Paper Mills. The investment will be about $1,500,000.

The interest of the California Oregon company is to be transferred to a new corporation known as the Columbia River Paper Mills. Construction of a sawmill to be used as an auxiliary to the paper plant will begin almost immediately, according to R. H. Mills, representing the paper corporation.

BALTIMORE CLUB IS HOSTESS.
As the only women's club in the third district, the Baltimore Advertiser, a woman's club in the third district convention held in Baltimore, on January 6 and 7. They gave a tea to the visiting advertising women at the Washington hotel on Wednesday, the tea.

JOINS SPECIAL AGENCY.
Joseph Felix, for many years connected with The New York Times, financial department, and now with The Wall Street Journal, has formed a connection with Verree & Conklin, Inc., New York office, to represent the list of papers in the financial district.

BARHAM, M.D., HIT STRIDE QUICKLY AS PUBLISHER.
Sudden death of brother put him in charge of Los Angeles Herald on short notice — and he has proceeded to hang up records all around.

Now that newspaper statistics for the year 1922 are available there comes the story of a notable journalistic success and of a practicing physician who became a newspaper publisher.

It may be said in the beginning that a far western daily lays claim to the world's record for advertising gains in 1922 over the year 1921. And the president and publisher of this newspaper is a former physician who prescribed and cared for his patients morning paper was something like 4,000 and the employees numbered perhaps 100.

For example, an alert and vigorous news policy, a strongly constructive editorial policy, a slogan "first with the news," and the Monotype machine: "the service to the advertisers and the readers alike. Dr. Barham soon found his journalistic efforts crowned with extraordinary success.

For it is a period of less than twelve years, the Evening Herald has grown to such an extent that by the end of the year 1922, it was estimated to:

The largest circulation of any afternoon newspaper west of Missouri. A growth that ranks it at the top of the list of such newspapers.

A position of leadership in the volume of classified advertising published by afternoon newspapers.

A daily average net paid circulation for the six months period ending

(Continued on Twenty-third Page)

MONOTYPE STATES POSITION ON PROTECTING PATENTS.

Editor The Fourth Estate:
Sir: The Court of Appeals itself, in its opinion written by Judge Buffington, says of the Monotype continuous lead and slug mold, and of the Monotype machine: "the machine has therefore given rise in the printing art to what is known as the 'non-distribution' system.

The Monotype Company originated non-distribution of type, spaces and quads; and, in order to make complete non-distribution possible in the case of its machines, it spent thousands of dollars and worked for several years to perfect its continuous strip lead, rule and slug mold. The value of these patents to the Monotype Company may be estimated from the fact that, in the past five years more than five million dollars' worth of Monotype Type—Rule casters and non-distribution equipment has been sold in the United States and Canada.

When the above facts are understood, no one will question the wisdom or the justice of the action of the Monotype Company in protecting itself in the use of these most valuable patents.

The granting of this injunction necessarily makes any user of the Elrod machine liable; but the Monotype Company does not intend that the Elrod owner shall suffer through this unauthorized use of its machines to manufacture efficiently this indispensable non-distribution material. It has made all necessary arrangements to furnish on short notice either Monotype equipment or the addresses of Monotype trade plants, so that material may be manufactured or bought for the uninterrupted operation of the non-distribution system.

LANSTON MONOTYPE MACH. CO.

Scandinavian News Print

100,000 Tons per Annun.
Inquiries Solicited.

Newsprint Paper Corporation
33 West 42nd St., New York City
Telephone Longacre 1116.
THE BIG SCHEME OF SIMPLE OPERATION

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

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

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

Mergenthaler Linotype Company
29 Ryerson Street, Brooklyn, N. Y.

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:

ROCHESTER, N. Y.
Newspaper—Handmen, operators, day, $60; thirty-six hour night, $60. Operators working on English composition in Jewish offices work forty-four hour week, day work, and forty-two week, night work, $60 per week. The contracts cover a period of one year from September 30, 1922, to September 30, 1923. Increase $1.

LONGVIEW, TEX.
Newspaper, Book and Job—Handmen, operators, $40; forty-hour work week. The contract is in effect from December 22, 1922, to December 31, 1923, Increase $3.

SCHENECTADY, N. Y.
Newspaper—Handmen, operators, day, $43; night, $46.50, forty-eight hours. The contract covers a period of two years from November 1, 1922, to October 31, 1924. Increase $5; January 1, 1924, additional increase of $1.

OTTAWA, O.R.
Scale: Ottawa Typographical Union, closed, Scale, $41; day, $43; day, forty-five hour; night, forty-three one-third, $40.40; forty, $27.50 and $29.50, with forty-eight hours day and forty-five hours night. New contract expires September 30, 1923.

SCANTON, PA.
New newspaper scale calls for $46 for day work and $49 for night work. The commentary will receive $40 per week, forty-four hours. This is an increase of $4 per week.

"SELL IT BY ADVERTISING" T. M. O. A.

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."

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.
Another stand-up-and-out record! The San Francisco Examiner is FIRST again in 1922 with a remarkable advertising total of—

16,906,694

Agate Lines

San Francisco

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

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

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

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

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

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

Examiner

"THERE IS NO SUBTERFUGE 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, Japan, China, Formosa, the Philippine Islands, to Canada, 25c; to other countries in the Postal Union, 1.00.

Subscribers are requested to give their copies of THE FOURTH ESTATE addressed to their attention. Allow five weeks for change of address. Single copies, TEN CENTS (except Special Editions 25 cents). Back Numbers—Less than 8 months old 86 cents; more than 8 months old, 25 cents.

OFFICES AND PRINTING HOUSE

232 West 59th Street, Columbus Circle. NEW YORK

Phones: 200, 201, 202 Circle.

EDITORIAL RESPONSIBILITY

FOR WORLD THINKING.

Events day by day go farther to establish that the world must learn to "know itself," and that the lion's share of the bringing about 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 careless ignorance which grows from the American and New World tendency. We are still very far behind when it comes to world news and the newspapers are not immeasurably more enlightened. But it is evident that in the middle of the last century, there are few that cannot bring about this 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 at the meeting of the National Civic Federation's committee of one hundred, who had just held a hearing to consider the proposed "City of New York" bill. Lord Burnham, one of America's leading international thinkers, stressed the importance of newspapers to do the work of the world, it seems, is undergoing a unification of publishers social and commercial relationships in similar to that which has taken place in Europe. The result, the coming together, is the forming of the Automobile Merchants Association of New York. In an objective writer, the announcement includes the "attitude of many of the newspapers" and the possibility of the future years that the "newspaper" and the "newspaperman" are likely to bring about results of which the newspapers should be proud.

While it may appear to the outsider observer that the automobile association is unduly alarmed over the handicaps likely to result from present talk of traffic restrictions, the organization is justified in its concern, especially for so closely keeping a finger on the pulse of public opinion. It is getting ready now to prevent an unfavorable opinion that it believes is already spreading, and course far more likely to succeed than any other attempt to remodel a public opinion.

Newspaper publishers and editors in the city are far more interested in the automobile trade's side of this problem. A community does not have one-half of the community's problems, its restrictive laws, and its accidents. The situation as the New York automobile men see it, is possibly somewhat exaggerated, or at least it is taken so by some sections of all communities—not because the automobile trade is entitled to any special protection, but because the laws or ordinances now governing automobiles were conceived or established when the motor car was regarded as a luxury and not as a necessity.

"No one contemplates buying a car likes the feeling that possession of a car was a test of his potential criminal," Mr. Eastman says. "Pedestrians are led to believe that the automobile is their enemy, that the motor car is a trespasser on the streets." He goes on to point out that the educational work of the "New York" from visiting the city.

Much of the gist of the whole situation is bound up in placing a new construction on the word "pedestrian," a word that has been so long "made" New York from visiting the city.

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 about to publish a new "Atlantic edition," perhaps to establish a new "Atlantic edition," perhaps to establish a new "Atlantic edition," it is time to take stock and see what has been accomplished. The "field," obviously, is wide.

A LITTLE HORSEPLAY ON NEWS VALUES.

"One newspaper gave two inches to the death of a prominent citizen and two column inches to the illness of a famous horse," and so Dr. W. Faunce, in his latest venture in the "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 criticisms of news values are worthy of consideration," and goes on to point out the "newspaper" and the "newspaperman" is caught up with all their other duties and resolved at last to leave these one thing.

Advertisements should be received as early in the week as possible to insure position. Forms close Thursday. Back cover, $10.00 per line alphabetical in size, one hundred lines per page, $75.00 per line.

Discounts for consecutive insertions, 25 cents per line, 100 per cent extra; five times three months, 20 per cent; six months, 30 per cent; one year, 40 per cent.

Small advertisements under classified headings, such as Help Wanted, For Sale, etc., To Let, Instruction, Writers' Correspondence, Office Notices, etc., are inserted at the discretion of the editor. Please send cash with order. Fraudulent or questionable advertising is prohibited and the right is reserved to refuse to insert any copy submitted so as to conform with the rules and policies of the paper.

NOTE AND COMMENT.

Under the caption "The Call for Clean Journalism" the Christian Science Monitor discusses the demand of the National Civic Federation for improved newspapers, reported in this issue of THE FOURTH ESTATE. The Monitor "and to a very great extent that the newspapers of the Pacific Coast daily are the true newspapers," is made up largely of original American stock without the very great number that is the result of the first generation of people of foreign nationality, and is often the result of the power of the foreigner. "It is a matter of newsmen of foreign birth or ancestry, the commonwealths of the Pacific Coast that is the theme of the Americanized natives. Unquestionably this fact is being given attention by The New York Sun and Herald, against their newspaper press.

Just how many drops of ink are employed in making the 110,000,000 people of the United States think will never be known, comments the Omaha Bee in reviewing printing trade activities in 1923. As much more the mark, from the journalist's point of view would be "How much ink would be used if all the 110,000,000 knew how to think?"

As truck drivers some of the men employed in newspaper work would find success, George P. Stone, editor of the Journalists' Association at Northwestern University, asserted recently at the convention of the American Association of Teachers of Journalism. Originality is one of the great needs of newspaper, he added, emphasizing the danger of stereotyped newspaper style.

An advertising agency in New Orleans which has a mineral water company as a client has offered a "swap" arrangement to a newspaper in Texas. The arrangement provides the water and the paper with a straw—a last one, let us hope, with which to down the proposition.
MISS Ruby Eiseman of the Pittsburgh Sun, president of the Woman's Club of Pittsburg, accompanied by Mrs. Jane Burtnett, newspaper writer, were in New York this week.

W. Charles Manson of the Boston Globe is author of a book on printing, just off the press, dealing with laying out and construction of variegated advertisements appearing in the modern metropolitan newspapers.

Miss Bessie Beatty, former editor of McClure's Magazine, addressed the Woman's City Club of Detroit last Monday night on her experiences during a recent trip in Turkey. She said that harems are a thing of the past, and that they have been relegated by dire poverty.


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

John Henry Zuder, formerly editor of the South Bend, Ind., News-Times, a newspaperman for the last seventeen years, has given up journalism and will return to law practice. Zuder practiced law in Jackson, Mich., for eight years before he took up newspaper work.

Charles E. McTigue, formerly managing editor of the Argus and Knickerbocker Press, and now Capitol Representative of the Independent Republican organization in the last primary campaign in Albany county.

B. & M. Superintendent.

Eugene A. Smith, formerly with the Chicago Tribune, is now with Current Opinion as its Western manager with headquarters at Chicago.

Colin Harris has been appointed manager of the promotion department of the Los Angeles Express. He was service manager of the Advertising Service Company, Montreal and Toronto.

C. H. Powell, for the last three years chief accountant and cost man for General Mills, has joined the Hollywood Citizen as assistant business manager and publisher.

Mr. Pratt continues as city editor. Mr. Pratt succeeded Mr. Stevens, who has been a city editor of the Chicago Tribune, is now with Current Opinion as its Western manager with headquarters at Chicago.

In honor of his fiftieth year in the paper business, 150 employees of the Minneapolis Paper Company presented E. J. Stillwell, president, with a jeweled Knight Templar watch charm.

Mr. McQuinn has left to take up advertising work in Chicago. William Lyttleton has joined the reportorial staff of the Peoria, Ill., Transcript.
Hearst Features

WORLD'S GREATEST CIRCULATION BUILDERS

INTERNATIONAL FEATURE SERVICE, INC.
246 West 59th St., NEW YORK

WIRE NEWS
FOR EVENING AND SUNDAY NEWSPAPERS

INTERNATIONAL NEWS SERVICE
21 Spruce Street, NEW YORK

TWENTY LESSONS in BOXING
By SPIKE WEBB

THE INTERNATIONAL SYNDICATE
213 Guilford Ave. BALTIMORE, MD.

A Circulation Builder
"Civilization from a Doctor’s Viewpoint"

A WEEK DAY NEWSPAPER FEATURE
by
JOHN B. HUBER, A.M., M.D.
127 Fourth St., New Brighton, S. I., NEW YORK

HAS NEW AD SERVICE.

H. C. Lenington, formerly secretary of the Dallas Trade League and more recently publicity director for the L. H. Lewis Company, Dallas, has formed, in association with E. W. Shaw, a printing and advertising service at Dallas. Mr. Lenington was at one time manager and editor of the Progressive Merchant, a trade journal of the Dallas market.

CONNECTICUT EDITORS IN ANNUAL SESSION AT BRIDGEPORT.

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

Mr. C. Woodruff will give a resume of the national convention and educational trip through Glacier and Yellowstone Parks taken by him with the National Editorial Association. Everett G. Hill will have 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 E. Russell; Middlesex County, William J. Pape; Waterbury Republican; New London County, George H. Groat, New London Daily; Middlesex County, George D. Leppert; treasurer, Moosup, Fairfield County; Miss Shirley Putnam, Greenwich Press; Secretary, New London, Eddy, Danielson Transcript; Tolland County, Walter Stenstrom, Connecticut College Publications, Storrs; Litchfield County, A. S. Wayley, New Milford Times; historian, G. M. 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 hosts.

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 newspapers. 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 Callan, is being distributed by the George Mathew Adams Service. It is a satire on family life in the American home. Mr. Callan was formerly with the Kansas City Star and Fort Worth Star-Telegram.

NEW BOSTON ROTO.

The Boston Traveler has introduced a four-page Saturday rotogravure section devoted to news photos of the week. Three pages of the first issue were filed with photos, while the fourth page was advertising.

Connecticut's Best Magazine Pages Daily and Sunday
NEWSPAPER FEATURE SERVICE
241 W. 58th st., NEW YORK CITY

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

The George Mathew Adams Service
6 West 40th St.—New York

MAIL NEWS AND Features
WORLD-WIDE NEWS SERVICE
J. J. BOSDAN
15 SCHOOL STREET . BOSTON, MASS.

INTRODUCING "PUTNAM OHVER"
by CHARLES GORDON SAXTON
Formerly Cartoonist of N. Y. World

DAILY & SUNDAY COMICS
C.-V Newspaper Service, N.Y.C.

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

FairchildNewsService
8 East 18th Street New York City
MINNESOTA WANT:
MORE MONEY FOR ADVERTISING.

STATE 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 parks, demands upon the Ten Thousand Lakes of Minnesota Association, through the Minnesota Land and Lake Attractions board of directors, have been doubled and even trebled, the association declares.

"The coming year will be the biggest in the history of the tourist industry in Minnesota," R. R. Montgomery, 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 tourists which we may expect. More literature, more postage, more help will be needed, as the visitor's 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 25,000 copies of the map. Activities of the association practically have trebled in many respects."

"We need money to extend the advertising of Minnesota lakes into other sections which we may expect. More literature, more postage, more help will be needed, as the visitor's increase.

During 1921 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 25,000 copies of the map. Activities of the association practically have trebled in many respects."

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

The Globe Should Be First On Your Boston List.
The Fourth Estate

January 20, 1923

Lord Burnham has been described frequently as a man who has refused more of the highest appointments in the hands of the government than any living Briton. He is the chief owner of the Daily Telegraph of London and since the death of the first Lord Burnham seven years ago has been in exclusive control of that newspaper. In 1884 he married Olive, second daughter of General Sir Henry de Bathe, and has one daughter.

Lord Burnham has received many decorations from foreign governments, Commander of the Legion of Honor; Grand Cordon of the Order of Leopold; Grand Officer of the Order of Leopold; Grand Officer of the Order of the British Empire; Commander of the Legion of Honor; Knight of the Order of St. Michael and St. George; and Grand Cross of the Order of the British Empire.

It is said of him in the British press that no man has applied himself more conscientiously to the public service in England than Lord Burnham. He is a member of the general post office business advisory committee and since 1916 has been president of the Empire Press Union. He is deputychairman of the Empire Parliamentary Association and chairman of the standing joint committee of Education Authorities and Teachers.

During the war he steered the Daily Telegraph with consummate skill, raising the paper from a daily circulation of 150,000 to a peak of 750,000. His associates on his present tour declare that "a piece of shrewdness which event has more than justified," his ability to sell his paper at a premium. He was raised to the dignity of viscount for his services during the war and was also made by the King "Companion of Honor," one of the smallest in number of the most exclusive orders. He is a prodigious worker and has a great gift for journalism.

He is now in his sixty-first year, having been born in London in 1862. He was educated at Eton and Oxford.

Lord Burnham was Member of Parliament for West St. Pancras, 1885-1892; East Gloucestershire, 1893-95; Tower Hamlets (Mile End), 1895-96; Whitechapel, 1897-1904; was Mayor of Stepney, 1908-09.

He has been a member of the British Empire delegation to the Paris Peace Conference, 1919-20, and to the League of Nations, 1920-22. He is a fellow of the Royal Society, a member of the Royal Society of Literature, and a fellow of the Royal Society of Arts.

He is a member of the board of governors of the University of Oxford, a fellow of the British Academy, and a member of the Royal Society of Literature. He is a fellow of the British Academy, a fellow of the Royal Society of Literature, and a fellow of the Royal Society of Arts.
SITUATIONS WANTED

News Executive
At Liberty
Newspaper man, 55, married, 15 years continuous metropolitan and smaller city experience, seeks connection as managing editor. Resigned as editor in Ohio city of 45,000 for New England. Eleven years managing editor of one of Ohio leading morning papers. Reputation as good executive, judge of news values and trustworthy. No bad habits. Come for personal interview. Address Box 1144, Findlay, Ohio.

General Manager
Available with constructive Daily and Sunday—morning and evening newspaper building experience on both small city and metropolitan dailies. A successful executive, aggressive, good organizer and result producer in advertising and circulation and thoroughly familiar with business department detail and all functions of newspaper making and management. Credentials prove ability to handle any proposition—from size city preferred. Address Box 2994, care THE FOURTH ESTATE.

Reporter
Experienced young newspaper man wants a position on the editorial staff of a democratic morning newspaper in a progressive center. Could accept in a week or ten days. Address Box 5079, THE FOURTH ESTATE.

SATURDAY, M.D., HIT
STRIDE QUICKLY AS PUBLISHER.

(Continued from Fourteenth Page)

September 30, 1922 of 145,953, a gain over the corresponding period in 1921 of 6,743 daily. A daily average net paid circulation in November and December 1921 of 166,940. The foregoing statistics were revealed by Dr. Barham in a recent interview.

Discussing circulation, first, he stated that statistics show that out of every 200 homes in Los Angeles and suburban cities, the Evening Herald is received daily in 125. The daily circulation has been attained without the use of premiums, without contests, and in no instance is the paper given away with other publications.

The Herald claims to lead the world’s record in advertising gains over 1921, based on the figure of 3,991,584 lines gained in the year. In the same period one afternoon paper lost 2,068,120 lines. The other afternoons lost 1,466,584 lines respectively.

Circulation Man
With 20 years experience in all branches of work is open for immediate engagement. Address Mr. Schuler, 614 Hal St., Charleston, W. Va.

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

My School of Experience—
The Detroit Journal (Evening), 9 years as Salesman, Asst. Advertising Manager and Manager of Advertising.
The Duluth News Tribune (Morning and Sunday), 7 years, Manager of Advertising Department.
The Omaha Bee (Morning, Evening and Sunday), Manager of Advertising and Merchandising Department.
The Cincinnati Enquirer (Morning 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 direction of assistance in keeping them keyed to maximum of efficiency.

References if desired.
Publisher or Business Manager in need of the services of a man such as I describe myself to be, please address G. W. Preston, 611 ELMER AVE., P. O., Cincinnati, Ohio.

The problem of covering the Canadian Field is answered by obtaining the services of the "The Capitol Press", Peoria, Ill. (Established 1913.)

CHARLES HEMSTREET
PRESS CLIPPINGS
59 Park Place, NEW YORK

The problem of covering the Canadian Field is answered by obtaining the services of the "The Capitol Press", Peoria, Ill. (Established 1913.)

At your service, THE IMPROVEMENT BULLETIN, reaching architects, contractors, engineers and dealers throughout the North Atlantic states, and growing constantly. Our subscription list is a Boy's Trade Directory and hand-picked. Sample of the Bulletin sent on request. DAILY CONSTRUCTION NEWS, publishing news of building projects, live leads for salesmen, $50 a year in the East. "THE CAPITOL PRESS CLIPPING EXCHANGE", first-class clipping service for trade papers and individuals. Write us at Minneapolis, Minn.
GOVERNOR SEES MEMBERS OF THE PRESS INFORMALLY.

It is the same Al 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:—

“Gentlemen of the press, the Governor.”

Realizing the punctuality of the former Governor, the newspaper men were in the “big room” on time the day after the Smith inauguration. An impatient wait of a half-hour occurred. Then a messenger was despatched to the governor. The door leading to the private office opened. The governor, with the derby hat tilted at an A1 Smithesque angle stood in the doorway.

SAME AL SMITH OF OLD.

“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, "An advertisement that doesn’t get itself seen and read might as well not have been written,” said Robert W. Dick and Harry, and should avoid the unfamiliar words that would be intelligible only to Thomas, Richard and Henry.”
The only journal 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

Editor, The Fourth Estate.
Sir: In an article in your issue of December 9, dealing with the new permill project on the Humber River, Newfoundland, the statement was made that: "This project failed by reason of the organized opposition of the news papers and manufacturers of Canada, in conjunction with the British mills and further the opposition of the Harrsworth interests." And further the article states: "The Harrsworth opposition was induced to withdraw." I would like to point out that the statement regarding the opposition of the "Harrsworth interests" is quite incorrect. Neither Lord Rothermere (the president) nor any of those associated with this company have anything to do with the new enterprise on the Humber River, but on the contrary, the directors of the company have made it clear 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.

HUMBER RIVER PAPER MILLS PROJECT IS WELCOMED BY HARMsworth GROUP.

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 branches 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, that its services are available to all publishers.

Advertisements have been placed in various news papers 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 and headquarters at Chicago.

LEGISLATORS OF TWO STATES TO CURB NEWS FAKES.

Two Western states have taken steps to solve the problem of those 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 Shimpō newspapers, all of Tokyo, to F. R. Jones (Middle West), with headquarters at Chicago.

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

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.

The Pittsburg Dispatch.
Is pleased to announce the appointment of the S. C. BECKWITH SPECIAL AGENCY.

Read in FIFTY per cent of ALL HOMES of Metropolitan New York.
Eighty Per Cent of THE WORLD'S Circulation, Morning and Evening, is in New York.

Eighty Per Cent of THE WORLD'S Evening World goes into every second home in all Five Boroughs and Hudson County, Jersey City, Hoboken, New Jersey.

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

FIRST IN THE CITY FIELD CALIFORNIA CLUBS DEMAND CLEANER NEWSPAPERS.

PROMINENT ORGANIZATIONS JOIN LOS ANGELES WOMEN IN DRIVE FOR GREATER PRESS.

Women of Los Angeles have started a movement the object of which is to lift the standard of daily newspapers in Southern California.

Newspapers will be urged particularly to eliminate "bannering" stories of crime and scandal, and that they would rather see the first page space taken up by items of interest instead of glaring headlines.

Although not inspired by the work just started, the Los Angeles Record, one of the evening newspapers, really initiated a change in policy along the lines indicated several weeks ago.

It announced that it had come to the conclusion that the Record's readers preferred more real news and less crime and scandal, and that they would rather see the first page space taken up by items of interest instead of glaring headlines.

At the same time, the Record eliminated all "banners," or headlines in large type running across the first page, a larger head since that of two-column size, of modest type, and this is printed only on rare occasions.

WILL CONTINUE IN FOREIGN LANGUAGE FIELD.

Frank A. Walty, four years Western manager of the American Association of Foreign Language Newspapers, has left to organize his own business as a representative for foreign language papers in Chicago.

The Tribune In Terre Haute, Ind.

LEAD THE SECOND

BOSTON'S newest paper and
to grow.

TELEGRAM

Boston, Mass.

The only journal in the interest of newspaper men.

Largest Evening Circulation in Metropolitan Boston.

Represented by BENJAMIN & KENTNOR CO.
LOS ANGELES CHICAGO
Van Nuys Blvd. Malters Blvd.
New York 225 Fifth Ave.

CENTURY OLD NEWSPAPERS FOUND IN BUILDING BEING TORN DOWN.

The newspapers represented include the Boston Gazette and Country Journal, issue of March 12, 1770; the New York Evening Post, December 9, 1799, and the Lancaster, Pa., Intelligencer and Weekly Advertiser, December 7, 1802.

The newspapers are of great historic value and the proprietor is planning to give them to the Daughters of the American Revolution for safeguarding. While they are not in a condition for reproduction, they are in a remarkable state of preservation, considering their great age, and can be remodeled. They provide an excellent opportunity to compare journalistic ideas of those days with those of the present as well as showing the evolution of the newspaper.

The newspapers were printed in heavy mourning and carrying on its third page a cut showing four coffin, the covers of which bore skulls and cross bones, together with the initials of the victims of the Boston Massacre.

This is the largest lead in total advertising the Tribune has ever held over its second paper.

Represented by:
G. LOGAN PAYNE CO.
Chicagod Daily News, Los Angeles.
BURNS & SMITH, Inc.
New York, Boston.
The Fourth Estate

January 20, 1923

Low Milline Rate
St. Louis
Globe-Democrat
Largest Daily Circulation of any St. Louis Newspaper

F. St. J. Richards, New York
Guy S. O'Shea, Chicago
C. Geo. Krogress, San Francisco

BELIN TELLS HOW PICTURE RADIO WAS INSPIRED

(Continued from Second Page)

Masson and Gaston Johnanneau, who are to assist in the installation of the receiving apparatus in the World's offices.

Mr. Belin never was in the newspaper business, but when his invention was nearing completion he saw the great possibilities in it for newspapers. In a few days the World's machine 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.

(Continued from Tenth Page)


Mr. Munsey, who was ill with a cold, was prevented from attending the services by order of his physician.


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
NEW YORK, PHILADELPHIA & 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.
NEWS OF THE AD AGENCIES.

Henry D. Sulzer, president of Vanderhoof & 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. Nordheim Company, New York, has become the Continental Advertising Company. The officers and personnel of the organization continue unchanged.

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.

Carl Reimers, 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

Getting Student Trade Is Mainly a Matter of Knowing How.

If you want College or High School trade we can get it for you. Seven years’ exclusive dealing with student papers has given us the greatest knowledge of the vast student buying power to be found anywhere.

The Cincinnati Community

Two circles in an area of 70 square miles with a population of 800,000.

THE CINCINNATI EVENquirer

is the MEDIUM YOU SHOULD USE in this UNPARELLELED MARKET.

Patronized by all major advertisers in the Cincinnati area.

New Jersey’s Famous Manufacturing City

with the advertising agency of Farquhar & Seid, as vice-president and a director.

The Eddentlich 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. Gildeen has joined the Kling-Gibson Company, Chicago, as general sales manager. He was formerly with Williams & Cunningham at Chicago for four years, and more recently president of Gildeen & Evers, advertising agency, also at Chicago.

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, has joined the organization of Edwin Bird Wilson, Inc., New York.

Norman J. Taylor has joined Brooke, Smith & French, Detroit. Mr. Taylor was formerly sales manager of William N. Albee Company 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 Patterson-Address company, and more recently with George Batten Company; John S. Barlow, seven years with the Remington Arms Co., and Arthur Witt Rasmussen, 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 Nacekid Service Chain Company, Trenton, N.J., has established an advertising business in that city.

The Boston Post

1922 Circulation Averages

Daily 396,902

Sunday 401,643

KELLY-SMITH COMPANY

Special Representative

Marbrooke Building, NEW YORK

Lyson Building, 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 the dinner. The International Advertising Corporation exhibited a reel showing how the machines are made.

The greater part of the day’s session 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. Y. Atwood, publisher of the Grotton Journal and Courier, 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 five high salesmen of the previous month and these are supplied to the winning salesman for their business correspondence. Mr. Bartlett said that his salesmen could not get along without these letter heads.

BEETHER BUSINESS BUREAU HELPING TO PROTECT INVESTOR.

In an address at the Brooklyn Chamber of Commerce Wednesday, Lewis E. Pierson, chairman of the Irving National Bank and of the Committee of Better Business Bureau, warned against the unsung stock promoter. The banker stated that every right thinking man is interested in protecting the small investor’s savings from stock sharpers and pointed out how closely industrial progress depends upon the proper use of funds available for investment.

BLOCK SPECIAL AGENCY STAFF HOLDS CONFERENCES.

Twenty-six members of Paul Block, Inc., held a series of conferences last week. Mr. Block and his men together from the Chicago, Detroit, Boston, New York, Washington offices met and the staff from out-of-town were Arthur Thurnown, Owen H. Fleming, Charles E. Collier, Gilbert Palk, Paul Frank, Frank K. Curtis, Robert W. Richardson and R. Kent Hanson.

RENEW NEWS CONTRACTS.

W. H. Stewart, advertising manager of World’s Dispensary Medical Association of Buffalo, was in New York last week renewing old contracts for his firm and making new ones.

"TALK TO THEM IN THEIR OWN LANGUAGE" Philadelphia’s Jewish Population 250,000.

Their Patronage is Worth Having.

The Jewish World

233 South Fifth Street

PHILADELPHIA

It is the Only Jewish Daily

Printed in Philadelphia.
DOMINATE BRIDGEPORT

90 per cent of the circulation of The Telegraph and Post is covered within 13 miles of the City Hall. You can completely cover this great industrial market with one newspaper sent through the TELEGRAM and POST.

The only A.B.C. Newspapers in BRIDGEPORT, CONN.

Cover NEW HAMPSHIRE with the MANCHESTER UNION & LEADER

GREAT ENGRAVING BUSINESS BORN BY ACCIDENT.

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 reported how safely he 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 the federal service Powers turned to his friend and asked: "What do you do in New York, Jimmy?"

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

"Is it a good business?"

"It is," came Powers' suggestion.

"If I make a dollar each day you get a third of it and if one of you make a dollar I share it fair and square with you," came Powers’ proposition as he was making money now and you two haven't started."

This arrangement was cemented and the Powers-Chankalian photo-engraving business began as is now growing to be a large concern.

The photo-engraving business prospered and a few years later a second company was formed to co-operate with the first venture. This arrangement was cemented among the three brothers and today, despite the lapse of years and the vastly increased earning power of the three interested men, the agreement still holds good—everything one of the three Powers' brothers earns is still split three ways.

The photo-engraving business was formed after a company was formed to co-operate with the first venture. In the meantime, Powers had acquired a strong friendship with the free thinking men of the world and they encouraged him to enter the field of photo-engraving business.

In New Orleans it's the New Orleans Item.

Powers. "Is there a chance to make good money in it?"

"Sure, if it's handled right," came the answer.

"Well, suppose you and I go into it when we get back," came Powers' suggestion. "We'll attend to the technical part of it for a while until I get the shop at Chicago. I'll attend to getting orders and the rest of it."

In this way Powers made his idea into the photo-engraving field, to become now, head of what is recognized universally as the most up-to-date and largest organization of its kind in existence.

Then he returned to New York and set up in the photo-engraving business in New York City, with a combined capital in the neighborhood of $5,000. With Powers and his friend came Powers' two younger brothers, F. T. and J. N. Powers.

It is interesting to note here a remarkable feature of Powers' life and that of his two brothers. Some years previous to the start of the photo-engraving business Powers' father died.

"A few days after the funeral A. J. Powers, the oldest of the trio proposed to his two brothers that they refuse to accept any help at all from their mother and make their way absolutely on their own."

"Let's split everything we make three ways," came Powers' suggestion. "If I make a dollar each day you get a third of it and if one of you make a dollar I share it fair and square with you," came Powers' proposition as he was making money now and you two haven't started."

This arrangement was cemented among the three brothers and today, despite the lapse of years and the vastly increased earning power of the three interested men, the agreement still holds good—everything one of the three Powers' brothers earns is still split three ways.

The photo-engraving business proposed to the effect that three German planes shot down contained transparencies (frims) in exact color reproduction, of allied earthworks and permit of much greater speed in photographing and developing than has been possible heretofore.

MANCHESTER HERALD ADDING EQUIPMENT AFTER FIRE.

Concrete evidence that service has a way of attracting repeat orders is offered in the fact that the Manchester, Ct., Herald has ordered another hotly Powers photo-engraving plant.

About the middle of November that paper was burned out of existence by fire, and lighting work in the emergency was rendered by the makers of a few hours. The time the order for two model eight's was received in Brooklyn, the Powers' machine was started north with the hotly Powers photo-engraving equipment.

A few days after the order 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 reported how safely he entered the business which is so closely allied with newspapers work.

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The New York Evening Journal

has the largest circulation of any newspaper in America.

The Syracuse Post-Standard

is the big, powerful result-producing medium of Central and Northern New York.

Average Seven-Day Net Paid Circulation

53,278

For Six Months Ending Jan. 1, 1923

Greatest daily circulation of any newspaper published in this part of the country.

Represented by Paul Block, Inc.

New York Chicago Boston Detroit

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

Daily and Sunday

Baltimore News

Evening—Daily and Sunday

Baltimore American

Morning—Daily and Sunday

Frank D. Webb, Advertising Manager

D. A. Carroll, New York Representative

J. E. Litts, Chicago Representative

Other Obituary Notes.

Nestor Montoya, for fifteen years president of the New Mexico State Press Association, and representative in Congress, died January 6 at his home in Santa Fe. He was formerly a resident of Memphis, Tenn., and a generation ago was a well-known newspaper correspondent and sports writer.

Newspaper Census

Washington, D. C.

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

DAILY NEWSPAPERS

The Washington Post

64%

The Evening Star

60%

The Washington Times

54%

The Washington Daily Times

48%

The Washington Daily News

48%

The Washington Herald

39%

D. A. Carroll, New York Representative

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48%

The Washington Daily News

48%

The Washington Herald

39%
THE DAY-WARHEIT
America's FOREMOST Jewish Daily
Reaches the cream of purchasing power of the Jewish element in America.
Essentially a home paper—written for and read by every member of the family.

THE DAY-WARHEIT
"The National Jewish Daily."

MONTREAL LA PRESSE
thoroughly and completely covers the population of the French speaking cities of the world. Sheriff sixty-five per cent of the 700,000 persons in the city French speaking and reading, the newspaper which covers this class comprehensively supplies a wonderful market to the foreign advertiser.

THE TOPEKA CAPITAL
The only Kansas Daily with a general Kansas circulation
Dominates its field in circulation, all classes of advertising, news, pres- sure and reader confidence.
Furnishes market data—does survey work—gives real co-operation.

THE JEWISH MORNING JOURNAL
A Newspaper Published for Every Member of the Jewish Community in New York City.

Boston Post made an increase of over half a million lines—279,000 being in national business and 231,000 on local lineage. There are more advance contracts for this year's business than ever before. The newspaper's rate card is so adjusted that it represents an increase in every direction. The newspapers for several years, but now returning with sizeable business.

"We also have contracts from a number of new advertisers going into the newspapers for the first time, which I take as being a necessary characteristic. In our field there is a notable demand for advertising in full colors in our color and magazine sections—where the three-mile limit that publicity is coming into its own again, and strongly so.

As advertising creates business and stimulates trade in every line, this situation speaks for a bumper year in 1923."

NEWS HOUNDS DUG UP RUM FLEET FOR SLEUTHS.

WINSTON-SALEM SENTINEL
An organization of merchandising men especially trained in the solution of advertising problems.

THE JOHN BUDD CO. Representing Newspapers of the South.
401 Tower Bldg., CHICAGO
706 Twentieth St., ATLANTA

Winston-Salem's largest city (U.S. Census)
Twin City Sentinel leads all North Carolina Dailies in Home Circulation. (Member A.B.C.)

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

H. W. KASTOR & SONS ADVERTISING CO. ST. LOUIS CHICAGO
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