

"EDMUND BURKE SAID that there were Three Estates in Parliament, but in the Reporters' Gallery yonder there sat a 'Fourth Estate' more important far than they all."
—Carlyle's "Heroes and Hero Worship."

PRICE 10 CENTS
FOUR DOLLARS A YEAR

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS

Published EVERY SATURDAY at
222 West 50th St., Columbus Circle

NEW YORK CITY

ERNEST F. BIRMINGHAM
Editor and Publisher

XXIX Year. No. 1507
JANUARY 13, 1923

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

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

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

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

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

The advertising records of 1922 confirms
THE DAILY NEWS
FIRST in Chicago

NATIONAL ADVERTISING COMMISSION EXPANDS.

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

More than one hundred advertising experts from all parts of the country were in attendance at the simultaneous conventions of the National Advertising Commission of the Third District of the Associated Advertising Clubs of the World, held at the Hotel Washington Tuesday and Wednesday.

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

NEW AGREEMENT REACHED IN READING.

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

There has been a change during the week in the newspaper situation in Reading, Pa., as it was described in THE FOURTH ESTATE last week. William McCormick, owner of the Reading Herald, and lessee until March 1 of the News-Times, morning, and Telegram, evening, of which the last two were purchased last week by the Perry-Lloyd-Jones syndicate, has made arrangements to continue the Herald-Telegram after March 1, as an evening newspaper.

The Reading News-Times will after March 1 be issued as a morning paper by the Perry-Lloyd-Jones syndicate.

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

AUTO SHOW LINEAGE IN FIVE NEW YORK MORNING NEWSPAPERS.

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

The figures by papers are as follows:	1922	1923
Times	80,666	97,093
Herald	65,189	64,863
World	45,270	53,286
Tribune	51,806	69,802
American	45,950	59,150

288,881 344,194

Automobile display advertising totals for the year 1922 for the New York Times were 837,004 lines of display, and 266,636 lines of undisplay. This compares with the Times' 1921 totals of 808,488 and 250,710 lines undisplay.

The program comprised addresses on various subjects of interest to the advertising profession, not only by experts among their number but by a number of prominent officials of the Government.

The convention of the Third District of the Associated Advertising Clubs of the World was called by F. X. Wholley as its vice-president. Delegates were in attendance from the various clubs of the district, which includes Virginia, West Virginia, Maryland and the District of Columbia. There was an interchange of speakers at the two conventions on Tuesday, while they joined in their meetings on Wednesday. W. Frank McClure, vice-president of the Albert Frank Agency and president of the Chicago Advertising Council, was chairman of commission convention, and Frank D. Webb, vice-president and advertising manager of the Baltimore News and American, served as vice-chairman.

Among the numerous addresses made, that of L. E. Holland, president of the Associated Advertising Clubs of the World, touched upon the forecast of 1923 advertising.

"We are certainly going to set a new record that will have many years to shoot away at before we ever equal it," declared Holland. "There are many reasons why we should improve over last year." He also predicted a good year for the wideawake illustrative advertisers. "Of course, that's my line," Holland continued, "and as for its outlook in 1923, I am prepared to predict a great year."

Miss Katherine Mahool, vice-president of the Women's Advertising Clubs, spoke on "Feminine Copy," while Charles Henry Mackintosh, member of the National Advertising Commission and former president of the Associated Advertising Clubs of the World, gave a talk on direct mail advertising as a follow-up for retail copy.

In an address of special interest, Rev. Dr. Christian F. Reisner, president of the Church Advertising Association, New York, and one of the foremost exponents of newspaper advertising for extensive church work, declared that the use of the advertising columns of the newspapers had given tremendous impetus to the church.

"I believe the time will come," said Dr. Reisner, "when it will be essential that every church or religious sect will be drawn into some sort of newspaper advertising."

Dr. Julius Klein, chief of the bureau of foreign and domestic

commerce of the United States department of commerce, told the joint meeting that one of the great missions of advertising was to prove to the consumer that through its use the cost of distributing commodities may be reduced, and a more just relation be brought about between production and consumption.

"There is a large opportunity for a closer relationship between our work and yours," said Dr. Klein.

"We don't know enough about distributing commodities. The cost of selling a product is as much as all of the costs of production and preparation.

"If advertising can prove that it has a definite part in this problem to the consumer, it will become a greater force in the economic life of America than it is now."

(Continued on Thirty-first Page)

MERGER IDEA TO BE DISCUSSED BY N.Y.A.D.

ANNUAL MEETING AT ALBANY JANUARY 23—NEW YORK STATE PUBLISHERS WILL MEET FOLLOWING DAY—QUESTION BOX PROMISES PRACTICAL DISCUSSIONS.

The annual meeting of the New York Associated Dailies will be held at the Hotel Ten Eyck, Albany, Tuesday, January 23, with morning sessions opening at 10 a.m. and continuing throughout the day.

Governor Al Smith and possibly other officials of the administration will be present at the luncheon at 1 o'clock. Details of the program, aside from discussion of the closed question box, will not be completed until the morning of the session. The annual election of officers will occur at the afternoon session.

The New York State Publishers Association will hold their annual meeting at the same place on the day following, January 24. In the question box discussion on Tuesday the Associated Dailies will discuss combining the various New York state newspaper associations.

A. R. Kessinger of the Rome Sentinel is president of the New York Associated Dailies. Its other officers are: A. H. Keefe, Newburgh News, vice-president, and H. M. Hall, Jamestown Journal, secretary-treasurer.

Frank E. Gannett of the Rochester Times-Union is president of the state publishers' association. His associate officers are: Edward H. Butler, Buffalo News, first vice-president; Lynn J. Arnold, Jr., Albany Knickerbocker Press, second vice-president; Charles Congdon, Watertown Times, secretary; Gardner Kline, Amsterdam Recorder, treasurer; executive committee: Franklin A. Merriam, Mount Vernon Argus; Edward O'Hara, Syracuse Herald; Prentiss Bailey, Utica Observer; Ralph Bennett, Binghamton Press; Frederick P. Hall, Jamestown Journal.

Topics suggested for the question box at the Tuesday meeting are:

ADVERTISING.

Have you recently changed or are you contemplating change in advertising rates? If so, what change; why?

What is best way to increase reader response to advertising?

What is best way to increase advertising appropriation from local merchants?

(Continued on Twenty-third Page)

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

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

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



CHARLES F. CRANDALL.

and the British Dominions generally a specialized news service, supplementing rather than competing with existing systems such as Reuters and the Canadian Press. Its head offices will be in Montreal.

C. F. Crandall, who is president and managing director of the new organization, was until recently editor of the Montreal Star, and is the president and proprietor of the Dominion News Bureau. He was the organizer and manager of the Imperial Press Conference, a notable assembly of prominent British journalists under the chairmanship of Lord Burnham, who met in Canada in 1920 and made a comprehensive tour of the Dominion.

OHIO NEWSPAPER SOLD.

The Greenfield Independent, a newspaper conducted for several years by C. S. Clouser, a Greenfield printer, has been sold to the Greenfield Republican, the Republican agreeing to carry out all the contracts of the Independent.

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

\$114,881,040 in Building Operations Philadelphia's Record breaking total for 1922.

SHATTER BUILDING RECORDS

Operations Here in 1922 Valued at
\$114,881,040.

The building boom in Philadelphia during 1922 shattered all records of the last decade for construction.

Figures of the Bureau of Building Inspection show that since last January the total number of permits issued was 14,476, covering 22,588 operations, at an estimated value of \$114,881,040.

Against this record increase the building during 1921 had a total value of only \$42,540,780, for which 12,673 permits were issued, covering 14,651 operations.

The structures built this year included more than 8,800 two-story dwellings, the largest number of residences erected since the war.

(*The Philadelphia Bulletin*, December 30, 1922).

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

Dominate Philadelphia

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

The Bulletin



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.

NEW YORK
DAN A. CARROLL
150 Nassau Street

DETROIT
C. L. WEAVER
VERREE & CONKLIN, INC.
117 Lafayette Blvd.

CHICAGO
VERREE & CONKLIN, INC.
28 East Jackson Blvd.

SAN FRANCISCO
ALLEN HOFMANN
VERREE & CONKLIN, INC.
681 Market Street

LONDON, M. BRYANS, 185 Pall Mall, S. W. 1

PARIS, RAY A. WASHBURN, 5 rue Lamartine, (9).

(Copyright 1922—Bulletin Company).

BENEFIT FUND FOR AGED NEWSPAPER WORKERS.

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

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

EDMUND WALKER TO START PAPER AT PLAINFIELD.

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

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

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

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

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

WELL-KNOWN WOMAN WRITER APPOINTED EDITOR OF SCARSDALE INQUIRER.

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

The Inquirer, established twenty-five years ago, has for the last four years been owned and operated successfully by the Scarsdale Woman's Club.

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

It is hardly necessary to comment further on Major DeMasi's letter. The condition he describes has at some time or other stirred every newspaper man to hope that somehow it might be remedied. It may be immutable, as one of the prerogatives Fate exercises over genius and talent, but **THE FOURTH ESTATE** will be glad to conduct a symposium on the subject, which Major DeMasi presents as follows:

Editor, **THE FOURTH ESTATE**:

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

The stickful of type to which I refer is a direct reflexion on the intellectual end of our business—it brings forcibly to the fore the lack of harmony, of unity of purpose, and of sympathy that is a shameful characteristic of the reporters, copy-readers, editors and their kind the country over.

Here is the article to which I have reference:

ONCE RICH PUBLISHER NOW SELLING PENCILS.

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

Stearns informed the city officials he was born in Charlton, Mass., but left his home town when 19 years old to accept a position as teacher in a school in Virginia, Illinois, where Stephen A. Douglas, Lincoln's opponent for the presidency also had taught. Stearns stated that he had known both men intimately.

The fate of this aged former publisher, now compelled by poverty to sell pencils on the streets of Cincinnati, is an all-compelling, vivid picture of that which may be in store for any one of us, now perhaps in the heyday of life and "making good," as the term goes, but who knows not what the future holds in store.

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

(Continued on Seventeenth Page)

GRIDIRON DINNER DATE CHANGED TO FEB. 10.

TO INSURE ATTENDANCE OF MEN OF NATIONAL FAME NEWSPAPER MEN'S ANNUAL GATHERING SET AHEAD — BALTIMORE SUN BUREAU MAN FLOOR MANAGER.

Advance of the date of the annual spring dinner of the Gridiron Club from April 7 to February 10 has been announced by the club's executive committee.

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

Announcement of club committees for the year was also made by Arthur Sears Henning, head of the Washington Bureau of the Chicago Tribune, and the new Gridiron president, was made as follows:

Entertainment — Sumner Curtis, chairman; Ashmun N. Brown, vice-chairman; Robert B. Armstrong, Robert Barry, Ira E. Bennett, C. K. Berryman, Thomas W. Brahany, Walker S. Buel, H. E. C. Bryant, L. White Busby, Frank G. Carpenter, Edward B. Clark, Arthur W. Dunn, J. Fred Essary, Carter Field, Clinton W. Gilbert, Mark L. Goodwin, Charles S. Groves, Henry Hall, Jay G. Hayden, Perry S. Heath, Edwin M. Hood, James P. Hornaday, W. W. Jermaine, Philander C. Johnson, Rudolph Kauffmann, Thomas F. Logan, N. O. Messenger, J. P. Miller, Richard V. Oulahan, Roy A. Roberts, Charles G. Ross, John P. Ryan, Arthur J. Sinnott, Edgar C. Snyder, Leroy T. Vernon, Henry L. West and Grafton S. Wilcox.

Music—Henry L. West, chairman; Herndon Morsell, vice-chairman; Robert Barry, J. F. M. Bowie, Thomas W. Brahany, Walker S. Buel, William Clabaugh, Sumner Curtis, Arthur W. Dunn, Fred East, J. Fred Essary, Robert M. Ginter, Mark L. Goodwin, Charles S. Groves, Jay G. Hayden, W. W. Jermaine, Charles P. Keyser, G. E. Miller, H. T. Morsell, John H. Nolan, A. B. Pierce, Stanley Reynolds, Roy A. Roberts, John H. Small, Edgar C. Snyder, John Philip Sousa, M. Harry Stevens, A. J. Stoffer, Ernest G. Walker, Grafton S. Wilcox, James Rankin Young, and Henry Xander.

Menu—Edwin M. Hood, chairman; Charles S. Groves, vice-chairman; David S. Barry, C. K. Berryman, H. E. C. Bryant, Frank G. Carpenter, Clinton W. Gilbert, Charles P. Ross, and John Snure.

Reception—Robert B. Armstrong, chairman; David R. McKee, vice-chairman; Walter E. Adams, J. White Busby, Frank A. DePuy, Carter Field, Henry Hall, Perry S. Heath, James P. Hornaday, Robert Lincoln O'Brien, F. A. Richardson, W. E. Stevens, A. J. Stoffer, Charles Willis Thompson and James Rankin Young.

J. Fred Essary, in charge of the Washington Bureau of the Baltimore Sun, will be floor manager at the next dinner. His assistant will be Roy A. Roberts, Washington correspondent of the Kansas City Star.

EDITOR BUYS NEW PAPER.

W. A. Stickley, who sold the Worth County, Ia., Index, early in December when it was merged with the Anchor, has purchased the White Bear Lake, Minn., Press.

PUBLICATIONS WIN RIGHT TO NEWS AGENTS.

SUPREME COURT RULES THE CLAYTON ACT DOES NOT PROHIBIT MAKING EXCLUSIVE CONTRACTS — HOLDS CONTRACTS OF CURTIS COMPANY WERE REAL.

Publishers are not prohibited by the Clayton law from entering into contracts with news dealers as agents to act exclusively as their wholesale distributing agents, the supreme court held Monday in Washington in a case brought by the Federal Trade Commission against the Curtis Publishing Company.

The commission charged the company with engaging in unfair methods of competition because of contracts with wholesale dealers not to carry or handle at wholesale, periodicals of competitors. The commission contended that enforcement of these contracts had the effect of substantially lessening competition and tended to create monopoly.

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

The Curtis Company, alleging that the proceeding grew out of an attempt by two magazine publishing companies to obtain, without expense to them, the services and benefit of its distributing organization, asked the circuit court of appeals at Philadelphia to protect it against the order of the commission.

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

When it was originally held that the Curtis Publishing Company had engaged in unfair methods of competition, the Federal Trade Commission quoted an "objectionable" clause in that company's contracts, as follows:

"That the district agent hereby covenants and agrees . . . to refrain hereafter from, wholesaling to boys or dealers (and from attempting to influence any Curtis agent to sell) any periodicals other than those published by the Curtis Publishing Company . . . without first obtaining the approval of the publishers . . ."

The clause finally objected to, and submitted by the commission to the courts was:

"That without the written consent of the publisher, he (the dealer) will not . . . act as agent for or supply at wholesale rates any period-

(Continued on Seventeenth Page)

No. 1507

THE FOURTH ESTATE, which is published every Saturday at 232 West 59th St., New York City, was established March 1, 1894, and entered as second-class matter March 29, 1894, in the post office at New York, N.Y., under the act of March 3, 1879. The Yearly Subscription Price is Four Dollars, and the price of Single Copies is Ten Cents. **ERNEST F. BIRMINGHAM**, Publisher.

USE AND SALE OF ELROD MACHINES ENJOINED BY UNITED STATES COURT

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

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

The claims of the patents referred to are as follows:

PATENT No. 1,222,415:

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

"2. An apparatus for casting type metal elements for

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

PATENT No. 1,237,058:

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

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

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

LANSTON MONOTYPE MACHINE COMPANY
Philadelphia

BENSON COUNSELS SPACE BUYERS TO COURTESY.

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

President John Benson of the Four A's has sent a letter to each of the 133 agencies which are members of that body urging that space buyers be counseled to give publishers' representatives a more courteous hearing than is usually the case. Too little attention is often given the space buying department by the agency heads, Mr. Benson declares, pointing out that this condition should be changed in the interest of the agency as well as of the publisher and advertiser, as the space buying department forms the point of contact between the agency and the publishing world.

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

"They repeatedly complain of being ignored by space buyers in agencies and having to write the advertiser direct, who gives the publisher a quick and satisfactory reply.

"The small town publisher, especially, seldom gets the recognition he deserves.

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

"It may be that some of our members are not giving the personal attention to their space-buying departments which the importance of that function demands, especially when it is the hands of junior men.

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

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

"I realize in a number of cases it is impossible to favor the ethical paper because it is weaker than the unethical paper, and our first obligation as agents is to protect the interests of our clients and buy for them the most for their money. But it is highly important that our space buyers know for a certainty that the ethical paper either is or is not most deserving of the business; careful pains should be taken to find out. Hasty judgment or superficial investigation should be prevented.

"I realize, too, that there may be instances in which publishers are not all 100 per cent fair or reasonable, but as members of the American Association of Advertising Agencies we can at all times impress upon them our own desire to be fair.

"There are many space buyers who



IRVIN S. COBB AT HIS OLD JOB ON HIS OLD DESK.

are a credit to the profession and of co-operative value to the publisher, but there may be some who are not sufficiently studious of their high responsibilities and these should have the earnest counsel of our agency principals."

CAMPBELL BECOMES MANAGER OF WASHINGTON PRESS SERVICE.

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

Campbell was connected with the I.N.S. for about six years. In addition to covering the Senate, he had general charge of the news dispatches from the "Hill." Before coming to Washington he had a lengthy and varied career on New York, Philadelphia, Chicago and other metropolitan dailies, having served as reporter for the Philadelphia Inquirer, the Chicago Tribune, the New York American and other newspapers at different times.

He was political editor of the Philadelphia Evening Telegraph until it was sold by the Wanamaker interests and merged with the Philadelphia Evening Ledger. He covered several sessions of the Pennsylvania Legislature at Harrisburg before his activities were transferred to congress. He was formerly a member of the Harrisburg Legislative Correspondents' Association. He is a member of the National Press Club and of the Pen and Pencil Club of Philadelphia.

PRESS CLUB LEGION POST ELECTS CLARK HEAD.

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

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

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

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

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

More than 200 Paducahans visited the News-Democrat editorial rooms to see Mr. Cobb in action. More than ten applications were made by various residents of the city to serve as reporters under Mr. Cobb.

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

The News-Democrat in 1904 was an afternoon paper, published by Urey Woodson, now publisher of the Owensboro Messenger, who predicted a brilliant career for Mr. Cobb when he left the paper July 22, 1904 to go to the New York Sun. George H. Goodman is now owner and publisher of the News-Democrat.

EDITORIAL STAFF FOR DAILY AT KANSAS UNIVERSITY.

The newly elected staff for the University Daily Kansas, published at Kansas University are: Glick Schultz, Lawrence, editor-in-chief; Dean Boggs, Wichita, news editor; Perry Johns, Concordia, campus editor; John Harris, Piqua, Okla., alumni editor; Catherine Stubbs, Fort Worth, Texas, exchange editor; DeVaughn Francis, Eldorado, sports editor; Miss Helen Jaka, Leavenworth, Plain Tales editor.

COMMITTEE PLANS 1923 AD CLUB CONVENTION.

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

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

C. K. Woodbridge reported on results of several hundred questionnaires on building the Atlantic City convention program. H. D. Robbins reported for the vigilance committee. John H. Logeman explained plans of the exhibit committee. The committee unanimously adopted a resolution calling upon law enforcing officials in all parts of the country and all branches of the Government that they inform themselves of fraudulent stock selling schemes and proceed with the greatest vigor within their power to curb them. A resolution was unanimously adopted urging the entire membership of the association and of the national advertising commission to lend their full support toward increasing the effectiveness of the work of churches of all denominations in their local communities that the force of the church might be strengthened in its fight on evil and stamping out of fraud and selfishness.

MAY ORGANIZE SMALL TOWN.

The committee unanimously adopted the recommendation of Dave W. Webb of Atlanta that a committee be appointed by President Holland to report on advisability of putting a man in the field to organize advertising clubs in the smaller towns on the Neosho golden rule plan. The committee will be headed by Arch. R. Crawford of Minneapolis.

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

The committee announced, it was their tentative plan to hold sessions in the steel pier except inspirational sessions Sunday afternoon which are to be in the million dollar pier, subject to approval of the executive committee. The executive committee put the matter in the hands of the national program committee. A motion empowering President Holland to appoint a special Washington contact committee to report on the advisability of placing a representative of the association in Washington to collect from various government departments information of value to members of the association and national advertising commission was adopted.

Those attending the meeting were: vice-presidents, Black, Charles, Wholley, Webb, Eetter, Crawford, Bayless, Strandburg, Mahool, Fawcett. Others present were Mackintosh, Neal, Hunt, William P. Green, Earle Pearson, Rowe Stewart of Phila., past president, and Frank McClure.

Features Make Circulation

Positive Proof in Three Newspapers I Bought

By ARTHUR BRISBANE

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

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

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

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

The employes' payroll has increased 100 per cent.

Advertising and circulation receipts have more than trebled.

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

annually to its payroll, make it profitable and put its competitors in a thoughtful mood.

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

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

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

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

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

EVERGREEN STATE SCRIBES TO MEET AT SEATTLE.

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

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

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

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

The program for the institute follows:

THURSDAY

ADVERTISING AND DAILY NEWSPAPERS.

Better Results from and for National Advertisers—H. G. Stibbs, advertising manager, Carnation Milk Products Company, Seattle.

Co-operation Due the National Advertiser—Frank S. Baker, editor, Tacoma Ledger.

Luncheon with the Seattle Advertising Club, University Commons.

Fiat and Sliding Rates for Advertising—C. B. Blethen, editor and publisher, Seattle Times.

What is Foreign Advertising?—J. G. Kelly, editor, Walla Walla Bulletin.

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

TRADE JOURNALS AND CLASS PUBLICATIONS.

Value of Trade Advertising—W. W. Woodbridge, advertising manager, West Coast Lumberman, Seattle.

Better Make-up—Professor W. Jones, school of journalism, University of Washington.

Selling Space and Soliciting Trade and Class Paper Advertising; Salary vs. Commissions—Round Table. Led by John H. Reid, editor, University District Herald, Seattle.

Cutting Down the Printing Bill—Professor Fred W. Kennedy, school of journalism, University of Washington. With general discussion of printing problems by members of the Association.

Ad Copy for Trade Journals—Round Table led by T. Johnson Stewart, editor, Northwestern Merchant, Seattle.

Business and executive session.

WEEKLY NEWSPAPERS.

FRIDAY

Business Office of the Country Weekly—Louis J. Ball, managing-director, Vernon, B. C., News.

High School News and Annals—A. S. Hillyer, editor, Sunnyside Sun.

Shall We Accept Out-of-town Competitive Advertising?—Sol N. Lewis, editor, Lynden Tribune.

Economic Fundamentals of Advertising—Dean Stephen I. Miller, School of Business Administration, University of Washington.

Looking 'Em Over (critical review of state newspapers)

Editorial—Dr. M. L. Spencer, Director, school of journalism, University of Washington.

Make-up—Professor Fred W. Kennedy, school of journalism.

Advertising—Professor Robert W. Jones, school of journalism.

The 1923 EDITION of the **AMERICAN NEWSPAPER ANNUAL & DIRECTORY** *is READY for DELIVERY*

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

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

Address the publishers

N. W. AYER & SON
PHILADELPHIA PENNSYLVANIA

Executive Session of the State Press Association.

SATURDAY

Publicity and News—George M. Allen, Toppenish Review and Tribune.

One-Man Shop Problems—W. H. Murray, editor, Withrow Banner.

Keeping Up Revenue in the Printing Department—N. Russell Hill, publisher, Davenport Times-Tribune.

Newspapers and Our State Tax Problems—Professor Frank J. Laube, School of Business Administration, University of Washington.

State Press Association Problems.

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

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

Mr. O'Loughlin was handed last Saturday, by a resolution committee of six, a set of resolutions designating

him as their chieftain and the successor of the late L. J. O'Reilly.

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

WOMEN JOURNALISTS ELECT.

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

LEASES NEWSPAPER.

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

CARTHAGE REPUBLICAN AND TRIBUNE BECOME ONE PUBLICATION.

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

The Tribune Publishing Company, for many years conducted by William B. and George W. Kesler, principal owners, was dissolved by mutual agreement on December 28, and the transfer of the Tribune property made to Mr. Rich, who for the last twelve years has been publisher of the Republican. He is secretary-treasurer of the Northern New York Press Association.

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

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

NEW ENGLAND NEWSPAPER CHANGES OWNERSHIP.

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

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

In 1897 the Tribune was purchased, the two papers merged and issued under the name of Free Press-Tribune. It has been Republican in politics. Messrs. Somers and Starbuck retire after more than forty years of activity in the local newspaper field.

PAPER REORGANIZED.

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

Under the reorganization Wray Stuart becomes manager and editor, and S. F. Hickman his associate. Mrs. Helen M. Harrison is now secretary and treasurer of the company. Mr. Stuart is a practical newspaper man, having edited newspapers at Bandon, Ore., and in the state of Washington. Mr. Stuart has been with the Headlight for about twelve months, being foreman of the mechanical department.

LEAVES JOURNALISM FACULTY.

Professor W. E. Drips has withdrawn as a member of the journalism faculty of Iowa State College, Ames, and will soon enter the organization of Wallace's Farmer at Des Moines, published by Secretary of Agriculture Henry J. Wallace. Professor Drips is president of the Lions' Club at Ames.

Wanted—To Buy Business of Special Representative

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

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

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

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

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

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

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

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

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

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

For further details address

Box 5292, Care THE FOURTH ESTATE.

ACTION IN THREE MISLEADING AD CASES.

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

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

The company is a publisher and distributor of books, and according to evidence brought out in hearings before the commission, misled and deceived the public in the use of certain advertisements similar in form, illustration and substance to that of the Little Leather Library Corporation of New York.

The inquiry further developed that the Warewell Company caused to be made sets of books almost identical in style and contents to that of books which had been advertised and sold for some time by the Little Leather Library Corporation. This simulation of product was accomplished in large part by obtaining, through various means information as to the source of supply and methods of the Library Corporation in the exploitation of its Little Leather Library.

Samuel Silverman, Jacob Silverman, and Henry Greenblatt are partners in the Warewell Company, and are prohibited by a specific order of the commission from continuing the foregoing unfair methods of competition.

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

This ruling was brought out in the case of the Washington firm of Melvin Behrend and Leopold Behrend, doing business under the name of Behrend's, in which the commission found that the respondents represented certain comforts offered for sale as being "silkoline covered comforts," thereby leading the general public into the belief that such comforts were in part composed of silk, which in fact was not the case.

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

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

Based upon a preliminary inquiry undertaken, the commission has reason to believe, it says, that this firm's product contains no radio activity and that its advertisements to the public that its product does contain radium is deceptive.

Abbott E. Kay and R. T. Nelson, co-partners trading as the Aaban Radium Company, are named in the citation and have been called upon to file an answer and appear at a hearing to be conducted by the com-

OIL

BRADFORD, Penn.

has kept up its good work and made prosperous throughout the past year while many cities have been still going through the deflation period. Note this report on the oil conditions in this locality:

This community had one great advantage over most American cities during the past year, in that its principal product—OIL—found a ready market during all the period of depression. While the price of crude is only half the high price of 1920, thereby largely reducing the total income, the cost of producing oil also has been correspondingly reduced. Oil territory now is selling at but little less than during the boom days, and the producers are going ahead with their development work, so that Bradford has largely escaped

the depression felt in other places, particularly known as "war brides." ****

With the increased production of oil, brought about by improved methods, the wealth of this community will steadily keep up the increase of the past ten years.

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

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

The ERA BRADFORD, Penn.

*Represented in the Foreign Field by
S. G. LINDENSTEIN*

342 Madison Avenue

New York City

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

PLAN NEW NEWSPAPER FOR DANVILLE, VA.

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

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

The paper, it is announced, will

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

NORTHEAST NEBRASKA EDITORS MEET JANUARY 26-27.

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

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

WISCONSIN PAPER MOVES INTO NEW BUILDING.

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

The Monroe, Wis., Evening Times has moved into its new building at Jackson and Payne streets, constructed at a cost, without equipment, of \$40,000 and one of the finest business structures in the city.

Work of excavating started on June 15, the site being 60x100 feet and the building being 40x100 feet. The structure is three stories high. The ground floor, otherwise the basement extending five and one-half feet above the ground provides quarters for the job printing department, press room, carrier room, paper storage, heating plant, fuel and laundry.

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

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

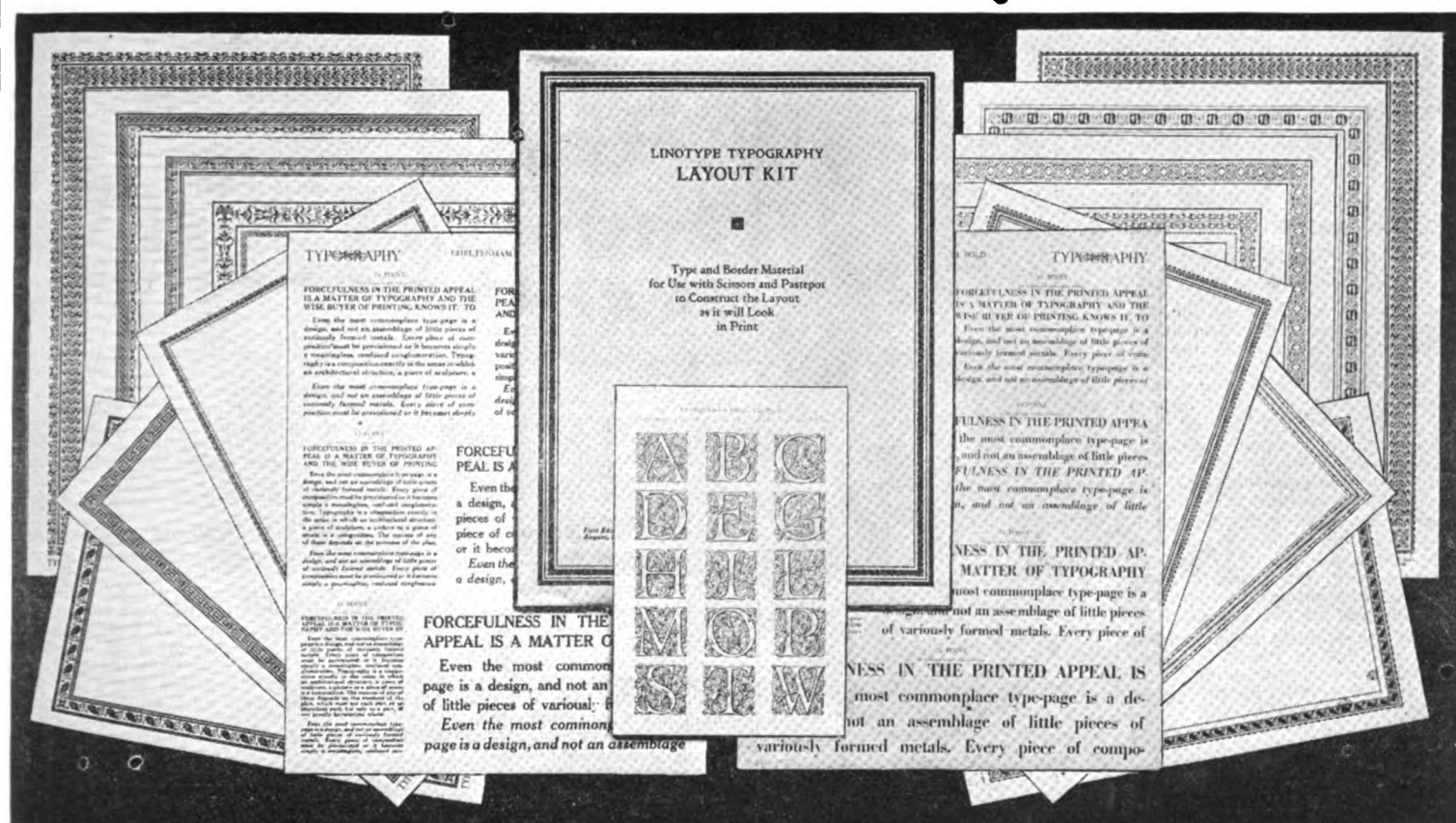
Copy from the editorial department to the composing room just to the rear reaches the latter by means of a gravity chute. Entrance is by means of a passage connecting also the business office with the mechanical department. All departments are connected with an inter-communicating telephone system.

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

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

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

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



A Help to the Advertising Department

The Linotype Typography Layout Kit

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

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

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

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

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

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

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

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

MERGENTHALER LINOTYPE COMPANY

Department of Linotype Typography

461 EIGHTH AVENUE, NEW YORK

SETS NEW RECORD FOR ONE DAY'S ADVERTISING.

INDIANAPOLIS NEWS STAFF AT CHRISTMAS DINNER—114,625 LINE TOTAL GIVES A NEW TARGET TO AIM AT FOR REGULAR RUN OF THE PAPER ADVERTISING.

Two hundred members of the advertising department organization of the Indianapolis News, with the executives of the other departments of the paper, were present at the annual Christmas dinner at the Lincoln Hotel in Indianapolis.

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

Short talks were made by Louis Howland, editor, Hilton U. Brown, general manager, Frank T. Carroll, advertising manager, and Richard Fairbanks, representing the Fairbanks estate, publisher of the News.

One of the features of the dinner was the roll call in which each employee stated his connection and gave his tenure of service at the paper. It developed that 272 employees have been connected with the paper for more than five years, with an average of fourteen and a half years. One hundred and thirteen employees have been with the News for more than fifteen years, with an average tenure of twenty-three and a half years. Thirty-one employees have been connected with the paper twenty-five or more years, each with an average tenure of thirty-three and two-third years. There are 494 employees directly on the News pay roll, whose total employment amounts to 4,704 years, with an average of nine and a half years.

Statistics were given at the dinner by Mr. Ellis of the edition of the News on December 16, the last Friday before Christmas, when a total volume of 114,625 lines of advertising was carried, which, according to Mr. Ellis, constitutes a record for advertising space in a regular issue of a six-day evening paper. It was pointed out by Mr. Ellis that there were no "special" advertising or "promoted" advertising in the paper inasmuch as it is a policy of the News not to promote any kind of advertising other than regular campaigns from retailers or manufacturers.

The address of the occasion was made by Frank T. Carroll, advertising manager, in which he told interesting stories of how the advertising department endeavors to promote business.

"To get back to the service end of our business, we are prone to look upon newspaper advertising as white space, some say it's circulation, and others—low rate, or position. It's all these and more, but the real thing sold by the advertising department is opportunity for influence, service, and the salesman who recognizes this implied obligation in space selling is the one who is fulfilling his duty to the paper.

"It is an axiom in salesmanship that the greater the all around mental development of the salesman, the

(Continued on Twenty-Fifth Page)

NEW MISSOURI PAPER.

A new paper known as the Rockville Recorder has recently been established at Rockville, Mo. T. M. Harper is the editor.

NEW MANAGING EDITOR OF WAUSAU RECORD-HERALD.

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



TIP O'NEILL.

years ago he aided in starting the Lansing Capital News, had charge of its editorial page and later became editor of the entire paper. Some time after Charles N. Halsted of the Lansing State Journal purchased control of the News, Mr. O'Neill left, later joining the Journal business department.

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

EMPLOYEES JOIN BUILDING AND LOAN.

More than four hundred and sixty employees of the Chicago Tribune have joined the Medill Building and Loan Association. They have purchased 11,623 shares of stock. Twenty-three members have secured approval of loans on homes, the total amounting to \$112,370. Of this amount \$71,122.23 already has been paid out. Only \$26,000 of the amount paid out has been advanced by the Tribune through the purchase of Class D stock, which pays interest amounting to actual earnings but not to exceed five and one-half per cent.

Weekly payments by members amount to \$2,800 and this amount is increased considerably by interest payments.

MONETT TO HAVE NEW DAILY.

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

JOINS CLEVELAND DAILY.

Patrick F. Buckley, for ten years with the Leslie-Judge Company, during seven of which he was western manager, has joined the advertising department of the Cleveland Plain Dealer.

MAIL TUBES FOR PHILADELPHIA OPPOSED.

POSTMASTER GENERAL WORK GIVES ADVERSE REPORT TO POSTAL COMMISSION OF CONGRESS — SENATOR PEPPER MAKES STRONG PROTEST.

A report adverse to the restoration of the pneumatic tube mail service in Philadelphia has been made by Postmaster General Hubert Work to the joint postal commission of congress.

The report is based on an investigation recently conducted by three post-office inspectors. Excerpts were submitted to the joint commission by Dr. Work, who declined to comment on the conclusions reached, beyond saying that the report itself represented a response to a request from the commission for information.

Admission was made in the report that restoration of the tube service would advance delivery of local and incoming mails to some extent, with a still greater advantage in the case of outgoing mails. Reference to earlier recommendations to the commission for resumption of the tubes was coupled with the assertion they had been based on investigations, in which "little consideration was given to changed local conditions."

Details of the report indicated that some of the tubes run into territory which has decreased in commercial importance since the earlier service was discontinued under the Burleson administration of the post office department. At another point, it was said that changes which would be necessitated in distribution facilities through tube restoration "would probably delay more mail than the tubes would advance." Other objections, overruling the consideration of the "limited number of minutes" which the tube service gained over that of motor vehicles, were also brought forward, while the whole question of resumed service was declared to be one of "service policy" rather than of "service necessity."

In general, the report recommended that favorable consideration of pneumatic tube service at Philadelphia be "postponed indefinitely" pending construction of necessary buildings for the prompt and economic handling of the mails in that city, and that no consideration be given to the matter until the additional buildings have been provided.

"The question of additional space is of vital importance to the postal service at Philadelphia," the report read. "From a business standpoint the two additional buildings proposed, one in the vicinity of Broad street depot and the other at North Philadelphia Station, would be of vastly greater benefit to the postal service in general than the restoration of pneumatic tube service with the extensions proposed.

"We recommend, therefore, that pneumatic tube service, with extensions proposed, be not considered until after additional buildings have been provided for the benefit of the service as a whole."

The report was signed by F. R. Barclay, Charles C. Hart and S. W. Purdum, postoffice inspectors.

Strong protest against the character of the report has been made to Postmaster General Work by Senator Pepper of Philadelphia. This will be followed up by similar protests from members of the Pennsylvania delegation in congress. There is small likelihood, that anything will be accomplished toward securing the restora-

tion of the tube service at this session of congress.

Senator Pepper was furnished during the middle of last week with an advance copy of the report of the inspectors. He immediately sought an engagement with the postmaster general and presented his protest at the findings, particularly the final recommendations "that pneumatic tube service, with extensions proposed, be not considered until after additional buildings have been provided for the benefit of the service as a whole."

"I told the postmaster general," said Senator Pepper, "that the views in the report contained nothing inconsistent with the view that the revival of the pneumatic tube service was on the whole consistent with the views of those who contend that its revival and use was the best thing for the postal service of the city.

"I urged upon him that the effect of the report ought to be given to the unanimous desire of the important trade and commercial bodies and all of the citizens who had studied the situation that this particular service be restored."

Emil P. Albrecht, president of the Bourse and chairman of a joint committee of Philadelphia trade bodies, when informed of the postmaster general's report, said that he would get in touch with Washington and exert every influence to bring about a favorable decision from the congressional joint committee for a resumption of the mail tube service.

MONOTYPE WARNS AGAINST USE OF ELROD.

The Lanston Monotype Machine Company is using its advertising space this month to bring before the trade the status of its suit against the Elrod machine. This patent suit for infringement was carried to the highest court and an injunction issued in the Monotype company's favor pursuant to the mandate of the United States court of appeals for the third circuit.

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 art to what is known as the 'non-distribution' system."

The Monotype Company spent years perfecting its continuous strip lead, rule and slug mold. The company says that in the past five years Monotype type-and-rule casters and non-distribution equipment to the value of more than five million dollars have been sold in the United States and Canada.

FRANKLIN DINNER-DANCE AT ASTOR JANUARY 15.

Henry Russell Miller of Pittsburg will be the guest of honor and speaker at the dinner and dance commemorating the anniversary of the birth of the 'patron saint of printing,' Benjamin Franklin, to be given under the auspices of the New York Employing Printers Association at the Hotel Astor, New York, on January 15. "Ben Franklin and Printers' Ideals" is the subject chosen by Mr. Miller, who is vice-president of the Pittsburg Typothetae.

EDITOR ADDRESSES AD MEN.

Dr. Henry J. Waters, editor of the Weekly Kansas City Star, addressed the Kansas City Advertising Club last week on "Co-operative Selling." Dr. Waters dealt with selling to the farmer and his theme was truth in advertising. Following the address the club presented him a "medal for distinguished service," complimenting the stand the Weekly Star has taken on the matter of advertising.

Copy that will pull a solid year is assured Advertisers in THE FOURTH ESTATE ANNUAL REVIEW

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

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

What were the best means of advertising promotion developed during the year?

What means were most effective in increasing circulation?

What was the tendency in labor relationships?

How much does merchandising co-operation amount to?

What is the present trend in measuring news values?

Is there an ad club in Wausau, Wis., and who is its president?

What did the important newspaper conventions discuss?

How many newspapers installed radio stations?

What new equipment was most in demand?

How many newspapers built new homes—and what kind did they build?

Did news print production capacity increase or decrease?

How many newspapers changed ownership, or consolidated?

How about agency relations?

What has the election of President Harding meant to the newspaper business?

What were some of the "good stunts" staged by newspapers?

Did advertising or subscription rates tend to go higher or lower?

Is there a new advertising agency in my territory I have overlooked?

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

The Year's Newspaper Work at Your Finger Tips

Make Space Reservations *NOW*

THE FOURTH ESTATE, 232 West 59th St., N.Y.

CLEARING HOUSE OF EXECUTIVES' IDEAS.

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

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

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

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



NEW YORK TIMES BUSINESS OFFICE DEPARTMENT HEADS.

C. A. Flanagan, Circulation; William Hurley, Annex Publication Office; James M. Kirshner, Charge; Albert S. Harley, Classified Advertising; Mrs. Irma Kory, Business Opportunities; F. W. Harold, Censorship; Miss L. M. Whitehouse, Credit; Mrs. D. K. Purdy, Claim; Hugh A. O'Donnell, Assistant Business Manager and Chairman; Louis Wiley, Business Manager; Arnold Sanchez, Office Manager; W. W. Miller, Classified Advertising; R. A. Lawe, Bookkeeping; W. M. Jackson, Personnel Director; E. H. Taylor, Branch Publication Offices; B. T. Butterworth, Advertising; L. O. Morny, Subscription; Lucien Franck, Purchasing Agent.

sided, open-minded, deliberate and fair.

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

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

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

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

NEWS PRINT BEING MADE AT FORT WILLIAM.

The last day of the old year saw the first run of news print made at the Fort William Paper Company's mill. This is the first paper ever made in Fort William, Ont. The run was a trial of the machinery, which was being turned over for the first time, and the trial was quite satisfactory. It is expected that from this time forward the paper mill will be in continuous operation and that it will produce 160 tons of news print a day.

NEW HOME FOR NEWSPAPER.

Work has been begun on the new home of the Kansas City Journal-Post. The building, formerly the home of the Franklin Hudson Publishing Company, will be remodeled. It is the residence section of the city.

FEWER DAILIES IN 1922, NEW AYER ANNUAL SHOWS.

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

American, Canadian and New Foundland publishers are now bringing out a total of 22,358 publications, of which 17,627 are newspapers, daily, tri-weekly, semi-weekly, and weekly, according to the tables in the Ayer Newspaper Annual for 1923, now offered for distribution. Daily newspapers decreased in number during the year from 2,517 in 1921 to 2,492 in 1922, a drop of twenty-five, which is largely explained by the favorable reception publishers in "over-newspapered" cities have given the consolidation idea.

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

the Middle Western States, two; in outlying districts, seven.

Daily newspapers in the United States and Canada distribute 33,000,000 copies daily, the Ayer Annual estimates, this being divided 20,000,000 among evening papers and 13,000,000 among the morning. Circulation of Sunday newspapers is placed at 19,000,000.

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

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

LEVAND BUYS WYOMING NEWSPAPER.

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

The
St. Regis
Paper Company
and the
Hanna Paper
Corporation
NEWS
PRINT

Daily Capacity
425 TONS

We solicit your inquiries

General Sales Office:
30 EAST 42ND STREET
NEW YORK

Chicago Sales Office:
648 McCORMICK BLDG.
CHICAGO, ILL.

Pittsburg Sales Office:
1117 FARMERS BANK BLDG.
PITTSBURG, PA.

Scandinavian News Print
100,000 Tons per Annum
Inquiries Solicited
Newsprint Paper Corporation
33 West 42nd St., New York City
Telephone Longacre 1116.

STATISTICS OF NEWSPAPER PRODUCTION IN THE UNITED STATES AND CANADA.

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

			ISSUES.											
			Daily.	Tri-Weekly.	Semi-Weekly.	Weekly.	Fortnightly.	Semi-Monthly.	Monthly.	Bi-Monthly.	Quarterly.	Miscellaneous.	Total—all issues.	
UNITED STATES, TERRITORIES AND CANADIAN PROVINCES														
NEW ENGLAND STATES														
Connecticut.....	66	10	34	2	6	82		1	15	1	3	3	145	
Maine.....	57	14	12	2	2	62		1	12	4	3	2	100	
Massachusetts.....	184	22	82	2	4	324	1	5	124	5	38	4	549	
New Hampshire.....	54	9	14	1	1	61	1	2	12	1			93	
Rhode Island.....	16	5	12		2	20			14				48	
Vermont.....	62	12	10			68	1	1	5				85	
	489	72	164	5	15	617	3	10	182	11	44	9	1080	
NEW YORK														
New York.....	472	61	192	7	25	964	31	45	755	33	76	16	2144	
MIDDLE ATLANTIC STATES														
Delaware.....	12	3	8			25			4		2		34	
District of Columbia.....			7		1	26		4	64	4	19		125	
Maryland.....	58	23	15		3	95	1	3	37	11	15	3	183	
New Jersey.....	171	21	40		4	254		4	43	5	8	1	358	
Pennsylvania.....	413	67	192	5	27	634	3	12	233	12	54	8	1180	
	655	114	257	5	35	1034	4	23	381	32	98	12	1881	
SOUTHERN STATES														
Alabama.....	122	70	22		6	149	1	5	15		3		201	
Arkansas.....	159	87	36	2	7	210	1	6	13		3		278	
Florida.....	119	59	33		9	141		2	22		1		208	
Georgia.....	196	149	30	2	9	221	1	6	51	2	3	1	325	
Kentucky.....	148	109	32		19	180	2	3	18	1	4	2	261	
Louisiana.....	103	60	15	1	2	136	1	4	26	2	1	1	191	
Mississippi.....	180	90	15	1	5	141	1	8	8	1	1		172	
North Carolina.....	165	80	40	1	29	178	1	3	28	1	9	2	290	
South Carolina.....	78	45	17	4	11	92		3	17	1	3		148	
Tennessee.....	126	81	17		6	180	1	6	30	1	17	1	259	
Texas.....	549	221	113	1	30	686		11	69	2	5	1	918	
Virginia.....	131	65	31	1	9	148	1	2	35		2	2	231	
West Virginia.....	92	55	30		5	138			12		1		185	
	2118	1171	431	13	147	2598	11	51	344	11	62	9	3867	
MIDDLE WESTERN STATES														
Illinois.....	609	103	155	5	34	874	9	38	671	7	27	8	1828	
Indiana.....	317	92	130	2	18	375	1	7	71		8	1	613	
Michigan.....	374	81	67	4	15	444	2	3	83	3	6	1	628	
Ohio.....	368	88	155	7	36	527	11	12	151	5	22	1	927	
Wisconsin.....	328	71	54	1	5	431	2	4	72	6	3	2	580	
	1906	435	561	19	108	2651	25	61	1048	21	66	13	4576	
WESTERN STATES														
Colorado.....	186	60	40		10	274		1	33	1	2	3	361	
Iowa.....	524	101	53	7	20	627	3	12	54	5	6	3	790	
Kansas.....	421	103	67	1	8	523		5	31		3	1	639	
Minnesota.....	445	85	47	9	612	2	11	64	4	6			755	
Missouri.....	412	113	74	2	17	594	7	20	101	5	9	2	831	
Montana.....	162	54	18		2	198		2	11	1			232	
Nebraska.....	381	91	25	2	11	480	1	5	25		2	1	552	
New Mexico.....	59	27	6		2	81		1	4		1		95	
North Dakota.....	212	50	9	3	247	1	2	6	2	1			271	
Oklahoma.....	327	77	60	2	12	408	2	7	23	1	4	1	517	
South Dakota.....	251	63	16	1	1	309	2	6	13		5		352	
Wyoming.....	64	23	8		4	83			2				97	
	8444	817	423	14	90	4436	16	72	367	19	39	7	5492	
PACIFIC SLOPE STATES														
Arizona.....	39	14	20	1	3	44		2	5				75	
California.....	364	57	166	8	27	504	2	12	174	6	9	3	911	
Idaho.....	101	43	13	1	6	113		1	3		1	1	139	
Nevada.....	24	16	8	6		24		1	2				41	
Oregon.....	141	36	33		5	183	2	2	29	1		1	254	
Utah.....	61	22	7	3	4	70	2	1	14	1	1		103	
Washington.....	183	39	38		7	244	1	6	48	1	3		348	
	913	227	285	19	52	1182	5	25	275	9	14	5	1871	
OUTLYING TERRITORIES														
Alaska.....	15	4	7	2		11			1				21	
Canal Zone.....	4		5			8		1	3				17	
Hawaii.....	6	4	9	3	4	15		2	11				44	
Philippines.....	7		20		3	10			13		8	4	53	
Porto Rico.....	8	4	12		2	9		1					24	
Virgin Islands.....	3		5		1	1							6	
CANADIAN PROVINCES AND NEWFOUNDLAND														
Alberta.....	43	12	58	5	9	54		4	28		3	4	165	
British Columbia.....	109	49	6		2	124	1	2	6				141	
Manitoba.....	71	11	4	3	3	54		3	21				98	
New Brunswick.....	14	6	5		2	91		7	28		1		134	
Nova Scotia.....	33	17	8	1	9	19		1	9				47	
Ontario.....	260		13	1	3	44	1	2	7				278	
Prince Edward Island.....	2		42	4	10	356	2	9	136	3	8	3	573	
Quebec.....	48		2			6							8	
Saskatchewan.....	167		21		1	100	3	5	87	1	4	1	223	
Yukon.....	1		6	2	2	175			2				187	
Newfoundland.....	6		1			1					2		2	
	760	23	3	11	32	979	7	29	300	4	15	4	1502	

NOTE.—About 11,000 of the 14,515 weekly papers are country and small town newspapers. The rest are religious, agricultural or class publications or city weeklies.

* Increase — Decrease.

TOWNS AND COUNTY SEATS. No. of Towns in which Papers are Published..... No. of Towns which are County Seats.....	NEWSPAPERS.															
	Daily..... Tri-Weekly..... Semi-Weekly..... Weekly..... Fortnightly..... Semi-Monthly..... Monthly..... Bi-Monthly..... Quarterly..... Miscellaneous.....	1922	1923	1922	1923	1922	1923	1922	1923	1922	1923	1922	1923	1922	1923	
New England States.	171	164	202	192	253	257	434	431	559	561	424	423	288	285	51	
	4	6	6	8	8	5	12	13	19	19	12	14	19	19	6	
	14	15	32	25	34	35	147	108	108	99	99	99	65	62	7	
	621	617	967	964	1039	1034	2565	2586	2718	2851	4506	4436	1193	1182	52	
	3	28	31	31	4	11	26	27	15	16	16	16	5	5	3	
	13	10	38	45	28	69	51	64	64	63	72	72	27	25	8	
	183	182	857	755	346	361	552	344	1021	1048	362	367	256	276	25	
	7	11	29	33	32	32	10	11	23	21	13	19	4	9	9	
	48	44	79	76	95	96	52	52	65	66	35	39	11	14	5	
	10	9	20	16	13	12	6	13	13	13	7	7	4	5	3	
	1076	1060	2136	2 44	1849	1881	3862	3867	4622	4576	5542	5492	1869	1871	151	
	New York.	171	164	202	192	253	257	434	431	559	561	424	423	288	285	51
		4	6	6	8	8	5	12	13	19	19	12	14	19	19	6
		14	15	32	25	34	35	147	108	108	99	99	99	65	62	7
621		617	967	964	1039	1034	2565	2586	2718	2851	4506	4436	1193	1182	52	
3		28	31	31	4	11	26	27	15	16	16	16	5	5	3	
13		10	38	45	28	69	51	64	64	63	72	72	27	25	8	
183		182	857	755	346	361	552	344	1021	1048	362	367	256	276	25	
7		11	29	33	32	32	10	11	23	21	13	19	4	9	9	
48		44	79	76	95	96	52	52	65	66	35	39	11	14	5	
10		9	20	16	13	12	6	13	13	13	7	7	4	5	3	
1076		1060	2136	2 44	1849	1881	3862	3867	4622	4576	5542	5492	1869	1871	151	
Middle Atlantic States.		171	164	202	192	253	257	434	431	559	561	424	423	288	285	51
		4	6	6	8	8	5	12	13	19	19	12	14	19	19	6
		14	15	32	25	34	35	147	108	108	99	99	99	65	62	7
	621	617	967	964	1039	1034	2565	2586	2718	2851	4506	4436	1193	1182	52	
	3	28	31	31	4	11	26	27	15	16	16	16	5	5	3	
	13	10	38	45	28	69	51	64	64	63	72	72	27	25	8	
	183	182	857	755	346	361	552	344	1021	1048	362	367	256	276	25	
	7	11	29	33	32	32	10	11	23	21	13	19	4	9	9	
	48	44	79	76	95	96	52	52	65	66	35	39	11	14	5	
	10	9	20	16	13	12	6	13	13	13	7	7	4	5	3	
	1076	1060	2136	2 44	1849	1881	3862	3867	4622	4576	5542	5492	1869	1871	151	
	Southern States.	171	164	202	192	253	257	434	431	559	561	424	423	288	285	51
		4	6	6	8	8	5	12	13	19	19	12	14	19	19	6
		14	15	32	25	34	35	147	108	108	99	99	99	65	62	7
621		617	967	964	1039	1034	2565	2586	2718	2851	4506	4436	1193	1182	52	
3		28	31	31	4	11	26	27	15	16	16	16	5	5	3	
13		10	38	45	28	69	51	64	64	63	72	72	27	25	8	
183		182	857	755	346	361	552	344	1021	1048	362	367	256	276	25	
7		11	29	33	32	32	10	11	23	21	13	19	4	9	9	
48		44	79	76	95	96	52	52	65	66	35	39	11	14	5	
10		9	20	16	13	12	6	13	13	13	7	7	4	5	3	
1076		1060	2136	2 44	1849	1881	3862	3867	4622	4576	5542	5492	1869	1871	151	
Middle Western States.		171	164	202	192	253	257	434	431	559	561	424	423	288	285	51
		4	6	6	8	8	5	12	13	19	19	12	14	19	19	6
		14	15	32	25	34	35	147	108	108	99	99	99	65	62	7
	621	617	967	964	1039	1034	2565	2586	2718	2851	4506	4436	1193	1182	52	
	3	28	31	31	4	11	26	27	15	16	16	16	5	5	3	
	13	10	38	45	28	69	51	64	64	63	72	72	27	25	8	
	183	182	857	755	346	361	552	344	1021	1048	362	367	256	276	25	
	7	11	29	33	32	32	10	11	23	21	13	19	4	9	9	
	48	44	79	76	95	96	52	52	65	66	35	39	11	14	5	
	10	9	20	16	13	12	6	13	13	13	7	7	4	5	3	
	1076	1060	2136	2 44	1849	1881	3862	3867	4622	4576	5542	5492	1869	1871	151	
	Western States.	171	164	202	192	253	257	434	431	559	561	424	423	288	285	51
		4	6	6	8	8	5	12	13	19	19	12	14	19	19	6
		14	15	32	25	34	35	147	108	108	99	99	99	65	62	7
621		617	967	964	1039	1034	2565	2586	2718	2851	4506	4436	1193	1182	52	
3		28	31	31	4	11	26	27	15	16	16	16	5	5	3	
13		10	38	45	28	69	51	64	64	63	72	72	27	25	8	
183		182	857	755	346	361	552	344	1021	1048	362	367	256	276	25	
7		11	29	33	32	32	10	11	23	21	13	19	4	9	9	
48		44	79	76	95	96	52	52	65	66	35	39	11	14	5	
10		9	20	16	13	12	6	13	13	13	7	7	4	5	3	
1076		1060	2136	2 44	1849	1881	3862	3867	4622	4576	5542	5492	1869	1871	151	
Pacific Slope States.		171	164	202	192	253	257	434	431	559	561	424	423	288	285	51
		4	6	6	8	8	5	12	13	19	19	12	14	19	19	6
		14	15	32	25	34	35	147	108	108	99	99	99	65	62	7
	621	617	967	964	1039	1034	2565	2586	2718	2851	4506	4436	1193	1182	52	
	3	28	31	31	4	11	26	27	15	16	16	16	5	5	3	
	13	10	38	45	28	69	51	64	64	63	72	72	27	25	8	
	183	182	857	755	346	361	552	344	1021	1048	362	367	256	276	25	
	7	11	29	33	32	32	10	11	23	21	13	19	4	9	9	
	48	44	79	76	95	96	52	52	65	66	35	39	11	14	5	
	10	9	20	16	13	12	6	13	13	13	7	7	4	5	3	
	1076	1060	2136	2 44	1849	1881	3862	3867	4622	4576	5542	5492	1869	1871	151	
	Outlying Territories.	171	164	202	192	253	257	434	431	559	561	424	423	288	285	51
		4	6	6	8	8	5	12	13	19	19	12	14	19	19	6
		14	15	32	25	34	35	147	108	108	99	99	99	65	62	7
621		617	967	964	1039	1034	2565	2586	2718	2851	4506	4436	1193	1182	52	
3		28	31	31	4	11	26	27	15	16	16	16	5	5	3	
13		10	38	45	28	69	51	64	64	63	72	72	27	25	8	
183		182	857	755	346	361	552	344	1021	1048	362	367	256	276	25	
7		11	29	33	32	32	10	11	23	21	13	19	4	9	9	
48		44	79	76	95	96	52	52	65	66	35	39	11	14	5	
10		9	20	16	13	12	6	13	13	13	7	7	4	5	3	
1076		1060	2136	2 44	1849	1881	3862	3867	4622	4576	5542	5492	1869	1871	151	
Total for United States and Territories.		171	164	202	192	253	257	434	431	559	561	424	423	288	285	51
		4	6	6	8	8	5	12	13	19	19	12	14	19	19	6
		14	15	32	25	34	35	147	108	108	99	99	99	65	62	7
	621	617	967	964	1039	1034	2565	2586	2718	2851	4506	4436	1193	1182	52	
	3	28	31	31	4	11	26	27	15	16	16	16	5	5	3	
	13	10	38	45	28	69	51	64	64	63	72	72	27	25	8	
	183	182	857	755	346	361	552	344	1021	1048	362	367	256	276	25	
	7	11	29	33	32	32	10	11	23	21	13	19	4	9	9	
	48	44	79	76	95	96	52	52	65	66	35	39	11	14	5	
	10	9	20	16	13	12	6	13	13	13	7	7	4	5	3	
	1076	1060	2136	2 44	1849	1881	3862	3867	4622	4576	5542	5492	1869	1871	151	
	Canada and Newfoundland.	171	164	202	192	253	257	434	431	559	561	424	423	288	285	51
		4	6	6	8	8	5	12	13	19	19	12	14	19	19	6
		14	15	32	25	34	35	147	108	108	99	99	99	65	62	7
621		617	967	964	1039	1034	2565	2586	2718	2851	4506	4436	1193	1182	52	
3		28	31	31	4	11	26	27	15	16	16	16	5	5	3	
13		10	38	45	28	69	51	64	64	63						

PUBLISHERS AND MERCHANTS A STRONG TEAM.

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

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

"The two great influences in the upbuilding of any community are its merchants and its newspapers," says the Economist. "The pity of it is that only in rare instances do they co-operate. Worse than that, there is far too often an actual hostility between these two great forces. The newspaper cares for nothing except murders, divorces or something equally sensational," cries the merchant. "The merchant cares for nothing except advertising and profits," retorts the editor.

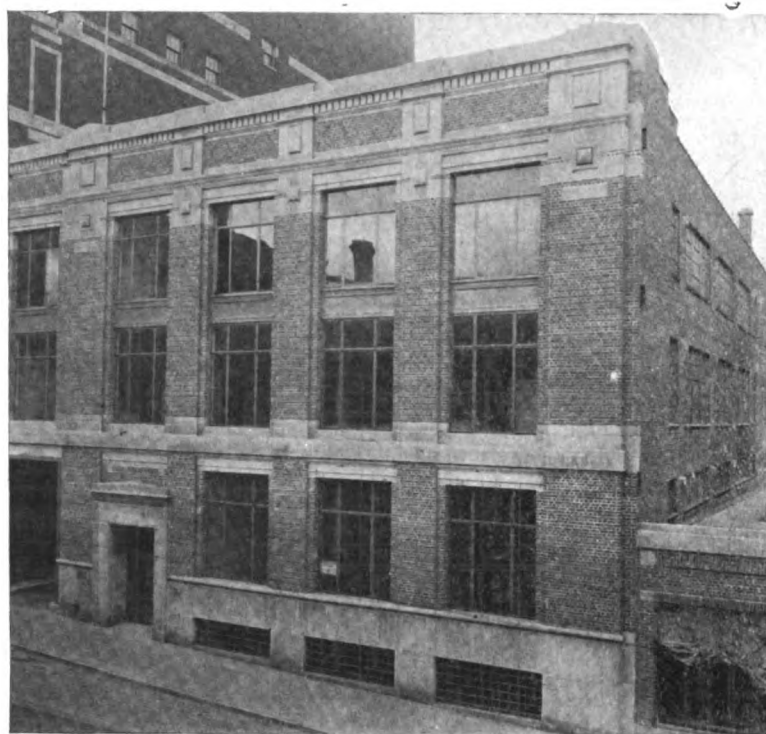
"Neither accusation is true. The real trouble is that neither man understands the other fellow's point of view. The blame for this misunderstanding must be shouldered equally by both, but it is with the attitude of the merchant that we are chiefly concerned here. Let us start out with one bald assertion which we would like to print in big, capital letters:

"Get out of your head once and for all that you are entitled to special consideration from a newspaper editor or because you advertise in his paper.

"That is one rock on which a million chances for a good understanding have been wrecked. A newspaper editor is a business man just as much as a merchant. You do not believe that because a man buys a suit of clothes from you that purchase entitles him to tell you how to run your store. Certainly not. And precisely in the same way the newspaper editor does not believe that because you buy a page of advertising you are entitled to tell him how to run his paper.

So much for that. Let us see what the newspaper editor has to say about the second big complaint that is made against him by the merchant—that he is only interested in sensational news. The answer to that divides itself into two parts. The first part can best be put in the words of the editor of one of the greatest of New York's dailies who was called upon to answer this charge of sensationalism within the last few weeks. He said:

"A newspaper succeeds just in so far as it is interesting. We do not print things because they are sensational but only because they are interesting to the normal human being. When you chat with your wife over the breakfast table you do not say: 'I see that John Jones and his wife are living happily together,' or 'Cashier Brown paid off the men at the factory yesterday.' No. You



NEW HOME OF ST. PAUL DAILY NEWS.

discuss the fact that Bill Smith has been divorced, or that Cashier Robinson was held up and robbed of his firm's payroll money.

"Of course the editor was right. A newspaper is the most human thing that does not wear clothes, and the measure of its success is the measure in which it reflects the things that you and I are interested in.

"The second part of our answer is closely connected with the first. The merchants and business men of a town get together and talk over some plan that they believe will benefit their town and which seems very important to them. The next morning they are indignant because their plan does not carry big headlines on the front page of the newspaper.

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

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

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

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

SCRIBES DEDICATE NEW HOME AT HOUSEWARMING.

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

The editorial staff of the News danced to radio, ate lemon pies and met vaudeville stars at the housewarming on January 4 in the new home of the News.

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

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

The News moved all its office equipment in eight and one-half hours, beginning at 1 p.m. Saturday and completing the work at 9.30 p.m. The mechanical equipment, including eleven linotypes, two monotypes, two Ludlows, job printing plant, consisting of four presses and equipment, was all moved and installed in the new building between 9 p.m. Saturday and 8 a.m. Monday. No time was lost, and the News made every issue of the paper when it was due.

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

1923 FINANCIAL PROSPECTS.

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

NEW YORK EDITORS WILL DISCUSS OFFICIAL NEWS.

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

Members of the New York State Press Associations, the New York Associated Dailies, and the New York State Publishers Association have evinced deep interest in the proposal of the Watertown Daily Standard to facilitate dissemination of official news. The topic will come up for discussion at the meeting of the state publishers which is to be held at Albany January 23.

"It is accepted that publicity concerning state affairs, especially regarding legislation, is to the advantage of the public," the Standard said in its editorial. "Long ago it was decided that the way to inform the public of what was going on at Albany was to publish in full the laws of the state and the concurrent resolutions. For years this system of informing the public was conducted in a bipartisan manner at a reasonable cost. But little by little the bars were let down until the cost became excessive. The result was that the pendulum swung from extreme to extreme and the whole system was wiped out.

"Accepting the merit of publicity it appears proper at this time for calm consideration of a substitute system which will be of value to the people. Instead of columns of small type, often published months after the laws presented were in operation, the state might provide for the publication of intelligent summaries of all laws in the form of news or advertising upon dates which were proper.

"Such copy should be prepared in the office of the secretary of state and the allotment should be made as were the session laws. The proposed method should be hedged about by restrictions which would prevent excesses. There would be a return of real value by the newspapers and the people would be fully informed through a medium which would be effective and instructive.

"Legislators and publishers should confer on this important matter and attempt to bring about the same and effective dissemination of public affairs with which the people should be acquainted."

OHIO LEGISLATIVE WRITERS ELECT NEW OFFICERS.

John T. Bourke of Cleveland was elected president of the Ohio Legislative Correspondents' Association at a meeting in Columbus preparatory to the convening of the eighty-fifth general assembly.

Other officers elected were: Vice-president, Howard Galbraith, Columbus Dispatch; secretary, W. C. Howells, Cleveland Plain Dealer; secretary, H. W. Conefrey, Scripps-Howard League; sergeant-at-arms, A. E. McKee, Columbus Ohio State Journal.

The executive committee will be made up of the officers and William Steigler of the Cincinnati Times-Star; H. R. Mengert, Cincinnati Enquirer, and H. H. Daugherty, Associated Press.

CHICAGO AGENCY MOVES.

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

HISTORY REPEATS IN CANADIAN LIBEL.

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

A case containing parallels to the famous John Wilkes persecution in England in 1762 and the earlier imprisonment of John Peter Zenger in this country has arisen in Canada over the summary condemnation of John H. Roberts, Montreal Journalist, by the Quebec legislature recently.

Wilkes' trouble came after he, a disreputable politician and irresponsible scribbler, had published articles not to the liking of parliament. Parliament condemned him, and as a result he was made a popular hero, elected to parliament and eventually given a place in history as the champion and protector of the right of free speech.

John Peter Zenger was thrown into prison for much the same reasons in the early colonies. After lengthy trials he was freed, and he is known as the original defender of the free press in the new world.

Now comes the Roberts case. Some time ago Roberts published in his weekly newspaper charges that two members of the Quebec legislature were implicated in an unsolved murder mystery of two years' standing in Quebec. Called before the bar of the House, he refused to divulge the names of the two members to whom he referred.

He was arrested on the charge of seditious libel, but before he could be brought to trial his summary condemnation by the legislature supervened to prevent his facing a jury. By the terms of the condemnation he was to spend one year in the Quebec jail for violating privileges of the House. But the lieutenant-governor of the province delayed in signing the bill, and Roberts appealed to the governor to prevent its signature on the ground that it constitutes an invasion of the rights of a British citizen. He demanded a jury trial.

Influential newspapers of Montreal, although many of them have no sort of sympathy with Roberts' style of journalism, rallied to his defense. They called his condemnation unfair, dangerous and a bad precedent. No newspaper has defended the government.

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

ALBANY PUBLISHER TO WED— WILL TAKE WORLD TOUR.

William Barnes, president of the Evening Journal Company, publisher of the Albany Evening Journal, and former chairman of the Republican State committee, will be married to Mrs. Maud Fiero Battershall at Greenwich, Ct., January 17.

Mrs. Battershall is a daughter of J. Newton Fiero, dean of the Albany Law school. Mr. Barnes has two sons, Thurlow Weed Barnes of the editorial staff of the Journal, and Langdon Barnes of New York, and three grandchildren. Mr. and Mrs. Barnes will start on a trip around the world early in February.

NOW ADVERTISING MANAGER.

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



WALTER DAILY.

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

PUBLICATIONS WIN RIGHT TO NEWS AGENTS.

(Continued from Fourth Page)
icals other than those published by the publisher (the respondent named in the complaint)."

The court, whose opinion was rendered by Justice McReynolds, declared that "the evidence clearly shows that respondent's agency contracts were made without unlawful motive and in the ordinary course of an expanding business."

"It does not necessarily follow," Justice McReynolds continued, "because many agents have been general distributors, that their appointment and limitation amounted to unfair trade practice."

"Effective competition requires that traders have large freedom of action when conducting their own affairs. Success alone does not show reprehensible methods, although it may increase or render insuperable the difficulties which rivals must face. The mere selection of competent, successful and exclusive representatives in the orderly course of development can give no just cause for complaint, and when, standing alone, certainly affords no ground for condemnation under the statute."

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

The case settled by the decision of the Supreme Court has been long standing, the first complaint by the Federal Trade Commission having been filed in 1917, following an application for an injunction by competitor companies in that year.

NEW AFTERNOON DAILY.

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

BENEFIT FUND FOR AGED NEWSPAPER WORKERS.

(Continued from Fourth Page)

lic mendicant. The union printer, through the International Typographical Union's Printers' Home at Colorado Springs, Colo.—a wonderful institution—in the sunset of his life, when his working career is ended by the weight of years or illness, is assured of a certain refuge, where he can pass his remaining days in comfort, fraternizing and talking "shop" or old days with fellow printers, and worrying not about the morrow.

But Richard Stearns evidently was not a union printer. He was "once publisher and owner of several daily newspapers." This avails him nothing today, when he is in need. Not even a place to sleep, unless charity furnishes it. Not a bite to eat, unless a kindly fellow mortal—in nine cases out of ten not a fellow newspaper man—gives him the wherewithal.

Reflect on the fate of Richard Stearns—you reporters, copy-readers, make-up men, news editors, city editors, society editors and all the others of our clan, ad infinitum.

How many of you are assured of comfort in your declining years? How many of you are so sure of your jobs and of your ability that no matter what happens you and yours will always be well provided for—or at least sufficiently provided for so that you won't need to worry?

In many newspaper offices, during my present tour, I have seen antiquated editorial men who are being kept "on the job" by the newspapers because of length of service, as pensionaires. More often it is out of pity, rather than because of undiminished ability. As the years roll by, it stands to reason that the veteran newspaper man cannot retain his intellect and his physical energy at the same high pitch that he did in his younger and rosier days.

What has the ordinary newspaper man, who has not reached the point of affluence before he reaches the turning point in his life, to look forward to when he is old and incapable of performing the tasks that a journalistic world of ever-increasing exactness and speed demands?

Nothing—but the fate of Richard Stearns, or worse. Richard Stearns still has that pride—and thank God for that—that makes him shun charity—that is to say, out and out charity even at the age of 85. But what is selling pencils, but a legal and honorable means of escaping the stigma of being an object of charity? The case of Richard Stearns is a pitiable one!

There is a solution to the problem of what to do with the superannuated newspaper man, and I am here going to propose it for what it is worth.

The International Typographical Union's Printers' Home is maintained by what is known as the "Home Fund," to which every member of the union, wherever located, is assessed an inconsequential amount on a per capita basis. The Printers' Home was started back in 1886 by a \$10,000 contribution by Childs and Drexel. Contributions to the home from 1886 to 1890 totalled \$17,000, and contributions and assessments from 1890 to 1892 aggregated \$53,000. From 1892 to 1898 the per capita tax and assessments amounted to \$145,000, and from 1898 to 1921 these amounted to \$2,189,000.

Add to these sums a hospital annex assessment of \$14,000 in 1898, bequests in excess of \$5,000, and the Cummings memorial fund of \$13,000,

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

A remarkable achievement, as a result of which today no union printer need worry about where he will land if luck turns against him. He knows he is safe—and he is not an object of charity, because the Printers' Home, through the infinite small taxes and assessments he has paid during his working career, make that home as much his personal home as the home in which you and I live. Perhaps more so, because he is a part owner, and it may be you and I only rent our "homes!"

I would suggest, in order to prevent any future cases like that of Richard Stearns, and to uphold the dignity and standing of our profession, that we of the non-unionized departments of the newspapers of the country, organize a fund of our own for a home for Superannuated Journalists (or Newspaper men, if you like that term better). This may sound funny, but I am writing it in all seriousness—because it is practical and feasible and necessary!

Another point—I mentioned above the lack of harmony, the absence of a really close fraternity, among the great mass of American newspaper men. G. K. Chesterton, in his latest book, "What I Saw in America," refers to American interviewers (meaning reporters) in a favorable and kindly, though slightly satirical way, but he calls the "headline writers" "solitary, savage cynics, locked up in the office, hating all mankind and raging and revenging themselves at random."

John T. Wallace, capable American newspaper man, formerly of the New York Tribune, but now editorial writer on the Detroit Free Press, reviewing Chesterton's book, says, with reference to the paragraph containing the above quotation:

"But it was when we read what follows, and, we think, many another reporter must have done so, too, that we figuratively hugged Chesterton to our breast and called him brother." (And "what follows" was the paragraph in question.)

There is a need for a closer fraternity, a closer understanding, among the working newspaper men of the country. Lawyers, doctors, dentists, printers, plumbers, judges, advertising men, publishers—persons, tradesmen and professionals in almost every walk of life have local, state and national organizations of some kind or another. Even managing editors and city editors have some kind of a "tie that binds," in the form of editorial associations.

But with the exception of some local press clubs, I would like to know where there exists any national organization—either social or beneficent—bringing into a common fold the workaday reporter, copy-reader, rewrite man, make-up man, news and night editor, etc.

(Continued on Twenty-ninth Page)

KANSAS PAPER SOLD.

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

ADVERTISING CLUB PLANNING EDUCATIONAL SERVICE.

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

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; 233 West 59th Street, New York City.

Subscription: FOUR DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, Cuba, Alaska, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of second and third class mail matter which goes to all offices. Single copies, TEN CENTS (except Special Editions 25 cents).

Back Numbers—Less than 3 months old 15 cents; more than 3 months old, \$1 each.

OFFICES AND PRINTING HOUSE

232 West 59th Street,
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NEW YORK

Phones: 200, 201, 202 Circle.

ERNEST F. BIRMINGHAM, Publisher

CHICAGO: 837 Marquette Building
WILLIAM S. GRATHWOHL, Representative
Phone: 6490 Central.

AN EARLY 1923 INCREASE IN MOTOR ADVERTISING.

Automotive advertising during the show week this year broke all records in New York City, according to the estimates made as THE FOURTH ESTATE goes to press. Practically every newspaper in New York City showed a remarkable increase over last year's lineage figures. The total for the morning papers in the first five days was 344,194 agate lines this year against 288,881 agate lines last year.

One notable feature of this automobile show advertising was generally excellent copy and a sprinkling of delightful layout. There are some manufacturers, however, who apparently cling to the belief that solid black type bulked together is the best way to get their message across. Some of the automobile copy that appeared in the New York dailies this week would have driven many a small town merchant to blush if it appeared over his signature.

One manufacturer of high-class motor cars, for instance, so greatly mistakes the possibilities of appropriate layout that he uses a black background and white lettering. It serves, of course, to distinguish the advertisement from those that surrounded it and attract attention; but it is the best opinion of typographical and layout authorities that, while such radical backgrounds do attract attention, it is not always the kind that is most favorable to the product being advertised.

The remarkable skill, ingenuity and hard work that is applied to the designing and production of automobiles bespeaks for their advertising messages the same painstaking preparation. It is hardly in keeping with the fine impression made by the automobile industry at its annual automobile shows throughout the country to observe year after year that some of the most important manufacturers remain dependent upon mere typographical grotesqueness to interest the public in their selling messages.

CIRCULATION INVESTMENTS NOW SAFEGUARDED.

The decision by the supreme court this week upholding the right of publishers to require their distributing agents to handle their papers exclusively is the last word on this vexatious question. The highest tribunal

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

Advertising Rate, 50 cents a line, agate measure (140 lines to the column, \$70; 560 lines to the page, \$280).

Front page, double rate. Back cover, and forward of 10th page, 50 per cent extra. Smaller advertisements in special position (not less than 28 lines in depth of column), double price.

Discounts for consecutive insertions, when paid in advance: One month, 10 per cent; three months, 20 per cent; six months, 30 per cent; one year, 40 per cent.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessities, 30 cents an agate line, each insertion without discount. Situations Wanted, 15 cents a line net. Please send cash with order.

Fraudulent or questionable advertising is excluded and the publisher reserves the right to edit all copy submitted so as to conform with the rules and policies of the paper.

in the land quickly disapproved the complaint of the Federal Trade Commission against the Curtis Publishing Company of Philadelphia, and reaffirmed an earlier decision by the third court of appeals.

The gist of the situation is well expressed in the following excerpt from the supreme court ruling: "Effective competition requires that traders have large freedom of action when conducting their own affairs. Success also does not show reprehensible methods, although it may increase or render insuperable the difficulties which rivals face."

Publishers who have made extensive investments in "circulation structure" of this kind may in the future proceed to use them to fullest advantage without any element of doubt as to their legality. It will make it harder for the newcomers, to be sure, but it will also make ultimate attainment of a similar position the more attractive.

Restraint of trade and protection of trade are widely different. The decision serves again to remind us that there is no law against success.

ONE MORE JOB THE PRESS HAS DONE WELL.

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

This is by no means the first time that an attitude of "splendid isolation" has been recommended to the press as a means of correcting or discouraging public evil; in fact, it seems that advising the press to "lay off" has become a sort of chronic occupation. Not an editor in the country has failed to receive such counsel from some of his readers regarding news of crime, for instance; but no while great improvement in the presentation of such news can be made, there is no debating the question as to whether it should be left out or put in.

And so it is with the Ku Klux

Klan. This admiring reader of the World deals his own argument a hard body blow when he includes it among "public questions." What manner of newspaper could ignore such a question for a year—or a month—and retain any position in its field? If such a blight as the Klan is proving to be were left unmolested by the press, how quickly would the cry arise, "What is the matter with our newspapers?" The public would feel that it had been gold-bricked—and its feeling would be justified.

It is better far to have the thing the way it is. Any man who has joined the Ku Klux Klan within the last eighteen months has done so with full knowledge of its treasonable, poisonous and un-American doctrines, unless his intelligence is of the order that does not include a knowledge of how to read newspapers. Thanks to the newspapers, however, innumerable citizens of intelligence have been enabled to see the Klan for what it is—and they kept out. The other misguided element, either so mentally inept that they could not analyze the facts at hand or ready to join because they could turn its lawlessness to their own advantage, would never be missed from the population of the United States if they were towed to mid-ocean on a barge and dumped overboard.

Imagine a really American newspaper ignoring Mer Rouge! How much would it have been worth to the Klan in dollars if it had been able to put that over?

BETTER SPACE BUYING AND BETTER ADVERTISING.

Publishers and advertisers owe President John Benson of the Four A's a sincere "thank you" for his recent letter to the members of his association counseling them to have their space buyers give greater attention to the publisher's "story." In the high-pressure atmosphere that pervades the busy advertising agency, the fact that the representative who earnestly tried to get his story across was often given an indifferent audience has been generally overlooked. President Benson, however, has a penetrating eye and has realized that the meeting of the space buyer and the publisher's representative is one of the most important points of contact for all parties to the advertising triangle—publisher, advertiser and agency.

"They (publishers' representatives) repeatedly complain of being ignored by space buyers in agencies and having to write to the advertiser direct, who gives the publisher a direct and satisfactory reply," Mr. Benson tells his fellow members. In those few words he sums up a situation that should have been removed long ago, but which has been allowed to continue under the press of many other problems.

No one factor can be of greater assistance to the agency space buyer than the publisher's representative. There are sheep and goats among the latter, as there probably are among the former, but any good space buyer who is worthy of his job need never be misled by a solicitation. It would be easy to count on the fingers of one hand the number of space buyers who know publications in all fields so thoroughly that they need take counsel with no one in selecting a list, and the conscientious space buyer will find his work much more satisfying if he will hear the publishers' stories and then use his judgment.

Intelligent space buying is of even greater importance to the advertiser. In fact, it is difficult to understand

how he can be faithfully served unless the advertising agency brings to bear every possible facility in the selection of media.

GOVERNMENT NEWSPAPER HAS WON ITS SPURS.

Among the penalties of public office under any form of government there have always been adverse criticism and sometimes bitter injustice. It seems always to have been a characteristic of humankind to dispense censure rather than recognition. No one knows this tendency better than the newspaper man, and he will be particularly interested to know of an achievement in his own line that has tended to bring government more closely in touch with the governed.

In bringing Commerce Reports, official weekly publication of the department of commerce up to its present standard, Secretary Hoover and Director Julius Klein of the Bureau of Foreign and Domestic Commerce have scored an achievement which merits general recognition. As each succeeding issue of this practical business journal is examined in the offices of THE FOURTH ESTATE it gives increasing evidence of the remarkable service that it offers to every business man who takes the trouble to use it.

The information contained in the paper is furnished by American consular officers and representatives of the department of commerce in foreign lands, embracing a network of news sources covering every point of importance to the commercial world. If for no other reason, Commerce Reports deserves commendation for having crystallized and made more valuable the knowledge and intelligence possessed by our consular service. To these representatives of the Stars and Stripes must go an important share of the credit for making Commerce Reports the valuable publication it is.

Hail to the American consul! And the thought also suggests itself that it might be a good idea to have in the President's cabinet a constructive genius like Hoover as a sort of member-at-large, to take up governmental slack wherever it might be found.

NOTE AND COMMENT.

The "Christmas rush" is just reaching the dead letter office. The volume of misdirected, undeliverable and unmailable letters are arriving in quantities estimated at 25 per cent greater than for the corresponding period of last year. With an ordinary run of 24,000 letters and packages daily, the receipts of dead mail are running as high as 47,000 in one day, the post office department says. Suggested slogan: If its worth writing mail it's worth mailing right.

The man or men who gave us the word "swizzler" to apply to merchants who try to foist substitutes on their customers builded better than they knew, according to Frank H. Vizetelly, who has traced the word to its lair in the Unabridged. "A swizzler is one who drinks to excess or who stirs with a swizzle stick," he writes THE FOURTH ESTATE. "How can this be done in these post-Volsteadian days?" For which we are duly grateful; but, having in mind both uses of the term, it does seem pertinent to remark that he who drinks to excess these days is more swizzled against than swizzling.

PURELY PERSONAL.

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

E. T. Meredith, publisher of Successful Farming, addressed the Des Moines Advertising Club recently on "What Are the Prospects for 1923." Mr. Meredith is a former president of the Associated Advertising Clubs of the World.

Arch W. Jarrell has left the news staff of the Norfolk Virginian-Pilot, going to Wichita, Kan.

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

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

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

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

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

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

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

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

Adam Breede of the Hastings, Neb., Tribune, who is vacationing in South America, prepared editorial copy for the Tribune five months in advance before leaving on the trip.

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

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

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

CHANGES ON PHILADELPHIA LEDGER STAFF.

Morris Lee, for several years managing editor of the Philadelphia Evening Public Ledger, has been appointed senior managing editor, in charge of morning and Sunday editions, by David E. Smiley, chief executive editor.

G. Merritt Bond, formerly city editor of the Evening Public Ledger, succeeds Mr. Lee as managing editor in charge of the evening paper. Arthur Joyce, who has been assistant city editor of the Ledger, has been put in charge of the city desk, and Charles W. Duke, recently on the Sunday magazine staff, has been made editor in charge of the Sunday department.

EDITOR VISITS DETROIT.

Roy Rosenthal, editor and general manager of the Montezano, Wash., Vidette, formerly owned by Dan Cloud but now the property of Mr. Rosenthal and M. Lyle Spencer, director of the school of journalism at the University of Washington, was in Detroit recently for a short stay during a business and pleasure trip in the East.

Mr. Rosenthal was editor and manager of the University District Herald, Seattle, published by John H. Reid, for the three years following his graduation from the Washington school of journalism in 1919. A. Wendell Brackett, a graduate of the school in 1921, is his assistant in Montezano.

FORMER AD CLUB SECRETARY JOINS PENNY COMPANY.

George Lippincott Brown, until a few months ago secretary of the Advertising Club of New York, has joined the J. C. Penney Company, national organization of department stores at New York, as assistant to the vice-president in charge of sales, George G. Hoag.

Mr. Brown was advertising and merchandising manager of the Horace L. Day Company, New York importers, before his connection with the Advertising Club. He has been engaged in sales and research work for the B. F. Goodrich Company, and also has been with Abercrombie & Fitch Company, and Abbey & Imbrie.

PUBLISHER TAKES OFFICE AS GOVERNOR OF CALIFORNIA.

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

EDITOR BECOMES SECRETARY OF CHAMBER.

William Flaherty, managing editor of the St. Maries Gazette-Record, has become publicity secretary of the chamber of commerce at Spokane, Wash., succeeding Lee Quackenbush.

AD FOLK TO HEAR COBB.

Irvin Cobb, journalist, lecturer, war correspondent, writer of plays and teller of stories, is to be the guest of honor of the Advertising Club of New York at one of its weekly luncheons next month.

SEATTLE WRITER ROBBED.

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

STAFF CHANGES.

G. L. Seese has become editor of the Livingston, Mont., Daily Enterprise succeeding Robert Phillips. J. Thomas Melton has become business manager.

H. Bruce Boreham, for the last two years telegraph editor of the Winnipeg Tribune, has become night editor of the Canadian Press at Ottawa. Before his departure he was presented a club bag by members of the editorial department and the composing room staff of the Winnipeg Tribune. He was also the guest of honor at a dinner tendered by the editorial staff at the Fort Garry Hotel.

O. T. Martin of Kitchener, is now news editor of the Oshawa, Ont., Reformer, succeeding George A. Martin, who has been appointed secretary of the Canadian Association of Advertising Agencies. The retiring editor was presented with a beautiful reading lamp by the management of the Reformer.

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

Arthur L. McKenny, for many years editor of the Railway Employees Journal, published in Kansas City, has been named managing editor of all publications in the newly expanded Texas Railway Journal.

George H. Scruton, formerly city editor of the Wabash, Ind., Plain Dealer, has been made editor of that publication.

Miss A. Purdy has been appointed advertising manager of the St. John, N. B., Daily Telegraph and Times.

Daniel B. Ruggels, Jr., has become manager of the sales service department of the Boston Herald.

Clara Powers Wilson, for eight years with the advertising department of Marshall Field & Co., retail, and for several years editor of Fashions of the Hour, has become managing editor of Harper's Bazar, New York.

Harry B. Brundage, formerly business manager of the Lansing, Mich., Capital News, has joined the local staff of the advertising department of the New York Daily News.

Charles H. Albrecht, who has been on the local advertising staff of the Brooklyn Citizen for the last five years, has become a member of the advertising department of the New York Herald.

Matthew J. Sweeney, for many years on the editorial staff of the Albany Knickerbocker Press has joined the reporting staff of the Albany Times-Union.

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

Andrew L. Carmical, formerly advertising manager of William Gallo-way & Co., Waterloo, Iowa, and more recently with Critchfield & Co., Chicago has joined the Chicago Evening American as assistant to L. R. Brooks, manager of promotion.

Severin J. Ritchie, for the last four years with Brown Advertising Agency, New York, has joined the New York staff of the Christian Science Monitor as an advertising representative.

Harry V. Vogt, formerly with the New York American and New York Herald, and more recently with the New York Evening Post, has joined the advertising staff of the Shoe and Leather Reporter, New York.

James A. Austin, recently with the promotion department of the Omaha World-Herald, has become manager

of the service department of the Omaha Bee.

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

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

New men on the reporting staff of the Detroit News are Robert D. Williams; Philip A. Adler, who has been connected with various Ohio newspapers; and Mitchell V. Charnley, formerly of the Honolulu Star-Bulletin and the Walla Walla, Wash., Bulletin.

Lawrence M. Benedict, who has been covering congressional doings for the United Press, has become the Washington correspondent for the Akron, Ohio, Beacon-Journal and Springfield, Ohio, Sun.

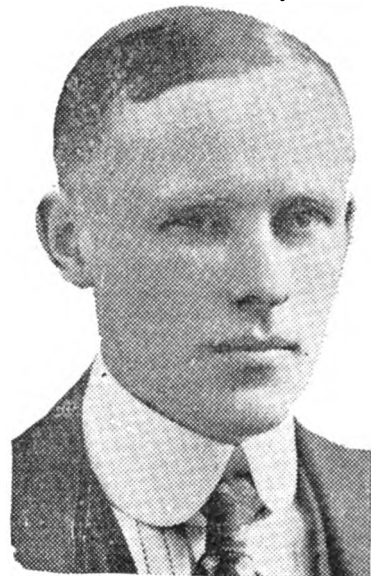
WEDDING BELLS.

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

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

NEW EDITOR IN WINNIPEG.

W. L. MacTavish, well known Canadian newspaper man, became editor of the Winnipeg Evening Tribune January 1. Mr. MacTavish came from the Saskatoon Star. Previously he was connected with many different



W. L. MACTAVISH.

papers, having begun his career on the Kingston, Ont., Standard. He is the son of Rev. W. S. MacTavish and was born at St. George, Ont., in 1891.

MINNESOTA PAPER SOLD.

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

EDITOR BUYS IOWA PAPER.

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

Hearst Features

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GREATEST
CIRCULATION
BUILDERS

INTERNATIONAL
FEATURE SERVICE, Inc.
346 West 59th St., NEW YORK

WIRE NEWS

FOR EVENING
AND SUNDAY
NEWSPAPERS

INTERNATIONAL NEWS SERVICE
21 Spruce Street, NEW YORK

The building season will
soon be here. Start now
our weekly

HOUSE PLANS

and get your full share of
the ads that go with such
pages.

THE INTERNATIONAL SYNDICATE
213 Guilford Ave. BALTIMORE, MD.

MORNING DAILIES IN OTTAWA INCREASE PRICE.

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

"SELL IT BY ADVERTISING"

T. M. O. A.

Write
for
Ideas



Today
our
About

Utmost in Advertising

151 West 42nd Street New York

BRITISH EDITOR TO BE HONORED DURING VISIT.

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

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

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



LORD BURNHAM.

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

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

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

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

CANADIAN PAPER INCREASES SIZE WITH FEATURES.

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

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

IOWA PAPER GETS GOOD FEATURE STORY TIPS.

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

For those suggestions which did not win, but which were made use of, \$3 each was paid. Features were judged not only on the subject matter, but on the thoroughness with which the subject was covered, the abundance and variety of suitable pictures and on the style of writing.

NEWSPAPER CHARACTER TO BE PUT ON THE SCREEN.

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

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

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

T. P. O'Connor, "father" of the House of Commons and about the most popular member of that body, who has entered his seventy-fifth year, is utilizing his parliamentary vacation in making preparation for the republication of his old and popular paper, T. P.'s Weekly, which was one of the many victims of the war.

O'Connor already has obtained most of that capital that will be required to start the venture. Some of it came from friends in the United States. Publication of the weekly will be begun in February or March.

CHANGE IN REPRESENTATION.

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

NEW REPRESENTATION.

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

BACK ON THE JOB.

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

America's Best Magazine Pages

Daily and Sunday

NEWSPAPER FEATURE
SERVICE

241 W. 58th st., NEW YORK CITY



"Fifty Famous Features"

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

The George Matthew Adams Service
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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,
Borden Bldg. N.Y.C.

Complete your business
page with the latest devel-
opments in the textile and
allied industries.

Daily News Service
Features
Weekly Reviews
Special Articles.

Wire or Write for Particulars

Fairchild News Service

8 East 13th Street New York City

EDITOR PROVOKES FUN AT HOOTCH INQUIRY.

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

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

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

It was "hootch," the Herald alleged in its front page story about the road building "infants." Of course every evening paper in town had to pick up the yarn that evening and the other morning papers followed suit the next morning, with all sorts of cartoons, etc. So much of a fuss was raised that the government decided to do something, and application was made for three warrants to United States Commissioner William A. Haynes by United States District Attorney Robert O. Harris.

The warrants were asked for Frederick Heitt of Swampscott, Joseph A. Tomosello of Dorchester and Walter H. Lee of Dorchester. Heitt is secretary and Tomosello is treasurer of the organization. All were placed under arrest as they stepped into the courtroom.

Charles M. Drury, day city editor of the Boston Herald and Reporter Gordon were the Government's chief witnesses. So much laughter was started by Drury's "headlined" replies that Commissioner Hayes was compelled to suppress the court room racket.

The reporter was the first called to take the stand. He testified that he went to the dinner and there met Tomosello, whom he had known in school. As the banquet began he saw the red package containing the bottle. He opened one, he declared, tasted it, and thought it held liquor.

Then objection was made to Gor-

don's qualifications as a judge of liquor, but the newspaper man averred that he knew liquor when he "saw it, smelled it or tasted it." He denied having tasted the particular liquor. In the course of the banquet he saw guests drinking out of all sorts of bottles or pouring out of them into bottles, and declared further that one man gave a drink to one of the musicians on the stage.

Asked about the disposition of the bottle, he said that he took it to the Herald and laid it on Day City Editor Drury's desk.

(Continued on Twenty-Fourth Page)

WAKEFIELD ITEM EDITOR HEADS BAY STATE ASSOCIATION.

The Massachusetts Press Association, whose membership comprises nearly all the suburban dailies and weeklies of the state, elected Gardner E. Campbell, managing editor of the Wakefield Daily Item, as its president at the annual meeting January 8. He succeeds Lemuel C. Hall of the Wareham Courier. Other officers chosen are: Vice-presidents, Walter D. Allen, Brookline Chronicle; L. E. Chandler, Palmer Journal; William J. Heffernan, Spencer Leader; secretary, Carl F. Prescott, Weymouth Gazette; treasurer, Robert S. Osterhout, Hudson News; auditor, Ralph C. Metcalf, Belmont Citizen; historian, Alex Starbuck, Waltham Free Press-Tribune.

The association, at its February meeting, will act on resolutions designed to furnish the press of the state with a code of procedure in the use or rejection of free publicity and to establish charges for much local matter which, because of custom or other reasons, has up to now been published without compensation.

COLORADO EDITORS TO MEET JANUARY 19 AND 20.

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

There will be an exhibition of front page newspapers entered in the contest of the Western Newspaper Union which has offered \$50 in cash to members of the association for having the best front page. The \$50 will be divided into three awards—a first prize of \$25, a second prize of \$15 and a third prize of \$10, each payable in gold coin.

NEWS NOTES OF CIRCULATORS

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

Calendars picturing summer and winter sport scenes in Madison, Wis., were distributed by the Wisconsin State Journal carrier boys just before the new year.

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

E. E. Surmer, Seattle newspaper man, is now in charge of the circulation department of the Montesano, Wash., Vidette.

The Racine, Wis., Times-Call has offered pupils in the Racine county school of agriculture and domestic economy, one \$25 scholarship for the best record made by a first-year student; two trips to Madison, one boy and one girl, to attend the young people's course commencement week and a \$25 sweepstake prize, for calf club honors.

George W. Willis, for twenty-five years in the mail order field, has been appointed circulation manager and assistant editor of the New Idea Publishing Company, publisher of New Ideas.

CIRCULATION MANAGERS IN NEW POSITIONS.

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

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

ILL, SETS TYPE FOR PAPER AT BEDSIDE.

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

FARMERS READ NEWSPAPER ADVERTISEMENTS.

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

HUBER'S ROTOGRAVURE INKS

Are long on
covering
capacity

HUBER'S Colors
in use since 1780

J. M. Huber

Main Office

65 W. Houston, Street New York

It Pays to Huberize

FOR PROMPT SERVICE

TYPE

Printer's Supplies
Machinery

in stock for Immediate Shipment by
Selling Houses Conveniently Located.

"American Type the Best in Any Case"

AMERICAN
TYPE FOUNDERS
COMPANY

Atlanta	Denver	Pittsburg
Baltimore	Detroit	Portland
Boston	Kansas City	Richmond
Buffalo	Los Angeles	San Francisco
Chicago	Minneapolis	St. Louis
Cincinnati	New York	Spokane
Cleveland	Philadelphia	Winnipeg

An Injury Done Cannot
Be Undone

Prevent Accidents With

The
**CUTLER-HAMMER
SYSTEM**

Printing Press Control
"Safest in the World"



The Cutler-Hammer Mfg. Co.
Times Bldg.—New York City
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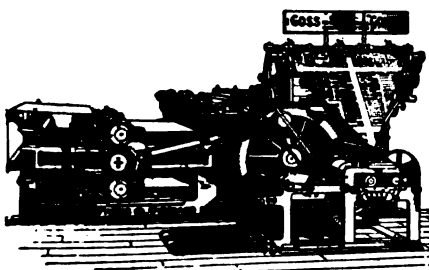
POLLARD - ALLING
Manufacturing Company
ADDRESSING AND MAILING
MACHINES

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

220-230 West 19th St., NEW YORK

NEW JUNIOR TREASURER.

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



GOSS
"Comet"
FLAT BED PRESS

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

Now Being Built for Early Delivery

Write for Literature and Prices.

THE GOSS PRINTING PRESS CO.

1335 South Paulina Street

CHICAGO

SITUATIONS WANTED

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

My School of Experience—

The Detroit Journal (Evening), 9 years as Salesman, Asst. Advertising Manager and Manager of Advertising.

The Duluth News Tribune (Morning and Sunday), 7 years, Manager of Advertising Department.

The Omaha Bee (Morning, Evening and Sunday), Manager of Advertising and Merchandising Departments.

The Cincinnati Enquirer (Morning and Sunday), 4½ years, Manager of Advertising specifically handling local display 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 selection of assistants and in keeping them keyed to maximum of efficiency.

References if desired.

Publisher or Business Manager in need of the services of a man such as I describe myself to be, please address G. W. Preston, 811 ELBERON AVE., P. H., Cincinnati, Ohio.

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

INTERNATIONAL PAPER COMPANY
New York, December 27, 1922.

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

OWEN SHEPHERD, *Treasurer.*

AD HUNCHES SEEN IN THRIFT WEEK PROMOTION.

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

To newspaper men, any movement of nation-wide significance is interesting since it provides news of a character almost universal in appeal. National Thrift Week which starts on January 17 and extends through to January 23, is worthy of some note for it is not only a drive of national importance, but also may well lay claim to being one of the most necessary "Weeks" we have throughout the year.

National Thrift Week starts on Benjamin Franklin's birthday, January 17. This fact is of unusual interest to all who have to do with journalism, publishing and allied industries for in 1923 we celebrate the two-hundredth anniversary of Franklin's entrance into that field. It was in 1723 that he made that memorable

HELP WANTED

Advertising Manager Wanted

by leading newspaper in city of 35,000 in Southwest. This is a real opportunity for man with executive ability who can plan campaigns, write attractive copy and sell it. This is a Man's Job and if you are not a producer and willing to work hard, don't waste postage. Salary commensurate with ability. State age, references and experience with application. Box 5280, care THE FOURTH ESTATE.

Wanted A Newspaper Circulation Manager

Over 30 years of age. One who has had at least three years' experience in handling crews of canvassers. Desirable opportunity for life-time position for right man. Will start at rate of \$2,860.00 per year, with assurance of working up to \$4,000.00, or higher. No drinker. Give references and outline of experience. Replies confidential. Box 5275, care THE FOURTH ESTATE.

trip from Boston to Philadelphia, via New York.

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

Franklin, however, is not the only source of news which Thrift Week offers. Each day is devoted to some distinctly thrifty enterprise, each with a popular appeal which should not be overlooked. The days of Thrift Week are as follows: January 17, Wednesday, Ben Franklin's Birthday and National Thrift Day; January 18, Thursday, Budget Day; January 19, Friday, Life Insurance Day; January 20, Saturday, Own Your Own Home Day; January 21, Sunday, Share With Others Day; January 22, Monday, Pay Bills Promptly Day; January 23, Tuesday, Make a Will Day; In each of these days there is a story. "How to make and keep a budget" would be most interesting information to thousands of families. As many more would welcome suggestions concerning ways and means to own their own homes. These are vital issues which National Thrift Week covers; issues which should be interesting to all moulders of public opinion.

Another important phase of Thrift Week activity is the newspaper advertising which will be released over that period. As in previous years, the National Thrift Committee is releasing through the Western Newspaper Union a series of advertisements in mat form which will be used quite generally by local advertisers, with their own signatures inserted. Previous experience has taught that with such inducements many merchants and manufacturers

HELP WANTED

Special Edition Men

A BOSTON NEWSPAPER has installed a permanent Promotional Department. Can use six high-grade men on 25% basis who will stick. No floaters need apply. Address Box 5287, care THE FOURTH ESTATE.

Display Solicitors Wanted

Three live display solicitors, must be hustlers, able to write copy and make layouts. New six-day a week evening paper. State terms, experience, age and references in first letter. A real opportunity for the right men.

Address, Business Manager, the Press, 2nd & Cheyenne, Tulsa, Okla.

Classified Advertising Manager Wanted

Young man with experience, to take charge of Classified Department on leading newspaper in town of 35,000. Good opportunity for one who is assistant to manager on large city paper. State age and salary expected in first letter. Southwest American, Fort Smith, Arkansas.

Attention!

Contest men, if at liberty furnish records on other campaigns and communicate at once with Profitable Circulation Engineers, 1435 Coutante Ave., Lakewood, Ohio

(Cleveland)

Circulator Wanted For Daily and Weekly

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

who are not advertisers under general conditions do use paid space during Thrift Week.

Not only the national committee in charge of this campaign but other associations more concerned with one particular industry or trade are preparing advertisements of the same type. The Music Industries Chamber of Commerce, for example, is this year presenting to all of its members a series of advertisements for newspaper use which ties up thrift and music.

ACTION OF DUTCH PRINTERS CRIPPLES MANY NEWSPAPER AND JOB PLANTS.

The strike of printers which began a week ago in The Hague has now spread to all parts of Holland. The newspapers which are appearing are able to publish only a few pages.

The printers who created a strong trades union a few years ago, decided that employers should not be allowed to engage printers not affiliated with the union. Printing works also are not permitted to deliver work under a certain price. Many orders for printed matter, therefore, are being placed abroad, especially in Germany, increasing the crisis in the printing trade.

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

HELP WANTED

Ad Copy and Sales Man

Wanted by afternoon paper in growing Southern City of 80,000. Must be active, resourceful young man of temperate habits, well educated and used to hard work. State age, minimum salary and full particulars in first letter, with samples of work, which will be returned. Box 5278, care THE FOURTH ESTATE.

Reporter Wanted

for morning newspaper in Pennsylvania city of 75,000. Must be experienced enough to handle all kinds of general assignment work. Will pay \$35 a week to start. More as work proves satisfactory. Box 5273, care THE FOURTH ESTATE.

Advertising Salesman

Wanted: Advertising salesman, capable of handling the advertising on the Mansfield News with two assistants. Splendid opportunity for right party. Address Mansfield News, Mansfield, Ohio.

Advertising solicitor and copy writer. Experienced. Permanent position on growing daily within two hours of New York. Opportunity for advancement for high-class man. Reply Box 5270, care THE FOURTH ESTATE.

PACIFIC COAST INVESTMENTS

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

Palmer, DeWitt & Palmer

Sales & Appraisals of Newspapers
225 Fifth Avenue, New York
Business Founded 1899.

Unusual Opportunities

Daily and Weekly Newspapers,
Trade Papers

HARWELL & CANNON
NEWSPAPERS AND MAGAZINE
PROPERTIES
Times Building, New York
Established 1910

PACIFIC COAST NEWSPAPERS

Bought and sold by
**PACIFIC COAST NEWSPAPER
EXCHANGE**
Monadnock Building, San Francisco
Write for list and special information. References given.

This adv. will appear but once

GO TO NORTH CAROLINA

Fine weekly newspaper opportunity, town of 4,500, largest in county, paper has exclusive field. Well equipped and doing better than \$1,000 a month. Climate splendid. Available for \$8,500, \$5,000 cash required. Prop. 1285x.

THE

H. F. HENRICHS AGENCY
Selling Newspaper Properties

Litchfield, Ill.

New York

Los Angeles

SITUATIONS
WANTED

Advertising Manager

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

Live desk man seeks a job in the East. Eighteen years on large and small dailies. Now telegraph editor on leading Middle West daily. Good head writer, 42, married and dependable. What have you to offer? Ready to leave on short notice. Address Box 5290, care THE FOURTH ESTATE.

Reporter

24, four years experience; now working in New York wants job out of town. Will consider other lines of work in New York and out of town. Address Box 5281, care THE FOURTH ESTATE.

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

(Continued from Second Page)

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

The "Co-operation" asked and given advertisers. Shouldn't papers restrict this?

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

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

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

CIRCULATION.

If your solicitors get enough subscriptions to pay salary and expenses, do you consider them profitable?

Have you used a contest or premium with satisfactory results in building circulation? If so, please describe it.

LABOR.

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

What are your present typ., press and stereotype scales?

COSTS AND ACCOUNTING.

What is the proportionate cost of the various departments of your paper? That is, on basis of 100, what is cost of (1) mechanical, (2) circulation, (3) business, and (4) editorial or news departments?

Does it pay to have an expert accountant make a monthly audit of books on a yearly contract?

FEATURES.

What value do you attach to features for small city dailies? Are they good circulation builders and holders and worth while? What features have been used with success?

What methods do you use to get items for your personal column?

Is rotogravure section profitable?

Does the interest or advertising returns justify continued publication of radio programs?

LEGISLATION.

What is status of second class post-

SITUATIONS
WANTEDMetropolitan Newspaper Man
Seeks Executive Connection

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

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

Best of references. Inquiries confidential. Immediately available.

Address Box 5291, care THE FOURTH ESTATE.

SITUATIONS
WANTEDSITUATIONS
WANTEDI'll Assume the
Responsibility

of giving you a better newspaper and directing the news and mechanical departments to your satisfaction.

I'd like to talk it over with you personally. Address Box 5286, care THE FOURTH ESTATE.

Advertising Solicitor

for newspapers or farm papers, well acquainted in New York among agencies and advertisers, wants new connection February 1. Address Box 5289, care THE FOURTH ESTATE.

Editor Seeks Position

Newspaper editor, reporter, 31, married. Twelve years' experience city editor, telegraph editor, feature writer for best New York State dailies. Out of work because of newspaper merger. Wants copy desk job, or position as managing editor of live afternoon daily in small city where producer wins advancement. Best employers' references. Box 5283, care THE FOURTH ESTATE.

Circulation Man

with 20 years experience in all branches of work is open for immediate engagement. Address Mr. Schuler, 614 Hall St., Charleston, W. Va.

Reporter

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

The greatest auxiliary news service in the middle west.

THE CAPITOL PRESS
Peoria, Ill.

(Established 1912.)

CHARLES
HEMSTREET
PRESS
CLIPPINGS

59 Park Place, NEW YORK

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion PRESS CLIPPING AGENCY

which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.

74-76 Church Street. TORONTO, CAN.

At your service, THE IMPROVEMENT BULLETIN, reaching architects, contractors, engineers and dealers throughout the Northwest. 2,600 circulation, and growing constantly. Our subscription list is a Buyers' List, reputable and virtually hand-picked. Sample of the Bulletin sent on request. DAILY CONSTRUCTION NEWS, publishing news of building projects, live leads for salesmen, \$60 a year. WESTERN PRESS CLIPPING EXCHANGE, first-class clipping service for trade papers and individuals. Write us at Minneapolis, Minn.

SCANDINAVIAN
CORRESPONDENT

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

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

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

Address Box 5284, care THE FOURTH ESTATE.

age rate legislation and what should we do about it?

MISCELLANEOUS.

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

UNIVERSITY OF MISSOURI
JOURNALISM WEEK IN MAY.

Journalism week will be observed at the University of Missouri. J. C. Jones, president, on May 20-26. This date will mark the completion of the fifteenth year of the school of journalism in the university.

FOR
SALE.2nd HAND
PRESSES

FOR SALE

HOE-Octuple Press
22 1/4" COLUMN.HOE-Sextuple Press
WITH EXTRA COLOR
21 1/4" COLUMN.HOE-Sextuple Press
BLACK ONLY.
21 1/4" COLUMN.HOE-Sextuple Press
BLACK ONLY.
21 1/4" COLUMN.HOE-4-Deck Press
20" COLUMN.HOE-20 Page Press
21" COLUMN.Potter-3-Deck 24
Page Press
20 to 22" COLUMN.WE ALSO HAVE A NUMBER OF GOSS
PRESSES OF VARIOUS SIZES AVAILABLE.

LET US KNOW YOUR WANTS

THE
GOSS PRINTING PRESS CO.1535 So. Paulina St.,
CHICAGO, ILL.EDITOR PROVOKES
FUN AT HOOTCH
INQUIRY.

(Continued from Twenty-first Page)

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

"What did you do with the bottle when you returned to the Herald office?" he was asked. "I gave everyone a smell," came the reply.

Drury testified of seeing Gordon around the office that noon and of assigning him to cover the banquet that evening.

"Did you find anything on your desk the next day?"

"No sir, I had a bottle like that around noontime. I won't say it was on my desk," Gordon brought it to him, Drury added.

"Did you open it?"

"I did."

He gave the same reply to questions whether he pulled the cork, smelled the contents and tasted them. "Did you ever taste liquor in your life?"

"All my life!"

"What was in the bottle?"

"Good Scotch whisky," answered Mr. Drury emphatically.

FOR
SALE.

USED NEWSPAPER PRESSES

SCOTT QUADRUPLE FOUR DECK PRESS Prints four to thirty-two pages. Can be shipped at once.

HOE CONDENSED SEXTUPLE PRESS with color cylinder, two tapeless folders and in excellent condition. Prints from 4 to 24 pages.

HOE DOUBLE SEXTUPLE PRESS available in the near future. Can be operated as two single Sextuple Presses if desired. Can show press in operation

WALTER SCOTT & CO.
PLAINFIELD, NEW JERSEY
NEW YORK CHICAGO
1457 Broadway 1441 Monadnock Block

Trade Journal
For Sale

Trade Journal in Philadelphia, two years old, making money. Only trade journal in its field. \$1,000 will finance. Great possibilities. Am too busy with other things. Address Box 5285, care THE FOURTH ESTATE.

For Sale
Weekly Newspaper

Well established; 700 paid subscriptions. Field right for at least 1,000 more subscriptions in fine territory. Less than thirty miles from New York. No plant. Will sacrifice for \$1,500. Address Box 5282, care THE FOURTH ESTATE.

FOR SALE
Monotype Equipment

As our composing room has been placed on an all-slug basis we have eliminated individual types and type cases.

We now wish to sell our Monotype Sorts-Caster Single-Type equipment. It is complete and in good condition. Specifications and prices forwarded on inquiry.

THE ASHVILLE TIMES COMPANY.

30 East College Asheville, N. C.

Hoe Newspaper Press

FOR SALE:—12 page Hoe "Unique" Web Newspaper Press, print 7-column papers of 4, 6, 8, 10 or 12 pages, with stereotype equipment. Fine press at a low price. Could be changed to take papers 8-columns wide, 12 1/2 ems. Baker Sales Company, 200 Fifth Avenue, New York City.

"And you would drink some more?"
"This afternoon, if you would invite me, sir."

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

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

"I drank it."

When the courtroom auditors had subsided a trifle, Mr. Drury went on to say that he did not drink it all at once.

"There were a couple of good hookers in it," he said. "It was the best way of getting rid of it, I thought."

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

"It certainly was."

"Where is it now?"

BOOK
SALE.

For Sale—Hoe 16 page Press with complete stereotyping equipment

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

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

Will be sold for cash only.

NORRISTOWN
DAILY HERALD,
Norristown, Pa.

PRINTERS' Outfitters

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

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

Mailing
Machine

Rapid addressing machine, in good condition, discarded to make room for larger equipment.

Low price for quick sale.
Address Box 5159, care THE
FOURTH ESTATE.

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

"I don't know."

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

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

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

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

Drury then launched into his story without the aid of further questioning. He told of having the bottle destroyed by ordering it thrown into a rubbish heap, not to thwart justice but for his own reasons in newspaper work, so that, so far as he knew all of the evidence in the bottle was gone. The first he knew of the happenings at the banquet was what he read in the Herald the next morning after assigning Gordon to "cover" the affair.

Drury told of seeing Gordon later and telling him to stop talking about

FOR
SALE.USED
NEWSPAPER
PRESSES

For Sale

GOSS—Straight-line Sextuple with double folder. Page length 23 1/8 inches. Now printing the Dayton, Ohio, News.

GOSS—High-Speed Sextuple Press with Color Cylinder and double former. Page length 23 1/8 inches. Now printing the Dayton, Ohio, News.

GOSS—Straight-line Sextuple with double folder. Page length 22 3/4 inches. Now printing the Manchester, N. H., Union-Leader.

GOSS—Four-Deck Single-width Straight-line Quadruple, with single folder. Page length 22 3/4 inches. Now printing the Lincoln, Neb., Star.

GOSS—Four-Deck Two-Plate Wide Press with Color Cylinder. Page length, 21.60 inches. Now printing the Kansas City, Mo. Post.

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

For particulars apply to

R. HOE & CO.

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

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

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

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

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

"I did not."

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

"Yes, sir."

Then direction was made that Gordon should not give testimony which might incriminate himself.

And the battle over the baby bottles, said to be painted white to represent milk, still goes on in Boston.

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

THE 40 Pages Weekly NEWSPAPER WORLD

(Established 1898)

Annual U.S. Postal Subscription \$5.

Specimen Copy Sent Free

Address: 14 CROSS STREET
FINSBURY, LONDON, ENGLAND

SETS NEW RECORD FOR ONE DAY'S ADVERTISING.

(Continued from Twelfth Page)

broader his outlook upon life—the greater his power to sell. Water can not rise higher than its source unless impelled by power and a salesman cannot sell men of greater mental caliber unless impelled by the desire to serve. No man can put into another man's head that which is not in his own.

"A salesman representing an electric advertising sign manufacturer was not successful because he attempted to sell his sign as a commodity. After conferring with the merchandising department of the News, he realized he should sell his idea of service only. By playing up the value of light in advertising, and arousing his prospect's imagination, many sales were made.

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

"Many people get an idea that advertisers storm the News' office demanding us to sell them space. This is true with limitations, but the fifteen or twenty per cent of business in the paper, which represents the profit, is actually sold by this organization.

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

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

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.

realized that arguments as to circulation, prestige, etc., would do no good and as he stepped into the advertising agent's office, he looked for something he could use as a lever to pry loose the order.

"By this time the agency man was getting peeved at the continuous News solicitation and he let our man wait fifteen minutes in the outer office. The News man glanced at the pictures on the office wall and noticed in a prominent position the photograph of a group of advertising executives of a large eastern evening paper taken years before, and the photo of the advertising agent was in the center labeled 'advertising manager.'

"This gave our man a cue and after greeting the agent, he switched the talk from the News to the big Eastern paper of which this man was formerly advertising manager. To make a long story short, for the selling took more than an hour, the News salesman worked on the advertising agent's pride in having occupied so important a place on a big evening newspaper, that he sold him on the evening paper idea by talking to him about the wonderful record of the paper when he was advertising manager, and then cleverly led the conversation back to the News.

"As a result, the News salesman walked out with a contract and the News was the only evening paper in the country to land the business. It took salesmanship of the highest order to get this business and it's work of this character that this organization represents.

"The advertising records made by the Indianapolis News in classified, local and national display have been made possible by the recognition that we are selling not print paper, but the brains of one of the great editorial departments of the country, and the ability and resourcefulness of one of the greatest circulation departments in America."

ANOTHER EXCELLENT CHURCH EDITION IN OAKLAND.

Co-operation with the churches on publicity at psychological times is the long suit of Morton J. A. McDonald, classified advertising manager of the Oakland, Cal., Tribune. A Christmas church section was made a part of the December 23 issue of the Tribune. In number of paid church ads, editorial matter, typography and art work, the paper presented an ideal special number.

The Tribune has made a feature of church advertising and its Christmas number paralleled with the Easter edition. In the latest edition the newspaper carried 92 small and large paid advertisements of churches and organizations closely affiliated with church activities.

Several special signed articles by clergymen of Oakland featured the Christmas number.

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

Eighty Per Cent of The WORLD'S

Circulation, Morning and Evening, is in Metropolitan N. Y. A morning or an Evening World goes into every second home in all Five Boroughs and Hudson County (Jersey City, Hoboken, etc.), New Jersey.

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

FIRST IN THE CITY FIELD

NEWSPAPER STORIES LEAD TO DISCOVERY OF SECOND LOST SISTER.

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

When the Chicago sister came to New York to visit her brother, an account of the reunion published in New York papers was later published in the Manchester Evening Chronicle. The mother of Lester Black of 1912 Pacific street, Brooklyn, who lives in Manchester, read the account there and recognized the New York man as the brother of Mrs. Anna Forman of Manchester, who thought her brother dead these many years. Mrs. Black wrote her son about Mrs. Forman's daughter, who read the story in the Chronicle. Black called on the restaurateur and announced the discovery of a second sister.

OUTLOOK BRIGHT FOR 1923 SAYS BROOKLYN PUBLISHER.

The outlook from a newspaper man's point of view for 1923 is most encouraging, says Herbert F. Gunnison, vice-president and treasurer of the Brooklyn Daily Eagle.

"The past year has been exceedingly favorable both in advertising and circulation patronage," says Mr. Gunnison. "So far as indications point there is not likely to be any diminution in the use of newspaper advertising space. The increase in circulation in this community was most encouraging; more attention is being given to Brooklyn and Long Island than ever before, and as the people of this Island usually know a good thing when they see it I prophesy for all papers on this side of the river larger growth and prosperity than ever before.

"So far as conditions throughout the country are concerned, I do not see any threatening clouds within the next twelve months. This does not mean, however, that we should be prodigal in expenditures or wasteful in any way. We should study economic conditions more carefully than ever before and give greater attention to our export trade and especially our trade with South America.

WANTS WORLD VIEW IN OUR NEWSPAPERS.

Calvin W. Rive, secretary of the American Society of Mechanical Engineers, in lecturing at Massachusetts Institute of Technology in connection with the sessions of the American Association for the Advancement of Science, departed

BOSTON'S fastest growing newest paper and TELEGRAM BOSTON, MASS.

Largest Evening Circulation in Metropolitan Boston

Represented by

BENJAMIN & KENTNOR CO.
LOS ANGELES CHICAGO
Van Nuys Bldg. Mollers Bldg.
NEW YORK
225 Fifth Ave.

from his prepared address on engineering in South America to urge American newspapers to follow the example of their South American contemporaries.

Displaying front pages of Boston newspapers, covered with what he termed "murder columns tinged with red," Mr. Rice compared them with South American dailies with front pages devoted to world news.

"We must develop an international mind," he said, "and each should develop a sense of personal responsibility on the question, especially as to what you and your children shall read. If you choose you can determine whether the front pages of newspapers shall be filled with crime or not."

PICTURE DAILY WILL AGAIN BE SUED FOR DAMAGES.

The appellate division has affirmed the lower court's decision dismissing the \$200,000 libel suit instituted by Arthur Perloff and Ethel Graves Perloff (Page and Gray in vaudeville), against the News Syndicate Company, publisher of the New York Daily News. The action resulted from a cartoon criticism of the Page and Gray act while playing in New York last season, in which the cartoonist, Ed Randall, penned an adverse comment underneath a caricature of the team, according them a negligible percentage rating on merit.

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

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

BOSTON SPORTS WRITERS HOSTS TO ATHLETE.

Fifteen Boston sports writers were hosts at a dinner in honor of William J. Bingham, Harvard '16, and ex-track captain, who recently withdrew as assistant treasurer of athletics at Cambridge, Mass., to enter business. Mr. Bingham has always been a close friend of the newspaper men, not only at college and as track team coach, but when he was a student at Exeter.

The scribes presented him with a crimson-tipped, gold trimmed fountain pen.

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

108 Fulton Street NEW YORK

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

The Indianapolis NEWS

Frank Carroll, Advertising Manager
New York: Dan A. Carroll, 150 Nassau St.
Chicago: J. E. Lutz, The Tower Building

NEW YORK GLOBE M.E. HEADS NEW YORK PRESS CLUB.

John T. Flynn, managing editor of the New York Globe, is the new president of the New York Press Club, succeeding E. Percy Howard of the American Press Association, who has held the office continuously since 1914. There was but one ticket in the field and was adopted as announced in THE FOURTH ESTATE last week. The new officers of the club besides Mr. Flynn are:

Elias B. Dunn, first vice-president; S. Jay Kaufman, second vice-president; Cavin D. High, third vice-president; Channing A. Leidy, treasurer; Caleb H. Redfern, corresponding secretary. Sidney W. Dean, John A. Hennessey and Edward E. Pidgeon were named trustees for three years. Porter Caruthers was elected to a two-year term.

The election took place at the club rooms in Spruce street Monday. An entertainment by professional talent was rendered. Among those prominent on the program was Gilda Gray, dancer of Ziegfield Follies fame.

FIRE DOES NOT DETER GARY PAPER FROM COMING OUT.

The Gary, Ind., Post-Tribune plant, which recently suffered loss by fire, is running along as usual, having suffered no serious ill effects except the inconvenience and the loss of about two days' business.

The two days' partial lay-off demonstrated to a large number of Gary people that it is almost impossible for them to get along without a daily newspaper. The circulation

Plainfield, N.J. Profitable for Advertisers

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

Courier-News

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

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

New York American

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

First in OHIO!

In Volume of Advertising 10,979,353 lines first 7 mos. 1,655,431 lines MORE than all other Columbus papers combined
The Columbus Dispatch
Reps. O'MARA & ORMSBEE, Inc.
New York, Chicago, San Francisco

increasing after the two-day lay-off. The loss was about \$25,000, all of which was covered by insurance.

Recently the Post-Tribune purchased the Calumet Press, one of the largest commercial printing plants in Gary. However, the two institutions will be run separately.

H. Ray Snyder, formerly of the Gary Post-Tribune and well-known newspaper man of northern Indiana, is the new manager of the Calumet Press. Knill-Burke represents the Post-Tribune, of which J. R. Snyder is publisher.

AD MEN HONORED.

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

Both Mr. Rich and Mr. Abraham are prominent in advertising circles in and around Sioux City. In addition to their activities in the B'nai B'rith they have both taken an active part in the Advertising Club of Sioux City. Mr. Abraham is secretary of the club and Mr. Rich is chairman of several important committees.

BACK WITH BROOKLYN EAGLE.

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

TECHNICAL EDITORS DINE.

Louis Balsam, president of the Mail Bag Publishing Company, Cleveland, spoke at the dinner meeting last night of the Technical Publicity Association at the Machinery Club, New York.

FARM PAPER CHANGES NAME.

The El Paso County Democrat, a weekly farm publication published by the Democrat Publishing Company, Colorado Springs, Col., will hereafter be known as the Colorado Springs Farm News.

MONTANA CONSOLIDATION.

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

Low Milline Rate

St. Louis Globe-Democrat

Largest Daily Circulation
of any St. Louis
Newspaper

F. St. J. RICHARDS, NEW YORK
GUY S. OSBORN, CHICAGO
J. R. SCOLARO, DETROIT
C. GEO. KROGNESS, SAN FRANCISCO

JOLIET

The Pittsburgh of the West.

Surrounded by the most fertile agricultural section in the ILLINOIS corn belt. Covered by but one daily newspaper, the

HERALD-NEWS

FRANKLIN P. ALCORN, Representative
NEW YORK CHICAGO

ALLEN TO BE HONORED WHEN HE BECOMES A PRIVATE CITIZEN.

The Topeka Press Club has postponed the club's final party in honor of Governor Henry J. Allen until the latter has again been restored to the status of a private citizen.

The new date has not been set. Governor Allen is publisher of the Wichita Beacon.

WICHITA AD CLUB MEMBERS GUESTS OF HUTCHINSON ORGANIZATION.

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

EDITOR TO MAKE KANSAS DAY SPEECH AT BANQUET.

At the annual banquet of the Kansas Day club to be held in Topeka January 29, L. F. Valentine of the Clay Center Times will make the Kansas Day speech, "The Kansas Native Son."

Charles Townsley, editor of the Great Bend Tribune, is receiving favorable comment as candidate for president of the organization for the coming year. Nicholas Longworth of Ohio will be the principal speaker at the banquet.

WOMAN WRITER DECORATED.

Mrs. Elizabeth Ascher, a correspondent of the St. Catharines, Ont., Standard, has been decorated with the Polish decoration, Polonia Restituta, for her work among Polish soldiers during the war and Polish repatriation. The presentation was made by the Polish Consul-General for Canada, Dr. Straszewski. She is the first to receive the decoration in Canada.

THOMAS H. BECK PRESIDENT OF COLLIER & SON.

At a meeting of the P. F. Collier & Son Company, New York, Thomas H. Beck was elected president of the organization. Lee W. Maxwell, president of the Crowell Publishing Company, was elected a member of the board of directors of the Collier Company.

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

PITTSBURG LEADER

Readers of this Paper
are the Big Wage Earners

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

BURLINGTON, LEADING CITY OF VERMONT

Cover it comprehensively through the NEWS Every Evening

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

NEW SECRETARY OF STATE STARTED IN NEWSPAPER OFFICE.

Dr. James A. Hamilton of New York, the new secretary of state, thirty-five years ago, was busily engaged "sticking type" on a New York weekly. Dr. Hamilton started at the extreme bottom of the ladder, sweeping out each morning, for a paper known as the Inquirer, and which was merged with the Examiner in 1895, with a still further merger into what is now known as the Watchman-Examiner on East Twenty-sixth street.

Dr. Hamilton is immensely proud of his newspaper days, even going so far as to admit that he "pied" the type on many an occasion as he worked his way up from printer's devil to copy-reader. The boy who wielded the broom in the printing office a quarter of a century or more ago, as secretary of state, now draws a salary of \$10,000 a year and is at the head of the world's largest corporation bureau.

OAKLAND AD CLUB ELECTS.

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

The Boston American

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

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

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

QUALITY AND QUANTITY GO
Hand in Hand.

BOSTON AMERICAN

26,000 last
October—Now
150,000
DETROIT
Evening
TIMES

YORK, PA. POPULATION 60,000
An ideal manufacturing
city of ideal homes and
labor conditions.

"YOU'D LIKE TO LIVE IN YORK"

The York Dispatch

YORK'S ONLY EVENING PAPER

NEWS OF AD FOLKS.

The Green Bay, Wis., Advertising Club plans to entertain the Interstate Advertising Club late this month. Speakers of national prominence are slated to appear on the program which is to embrace many topics of importance in the advertising business.

Max A. Berns has been elected a member of the board of directors of the Engineering Advertisers' Association, Chicago. Mr. Berns is publicity manager of the Universal Portland Cement Co.

E. J. Johnson, formerly with the Derby Brown Company, advertising agency, Boston, has joined the advertising department of the S. D. Warren Company, paper manufacturers of the same city.

The Checker Cab Manufacturing Corporation, Chicago, has appointed Walter L. Kroneberger director of sales and advertising. Mr. Kroneberger was formerly promotion manager with the Yellow Cab Manufacturing Company, Chicago.

A. H. Dewees, formerly assistant advertising director of the Zellerbach Paper Company, San Francisco, has become advertising manager of Buckingham & Hecht, of the same city.

Warren P. Staniford, advertising manager of Eloesser-Heynemann Company, San Francisco, has become advertising manager of Ernest Wilson Company, San Francisco.

S. N. Baskin, advertising manager of B. Kuppenheimer & Co., Chicago, has been appointed manager of sales promotion. He will continue to direct advertising for the Kuppenheimer Company.

Mrs. Annie Grace Drake has been re-elected publicity chairman of the state chapter of the United Daughters of the Confederacy by appointment of the executive board.

H. E. Copleston, a well-known Toronto advertising man, has joined the staff of the G. A. Davis Printing Company, Toronto.

The Advertising Club of New York will give a beefsteak dinner and dance on Monday, January 29, at its clubhouse.

Joseph H. Wadsworth, for the last four years service manager of the San Francisco office of the Pacific

The Cincinnati Community

Consists of an Area of 70 square miles
with a population of 600,000
THE

CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE
in this UNPARALLELED MARKET.

Foreign Representative

I. A. KLEIN

50 East 42nd St., New York

544 Fort Dearborn Bank Bldg., Chicago

New Jersey's Famous
Manufacturing City

PATERSON PRESS GUARDIAN

Its BIG
Independent
Newspaper

G. LOGAN PAYNE COMPANY
Chicago, St. Louis, Detroit, Los Angeles
PAYNE, BURNS & SMITH
New York and Boston

Railways Advertising Company, has been made advertising manager of the Sperry Flour Company, with headquarters at San Francisco.

E. D. Kneass, formerly city editor of the San Francisco Journal, has become associated with the publicity department of the Mercantile Trust Company, San Francisco, as editor of the firm's monthly review.

Arthur Bergman, formerly production manager of Sullivan-Pallen, New York, has become advertising manager of Dinhofer Bros., jewelers.

The Canadian department of agriculture will institute an advertising campaign in behalf of the "back-to-the-farm" movement. The amount to be spent will be decided by the House of Commons at its coming session.

Theodore B. Metzger, formerly with the advertising department of the Buffalo Times, has been appointed advertising manager of the Buffalo Chamber of Commerce.

ANNUAL DINNER-DANCE OF NEW YORK AD AGENCY.

Employees of Ruthrauff & Ryan held their eleventh dinner-dance last Wednesday at the clubhouse of the Advertising Club of New York, when about one hundred members of the staff were in attendance, including Paul Watson, manager of the Chicago staff.

A dinner held in the main dining room was followed by a dance and entertainment in the lounge. The various numbers of the entertainment were written by members of the organization and staged by them.

ADMITTED TO PARTNERSHIP INTEREST IN AGENCY.

John J. McConnell, for the last three years manager of the Chicago office of J. P. McKinney & Son, special representatives, has become a partner in the agency. He will continue in charge of the management of the Chicago office.

NEW PHILADELPHIA AGENCY.

William Jenkins of the Economist Group publications, and Aylwin Lee Martin, account executive of the Eugene McGuckin Company, have formed the firm of Jenkins-Martin advertising agency, with offices at 231-232 Presser Building Annex, 1713 Sansom street, Philadelphia.

BOSTON POST

1922 Circulation Averages

Daily 396,902

Sunday 401,643

KELLY-SMITH COMPANY

Special Representative

Marbridge Building, NEW YORK

Lytton Building, CHICAGO

In ALLENTOWN

they say:

"PUT IT IN THE CALL"

THEY KNOW THEIR OWN CITY
FOLLOW THEIR ADVICE

National Representative:

STORY, BROOKS & FINLEY

New York, Phila. Chicago, San Francisco

NEWS OF THE AD AGENCIES.

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

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

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

G. J. Chamberlain has joined the staff of the Hartwig Advertising Co., St. Louis. W. H. Brown has left the staff of this agency.

The Joseph Richards Company, New York, has appointed Miss Marie J. McEvoy, assistant space buyer.

Will Rogers Parker, recently with Albert Frank & Co., New York, has joined the staff of Joseph Richards Company, New York. He for-

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

The Pittsburg Dispatch

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

Representatives

Wallace G. Brooke, Ford-Parsons Co.
Brunswick Bldg., Marquette Bldg.,
New York Chicago

FIRST IN SAN FRANCISCO

The Bulletin

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

Eastern Representative

H. D. LaCoste, 45 West 34th St., N.Y.C.

Western Representative

Guy S. Osborn, 1302 Tribune Bg., Chicago

merly was with the J. Walter Thompson Company at Boston, the San Francisco office of the H. K. McCann Company, and Fuller & Smith, Cleveland.

May M. Brown has been added to the Chicago staff of the Ferry-Hanly Advertising Company. Miss Brown was formerly with the advertising department of the Chicago Tribune and has recently been with the sales promotion staff of the New York Daily News.

Edward H. Smith has joined the Powers-House Company, Cleveland. He was until recently with the Franklin Automobile Company, Syracuse, N. Y., and at one time with Walter B. Snow and Staff, Boston, and the Goodyear Tire Rubber Company, Akron, Ohio.

An advertising business with offices at New York has been formed by Charles Ravett, formerly with the Nye Advertising Agency, New York.

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

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

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

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

"TALK TO THEM IN THEIR OWN LANGUAGE"

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

THE JEWISH WORLD

233 South Fifth Street
PHILADELPHIA

אדישע וועלט

Phones

Bell, Lombard 3556
Keystone, Main 1506

It is the Only Jewish Daily
Printed in Philadelphia.

The special features of the BUFFALO TIMES

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

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

NEWS LEAGUE OF OHIO DAYTON NEWS SPRINGFIELD NEWS

The papers with the big circulations and commanding prestige.

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

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW
BEING PLACED BY
THE AGENCIES.

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

BRADLEY, 294 Wash., Boston—Conducting newspaper campaign for Richdale Petroleum Products Co., Boston.

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

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

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

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

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

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

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

GILLHAM, Los Angeles, Cal.—Obtained account of Puritas Tea & Coffee Co., Los Angeles, & Meat Council of Southern California.

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

BOSTON DAILY ADVERTISER

Boston's Only Picture Newspaper.

W. W. CHEW, 1819 Broadway, New York
E. A. HOLMAN, Monad'k Bg. San Francisco
W. H. WILSON, 909 Hearst Bldg., Chicago

In Every Trade Territory—
One Newspaper Must Lead

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

In Houston and South Texas this distinction is held by the

Houston Chronicle

Texas' Greatest Newspaper

M. E. FOSTER, Publisher
STEVE KELTON, Mgr. National Adv.
(Eight-Page Rotogravure Section
Every Sunday)

JOHN M. BRANHAM, Nat'l Rep.

TODAY'S HOUSEWIFE

A NATIONAL MAGAZINE

authority on the business of home-making.

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

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

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

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

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

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

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

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

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

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

MAXWELL-McLAUGHLIN, Chicago—Directing advertising for Realite Pencil Co., Western Pipe & Steel Co., & Monarch Mfg. Co. (shock absorbers), Chicago.

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

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

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

Also handling accounts of Philip Strobel & Sons, furniture mfrs.; Southern Dyestuffs Company; Pitcher & Co. (investment securities), all of New York; American Baking Machine Corporation, Saginaw, Mich.; White Oak Coal, New River Coal Co.

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

EACH ISSUE
OVER 200,000 CIRCULATION

SEATTLE "P-I"

The only seven-day A.P. paper in the Metropolis of the entire Northwest.

The one paper in the entire West without competition in its field. It reaches into the homes of the most prosperous people on earth. Represented in the National Field by W. W. CHEW, W. H. WILSON American Circle Bldg. 909 Hearst Bldg. New York Chicago, Ill.

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

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

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

RANKIN, 1 W. 37th, N. Y.—Preparing copy for J. Eavenson & Sons (soap), Camden, N. J.

RUTHRAUFF & RYAN, 225 N. Mich., Chicago—Secured account of Adler Mfg. Co. (pianos & organs), Louisville.

SANDO, Consld., Indianapolis—Handling account of Oakes Mfg. Co. (poultry), Tipton, Ind.

SMITH, 70 5th, N. Y.—Sending out orders for W. W. Oppenheim Co., Newark, N. J., & Mme. Sophie Koppel (specialist in beauty culture), N. Y.

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

THOMPSON, Lytton, Chicago—Planning campaign to southern newspapers for Richardson Roofing Co., Findlay, O.

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

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

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

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

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

TO ENLARGE QUARTERS.

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

It Pays to Advertise in the ST. LOUIS TIMES

NOW GENERALLY RECOGNIZED AS THE
HOME NEWSPAPER
OF ST. LOUIS

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

The RICHMOND, Va., TIMES-DISPATCH

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

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

AD FOLKS PLAYING GOLF AT PINEHURST.

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

On Monday there is a qualifying round in which members arrange their own pairing and play in twosomes; Tuesday is the first match round in all divisions, the first sixteen to play from scratch, and all others to play on handicap.

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

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

Among members of the Advertising Club of New York who registered are: Gilbert T. Hodges, Mr. and Mrs. J. T. O'Brien, John H. Eggers, Thomas F. Smith, A. L. Schulz, Mr. and Mrs. George Hammesfahr, Montague Lee, Mr. and Mrs. Frank Finney, Mr. and Mrs. Charles Hoyt, Roy Barnhill, Mr. and Mrs. J. A. Sullivan and Walter Jenkins, Jr.

JAPANESE NEWSPAPERS NAME REPRESENTATIVE.

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

The Detroit Free Press "MICHIGAN'S GREATEST NEWSPAPER"

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

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

DOMINATE BRIDGEPORT

98 per cent of the circulation of The Telegram and Post is concentrated within 13 miles of the City Hall. You can completely cover this great industrial market with one newspaper cost through the

TELEGRAM and POST

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

Cover NEW HAMPSHIRE with the

MANCHESTER UNION & LEADER

Guaranteed Over 25,000
Circulation

JULIUS MATHEWS, Special Rep.
BOSTON NEW YORK CHICAGO

BENEFIT FUND FOR AGED NEWSPAPER WORKERS.

(Continued from Seventeenth Page)

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

It would furnish the means, through the interest created in the common welfare of all newspaper men, for the healthy discussion and interchange of ideas and suggestions not only for the uplifting of the craft and the placing of it on a par with other professions, but also for the general improvement of the editorial sphere of every newspaper in the country.

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

A fund of this character can be started immediately, through a systematic organization embracing the entire United States and Canada. It could be given an initial impetus by any one or any group of immensely wealthy newspaper publishers and

The Cleveland News and the News-Leader (SUNDAY)

National Advertising Representative

THE GEORGE A. McDEVITT CO.
208 Fifth Avenue, NEW YORK
People's Gas Building, CHICAGO

175,000,000
ANNUAL PRODUCTION

35 MILLION
ANNUAL PAYROLL OF INDUSTRIAL

TRENTON

A prosperous NEW JERSEY territory completely covered by the

Evening Times

Member A.B.C.

KELLY-SMITH COMPANY, Spec. Rep.
Marbridge Building, NEW YORK
Lytton Building, CHICAGO

In New Orleans it's the New Orleans Item

owners. Hearst is one. Scripps another. Pulitzer a third. Ochs a fourth. Munsey a fifth. The McLeans are others. The list is legion. Or the newspapers themselves, as organizations, could start the ball rolling with initial contributions.

The fund could and should be started anyway, even without this help, by the newspaper men themselves contributing say, one per cent of their salary a week. This is an inconsequential amount, surely. I can conceive of no one earning \$50 a week, for instance, who would not be glad, or who could not afford to donate 50 cents to such a cause. But if this percentage is thought too extravagant, then cut it to one-half of one per cent, but—let's get started—that's the main thing!

Contributions to the fund, until a temporary and later a permanent organization is effected, could be received and held in trust by the various trade papers, such as THE FOURTH ESTATE.

I shall be in New York on and after February 4, and I shall be glad to meet with any group of responsible and serious-minded newspaper men with the view of getting this fund under way with the least possible delay. Let's do this before age catches up with us ere our ship has come in. Or if we are among the chosen few, let's do it for our less fortunate brothers. Devotion of a life-time to the newspaper business is worthy of some consideration, even if it does not bear the desired fruits.

In the meantime, I would suggest that Richard Stearns probably has a wealth of reminiscences stored away in that gray-haired head of his, that has weathered four score and five years. I should say that a quarter or a half column of Richard Stearns' reminiscences a day would be worth enough to some newspaper, or some syndicate, to make it unnecessary for Mr. Stearns to sell pencils on the streets of Cincinnati or anywhere else.

If I were the publisher of a newspaper I would give him a job myself. Cincinnati publishers, please take notice!

For the benefit of those interested in effecting such an organization as I propose, I will say that mail can reach me care THE FOURTH ESTATE. Let's hear from you!

H. ARMAND DE MASI.

TO INSTALL NEW UNITS.

New units of the Associated Advertising Clubs of the World are to be installed soon in Arkansas City, Wellington, Eldorado, and Newton, by the Wichita Advertising Club.

EVENING HERALD

Leads All Los Angeles
Daily Newspapers In
Total Paid Circulation.

Government statement for six months
ended September 30, 1922

average 145,953 daily

Representatives:

New York: H. W. Moloney
604 Times Bldg.
Chicago: G. Logan Payne Co.
401 Tower Building
6 No. Michigan Ave.

PEORIA ILLINOIS JOURNAL (EVENING) and TRANSCRIPT (MORNING)

Sold in combination at rates making these papers the best advertising buy in their field. H. M. PINDELL, Proprietor.
CHAS. H. EDDY CO., Inc.

National Advertising Representatives
New York Boston Chicago

DISPATCHED FIRST PRESS TELEGRAM FOR BRITISH ASSOCIATION.

Sir Edmund Robbins, for thirty-seven years manager of the Press Association of England, who died recently at Bognor, claimed the distinction of having dispatched the first Press telegram on behalf of the association, on the morning of February 5, 1870, simultaneously with the British government taking possession of the wires.

Sir Edmund was born at Launceston, Cornwall, on April 4, 1847. He served his apprenticeship as a journalist on the Launceston Weekly News. In 1865 he joined the Central Press as night editor, and from there passed to a sub-editorship on the then newly-established Press Association in 1870. He became secretary and assistant manager of the association and manager in 1880.

From 1870 to 1881, he was also manager of the Provincial Newspaper Society, now the Newspaper Society, the organization of British provincial newspaper proprietors. He retired from the management of the Press Association on June 30, 1917, having been knighted on June 4 of the same year.

Sir Edmund and Lady Robbins celebrated their golden wedding in April 26, 1920. Of their twelve children, six sons and six daughters, nine are living, the three sons being with the Press Association. One son, H. C. Robbins, is joint general manager.

The Robbins family holds a fine record in journalism, Sir Edmund's three brothers being in various sections of the newspaper business, as are their sons.

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

PRODUCER SAYS ACTOR IS YELLOW PRESS VICTIM.

Sensationalism in the yellow press was held responsible for the degradation of actors and actresses in the eyes of the American public by William A. Brady, New York theatrical producer, who spoke before a meeting under the auspices of the Educational Alliance.

"The practice of certain American journals in flaunting the scandals of the lesser members of the theatrical profession across their front pages in sensational headlines," Mr. Brady said, "has given the American public a low estimation of the entire pro-

THE PITTSBURGH PRESS

HAS THE LARGEST
DAILY AND SUNDAY
CIRCULATION
IN PITTSBURGH

Member A.B.C.

Foreign Advertising Representatives:

I. A. ALLEN

50 East 42nd St., New York

76 W. Monroe St., Chicago

A. J. NORRIS HILL

Hearst Bldg., San Francisco.

New Haven Register

LARGEST CIRCULATION IN
CONNECTICUT'S LARGEST CITY

Average Daily Paid Circulation
over 34,400 copies. Equal to next
two competitors combined.

The Julius Mathews Special Agency
BOSTON, NEW YORK, DETROIT CHICAGO

fession. In Europe actors and actresses are held in high regard."

The motion picture, Mr. Brady said, did more to maintain the morale of the American troops in the war than any other single factor. The attitude of the city administration in denying the theaters the right to a benefit performance on Sunday he characterized as "damnable hypocrisy."

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

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

Included are several books referred to by Shakespeare in his plays, notably "The Tragedie of Dido, Queene of Carthage" by Christopher Marlowe and Thomas Nash, printed in London, 1594, by the Widdowe Orwin for Thomas Woodcocke.

Another volume of the library is a product of Caxton's press, dated Westminster, 1481, by Marcus Tullius Cicero, entitled "Tullye of Old Age; Tullius de Amicitia; Declamacyon de Noblesse (translated into English by the Earl of Worcester)." It is in black letter, 120 leaves (three missing), with signatures twenty-nine long lines to a page.

Another collection of Mr. Jones was sold in 1918 for \$391,854.

NEWSPAPER FIRE IN RENO.

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

FIRST

The New York Times prints a greater volume of advertising than any other New York newspaper. In 1922 The Times led the second newspaper by 6,898,132 agate lines.

Record for 1922

agate lines

The New York Times.....24,142,222
Second newspaper.....17,244,090
Third newspaper.....11,947,256
Fourth newspaper.....10,209,140
Fifth newspaper.....9,896,416

THE BUFFALO TERRITORY OFFERS BIG POSSIBILITIES TO NATIONAL ADVERTISERS

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

THE BUFFALO EVENING NEWS

Edward H. Butler, Editor & Publisher

KELLY-SMITH COMPANY, Reps.
Marbridge Bldg. Lytton Bldg.
New York Chicago

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

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

Mr. Gillespie had been a familiar and influential figure in the life of Stamford for over half a century, and his lifework may be summed in the history of the Stamford Advocate from the time he became associated with it years ago, at the time the Detroit Free Press, the Burlington Hawkeye, and the Danbury News were noted for their comic paragraphs, he was one of their chief contributors.

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

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

CORRIERE D'AMERICA

Luigi Barzini, Editor.

Illustrated Italian Daily,
in tabloid size.

24 pages daily.

40 pages Sunday with rotogravure section.

Reaches all classes of Italians.

309 Lafayette Street, New York

THE NEW YORK EVENING JOURNAL

has the largest
circulation of
any newspaper
in America.

The SAN ANTONIO LIGHT

The best advertising medium in South-west Texas. Has 50 per cent more paid circulation into the Homes of San Antonio than the second paper, and five times as much as the third.

VERREE & CONKLIN
New York, Detroit, Chicago, San Francisco

the information was obtained from original sources.

Mr. Gillespie became one of the proprietors of the Stamford Advocate in 1883, when the firm of Gillespie Brothers, purchased the business from William W. Gillespie. The other member of the firm, Richard H. Gillespie, died in 1911. The firm was incorporated in 1906, with E. T. W. as president. Several years subsequent to the death of R. H. Gillespie, sr., the interest of E. T. W. Gillespie was acquired by the other members of the firm, but he continued to hold a nominal interest, and kept up his association with the Stamford Advocate.

For two years—1865-1867, Mr. Gillespie was assistant postmaster at Stamford.

ELIZABETH JOURNAL OWNER FAILS TO SURVIVE OPERATION.

Augustus S. Crane, sixty-four years old, publisher of the Elizabeth, N. J., Daily Journal, died Tuesday in the Overlook Hospital at Summit, N. J. He was operated on a fortnight ago for gallstones.

Mr. Crane was born at Elizabeth. He went to work as a boy half a century ago on the Journal. In 1902 he became business manager and in 1908 he purchased the majority of the stock.

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

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

Frank S. Turnbull, president of the Rogers Peet Company, New York, died at his home in Montclair, N. J., January 5, at the age of 56 years. Mr. Turnbull's connection with the firm dates back to 1887, when he entered the employ of the Rogers Peet Company, as a stenographer. He soon transferred to the woolen examining department and before long advanced to the position of buyer of all wools for the firm.

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

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

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

SPOKANE PUBLISHER DIES

Thomas Hooker, president of the Spokane Chronicle, died Wednesday at Spokane, following an operation for appendicitis. He would have been seventy-five years old Thursday.

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

Other Obituary Notes.

WILLIAM H. JUDSON, 80 years old, veteran newspaper man, many years publisher of the Bessemer, Ala., Weekly, died last Sunday. He started his newspaper career as managing editor of the New Orleans Democrat, which was later consolidated with the New Orleans Times. While in New Orleans he was one of the main backers of the world's exposition held there.

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

JOHN J. BARRETO, president of Cecil, Barreto & Cecil, advertising agency of Richmond, Va., and New York, died at Richmond last Sunday. Before becoming associated with Cecil, Barreto & Cecil, Mr. Barreto had been with the Curtis Publishing Company, Philadelphia. He was forty-six years old.

CYRIL ARTHUR GULL, 46 years of age, for many years with the London Daily Mail and the Daily Express, died Tuesday. He was the author of a number of novels some of which he wrote under the name of Guy Thorne.

FRANK Q. STUART, 69 years old, many years editor of the old Des Moines Leader, died in San Francisco on January 2. He was spending the winter in the West. Mr. Stuart was born at Charlton and lived in Iowa and Colorado alternately. He was a member of the legislature of Colorado and was a democratic candidate for congress in the eighth Iowa district in 1910. He was a lawyer but devoted much time to writing and public affairs. He was editor of the Des Moines Leader during the period when Henry Stivers was the publisher, before the Strauss-Dawson regime. He was classed of progressive and even radical tendencies and devoted much of his effort as a publicist to

The Pittsburgh Post

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

DAILY and SUNDAY

BALTIMORE NEWS

EVENING—DAILY and SUNDAY

Baltimore AMERICAN

MORNING—DAILY and SUNDAY

FRANK D. WEBB, Advertising Manager
Dan A. Carroll, New York Representative
J. E. Lutz, Chicago Representative

fighting what he termed the illegitimate activities of capitalistic combinations.

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

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

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

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

MRS. JEREMIAH J. MEEGAN, mother of John J. Meegan of the local staff of the Buffalo Enquirer, and James P. Meegan of the Buffalo Express, died in that city recently.

MATTHEW GALT, 57 years old, at one time publisher of the Emmitsburg, Md., Chronicle, died recently. He retired from active newspaper work when his health became impaired. He was a brother-in-law of Mrs. Woodrow Wilson.

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

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 Evening Star.....	84%
2nd Newspaper.....	85%
3rd Newspaper.....	84%
4th Newspaper.....	82%
5th Newspaper.....	18%

SUDAY NEWSPAPERS

The Sunday Star.....	78%
2nd Newspaper.....	48%
3rd Newspaper.....	27%
4th Newspaper.....	20%

THE DAY-WARHEIT

America's FOREMOST Jewish Daily
Reaches the cream of purchasing power of the Jewish element in America.

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

THE DAY-WARHEIT

"The National Jewish Daily."

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

DALLASEVENING JOURNAL

Published by
A. H. Belo & Co.

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

LARGEST AFTERNOON Circulation

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

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

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

J. J. SCHINDLER, assistant to the editor of the Milwaukee Journal, died at Milwaukee a few hours before the funeral of Henry C. Campbell, assistant editor of the Journal, who died as noted in THE FOURTH ESTATE last week on January 2. Mr. Schindler had been ill for several months.

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

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

C. C. CRAW, associate editor of the Powder River County Examiner at Broadus, Mont., died recently at the age of thirty-eight, following an illness of one week of pneumonia.

FREDERICK C. CRAWFORD, 61 years old, retired newspaper man, died last week at Hagerstown, Md., after a long illness. For over

LARGEST MORNING CIRCULATION in the Nation's Capital THE WASHINGTON POST

DAILY 2c—SUNDAY 5c

Member A.B.C.

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

MONTREAL LA PRESSE

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

WM. J. MORTON CO., Representatives
NEW YORK, Fifth Ave. Building
CHICAGO, Tribune Building
TORONTO, 128 Bay Street

IL PROGRESSO ITALO-AMERICANO

CAV. UFF. CARLO BARSOTTI

Publisher and Editor

Guaranteed NET 129,120

Paid Daily Circulation

THE LEADING ITALIAN

ADVERTISING MEDIUM

42 Elm Street NEW YORK CITY

thirty years he was connected with metropolitan journals. He began his career on the Washington Post and for many years was Washington correspondent of the New York World. Several years ago Mr. Crawford retired and had since resided in Hagerstown.

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

EDWARD M. MCGOWAN, a stereotyper on the New York American for twenty-five years, died last week at his home in Brooklyn at the age of 69 years.

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

FREDERICK MARTIN, 56 years of age, for twenty-years a member of the advertising staff of the New York World, died at his home in South Westfield, N. J.

VLADIMIR MEDUM, Jewish writer and scholar, died Wednesday at his home in Brooklyn. He was on the editorial staff of the Jewish Forward. His father was a general in the Russian Army under the Czarist regime, but young Medum achieved a national reputation in Russia as the leader of the Jewish revolutionary organization. He was known all over the United States because of his writings and political opinions. His wife and one child survive him.

AD COMMISSION BROADENS ITS SCOPE.

(Continued from Second Page)

Touching on American advertising in its international aspect, Dr. Klein asserted that foreign magazines carrying anti-American propaganda were largely supported by American advertising.

"There should be a better understanding with our offices abroad regarding the placing of such advertising," he said.

Other addresses on various phases of the advertising profession and work were made by Herbert S. Houston, publisher of "Our World," New York City; George W. Hopkins, general sales manager, Columbia Graphophone Company, New York

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

TOPEKA CAPITAL

The only Kansas Daily with a general Kansas circulation

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

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

Arthur Capper TOPEKA, KAN.

THE JEWISH MORNING JOURNAL

A Newspaper Published Primarily for the Home.

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

Member A.B.C.

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

One of the features of the simultaneous conventions was the advertising exhibit which was on display at the national convention of the Associated Advertising Clubs of the World at its national convention in Milwaukee last summer, and which was brought to Washington. The department of commerce also made a showing of the work it is doing in advertising and merchandising.

A letter from Secretary of Commerce Hoover, expressing regret that a meeting of the American debt refunding commission prevented his attendance on the last day, was received by Mr. Wholley. It read in part:

"I had wished to express personally my endorsement of the department of commerce on the work of the clubs.

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

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

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

Permanent organization of the Third District of the Associated Advertising Clubs was effected with the drafting and adoption of a constitution and by-laws, and the election of officers and appointment of committees, at the close of Wednesday's meeting.

Officers elected were: F. X. Wholley, Washington, president; P. E. Hotze, Jr., Richmond, treasurer, and Norman M. Parrott, Baltimore, secretary. Committees appointed, with

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

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

(Member A.B.C.)

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

WINSTON-SALEM SENTINEL

Representatives

FROST, LANDIS & KOHN
New York Chicago Atlanta

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

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

G. LOGAN PAYNE COMPANY SPECIAL REPRESENTATIVES

Fifth Avenue Building, NEW YORK
401 Tower Bldg., CHICAGO
Kresge Building, DETROIT
100 Boylston St., BOSTON
Carleton Building, ST. LOUIS
Security Building, LOS ANGELES

VERREE & CONKLIN PUBLISHERS' REPRESENTATIVES

300 Madison Avenue NEW YORK
117 Lafayette Boulevard DETROIT
28 E. Jackson Boulevard CHICAGO
681 Market Street SAN FRANCISCO

S. C. THEIS COMPANY SPECIAL REPRESENTATIVES

NEW YORK CHICAGO
366 Fifth Ave. 837 Marquette Bldg.
S. C. Theis, mgr. W. S. Gratwohl, mgr.
We Specialize in the
Representation of Grouped Dailies

THE JOHN BUDD CO.

Representing Newspapers of
9 East 37th St., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., ST. LOUIS
Healey Bldg., ATLANTA



their chairmen, were: Convention, Joseph Schick; program, Howard Cone; publicity, Kemper Cowing; women's committee, Mrs. J. K. Bowman.

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

TO ORGANIZE JOURNALISM SCHOOL IN SHANGHAI.

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

In connection with the course a weekly newspaper has already been established at the university. It is known as the Dial and is published by native students.

Paterson's

(N. J.)

Growing Newspaper

the Morning Times

gives you real Reader Influence.

Representative

STEVENS & BAUMANN, INC.

47 West 34 St. 1st Nat'l Bank Bldg.
New York Chicago
Higgins Bldg. Holbrook Bldg.
Los Angeles San Francisco

15 YEARS of DOMINANT SUPREMACY

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

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

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

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

	TIMES-STAR Total Display	EXCESS OVER Second Paper	EXCESS OVER Third Paper
1922	10,459,407 lines	1,921,031 lines	3,949,463 lines
Average 10 Years	7,439,714 “	1,734,459 “	2,425,881 “
Average 15 Years	6,273,153 “	1,362,626 “	1,941,186 “

CINCINNATI  **TIMES-STAR**

CHARLES P. TAFT, *Publisher*

C. H. REMBOLD, *Manager*

Member Audit Bureau of Circulations.