

"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."

THE FOURTH ESTATE

PRICE 10 CENTS
FOUR DOLLARS A YEAR

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS

Published EVERY SATURDAY at
338 West 59th St., Columbus Circle
NEW YORK CITY
ERNEST F. BIRMINGHAM
Editor and Publisher

XXIX Year. No. 1508
JANUARY 20, 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:

Display Advertising

	Agate Lines	Comparison
The Daily News	13,779,579	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

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

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

The advertising record of 1922 confirms

THE DAILY NEWS—FIRST IN CHICAGO

of the daily newspapers of Chicago for the last six months of 1922 and 1921:

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

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

Classified Advertising

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

	Number of Ads	Comparison
The Daily News	909,920	909,920
The Daily Tribune	871,062	871,062
The Daily Herald-Examiner.....	148,344	
From which it appears that in 1922 The Daily News led its nearest competitor, The Daily Tribune, by		38,858 ads

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

PRESS RESPONSIBILITY AS LORD BURNHAM SEES IT.

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

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

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

BELIN TELLS HOW PICTURE RADIO WAS INSPIRED.

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

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



EDOUARD BELIN.

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

Mr. Belin told THE FOURTH ESTATE this week how he came to give up his law studies to solve the problem the movie entertainment projected into his mind. In his room at the Hotel Pennsylvania Mr. Belin answered questions readily. He is accompanied here by his aides, Marcel

(Continued on Twenty-sixth Page)

In appearance Lord Burnham has a sort of compact leoninity—to coin a word that should be put into the language for use on men of his type. He is by no means the hyper-august person his career indicates him to be, but he is immeasurably keen and vital. Five feet seven, or a little more, he stands not high, but firmly. A ruddy complexion, dark hair and sparkling eyes make this man of sixty-odd typical of the coming youngster of forty-five. The fact that he retains all the earmarks of a comer so long after he has "arrived" speaks volumes of description. In short, he seems to typify the British lion—a lion, however, that uses the reason always and the roar but seldom.

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

"No, I haven't any mission," he smiled. "I expect just to visit and look around."

The week or ten days Lord Burnham is to spend in America has become a crowded, busy interval in a journey to Jamaica, whither he is bound to fulfill another of those engagements which so frequently call him to far corners of the earth. Some years ago, it seems, he promised the Imperial Association at Jamaica that he would address them, and now he is on a journey of more than a month to keep his word.

"Stupendous" was the word he applied to the growth of American journalism since his last visit to the United States thirty years ago. Although he was the leading figure and the inspiration of the Imperial Press Congress in Canada in 1920, at which he formed many lasting friendships with scores of publishers from the United States, he did not step across the border.

Intelligent and conscientious presentation of the news of nations, a subject which is swiftly rising to a plane of first importance in the minds of far-seeing journalists and statesmen, has long been a chief interest with Lord Burnham.

"So far as British newspapers as a whole are concerned, I admit the impeachment," he declared during a discussion of many recent criticisms by Americans of the manner in which

(Continued on Tenth Page)

NEWS HOUNDS DIG UP RUM FLEET FOR SLEUTHS.

MARINE GLASSES AND OCEAN-GOING TUGS CONVINCE FEDERAL AGENTS THAT STORIES AREN'T MYTHS —A.P. GETS CREDIT FOR "BREAKING" IT FIRST.

It has been cold weather and stormy along the Atlantic Coast the last week. Biting gales and heavy snows have made it anything but the pleasure ground it is during the mellower months of the year, so that federal prohibition enforcement agents had less reason than ever for leaving the comfortable swivel chairs that Uncle Sam so considerably provides.

Small wonder then that newspaper stories of the impressive rum running fleet that hove to off Atlantic Highlands over the week-end were summarily discredited by the enforcement forces. When they replied that they "had no knowledge" of such goings-on they let themselves in for a few bad days. Newspaper men who were entirely free of responsibility for prohibition enforcement—and mayhap thoroughly opposed to it—were eyewitnesses to the arrival of the wet fleet.

The Associated Press, it appears from all available information, was

(Continued on Thirty-first Page)

INTER - DOMINION RADIO LINK FOR BRITAIN URGED.

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

For reasons which it is hoped may eventually be overcome, the British general post office has blocked the efforts of the Empire Press Union, an affiliation of newspapers throughout the British dominions, to bring about the linking up by radio of all British territory. Journalists of the empire are to continue to agitate the proposition, according to H. E. Turner, secretary of the Empire Press Union, who is now traveling in this country with Viscount Burnham, proprietor of the London Daily Telegraph, and president of the Press Union.

While the British government is at present opposed to the proposal, it is possible that the idea may be put into practice on a basis different from those heretofore broached. One reason for the present attitude of the government is that it does not deem it wise to entrust so important a utility to private enterprise. William Marconi, it is understood, had a plan to establish the radio link and was favorably disposed toward carrying it to completion, but was forced to abandon the idea because of the official attitude.

Journalists throughout the British dominions are keenly interested in the project. An almost revolutionary improvement in inter-colonial newsgathering would naturally result, which is particularly desirable in these times of stress in world affairs, it is pointed out.

NEWSPAPERS IN MORNING FIELD ORGANIZE.

MORE THAN FORTY MID-WEST PUBLISHERS BANDED FOR MUTUAL ADVANTAGE—ELECT A. SCHAEFER, PRESIDENT—EXECUTIVE COMMITTEE APPOINTED.

An association of morning newspapers to impress upon the public the importance of the morning publisher's field was launched in Chicago Tuesday with more than forty publishers of morning papers in attendance. It will be known as the Morning Newspaper Publishers Association.

A. Schaefer of the Fort Wayne, Ind., Journal-Gazette was elected president; C. C. Callihan of the Springfield, Illinois, State Journal, vice-president, and E. J. Treffinger of the Richmond, Ind., Item, secretary and treasurer.

The president will appoint an executive committee of one publisher from each of the nine states represented to function on advertising publicity.

The states represented were Kentucky, Missouri, Iowa, Minnesota, Wisconsin, Michigan, Illinois, Indiana and Ohio. The new association expects to organize the entire country by units.

President Schaefer appointed A. B. Cargill business manager, Milwaukee Sentinel; E. J. Fehn, business manager of the Evansville, Ind., Courier, and John F. D. Aue of the Burlington, Iowa, Hawkeye, to draft by-laws. They submitted this resolution which was adopted:

"Recognizing the growing importance of the morning newspaper, this association is formed to bring about a closer relationship among the publishers of such newspapers and to promote the interests of the morning newspaper generally along constructive lines."

The publishers decided that any morning newspaper of America is eligible to membership. Mr. Schaefer stated the great statesmen of the country were urging financiers, merchants and others to co-operate more with the farmers. Certain influential offices in the East have utterly disregarded the greatest friend the family has in America—the morning newspaper and have waived aside the rural route, suburban circulation and quality circulation, he said.

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

ATLANTA GEORGIAN HAS NEW GENERAL MANAGER.

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

Mr. Chivers at one time associated with the firm of S. S. Koppe & Co., who represent a group of South American newspapers in this country.

About two and a half years ago, before joining the Koppe organization, Mr. Chivers returned from a four months' tour of South America, during which he visited most of the principal cities and their newspapers in the southern continent.

Business will be good in 1923, say industrial leaders in Philadelphia

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

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

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

Dominate Philadelphia

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

The Bulletin



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

Net paid daily average circulation for the year 1922—493,240 copies a day.

NEW YORK
DAN A. CARROLL
150 Nassau Street

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

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

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

LONDON, M. BRYANS, 125 Pall Mall, S.W. 1

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

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OHIO PUBLISHERS TO HOLD ANNUAL SHOP SESSIONS.

DISTINGUISHED EDITORS TO ADDRESS MEETINGS OF ASSOCIATED OHIO DAILIES AND BUCKEYE PRESS AT OHIO STATE UNIVERSITY JANUARY 29-31.

Ohio newspaper men, publishers of both dailies and weeklies, will spend the first day of their annual mid-winter conferences, January 29-31, on the campus of Ohio State University at Columbus. They will view an exhibit of community papers to be judged for farm news, make-up and editorial content by Professor Bristow Adams of the New York State College of Agriculture as an innovation of Ohio Farmers Week.

Meetings of the editors are scheduled for afternoon and evening of January 29 at Ohio State University. Annual sessions of the Associated Ohio Dailies are scheduled all day Tuesday and Wednesday at the Hotel Desher.

The Monday programs are being arranged by the department of journalism and the agricultural extension department of Ohio State University with the co-operation of officers of the Buckeye Press Association, will preside over Monday's dinner meeting in Ohio Union.

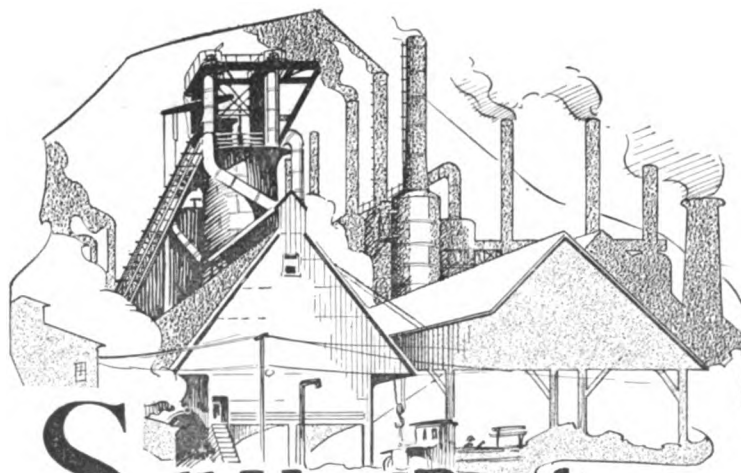
Speakers, both afternoon and evening, include: Professor Bristow Adams, New York State College of Agriculture; J. E. McClintock and Russell Lord, editor and assistant, agricultural publications, Ohio State University; H. A. Pauley of the Miami Union, Troy, O.; Professor L. C. Getzloc, department of journalism, Ohio State University; Lucas J. Beecher, the Toledo Blade; E. L. Ways, the Sandusky Register; A. K. Chenoweth, the Madison Press; Ralph W. Peters, the Defiance Crescent News; W. R. Palmer, the Barnesville Enterprise; R. W. Gifford, the Westerville Public Opinion.

Reports of both officers and committees, followed by election of new officers, will take up the opening session of the thirty-eighth annual meeting of the Associated Ohio Dailies at 10 a.m. January 30, with F. W. Bush, editor of the Athens Messenger, presiding.

Karl A. Bickel, president of the United Press Association, will address the afternoon meeting on "Combining the World for News." Other speakers will be: R. C. Snyder of the Norwalk Reflector-Herald, president of the Associated Ohio Dailies; Carlisle N. Greig of the Cleveland Plain Dealer; Professor Bristow Adams; Guy E. Newark of Columbus.

Melville E. Stone, former general manager of the Associated Press; William B. Colver, editor-in-chief of the Scripps-Howard League; and United States Attorney General H. M. Daugherty will address the evening meeting, to be presided over by Professor J. S. Myers, head of the department of journalism at Ohio State University. The publishers will also hear greetings from President Harding, a charter member of the Associated Ohio Dailies and from Governor Donahey.

Speakers for the closing session at 9:30 a.m., January 31, are M. Koenigsberg of King's Feature Service; Richard Lee, vice-president of Lord & Thomas, and Grove Patterson of the Toledo Blade.



Sell Your Products to the Homes of YOUNGSTOWN'S 49,000 Prosperous Steel Workers

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

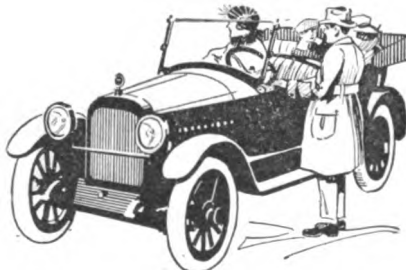
Cover YOUNGSTOWN with

The Vindicator

Daily and Sunday

Youngstown, Ohio.

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



PUBLICITY REPRESENTATIVES GIVE INITIAL LUNCHEON.

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

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

Mr. Thomas' address was reminiscent of the days when he was press agent, principally for the mind reader, George Washington Bishop, recalling some interesting stunts. He gave his views of the ethics which should govern the work of publicity men, condemned a tendency to cynicism as

destructive of ideals and received a warm response when he announced the whole association of press representatives would shortly be called on to stand back of the movement for a national theater. He promised an important announcement on the subject soon.

TEN YEAR OLD PUBLISHES NEWSPAPER IN DAKOTA.

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

COLORADO EDITORS OPEN TWO-DAY MEETING.

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

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

Postal regulations was one of the subjects on the interesting program for the opening session. What publishers should print, what to mark as advertisements, other postal regulations, and especially what can be done to change the present system of the post office department of giving all other matter, including daily papers, the right of way over weekly newspapers, were discussed.

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

Supplementing the business sessions the editors were guests of the City of Denver and the Denver Civic and Commercial Association at a dinner in the rooms of the association in the chamber of commerce building. Four editors from different sections of the state as well as Governor Shoup, Governor Sweet and Mayor Bailey spoke.

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

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

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

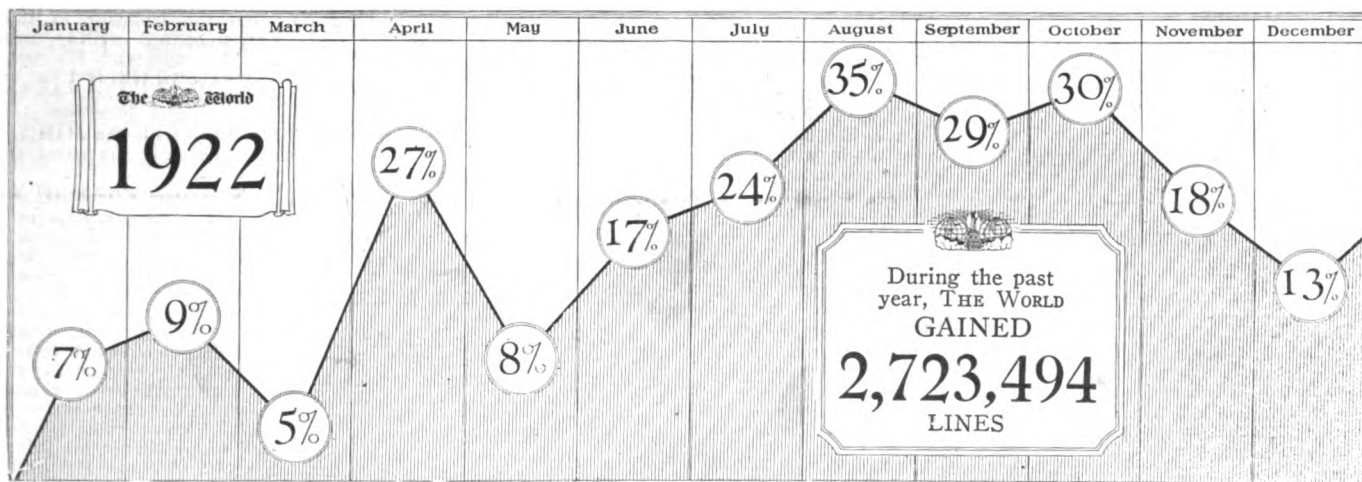
Officers for the coming year will be elected. The present officers are: President, Edwin A. Bemis, Littleton Independent; vice-president, A. W. Barnes, Loveland Reporter; secretary-treasurer, George T. Haubrich, Greeley News.

BILL WOULD CUT RATES FOR SESSION LAWS PRINTING.

Senator Caleb H. Baumes of Newburgh, N. Y., has introduced a bill, which reduces the present rate charged for publication of session laws, summons and legal orders and notices by basing the rates to be paid on the circulation of the newspaper in which they are printed. The bill was referred to the judiciary committee.

No. 1508

THE FOURTH ESTATE, which is published every Saturday at 233 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.



The World NEW YORK *First in Gain!*

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

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

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

Separate Advertisements in 1922

	Advertisements Carried	The World's Lead
The World	1,712,181
The Times	1,115,366	596,815
The Herald	431,695	1,280,486
The American	281,570	1,430,611
The Tribune	133,308	1,578,873

And during the year, THE WORLD increased its own lead over 1921 by printing 249,140 more advertisements, a sizable advertising business in itself. It is an achievement of no little importance to have served as the trusted

intermediary in 1,712,181 separate transactions, each based upon belief in the ability of THE WORLD's columns to produce results.

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

	Columns Gained	Columns Lost	The World's Advantage
The World	9,726.75
The Times	8,410.75	1,316 columns
The American	3,058.75	6,668 columns
The Herald	248.25	9,975 columns
The Tribune	421.25	10,148 columns

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

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

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

The



World

Mallers Building
CHICAGO

Market and Third Streets
SAN FRANCISCO

Pulitzer Building
NEW YORK

Title Insurance Building
LOS ANGELES

Ford Building
DETROIT

Securities Building
SEATTLE

YOUNGSTOWN IS RICH IN THIS ONE MAN.

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

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

As he rounds out thirteen years with the Vindicator, Mr. Robinson is recovering from an ordeal of personal tribulation that has established him among the richest men in the world. It is not the sort of wealth that most men amass that distinguishes Mr. Robinson and reveals the spirit that has been pushing the Vindicator forward; of that wealth he has just a bit more than a modicum, but in point of human courage and simple faith the man is opulent beyond ordinary human appreciation.

Less than two months ago he was forced from his life of activity into a hospital, where he underwent a serious operation for cancer of the tongue. His friends and physicians had told him that either his tongue or his life were at stake, and life was so sweet to him that he did not hesitate to gamble with the surgeon's knife, even though it was a foregone conclusion that, as a man who earned his living talking, he would be deprived of his most essential physical instrument.

Robinson was in the hospital a long time. His friends and his family hoped against hope that there might be some way for him to hold onto life. His doctors and his nurses first feared, then marveled. The husky patient stubbornly refused to yield to any of the handicaps the operation had imposed upon him. Not only had he lost practically all of his tongue, but a consultation at the operating table had decided it necessary to remove glands and veins and divert arteries in his face and neck. Robinson's gamble with the knife left him only an infinitesimal chance to win.

Today Robinson is in New York, selling the advertising columns of the Youngstown Vindicator. Those weeks on the hospital cot are only an incident in his life. The doctors and nurses took far longer to discover the patient's true condition than he did himself, but their understanding was sharply illuminated one day after one of the doctors, within earshot of Robinson, had murmured something about there being "no hope."

"Doctor, you're a damn liar!" Robinson yelled with what powers of articulation remained. And there was no doubt that they understood him, tongue or no tongue. "They may not have caught every word, but I guess they got the gist of it," is Robinson's way of looking at it.

"I'm going to stay in the newspaper business, too," he told one of

THE FOURTH ESTATE staff. "There is too much in life to hesitate over a thing like this. I had to go to another hospital as soon as I got to New York, and since that time I have licked a bad spell of erysipelas."

There you have Robinson, talking with all his old animation and conviction. There is no mistaking what he says, although he has to say it differently than he used to. "In a year from now I'll talk as well as most people," he assures.

Much of the secret of the Vindicator's success is contained in this insight into the man who sits at the ad manager's desk. But there is more.

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

This policy is reflected in the exceptionally constructive campaign the Vindicator is running in THE FOURTH ESTATE. Mr. Robinson is the "idea man" for that, and he has a Youngstown advertising agency execute his ideas. They show exactly why Robinson's faith in Youngstown is justified.

"Add to that the fact that I'm working for the squarest man in the world and you'll know how I feel about the Vindicator," said Mr. Robinson. William F. Maag, head of the Vindicator company, is the man to whom his tribute was paid.

"I'm going to keep on, and expect to be here fifty years from now," continued this erstwhile "hopeless case."

"Practicing a little Coue, eh?" it was suggested to him.

And the answer was characteristic of a man of this sort—and typical of the spirit that has made journalism a magnetic profession—

"Coue? Hell, no! I'm practicing Robinson!"

LONDON MAIL TO ISSUE A DAILY ABOARD NINE CUNARD LINERS.

A daily edition of the London Mail will be published aboard nine Cunard liners in the Atlantic service beginning February 10.

Arrangements have been made to absorb the Cunard ship company's daily Bulletin, and radio news from America and Great Britain, edited by a member of the London Mail staff, assisted by the experienced men aboard the ships, will be available to the passengers each day. The publication will be known as the London Mail's Atlantic Edition.

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

WOMAN AT HEAD OF DAILY.

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

J. K. Penny, business manager of the Telegram since 1904, has sold his interests and is succeeded by S. S. Conklin, who will also be secretary-treasurer of the company.

ERVIN WARDMAN PASSES AWAY SUDDENLY.

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

Prominent members of the newspaper profession paid tribute Monday to Ervin Wardman, vice-president of the Sun-Herald Corporation, the Sun Printing and Publishing Company and the New York Herald Company, who died Saturday after a brief illness. Colds and insomnia and the ills generally that beset man he held in



ERVIN WARDMAN.

contempt, and it was not until attacked by influenza on Christmas day, which was as well his birthday, that he ever yielded ground to disease.

Mr. Wardman was fifty-seven years old. He was born in Salt Lake City, Utah, December 25, 1865. He began his newspaper career in 1888 on his graduation from Harvard as a reporter on the New York Tribune. He progressed rapidly, and in 1895 he became managing editor of the New York Press. From 1896 to 1912, he was editor of the Press, and he had much to do with making that newspaper a voice of liberal Republicanism.

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

In 1912 Frank A. Munsey bought the New York Press, and Mr. Wardman continued his connection with Mr. Munsey, an association that continued until his death, an association that ripened into warm friendship and mutual helpfulness. When Mr. Munsey bought the Sun and later the Herald, Mr. Wardman became the vice-president of the corporation. Since the retirement of Edward P. Mitchell from the editorial page Mr. Wardman has, in association with Mr. Munsey, been responsible for the editorial page of the New York Herald.

Mr. Wardman coined the phrase "yellow journalism" and fastened it

into the language in the late '90's, when he was writing many editorials on the subject. He was a well-informed writer and a pungent and aggressive one. It was this aggressiveness that involved him in a controversy with the state Senate which established a precedent in newspaper ethics.

The senate wanted to know the source of information on which was based a series of articles which he had published relating to Justice Warren B. Hooker and an alleged attempt to bribe members of the legislature. For several hours he was questioned by members of the senate, but he steadfastly refused to give them the information they wanted, saying that to do so would be a violation of newspaper ethics. The senate voted, 369 to 31, to force him to tell where he got his information, but he was obdurate and at last the sen-

NEWSPAPERS HELP FIRE-RAZED CITY TO COME BACK.

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

Newspapers in Astoria, Oregon, have "come back" after the devastation of that city by fire last month—and they are back with a program for improving Astoria that makes the conflagration seem almost a benefit. The Astorian, morning and evening, and the Budget, evening, seized the opportunity to counsel the city to rebuild as it should have been built originally—with wide streets and other attributes of an important, hustling community.

The two newspapers were among the heaviest sufferers in the fire. Losing no time, the Astorian made arrangements to set up its linotypes in an automobile salesroom, where the operators proceeded to get out the paper tucked in between the motor cars on display. For a time the Astorian machines were used also by the Evening Budget, whose equipment suffered more severely.

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

The newspaper advertising is an indication of the spirit that prevails in the city. How the businesses are coming back furnishes excellent live news copy.

How the city was provided with a theater on Christmas Day hardly before the ruins stopped smoldering was told in an elaborate manner by the Morning Astorian, and the story was illustrated with a view of the interior of the temporary theater and the men responsible for the city's Christmas present.

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

The Boston Post

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

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

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

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

Display Advertising in Agate Lines

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

	BOSTON POST	BOSTON HERALD	BOSTON GLOBE
Local	★6,196,333	4,964,092	5,737,632
National (Week-day only)	★2,523,008	2,458,220	1,518,656
National (Sunday only)	★1,233,216	882,835	586,095
National (Week-day and Sunday combined)	★3,756,224	3,341,055	2,104,751
Automobile	★ 705,667	693,075	493,412
Amusements	★ 406,260	304,857	300,876
Boots and Shoes	★ 244,932	190,083	159,408
Building Materials	★ 169,811	132,794	33,709
Departmental Store	★4,216,578	3,016,592	4,186,164
(Including Department Store and Men's and Women's Specialties Sold in Retail Stores)			
Financial	305,024	★772,473	235,027
Food Products	★ 782,550	660,902	492,127
Home Furnishings	★ 932,147	725,051	737,778
Jewelry	★ 226,808	149,960	110,050
Men's Clothing Stores	★ 688,945	491,921	362,186
Phonographs, Records and Musical Instruments	★ 200,325	196,608	183,404
Proprietary and Toilet Articles....	★ 765,606	480,789	429,142
Publications	109,318	★278,002	102,025
Tobacco Products	★ 205,572	166,704	112,292

In Total Display Advertising for 1922 the
BOSTON POST CARRIED

10,666,807 Lines

—a Lead of 1,283,684 Lines Over Second Boston Paper

—a Lead of 2,287,823 Lines Over Third Boston Paper

ANOTHER PICTURE RADIO TRIED IN WASHINGTON.

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

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

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

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

Four pictures in all were broadcasted. Two were photographs, one of President Harding and the other of Secretary of the Navy Denby. Two penciled sketches, one representing a map and the other comprising written and printed letters, were also sent. Although the original photographs were said to be of fair photographic quality only, the prints made from the receiving plate in the laboratory were pronounced quite clear, the heretofore impossible feat of broadcasting half-tones having been successfully accomplished.

About six minutes was consumed in receiving each picture, but Mr. Jenkins predicted this could be reduced to one-sixteenth of a second, the speed necessary to produce motion pictures.

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

The sending apparatus, consisting of a stereopticon like machine, projects the picture across a photo-electric cell in steady, downward sweeps. With each sweep the projected image is moved slightly to the side, only a thin slice of the image being drawn across the cell at one time. The varying intensity of light caused by the successive "slice" shadows caused correspondingly varying impulses to be broadcasted.

At the receiving end an ordinary radio receiver, on the diaphragm of which a tiny mirror is mounted, was used. Projected on the mirror was a strong beam of light. Vibrations of the mirror as it oscillated with the diaphragm caused the light beam to fluctuate across a rotating shutter, and thence through rotating prismatic rings onto the sensitive photographic

AGAIN FIRST in the World In Advertising

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

1922 Honor Roll

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

LOS ANGELES TIMES	26,795,244
Chicago Tribune	26,213,757
Detroit Times	25,701,255
New York Times	24,141,116
Baltimore Sun	22,985,326
Washington Star	21,659,650
St. Louis Post-Dispatch	19,881,120
Columbus Dispatch	19,582,553
Philadelphia Inquirer	18,211,200
San Francisco Examiner	16,906,694
Indianapolis News	16,400,198
Milwaukee Journal	16,266,970
New Orleans Times-Picayune	15,454,043
Oakland Tribune	14,650,650
Portland Oregonian	14,505,260
Minneapolis Journal	14,264,769
Cincinnati Times-Star	12,650,508
Seattle Times	12,488,728
Buffalo News	12,406,521
St. Paul Pioneer Press-Dispatch	12,327,364
Houston Chronicle	12,073,782
Omaha World-Herald	11,261,257
Louisville Courier-Journal	9,079,771

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

Los Angeles Times

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

plate. In this manner the light impulses are laid down side by side as they are received from the original picture.

NORTHERN EDITORS PLAN FINE MEETING.

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

"We expect the largest attendance we ever had, and will form plans for our program this year, including the summer outing," says Mr. Rut-

ledge. In addition to the business meetings, the editors, their wives and friends, will be entertained by sight-seeing trips, smokers, musicals and banquets.

The speakers will include A. L. La Freniere of the Grand Rapids Independent, president of the organization; Asa M. Wallace, Sauk Center Herald, past president; Grant Utley, Cass Lake Times; Herman Roe, Northfield News; C. W. Carlson, Melrose Beacon; Grove Wills, Eveleth Clarion; Charles Merrin, St. Paul, advertising representative, Great Northern Railway; W. P. Kirkwood, editor of publications of University of Minnesota; and Frank Jeffers, Red Lake Falls, who will act as toastmaster.

NEBRASKA DAILIES FINED UNDER LOTTERY ACT.

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

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

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

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

The court agreed with the publishers that an epidemic of lotteries had been raging for months, until nowadays small town merchants believed they couldn't do business without giving away a lot of prizes every Saturday. He cited the numbers of several other sections of state law, and said he didn't know who was in better position to attack this evil than the newspapers. Both men said they would do all they could to clean it up.

IOWA AD CLUB ELECTS.

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

John Burlanek and Harold J. Rowe were elected treasurer and secretary respectively, both men holding over in office from last year. Six men who were elected to serve with the officers as directors were: W. L. Franks, E. C. Hoover, W. F. Main, G. J. Siebke, Harry Corot and Herbert Stamats.

PARKING LAW TRAPS THREE.

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

DELMARVIAN AND MARYLAND PRESS TO MEET.

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

24 Million Lines of Advertising

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

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

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

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

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

The Kansas City Star

Circulation Morning and Evening Combined

460,000 COPIES

New York Office
15 East 40th St.

Chicago Office
1418 Century Bldg.

ERVIN WARDMAN PASSES AWAY SUDDENLY.

(Continued from Sixth Page)

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

SPANISH WAR VETERAN.

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

In spite of his numerous editorial duties he found time to write a novel and several short stories. The stories "The Princess Olga," was published by Harper's in 1906.

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

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

Tributes to the memory of the late Mr. Wardman were expressed by Herbert L. Bridgman of the Brooklyn Standard Union, who is the president of the association; Louis Wiley of the New York Times; Bradford Merrill of the New York American; Victor F. Ridder of the Staats-Herald, and Lester L. Jones, executive representative of the association.

DISTINGUISHED GATHERING AT FUNERAL SERVICES.

Funeral services for Ervin Wardman were held at St. Stephen's Protestant Episcopal Church, which was filled with newspaper associates of Mr. Wardman—editors from nearly all of the metropolitan newspapers who had worked with him during his career of thirty-five years in New York journalism—together with Mr. Wardman's associates from the Herald, the Sun and the Evening Telegram. Every department of the newspapers was represented, editorial, advertising, circulation, the counting rooms, the composing rooms, the stereotyping departments, pressrooms, mail and delivery departments.

The honorary pallbearers were: Thomas W. Lamont, former publisher of the New York Evening Post, E. J. Ridgway, New York Herald and the Sun; Henry L. Stoddard, publisher of the Mail; Don C. Seitz, World; Bradford Merrill, general

(Continued on Twenty-sixth Page)

NEW YORK EVENING JOURNAL APPOINTS RUKEYSER FINANCIAL EDITOR.

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

Mr. Rukeyser will discuss daily developments in finance and business. In addition, there will be special discussions of wheat and cotton. Mr. Rukeyser is a lecturer on financial journalism and a graduate of Columbia University.

Franklin M. Sprague, recently of the New York Times, has succeeded Mr. Rukeyser on the Tribune.

BURNHAM TALKS ON IMPROVING WORLD NEWS.

(Continued from Second Page)

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

Lord Burnham's Daily Telegraph, however, has for some time been distinguished by its presentation of news from this side. Nearly twenty years ago he established the New York bureau of the Telegraph, with Percy S. Bullen, still its chief, in charge. In addition to the regular news services received by the Telegraph, the bureau cables twelve hundred words daily of additional news and interpretation, a feature which has won wide identity in British affairs as the Telegraph's "American column."

"I have been greatly impressed by the amount of foreign news the big American dailies carry," Lord Burnham commented. "The exhaustive detail I find in some of the papers is quite remarkable."

On the way over on the Olympic, news of the extended radio conversation held with William Marconi in England Sunday night by officials of the American Telephone and Telegraph Company in New York reached the passengers. It had a deep significance for Lord Burnham.

"All these things are bringing the world closer together," he said. "It was a singular thing to hear of this new wireless achievement on the way over, as when I was returning to England abroad the Empress of Britain after the conference in Canada I had the experience of hearing one of the first concerts ever picked up by wireless on the ocean."

Radio is bound to facilitate international newsgathering when it attains more general development, Lord Burnham believes.

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

A curious insight into British newspapers for American advertisers may be gleaned from the viewpoint of Lord Burnham. After conversation with him, it is plain that he divides the great British journals into two classes—the "big circulation" papers and "the others." This point became particularly evident in a discussion with Lord Burnham of the merit of reader insurance as a circulation getter. It is significant that he has not employed the insurance plan for the Telegraph.

The "big circulation" papers are characterized by an all-consuming aim for staggering circulation volume, and many of the refinements that a higher order of journalism would dictate are allowed to go by the board, it is to be inferred. The group of newspapers which Lord Burnham in his conversation mentioned as "the others" are, it would seem, those that feel more keenly the responsibilities of their positions and their circulations, which are important if not record-breaking.

Whether advertisers shared the "big circulation" papers' conviction that circulation due to reader insurance was as sound as distribution not

(Continued on Twenty-second Page)

BUILDING LEAGUE EXTENDS USE OF NEWSPAPERS.

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

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

A year ago only about eight per cent of the building and loan associations in Ohio were using paid newspaper advertising, while today more than 70 per cent are buying newspaper space, according to E. M. Baugher of Newark, chairman of the advertising committee of the Ohio Building and Loan associations, and the gain of \$50,000,000 in assets made by these institutions during the last year may be attributed directly to the pulling power of Ohio newspapers.

"Out with the yard-sticks, the lead pencils and other advertising novelties, so that the money heretofore expended in these novelties may go into legitimate newspaper advertising," is the slogan of the advertising committee of the building and loan men.

Every building and loan association in the state is to be urged to get

into their local papers with sufficient space to tell the story of thrift and savings. "We expect to have every building and loan association in Ohio using paid newspaper advertising within the next year," declared Mr. Baugher. "It has proven its worth and we have found that it is the best and cheapest medium of advertising now available to financial institutions."

PNEUMATIC TUBE SYSTEM ON EAST SIDE IN OPERATION.

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

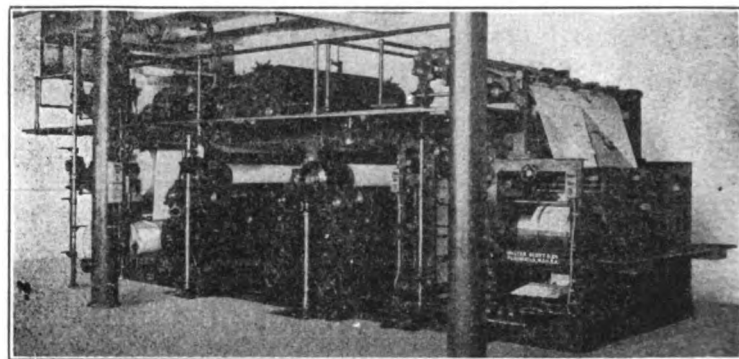
The pneumatic tube system in operation at the New York post office from 1898 until service was suspended by former Postmaster General Burleson on June 30, 1918, resumed operation on the west side line, beginning October 2, 1922.

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

"FREEDOM OF THE PRESS."

The Federal Bureau of Investigation reports that 358 new radical publications have sprung up in the United States in the last year, and that now there are 611 in circulation throughout the country.

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



Hudson Observer HOBOKEN, NEW JERSEY

has been using Scott Newspaper Presses ever since they were in business, starting with a small Web Press and now they are using

TWO SCOTT SEXTUPLE PRESSES

which will answer their requirements for years to come, but provision has been made for additional Units or Decks converting them into Octuple Presses without stopping presses for a day at any time.

THESE PRESSES ARE RUNNING EVERY DAY

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U.S.A.

CHICAGO
1441 Monadnock Block

NEW YORK
1457 Broadway, at 42d Street

COUE GUEST OF WASHINGTON SCRIBES.

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

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

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

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

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

Later discussions covered a wide range of ailments and general drawbacks to which the flesh is heir. Mr. Marks, whose forehead is gradually extending backward, brought up the question of baldness, and was promptly assured by Dr. Coue that the "day by day" recipe had worked substantial benefits with many likewise afflicted. The ravages of old age generally, he declared, could also be staved off in measure through the faithful and persistent use of his methods.

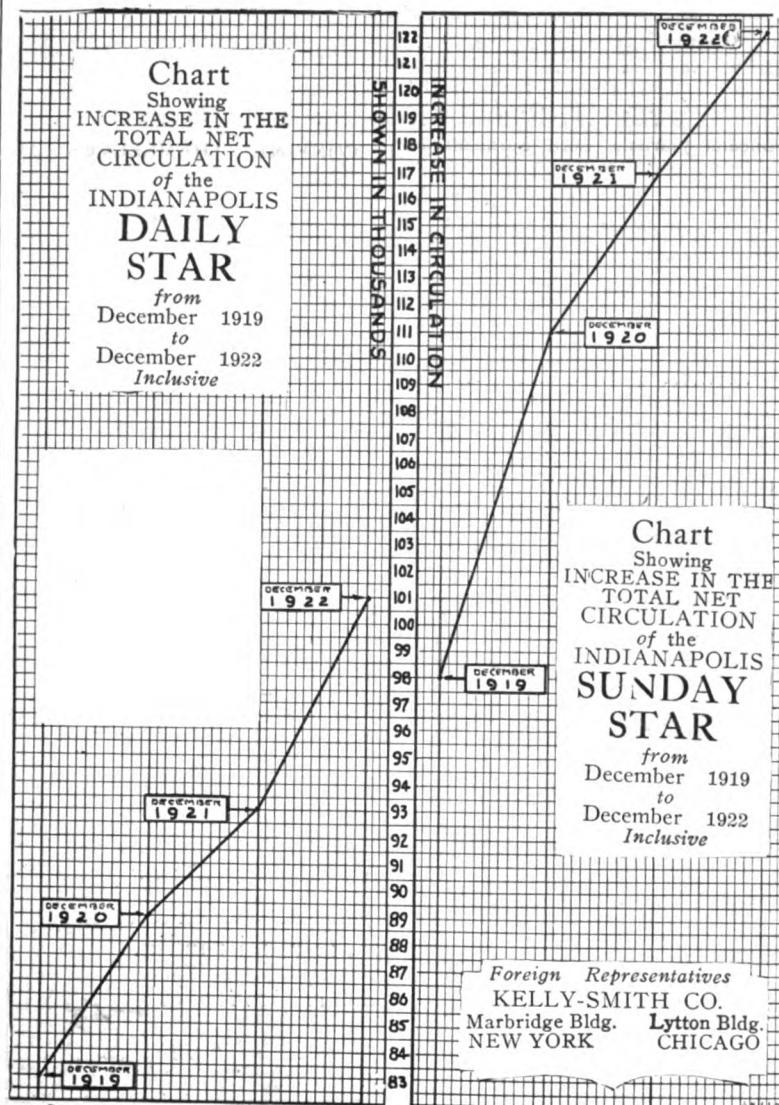
An account of his own cure of an attack of lumbago developed a lively interchange of ideas. The cure was effected, Dr. Coue explained, as he was bending over to pick up a bottle of wine. Theodore Tiller, noted for profound anti-Volstead sentiments, opined that the act in itself was calculated to cure the most stubborn disease, irrespective of any magical sentence accompanying.

Surprise was occasioned when the doctor calmly reached in his pocket, produced the "makings" and proceeded to roll a cigarette.

"Smoking does not bother me," he said smilingly. "I've been smoking for fifty years—but it might hurt you."

The little super-optimist disclaimed the role of miracle man, as also the idea of making an "obsession" of his rules for life and health. He said he knew little of certain modern religious cults whose teachings in some respects closely parallel his views. In answer to one of the questions propounded, he expressed the conviction that some of the miracles wrought by Jesus Christ were partly due to autosuggestion.

In general, the abstinence from excessive claims for his system, his modest demeanor, and his frank and engaging manners, commended the visitor to the correspondents, who have keenly whetted instincts for the puncturing of the professional charlatan. With characteristic caution, they



withheld verdict as to the merits of the system, but unanimously conceded that its founder was a "regular fellow."

AD MEN TOLD TO REACH OUT FOR TRADE IN SOUTH.

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

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

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

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

CHANGES IN REPRESENTATION.

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

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

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

Hutchinson, Kan., Gazette from Ralph R. Mulligan (Eastern) C. J. Anderson (Western) to John M. Branham Company.

Birmingham Age-Herald from S. C. Beckwith Special Agency to John M. Branham Co.

Hutchinson, Kan., Gazette from Ralph R. Mulligan, East, and C. J. Anderson, West, to John M. Branham Co., national.

WITH CAMPBELL & CAMPBELL.

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

JOINT COMMITTEE ON POST OFFICE WANTS \$575,000.

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

An amendment providing for the continuation of the joint postal commission and appropriating \$75,000 for its maintenance was attached to the senate post office bill last Saturday. The amendment was offered by Senator McKellar of Tennessee.

Publishers looking for adequate investigation by the commission as a basis for their repeated pleas for a reduction in the present burdensome rates on second-class matter are not sanguine as to any definite results to follow Saturday's action. The amendment specifically provides that the amount carried shall not be exceeded in expenses incurred during the last fiscal year.

Figures submitted by the joint postal commission itself last December called for an appropriation of \$963,000 as a minimum amount necessary to conduct the investigation into the costs of various classes of mail matter. As the only test weighing conducted by the commission was that at Baltimore several months ago, without definite results, publishers believe that the \$75,000 will be wasted.

There is, however, a provision in the post office bill that calls for an appropriation of approximately \$500,000 for additional clerk hire and fifty extra inspectors. This is regarded in some quarters as having been put in by the advocates of the joint postal commission, with the intention to use it in conducting the weighing inquiry, and, as such, constituting a cloak of an open request for \$575,000 in all for the joint commission. A provision was also inserted for increasing traveling expenses of the Post Office Department.

Other phases of the situation are of the utmost interest to the publishers, in view of the present attitude of certain members of the commission. Congressman Steenerson of Minnesota, a member of the commission and chairman of the house post office committee, will leave congress at the end of the present session. His logical successor as head of the house committee is Congressman Griest of Pennsylvania, who has been sympathetic to the plight of the publishers under the present excessive postal rates.

There has been some talk of retaining Steenerson's services as a postal expert, following the end of his congressional term. This and other possible readjustments are not to the comfort of the publishers, especially as they look at the appropriation for the joint postal commission as probably designed for the retention of the services of present opponents of their plea for lower rates, who have shown a willingness to attach every conceivable expense to the publishers, regardless of the fact that parcel post and other classes of mail are credited with enormously large deficits by the official report of the post office department.

OREGON PAPER SOLD.

Raymond Crowder, former editor and manager of the Winner Herald, has purchased the Herald Publishing Company, a corporation publishing the Hermiston, Ore., Herald.

OHIO NEWSPAPER WINS LIBEL SUIT.

JUDGE SUSTAINS IN EVERY POINT DEMURRER OF THE TOLEDO NEWS-BEE AND ITS FORMER EDITOR, NEGLEY D. COCHRAN, IN SUIT BROUGHT BY FEDERAL JUDGE.

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

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

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

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

The suit was then dismissed by Judge Killits and a new one was filed, alleging the same causes of action. It is this new petition which Judge Kinkad's decision dismisses.

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

In his decision Judge Kinkad characterizes the Killits case as a "foul pleading," having no foundation in fact or law, states that it is made up of "barrages of innuendoes which place an interpretation on the publication's suitable to the purposes of the plaintiff," and that the innuendoes are "declared upon a false and unfounded theory." Therefore it becomes imperative to discard each of them "for the reason that the facts and the law did not support the basis upon which the several causes are founded." It is further declared that the causes of action "are imaginable ones, not based on fact and law."

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

BECKMAN HEADS JOURNALISM TEACHERS' ASSOCIATION.

F. W. Beckman of Iowa State College was elected president for 1923 of the American Association of Teachers of Journalism at the recent meeting of that organization. C. P. Cooper of Columbia university was chosen vice-president; R. R. Barlow, University of Minnesota, secretary-treasurer, and E. W. Allen, University of Oregon and Frank Thayer, Northwestern University, were added to the executive board.

Forward Graphic Art Service

Beginning Sunday, February 4, 1923, the Jewish Daily Forward will publish a Graphic Art Section as a supplement to its regular Sunday Edition.

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

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

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

See latest A.B.C. Report

Jewish Daily Forward

America's Dominant Jewish Daily

Eastern Plant
175 East Broadway
NEW YORK

Western Plant
1128 Blue Island Ave.
CHICAGO

CHICAGO TRIBUNE SENDS 35,800 MAPS TO TOURISTS.

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

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

PLANS MADE.

Final program arrangements have been made for the short course in journalism which is to be given in

Madison, Wis., February 1 to 3, under the auspices of the Wisconsin Press Association and the Wisconsin school of journalism. Plans to care for delegates at the lowest possible expense have been made.

The subjects that will be taken up under the direction of faculty members of the journalism department cover a wide range. Journalism instructors will hold conferences with editors at regular periods so that individual problems of editing and make-up may be taken up.

Editors that cater to agricultural areas will hear addresses by members of the agricultural faculty and methods of advertising soliciting and editing. Development of news sources will be taken up from various angles at several of the general meetings.

FATHER AND SON PARTNERS.

J. Harold Curtis, a graduate of the School of Journalism of the University of Missouri, obtained a half interest in the St. James, Minn., Plaindealer and with his father, Will Curtis, will continue the publication.

SOUTHERN PAPER TO HAVE MODEL NEW BUILDING.

STEEL STRUCTURE ALREADY ERECTED FOR HOME OF CLARKSBURG EXPONENT—NEW PRESS AND MODERN EQUIPMENT WILL BE IMPORTANT FEATURES.

Within a few months the Clarksburg, W. Va., Exponent will move into its new home which is now under construction on Hewes street, between Third and Fourth streets.

There will be light on all sides of the new six-story building, which will be fireproof in every detail and the basement and main floor have been so planned that the building will be capable of housing a newspaper plant to function at highest efficiency.

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

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

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

The press room will be doubly equipped. There will be a thirty-six page Goss press of four decks and a color deck in addition to the present equipment. The present sixteen-page press will also be set up in the press room. This machine will be arranged to print the Exponent's comic section and to do cover work. Both will be electric motor driven.

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

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

EDITOR HAS FRIGHT.

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

BUFFALO EXPRESS

Everybody who knows anything about Buffalo knows The Express IS ITS LEADING NEWSPAPER.

Local and foreign advertising rates are identical.

ADVERTISING AGENCY
ASK ANY LEADING

FRALICK & BATES, Inc.
Representatives in National Field
NEW YORK CHICAGO

SYRACUSE HOST TO NEW YORK EDITORS.

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

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

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

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

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

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

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

J. O. Simmons, professor of journalism at Syracuse, gave an interesting talk on "Good News." He told of the greater importance of the present-day newspapers because people read more newspapers and less books. He spoke of the recent changes along newspaper lines—that of the greater variety of news, national and international, being used by the metropolitan dailies, and of the great perfection in news gathering with the organization of syndicates and news gathering societies.

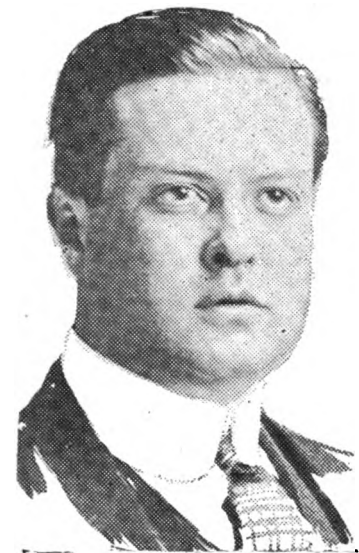
"Make news that will right the wrongs of society, and make a specific problem of improvements in your community because the newspaper is a public institution," concluded Professor Simmons.

The regular business session of the association then followed. Resolutions were read and accepted pledging the co-operation of the association for the building of the proposed Journalism Building in Philadelphia in 1926. The association again voted to accept the invitation of the Syracuse University department of journalism and hold their April meeting at the university.

The remainder of the meeting was given over to a series of five-minute talks by members of the association, and discussions on the subjects.

AMERICAN NEWSPAPER MEN ATTACKED BY GERMANS.

Lincoln Eyre, Berlin correspondent of the New York Herald, and formerly with the New York World,



LINCOLN EYRE.

and Siegfried Dunbar Weyer of the International News Service were badly beaten in an Essen cafe in Berlin this week when Germans ac-



SIEGFRIED DUNBAR WEYER.

cused them of talking French. The assailants used knives in the scuffle and the Americans suffered slight stabs.

BIRMINGHAM TO BE HOST TO NEXT FOURTH DISTRICT CONVENTION.

The Birmingham Advertising Club has voted to invite this year's convention of the Fourth District A.A. C.W. to meet in that city. The meeting place was left open at the recent meeting in Chattanooga because it appeared Birmingham would desire to entertain the clubs and the officers of the district association felt Birmingham was in every way satisfactory.

FIRE DAMAGES PUBLISHING PLANT IN RENO.

Fire damaged heavily the publishing plant of the Reno, Nevada, State Journal recently, the loss being estimated at \$25,000. The flames started in the basement of the building.

The Journal was publishing the morning following the blaze in the plant of the Reno Evening Gazette.

"GRAND OLD MAN" IS HONORED BY BOSTON POST.

EDITORIAL ASSOCIATION, WITH HEADS OF DEPARTMENTS, ATTENDS DINNER TO F. E. GOODRICH, WHOSE FIRST CONNECTION WITH PAPER DATES BACK TO 1867.

Frederick E. Goodrich, dean of Boston newspaper men and the "grand old man" of the Boston Post, celebrated his eightieth birthday and his fiftieth anniversary as a Post man with 150 members of the Boston Post Editorial Association and heads of other departments of the paper at a



F. E. GOODRICH.

testimonial banquet given on Tuesday afternoon in the Oak room of the Parker House.

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

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

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

NIGHT EDITOR SPEAKS.

The first speaker was Charles E. Young, night editor of the Post, and at present acting managing editor in the absence of Clifton B. Carberry, who is now in Cuba enjoying a vacation.

Toastmaster Quint then read a letter of greeting from Edwin A. Grozier, editor and publisher of the Post, in which the "chief" told of Mr. Goodrich's good work during the fifty years since he was first connected with the Post and what he has done, more especially during the past thirty-one years since the management of

the paper has been in the hands of Mr. Grozier.

A letter of greeting from Managing Editor Carberry was read and speeches were made by Edward J. Dunn, city editor of the Post; A. H. Marchant, advertising manager; William "Norman" Ritchie, the Post's cartoonist, and William Taylor, editorial writer.

Mr. Goodrich was called upon to speak and interested the Post men in a little of the history of his connection with the fourth estate, going way back in 1864, when upon his graduation from Yale he entered into the publication of a paper at Trenton, N. J., called "The Monitor," an anti-monopoly paper. The enterprise proving somewhat unsuccessful, he went from Trenton to Hartford and for three or four years was editor of the Hartford Courant.

In 1867 he went to Boston, taking his first position under Nathaniel Greene, later becoming managing editor, finally succeeding Col. Greene as editor. He conducted the Post until 1878 when he withdrew and became an editorial writer for the Globe. At the same time he served as clerk for two years to Mayor Prince, and also contributed to some of the better class magazines.

In 1883 and 1884 he was city clerk of Boston and then he returned to journalism as a regular contributor to the Advertiser and other journals. When the management of the Post changed in 1886, Mr. Goodrich became affiliated with it again as a leading editorial writer. He also edited, at the same time the Boston Commonwealth, joining Dr. Edward Everett Hale in its purchase.

MICHIGAN UNIVERSITY DAILY STAFF RESIGNS BECAUSE OF CENSORSHIP.

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

The trouble arose following the publication recently of a physiological article on gland transference which the board in control of student publications termed "indecent." Marion B. Stahl, managing editor of the Daily, which is to all intents and purposes a city newspaper, carrying news of all Ann Arbor as well as of the campus, was made censor of all articles to go into the Sunday magazine section.

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

In addition to Delbert Clark, editor-in-chief, those who resigned were:

Donald Coney, Detroit, literary editor and editor of the "colyum" in the Daily; William M. Randall, Detroit, exchange editor; James House, Jr., Jackson, caricaturist and managing editor of the Gargoyle, campus humorous publication; Max Ewing, Pioneer, music editor; Leo L. Niedzielski, Bay City, dramatic editor; Bethany M. Lovell, Lansing, staff artist; Virginia Vaughn Tryon, Los Angeles, Cal., assistant literary editor; John P. Dawson, Jr., Dorian G. Sander, Martin A. Klaver, Detroit; W. Bernard Butler, Grand Rapids; Saul Carson, Rochester, N. Y.; Jane Ellington, Stromsberg, Minn.; Helen G. Lynch, Muncie, Ind.; Hortense O. Miller, Ann Arbor.

ALL-ALASKAN FOOD FOR WASHINGTON PRESS BANQUET.

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

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

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

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

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

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

newspapers, and Thursday evening the annual smoker was held.

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

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

DETROIT ADCRAFTERS HAVE STRONG WINTER PROGRAM.

Advertising and sales managers of note compose the list of speakers for the remaining winter meetings of the Adcraft Club of Detroit. The speakers are:

January 22, John Sullivan, secretary-treasurer, Association of National Advertisers, on "Where Are We Going in Advertising?"; January 29, A. MacLachlan, secretary of the Square D Company, electric safety switch manufacturers; February 5, G. Lynn Sumner, advertising manager, International Correspondence Schools, on "Making Advertising Pay the Advertiser." February 12, Benjamin Bills, director of sales, American Bond & Mortgage Co., on "Sales Tactics"; Feb. 19, S. S. McClure, publisher; Feb. 26, Arthur Freeman, former advertising manager of Macy's and Gimbel's department stores, on "The Advertising By-Product."

NEWS PRINT SERVICE BUREAU MEETS JANUARY 26.

American and Canadian news print manufacturers will attend the annual meeting of the News Print Service Bureau in Montreal on Friday, January 26. The day previous to the meeting accounting engineers of the bureau, who have been making a special study of efficient logging cost accounting, will have their report submitted by L. W. Campbell, chief accountant of the Laurentide Company, Ltd., at a joint meeting of the woodlands and cost accountants sections. Following the session the cost accountants and engineers will have a conference.

NEW MILL AT VANCOUVER TO COST \$1,500,000.

The construction of a paper mill on the waterfront site of the old Pittock-Leadbetter Lumber Company at Vancouver is planned by the California-Oregon Paper Mills. The investment will be about \$1,500,000.

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

BALTIMORE CLUB IS HOSTESS.

As the only women's club in the third district, the Baltimore Advertising Women acted as hostesses at the third district convention held in Washington, on January 9 and 10. They gave a tea to the visiting advertising women at the Washington Hotel on Wednesday, the tenth.

JOINS SPECIAL AGENCY.

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

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

SUDDEN DEATH OF BROTHER
PUT HIM IN CHARGE OF
LOS ANGELES HERALD ON
SHORT NOTICE — AND HE
HAS PROCEEDED TO HANG
UP RECORDS ALL AROUND.

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

It may be said in the beginning that a far western daily lays claim to the world's record for advertising gains in 1922 over the year 1921. And the president and publisher of this newspaper is a former physician who prescribed and cared for his patients



DR. FRANK F. BARHAM.

whereas now he prescribes for the public through the medium of the metropolitan journal of which he is the chief and guiding head. The newspaper is the Los Angeles Evening Herald and the publisher is Dr. Frank F. Barham.

Less than twelve years ago, in the fall of 1911, Dr. Barham and his brother, the late Guy Brinton Barham, who died in England last June, took over the Los Angeles Morning Herald and ventured into the journalistic field by converting the somewhat moribund newspaper into an evening daily. The circulation of the

morning paper was something like 4,000 and the employees numbered perhaps 100.

Prescribing an alert and vigorous news policy, a strongly constructive editorial policy, a slogan "first with the latest" and a high quality of service to the advertisers and the readers alike Dr. Barham soon found his journalistic efforts crowned with extraordinary success.

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

The largest circulation of any afternoon newspaper west of Missouri.

A gain in advertising that ranks it at the top of the list of such newspaper performances.

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

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

(Continued on Twenty-third Page)

MONOTYPE STATES POSITION ON PROTECTING PATENTS.

EDITOR THE FOURTH ESTATE:

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

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

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

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

LANSTON MONOTYPE MACHINE CO.

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:
643 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.

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

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

ROCHESTER, N.Y.

Newspaper—Handmen, operators, day, \$44; night, \$48; forty-eight hours. The contract is for a period of two years from November 1, 1922, to October 31, 1924. Book and Job—Handmen, operators, day, \$44; night, \$50; forty-four hours. The contract covers a period of one year from September 1, 1922, to November 1, 1923. Increase—Newspaper, \$3; job (day) \$3; night, \$5.

Typographia No. 5 reports an increase of \$3 per week in its newspaper scale.

CHICAGO, ILL.

Jewish Newspaper and Job—Handmen, operators, day, \$60; thirty-six hours; night, \$60, thirty hours. Operators working on English composition in Jewish offices work forty-four hour week, day work, and forty-four week, night work, \$60 per week. The contracts cover a period of one year from September 20, 1922, to September 19, 1923. Increase \$1.

LONGVIEW, TEX.

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

SCHENECTADY, N.Y.

Newspaper—Handmen, operators, day, \$43; night, \$46.50; forty-eight hours. The contract covers a period of two years from November 1, 1922, to October 31, 1924. Increase, \$3.

RIVERSIDE, CAL.

Newspaper, Book and Job—Handmen, operators, day, \$42; night, \$45. Newspaper, forty-eight hours; job, forty-four hours. The contracts are in effect from November 4, 1922, to November 4, 1923.

KEWANEE, ILL.

Newspaper, Book and Job—Handmen, operators, day, \$30; night, \$32. The contract is for a period of two years from January 1, 1923 to December 31, 1924. Increase, \$5; January 1, 1924, additional increase of \$1.

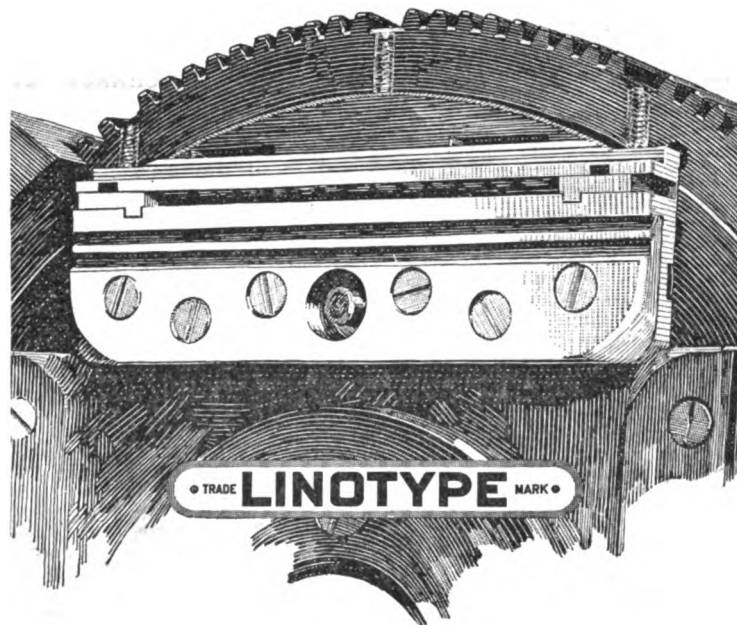
OTTAWA, ONT.

Scale: Ottawa Typographical Union, cluded. Scale, \$41, day; night, \$43.50; hours, day, forty-six one-half; night, forty-three one-half. Old contract, \$27.50 and \$29.50, with forty-eight hours day and forty-five hours night. New contract expires September 30, 1923.

SCRANTON, PA.

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

THE BIG SCHEME OF SIMPLE OPERATION



THE LINOTYPE MOLD

A Type Foundry That Equips the Printer for Every Job

THE Linotype will produce everything that a printer needs just when he needs it; type-matter from 5 to 36 point, already composed and justified; border decorations in infinite variety; space and base material cast to his order.

Linotype Typography matrices and matrix slides give the printer every typographical resource he will ever need. And the water-cooled mold disk permits him to cast up unlimited quantities of material without danger of overheating.

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

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

over the old rate of wages paid newspaper hands and \$2.50 for the commercial end.

TROY, N.Y.

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

SPHINX DINNER POSTPONED.

The Sphinx Club postponed its dinner for last Tuesday because of the inability of the guest of honor, Ambassador Harvey to attend.

METROPOLITAN MAGAZINE AGAIN CHANGES HANDS.

The MacFadden Publications, of which Bernarr MacFadden is president, have acquired ownership of the Metropolitan Magazine, recently purchased by H. J. Whigham, and formerly owned by Harry Payne Whitney.

Mr. MacFadden is publisher of the MacFadden group of magazines, which includes Physical Culture, True Story, Brain Power, Beautiful Womanhood, Movie Weekly and Midnight Mystery Stories.

HOUSE ORGAN OUT.

The H. C. Goodwin Advertising Agency has issued the first number of an attractive little publication called Ad-factor. It is gotten up in a form convenient for filing, with file tabs on each page stating the contents. Because of its unusual form, Mr. Goodwin calls it a "file organ" rather than a house organ.

NOTABLE LIST OF SPEAKERS FOR DISTRICT AD CONFERENCE.

"Move More Merchandise" will be the slogan for the Seventh District Advertising Association convention which meets in St. Louis, February 6, 7, and 8. Frank E. Lowenstein, president Norris, Inc., Atlanta, Ga., will speak on "Making Merchandise sell by making it Beautiful" and Governor Samuel A. McKelvie, of Nebraska will discuss, "The Return of Normal Prosperity."

Other speakers on the program will be: J. C. McQuiston, manager department of publicity, Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pa.; Carl Hunt, manager Associated Advertising Clubs of the World, New York City; Fred P. Mann, Devil's Lake, N. D.; Mrs. George Gellhorn, St. Louis; T. F. Pevear, Keller, Heumann, Thompson Co., Inc., Rochester, N. Y.; Frank Leroy Blanchard, director public relations, Henry L. Doherty & Co., New York; Judge Charles J. Orbison, president Sixth District, Indianapolis, Ind.

R. E. Shannon, business manager, the Evening Journal, Washington, Ia.; Edward S. LaBart, manager advertising and publicity, Wilson & Co.; Edward T. Hall, secretary Ralston Purina Company; Martin L. Pierce, research and promotion manager, Hoover Suction Sweeper Company, North Canton, Ohio; Charles J. Crockett, sales manager, the American Lady Corset Co., Detroit, Mich.

Thomas F. L. Henderson, LaSalle Extension University, Chicago; Alf W. Pauley, St. Louis; Lou E. Holland, president A.A.C.W., Kansas City, Mo.; Harry Tipper, manager Automotive Industries, New York City; George Frank Lord, director of advertising, Chevrolet Motor Co., Detroit; W. F. Gephart, vice-president First National Bank, St. Louis; David A. Coleman, president David A. Coleman Co., St. Louis and Los Angeles; E. J. Brennan, manager-counsel Better Business Bureau, St. Louis.

John H. DeWild, manager merchants' service department, Ely Walker Co., St. Louis; Joseph Meadon, president Direct Mail Association, Detroit; Katherine Mahool, Baltimore, Md., chairman Women's Conference, vice-president Associated Advertising Clubs of the World; Congressman Harry B. Hawes, 11th district, Mo.

Demonstrations will be made for window trimming, writing better show cards, and writing and laying out ads. Conferences will be held for better business bureaus, junior advertising clubs, women's advertising clubs, publishers, and direct mail advertising.

EDITOR SOUNDS WARNING.

(From the *Mercellus Observer*).
Most any editor can read an obituary notice and tell at a glance if the decedent's subscription to his home paper was paid up.

**YOU WANT
THE BEST PHOTOGRAPHS
YOU NEED
THEM FIRST**

**YOU GET
THE FIRST and BEST IN OUR
DAILY PHOTO SERVICE**

International Film Service
226-228 William Street, NEW YORK

"SELL IT BY ADVERTISING"

T. M. O. A.

Write for Ideas  Today our About

Utmost in Advertising

151 West 42nd Street New York

Over
16^{1/2}
Million
Lines

1st

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

16,906,694

Agate Lines

San Francisco

"THERE IS NO SUBSTITUTE FOR CIRCULATION"

another record- first again!

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

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

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

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

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

Examiner

"THERE IS NO SUBTERFUGE FOR LINEAGE"

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS

Issued EVERY SATURDAY by The Fourth Estate Publishing Company, Ernest F. Birmingham, President and Treasurer; Fremont W. Spicer, Vice-President and Secretary; 232 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 35 cents; more than 3 months old, \$1 each.

OFFICES AND PRINTING HOUSE

232 West 59th Street,
Columbus Circle.

NEW YORK

Phones: 200, 201, 202 Circle.

ERNEST F. BIRMINGHAM, Publisher

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

EDITORIAL RESPONSIBILITY FOR WORLD THINKING.

Events day by day go further to establish the fact that the world must learn to "know itself," and that the lion's share of the work of bringing this about must be performed by daily newspapers. Many articles have appeared in THE FOURTH ESTATE within the last few months that emphasize the carelessness with which European newspapers handle news of America, and while our own newspapers are immeasurably more conscientious about news from outside this country, there are few that can not make great improvement.

Lord Burnham, that remarkable British publisher and world figure, who is now in New York, this week discussed the subject feelingly with THE FOURTH ESTATE. Only the night before, at a meeting of the National Civic Federation's committee of one hundred on foreign relations, Elihu Root, one of America's leading international thinkers, stressed the important work there is for newspapers to do.

The world, it seems, is undergoing a unification due to modern social and commercial requirements similar to that which this country went through during the middle of the last century, when improved social and commercial relationships were brought about by the coming of the railroads, telegraph and telephone. Truly a small world—and getting smaller; but it can be kept fairly big if it can be made to think big.

ERVIN WARDMAN'S SUCCESS THE SATISFYING KIND.

Contemporaries have paid the highest possible tribute to the late Ervin Wardman, vice-president of the New York Sun and Herald, who came to an untimely end last Saturday. Not one of the great New York dailies failed to pay its respects to a man typical of sound, enterprising and aggressive journalism. Mr. Wardman had a way of carrying the day that distinguished him in his profession. The New York state senate of 1905, which tried to get him to reveal the source of a news story, was afforded a convincing demonstration of this quality in Mr. Wardman.

There is little need for going further than the New York dailies have gone in adjectival description of the

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, 50 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.

man and his career. Newspaper men of the future will enshrine him as the journalist who was more than any other responsible for the ultimate supreme court ruling that declared newspaper news sources privileged. Those who read further of Mr. Wardman's career in the news columns of THE FOURTH ESTATE can not fail to appreciate the degree of success attained by a man so heartily admired in the field in which he served.

THE AUTOMOBILE INDUSTRY AND THE NEWSPAPERS.

Civic and traffic experts who have recently suggested limitation of the use of automobiles to relieve metropolitan congestion and reduce the danger of accidents have attracted the fire of the Automobile Merchants Association of New York. In an open letter to the automobile trade, Lee J. Eastman, president of the association, includes the "attitude of many of the newspapers" as one of the factors likely to bring about results detrimental to automobiles interests. In his summons to his fellow members, Mr. Eastman outlines a procedure calculated to gain a fair hearing for the automobile in the press and in the forum of public opinion.

While it may appear to the outside observer that the automobile association is unduly alarmed over the handicaps likely to result from present talk of traffic restrictions, the organization is to be congratulated for so closely keeping a finger on the pulse of public opinion. It is getting ready now to prevent an unfavorable opinion that it believes is slowly, but gradually, mounting—a course far more likely to succeed than any later attempt to remould a formed public opinion could be.

Newspaper publishers and editors in every town have a definite interest in the automobile trade's side of this problem. A community does not have to be metropolitan to have its traffic problems, its restrictive laws, and its accidents. The situation as the New York automobile men see it, while possibly somewhat exaggerated, or at least anticipated, deserves analysis in all communities—not because the automobile trade is entitled to any special consideration but because many of the laws or ordinances now governing automobiles were conceived or established when the motor car was re-

garded as a luxury and not as a necessity.

"No one contemplating buying a car likes the feeling that possession of an automobile converts him into a potential criminal," Mr. Eastman says. "Pedestrians are being led to believe that the automobilist is their natural enemy, that the motor car is a trespasser on the streets." He goes on to point out that newspaper stories have been used by traffic authorities to dissuade tourists who usually "make" New York from visiting the city.

Much of the gist of the whole situation is bound up in placing a new construction on the word "pedestrian," long a wheel horse of the reporter and copy reader. Today a pedestrian can hardly be said to represent any sizable class among the population, for the simple reason that people are pedestrians today only for that fraction of the time when they are not automobilists. The question for ambitious legislators to keep in mind is "Which way will most of the people get the best deal?" If that is done the automobile trade will have little cause to complain of the newspapers or of public opinion.

THE LONDON DAILY MAIL ACQUIRES "SEA LEGS."

"Ocean journalism" is no new thing, to be sure, but perhaps now that the London Daily Mail is to publish a new "Atlantic edition" aboard nine of the Cunard greyhounds we shall see new heights attained. Remarkable developments in wireless communication during the last eighteen months, coupled with the leadership the Daily Mail seems to attain in whatever it undertakes, assure some radical improvements in this phase of newspaperdom.

Early this week the first extended talk by wireless telephone between the United States and England was achieved. Officials of the American Telephone and Telegraph Company conversed at great length with the distinguished William Marconi in England, who returned almost instantaneous replies by cable, inasmuch as there is no broadcasting equipment on the other side that matches that of the A.T. & T. Mr. Marconi reported that the use of amplifiers made the trans-ocean conversation audible to everybody in the room with him.

Most modern steamships can gulp a printing plant into their holds without great inconvenience—and they are built to carry as many people as are contained in many incorporated towns, all of them "desirable readers, with money to spend," which would seem to fill the bill so far as advertising requirements go. An ocean publication appearing on nine ships simultaneously might conceivably attain a circulation of 30,000 daily—with due allowance, and perhaps a rebate to advertisers, in event of undue ravages of the mal de mer reducing the number of readers appreciably.

The Daily Mail's new venture seems to have everything in its favor, and there is reason to expect that its example will be emulated from this side of the water before very long. The "field," obviously, is wide.

A LITTLE HORSEPLAY ON NEWS VALUES.

"One newspaper gave two inches to the death of a prominent citizen and two columns to the illness of a famous horse," and so Dr. W. H. P. Faunce, president of Brown University is echoing Dr. Nicholas Murray Butler's cry of "day-to-dayness" against the newspapers. With a breadth of vision characteristic of our best newspapers, the New York Her-

ald discusses Dr. Faunce's criticism by the assertion that "All criticisms of the appraisals of news values are worthy of consideration," and goes on to remark that it would have been more to the point if the critic had mentioned the name of the man and the name of the horse.

There is considerable news value, it would seem, in the persistency with which our college presidents are criticizing the newspapers. Is it a crusade, a fad, or have the educators caught up with all their other duties and resolved at last to leave this one no longer unattended to?

Rarity has a great deal to do in determining news values, as it has in determining commercial and artistic values. It is on comparatively rare occasions that a horse gets its name in the papers, but men, especially university presidents, seem to have the knack. Anyway, the man in the newspaper story is dead, and the horse alive; and that has something to do with values, too.

NOTE AND COMMENT.

Under the caption "The Call for Clean Journalism" the Christian Science Monitor discusses the demand of Los Angeles civic bodies for improved newspapers, reported in this issue of THE FOURTH ESTATE. "The California population," says the Monitor, "and to a very great extent that of the whole of the Pacific Coast, is made up largely of original American stock without the very great dilution of foreign-born citizens, or the first generation of children of people of foreign nativity, which affects public opinion on the Atlantic seaboard. While New England has more than 60 per cent of its residents either of foreign birth or ancestry, the commonwealths of the Pacific coast have a much higher percentage of native Americans. Unquestionably this fact has its bearing upon the revolt of the people of Los Angeles against their newspaper press."

"Yet this Californian revolt is to be taken merely as a symptom of conditions existing throughout the country, which will at no distant date become equally manifest in other sections. For it is only too apparent that the extremes to which the degradation of journalism in the United States has proceeded have caused a revolt on the part of newspaper readers already visible to shrewd observers in the journalistic profession."

"Just how many drops of ink are employed in making the 110,000,000 people of the United States think will never be known," comments the Omaha Bee in reviewing printing trade activities in 1922. A question much more the mark, from the journalist's point of view would be "How much ink would be used if all the 110,000,000 knew how to think?"

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

An advertising agency in New Orleans which has a mineral water company as a client has offered a "swap" arrangement to Texas newspaper publishers. Thus it shows its complete faith in the water, and provides the harassed publisher with a straw—the last one, let us hope—with which to down the proposition.

PURFLY PERSONAL.

Otis Peabody Swift of the Chicago Tribune foreign news service, has returned to London from Constantinople.

A. E. McKee, editorial writer on the Columbus Ohio State Journal, was presented with a pair of imported pipes when he retired as president of the Optimist club of that city.

Norman MacLeod of the news staff of the Wilmington, Del., Every Evening, and Mrs. MacLeod are being congratulated on the birth of a daughter.

B. H. Peace, publisher, and J. Archie Willis, advertising manager of the Greenville, S. C., News spent several days in New York last week.

John B. Chester of the South Bend Tribune staff, who was recently operated on in the general hospital, Elkhart, Ind., because of appendicitis, is recovering. He is in his home in Elkhart.

Theodore C. Wallen, political reporter of the Hartford Courant, has been appointed secretary of the appropriations committee of the Connecticut legislature, now in session.

Col. John F. J. Herbert, a former city editor of the Worcester, Mass., Post, is acting managing director of the New England Veterans' Bureau.

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

Malcom W. Bingay, managing editor of the Detroit News, was speaker at the reception at the University of Detroit last Tuesday night in honor of "Germany" Schultz, new football coach at the University.

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

Edgar B. Whitcomb of the Detroit News and Mrs. Whitcomb, sailed for Europe Wednesday on the Paris of the French Line.

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

Miss Ruby Eiseman of the Pittsburgh Sun, president of the Woman's Club of Pittsburgh, accompanied by Mrs. Jane Burnett, newspaper writer, were in New York this week.

EDITORIAL STAFF CHANGES ON BOSTON TELEGRAM.

William N. Hardy has resigned as managing editor of the Boston Telegram. Frederick W. Enwright, the publisher, will take personal charge of the editorial department, and William F. Eaton will be general assistant to Mr. Enwright. Morton Pratt continues as city editor. Mr. Pratt succeeded Ben Boyden, who has returned to the Boston Sunday Advertiser.

WISCONSIN EDITOR TO RUN FOR SENATE.

F. R. Huth, editor and manager of the Burnett County Journal-Sentinel, is a candidate for the office of state senator from the Eleventh district. Mr. Huth has published the Journal Sentinel for twenty years.

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

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



A. C. KESSINGER.

and also told of the many years which several of the employees have been connected with the paper.

Although A. C. Kessinger, president of the Sentinel Company is in his eighty-first year, he is very active in the making of the paper and there are very few work days during the year that he is not in his office.

Mr. Kessinger has served with the Sentinel for the greatest period of years. He and the late F. B. Beers were associated together over half a century. Mr. Kessinger started his apprenticeship on March 16, 1856, and has been connected with the paper nearly sixty-seven years. He has been one of the proprietors since May, 1864.

The Sentinel, which before that time was a weekly, became a daily in 1852. Elon and Calvert Comstock then owned the paper but in 1861 it was changed back to a weekly. For a few months after the change a small daily was issued by Wood & Larwill. Mr. Kessinger was circulator of the daily and frequently wrote local news items, set the type, printed and circulated the paper.

On June 1, 1864, Mr. Kessinger and the late F. B. Beers became owners of the Sentinel and in December, 1881, it was changed into a daily. A semi-weekly edition also is printed. The present modern Sentinel building was completed and occupied in the fall of 1904.

Forty-seven employees of the Sentinel average over thirteen years each with the newspaper.

POSTMASTER TO RETURN TO NEWSPAPER EDITING.

A. E. Ovendon, for almost eight years postmaster at Pawnee City, Neb., expects to resume his old position as editor of the Pawnee Chief, as soon as he is relieved of his present duties, having withdrawn as postmaster.

DISCONTINUE TABLOID SHEET.

The New York American this week discontinued its daily pictorial tabloid. The features and photographs it contained are now run in the main section of the paper.

STAFF CHANGES.

Robert McQuinn, desk man of the Peoria, Ill., Transcript has gone to the St. Louis Star. McQuinn went to Peoria from the Detroit News.

William Lyttleton has joined the reporter staff of the Peoria, Ill., Transcript.

C. C. Cheadle, former city editor of the Peoria, Ill., Journal and later connected with the editorial department of the Peoria Star, has left to take up advertising work in Chicago.

Theodore Dodane has resigned from the South Bend Tribune's advertising department and has taken a position with the Perfection Biscuit company, Fort Wayne, Ind. E. L. Peacock has gone to the Tribune's advertising department since Mr. Dodane's resignation.

Charles B. Stevens has resigned as city editor of the Scranton, Pa., Times to devote his time to his engraving business. He has been succeeded by A. J. O'Malley, who was Mr. Stevens' assistant.

George W. Aldrich, Jr., son of the late political leader of Monroe county, is at the capitol as the representative for the Rochester Journal, a Hearst publication. He was formerly secretary to the state architect.

B. G. Brinkley, who for the last three years has been auditor to the El Paso Times, has taken a similar position with the Alameda Times-Star. He is motoring from El Paso to reach Alameda on January 24.

C. H. Powell, for the last three years chief accountant and cost man for the El Paso Times, has joined the Hollywood Citizen as assistant business manager and auditor.

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

S. E. Carter, recently merchandising manager of the El Paso, Texas, Times, has become advertising manager of Retail Selling and the Oklahoma Retail Merchant of Oklahoma City, Okla.

E. T. Smith, recently with the advertising department of the Nast Group, will join the Literary Digest on February 1.

H. B. Wiener, formerly advertising manager of the Okmulgee, Okla., Times, has become associated with the advertising staff of the St. Louis Star.

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

NEWSPAPER MAN NAMED CIVIL SERVICE CLERK.

Charles H. McTigue, formerly managing editor of the Argus and Knickerbocker Press, and now capitol representative of the Times-Union, has been appointed clerk to the civil service committee of the senate. Mr. McTigue was also publicity director of the independent Republican organization in the last primary campaign in Albany county.

FORMER BOSTON REPORTER B. & M. SUPERINTENDENT.

John Rourke, one time reporter of the Boston Globe, covering the Abington District, has been made general superintendent of the Boston & Maine Railroad to fill the vacancy caused by the death of General Superintendent William R. Mooney. For some time Mr. Rourke has been acting superintendent of this railroad.

WEDDING BELLS.

Milo M. Sheperdson, city editor of the Peoria, Ill., Journal and Miss Marion N. Nash of Peoria were married recently.

The engagement of French Lane of the sports department of the Chicago Tribune to Miss Marie Strehlow, former society editor of the Peoria, Ill., Journal Transcript was announced recently.

Frank H. Bartholomew, who for several months has been in charge of the Southern California bureau of the United Press, and Miss Antonia L. Patzelt, were married recently at Portland. Mr. Bartholomew was for three years city hall and legislative reporter on the Portland, Ore., Telegram. In February of 1920 he took charge of the Northwest bureau of the United Press with headquarters in Portland. Later he went to California for the same organization. Mr. Bartholomew and his bride left following the ceremony for Kansas City, where he will be United Press business representative over seven states.

AGAIN IN WASHINGTON ON PHILADELPHIA LEDGER STAFF.

Norman W. Baxter, fifteen months connected with the London bureau of the Philadelphia Public Ledger, has rejoined the Ledger's Washington staff of correspondents.

Mr. and Mrs. Baxter brought with them their infant daughter born abroad. Between the age of two and three months, little Miss Baxter has sojourned in London and Paris, crossed the Atlantic, and reached Washington, where, as a good American, she is disposed to make her permanent home.

ANOTHER NEWSPAPER MAN MAY BE NAMED JUDGE.

Robert E. Carney, for the last twenty years correspondent at Manchester, Ct., of the Hartford Courant, well-known in various parts of the state through special circulation work for that paper, is not a candidate for reappointment as deputy judge of the Manchester police court, a position he has held for the last eight years. Manchester representatives to the Connecticut legislature, now in session, have announced themselves as favorable to his candidacy. Thomas Ferguson, secretary of the Herald Publishing Company, publishers of the Manchester Evening Herald, and a member of the editorial staff of that publication, is most prominently mentioned as a successor to Judge Carney.

EDITOR LEADS SOUTH BEND'S POST OFFICE DRIVE.

F. A. Miller, editor of the South Bend, Ind., Tribune, is at the head of a citizens' movement to secure an additional appropriation for increased post office facilities in South Bend. The movement was started by Mr. Miller when it became known that Secretary Mellon and Postmaster-General Work had recommended an appropriation of \$675,000.

South Bend is growing at such a tremendous rate that it is felt an appropriation of at least \$2,000,000 would not be excessive. Its 200 manufacturing plants are turning out about 600 different products and as a result it has a very heavy mail business.

FIFTY YEARS IN BUSINESS.

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

Hearst Features

**WORLD'S
GREATEST
CIRCULATION
BUILDERS**

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

WIRE NEWS

**FOR EVENING
AND SUNDAY
NEWSPAPERS**

INTERNATIONAL NEWS SERVICE
21 Spruce Street, NEW YORK

TWENTY LESSONS

in

BOXING

By SPIKE WEBB

THE INTERNATIONAL SYNDICATE
213 Guilford Ave. BALTIMORE, MD.

A Circulation Builder

"Civilization from a Doctor's Viewpoint"

**A WEEK DAY
NEWSPAPER FEATURE**
by

JOHN B. HUBER, A.M., M.D.
127 Fourth St., New Brighton, S. I.,
New York

HAS NEW AD SERVICE.

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

NEWS REPORTS ON SCIENCE MEETING PRAISED.

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

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

The editor wrote: "As editor of Science, the official journal of the American Association for the advancement of Science, I am co-operating with the permanent secretary in the preparation of the number containing an account of the Boston meeting, and have thus had occasion to examine with care the reports in the press. For some twenty-five years I have been a member of the executive council of the association.

"This year, thanks to the local press committee under Professor Allen and to the recently incorporated Science Service, represented at Boston by Dr. Slosson and Dr. Watson Davis, and most of all to the co-operation of the press, the reports of the meetings have been the best ever published, fully equaling those of the meetings of the British Association in the English dailies.

In this great service and for civilization, the New York Times has led, and I trust that you will permit an expression of appreciation for the work of your representative in Boston and for the skillful editing in your office, culminating in your admirable editorial article.

PUBLISHER TELLS BEST WAY TO MAKE MONEY WITH A NEWSPAPER.

"Vengeance is mine; I will repay, saith the Lord" is a good quotation for a newspaper man to hang over his desk, said William Allen White, publisher of the Emporia, Kan., Gazette, when speaking before the department of journalism at the College of Emporia.

"Be scrupulously fair, considerate, kind and courteous to your enemies," continued Mr. White. "The more you hate a man the more courtesy should you show him. Avoid personalities. Discuss principles and not men."

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

PRINTER JOINS RANKS OF COLUMN CONTRIBUTORS.

D. A. Brislin, an active member of the local typographical union in Scranton, Pa., has joined the fold of columnists and now contributes a column in the Sunday Dispatch under the caption "The Tramp Printer." The column is written in a "peppery" style of matters printorially. His comments on the scarcity of printers and training of apprentices were appropriately timed.

Mr. Brislin was at one time head of the apprentice committee of local 112. He was instrumental in conducting several contests, which proved very helpful and brought out fine specimens of workmanship among the boys.

CONNECTICUT EDITORS IN ANNUAL SESSION AT BRIDGEPORT.

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

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

The present officers in addition to Mr. Freeman are: Secretary-treasurer, L. D. Rowand, Derby Sentinel; vice-presidents, Hartford County, Robert Russell, New Britain Herald; New Haven County, William J. Pape, Waterbury Republican; New London County, George H. Grout, New London Day; Middlesex County, George P. Lecrenier, Connecticut Valley Advertiser, Moodus; Fairfield County, Miss Shirley Putnam, Greenwich Press; Windham County, Arthur W. Eddy, Danielson Transcript; Tolland County, Walter Stemmons, Agricultural College Publications, Storrs; Litchfield County, A. S. Worley, New Milford Times; historian, Everett G. Hill, New Haven Register; auditor, John E. Hersam, New Canaan Advertiser.

AFFILIATED CONVENTION AT ROCHESTER SEPTEMBER 21.

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

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

HERBERT KAUFMAN EDITOR- IALS AGAIN IN HEARST NEWSPAPERS.

Herbert Kaufman, writer of in spirational editorials, who has completed five years work for the Government, is back in the newspaper field again, and January 14, the Hearst Sunday newspapers carried the first of a series of editorials on which he is now engaged. He will write seven days a week.

His articles are being syndicated by the King Features Syndicate.

NEW ADAMS FEATURE.

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

NEW BOSTON ROTO.

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

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. "Adam service" 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 Mathew Adams Service
8 West 40th st.—New York

MAIL NEWS AND Features

**WORLD-WIDE NEWS
SERVICE**

J. J. BOSDAN
15 SCHOOL STREET .. BOSTON, MASS.

INTRODUCING

"PUTNAM OHVER"

by

CHARLES GORDON SAXTON
Formerly Cartoonist of N. Y. World

DAILY & SUNDAY COMICS

C-V Newspaper Service,
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

FairchildNewsService

8 East 18th Street New York City

MINNESOTA WANTS MORE MONEY FOR ADVERTISING.

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

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

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

With the spreading of knowledge about the attraction of the Minnesota lakes, demands upon the Ten Thousand Lakes of Minnesota Association, through the Minnesota Land and Lake Attractions board functions, have been doubled and even trebled, they assert.

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

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

"We need money to extend the advertising in Minnesota lakes into other sections which we have not reached in the past, particularly into certain parts of the South and the Southwest. The people down in these states will come to Minnesota in large numbers when they learn of the attractions we have to offer."

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

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

COUNTRY-WIDE OBSERVANCE OF THRIFT WEEK.

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

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

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

Dr. Royal S. Copeland, United States senator-elect and a daily contributor to the Hearst newspapers, represented the city of New York at the exercises.

EDITOR'S WIFE CIVIL SERVICE COMMISSION PRESIDENT.

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

NEWS NOTES OF CIRCULATORS

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

The live wires of the Minneapolis Daily News carrier organization were entertained at a dinner in the Daily News building a few nights ago. Over a hundred attended the event, which was arranged for the boys that had made increases on their routes. The Live Wire club, membership in which is based upon the record of the individual, was organized. The feasibility of holding monthly dinners and theater parties was considered.

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

John C. Montgomery has just started a circulation campaign for the Danville, Ill., Morning Press. Over \$12,000 worth of awards will be given. Automobiles and cash are the prizes.

ASHEVILLE PUBLISHERS ARE INSISTENT IN WORKING AGREEMENT PARLEY.

Newspaper publishers in Asheville, N. C., stood together in refusing to sign an agreement with the International Typographical Union, according to the terms set forth by the union and were victorious in securing a new agreement under the old scale. The union representatives and the publishers deadlocked for two months when the union agent was instructed to sign up on the best terms that could be reached. The publishers also refused to allow an arbitration agreement to be included in the agreement.

The local union in reporting the matter said: "Considerable trouble had been encountered with the newspaper employers in getting new contracts signed, and the local union and employers had been deadlocked since the expiration of the old contract in September. President McParland was advised of the situation early in October and F. J. Torlay was assigned to help the local and the employers come to an agreement."

"After more than two months of conference, with both sides standing pat, the union voted to give Mr. Torlay authority to sign with the best terms he could obtain. The old scale of prices was settled on, but Mr. Torlay could not obtain from the publishers an arbitration agreement in the new contract. While quite a few of the members disapproved signing the contract with this agreement, it is believed nearly all will give Mr. Torlay credit for doing the best he could, and appreciate the effort he has put forth in behalf of the union."

AD WRITER WILL PRODUCE COPY FOR DAYTON COCA COLA COMPANY.

Sam M. Sloman, connected with the advertising business in Dayton, Ohio, for the last twenty years, has become advertising manager and assistant manager of sales for the Dayton Coca Cola Bottling Company.

Mr. Sloman has handled the accounts of many of the largest concerns of Dayton. He has served local firms as advertising and sales manager.

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
Printers' Supplies
Machinery

in Stock for Immediate Shipping by
Selling Houses Conveniently Located

"American Type the Best in Any Case"

**AMERICAN
TYPE FOUNDERS
COMPANY**

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

There is Only One
**CUTLER-HAMMER
SYSTEM**

Printing Press Control
"Safest in the World"



The Cutler-Hammer Mfg. Co.
Times Bldg.—New York City
Branch Offices—Principal Cities

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

ACTOR ADDRESSES AD MEN.

John E. Hazzard, actor and co-author of "Turn to the Right" was the principal speaker at a luncheon at the Advertising Club of New York, Thursday.

Boston Globe First

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

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

The Globe Should Be
First on Your Boston List

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.

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

BURNHAM TALKS ON IMPROVING WORLD NEWS.

(Continued from Tenth Page)

so stimulated was not for Lord Burnham to say. There are varying opinions, with plenty of supporters for all sides to the question, he said.

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

The Association of Foreign Press Correspondents gave a dinner at the Brevoort in Lord Burnham's honor Friday, just as THE FOURTH ESTATE was going to press, and today 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.

Frederick Roy Martin, general manager of the Associated Press, will be host on Monday 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 Pilgrims Society will entertain with a luncheon on Tuesday at the Bankers Club of New York for Lord Burnham.

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

It is said of him in the British press that no man has applied himself more conscientiously to the public service in England, whether as Member Parliament, member of local governing bodies, colonel of yeomanry, director of the various departments of activity in the great war, and no man in England has devoted himself more continuously and successfully to the advancement of journalism. He is described as a Unionist, but he is not a strong party politician and twice has been chosen to preside over the

HELP WANTED

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.

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.

International Labor Conference at Geneva.

Lord Burnham comes to New York after attending the fourth session of the great labor organization, which has fifty-five member nations. He regards the conference as the first experiment of a world parliament in modern history. In view of the fact that the world has been broken up into dozens of small states, in some cases without a class experienced in government, without social traditions, and administrative machinery, Lord Burnham regards such a contrivance as absolutely necessary.

Amongst the numerous public offices Lord Burnham has filled with distinction has been that of president of the Institute of Journalists, which exists to raise the prestige of the newspaper profession in Great Britain and in the Dominions. Before the war Lord Burnham served on the speakers' committee on the proposed reform of Parliament, and in the course of the war he served on many committees looking after various matters arising out of hostilities.

With the arrival of peace he has been more than active in the collective efforts made to find work for demobilized officers and men, with great success. He was chairman of the committee considering the demand of school teachers for higher salaries, popularly known as "The Burnham Committee."

Lord Burnham is colonel of the North Bucks Hussars and was in charge of the depot of his Regiment at the outbreak of the war, when he volunteered for military service. He paid many visits to the French front, visited Ypres under fire and saw a great deal of the front line trenches opposite the Germans. Two of his nephews were killed in the late war and a third nephew, Lieutenant-Colonel F. E. Lawson, went all through the fighting on the Gallipoli peninsula, also the Palestine campaign.

Lord Burnham has served too long in public life to minimize the value of high office under the government, but he believes also that his duties in Fleet Street are not less important in these critical days.

In June, 1920, Cambridge University conferred its degree of Doctor of Laws, honoris causa, upon Lord Burnham. Earl Balfour, then Mr. Balfour, M.P., received the degree at the same time. The public orator in presenting Lord Burnham for the degree

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.

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.

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.

said that "he had fed the public on a diet of truth and sanity" also that he had "taught the young lions of Fleet Street not to roar."

He was raised to the dignity of viscount for his services during the war and was also made by the King "Companion of Honor," one of the smallest in number of the most exclusive orders. He is a prodigious worker and has a great gift for journalism.

During the war he steered the Daily Telegraph with consummate skill, raising the paper probably higher in the estimation of thoughtful people than it had ever been before, and he also resisted the lure of the insurance coupon for securing readers—"a piece of shrewdness which events have more than justified," his associates on his present tour declare.

Lord Burnham was Member of Parliament for West St. Pancras, 1885-1892; East Gloucestershire, 1893-95; Tower Hamlets (Mile End Division), 1905-06-1910-16. He represented West St. Pancras 1889-1902 on the London County Council and Whitechapel, 1897-1904; was Mayor of Stepney, 1908-09.

He is a member of the general post office business advisory committee and since 1916 has been president of the Empire Press Union. He is deputy chairman of the Empire Parliamentary Association and chairman of the standing joint committees of Education Authorities and Teachers.

Lord Burnham has received many decorations from foreign governments, Commander of the Legion of Honor; Grand Cordon of the Order of Leopold 2nd; Commander of the Order of Leopold; Grand Officer of the Crown of Italy; Grand Officer of the Star of Roumania. He is LL.D. of Christ College, Cambridge; LL.D. of McGill University, Canada; D.Litt. Durham University; M.A. Oxford, and justice of the peace.

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

HELP WANTED

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, 1485 Coutante Ave, Lakewood, Ohio (Cleveland)

Ad Copy and Sales Man

Wanted by afternoon paper in growing Southern City of 30,000. 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.

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 COST NEWSPAPER
EXCHANGE

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

This adv. will appear but once

IN HAPPY MISSISSIPPI

City of 20,000 population. Oldest paper and exclusive morning field for large territory. Outlook exceedingly attractive. Price less than \$50,000. Big opportunity. Prop. 1293x.

THE

H. F. HENRICHS AGENCY

Selling Newspaper Properties

New York Litchfield, Ill. Los Angeles

SITUATIONS WANTED

News Executive At Liberty

Newspaper man, 36, married, 15 years continuous metropolitan and smaller city experience, seeks connections as managing or news editor. Resigned as editor in Ohio city of 40,000 following sale. Eleven years managing editor one of Ohio leading morning papers. Reputation as good executive, judge of news values and trustworthy. No bad habits. Come for personal interview. A. F. Hardman, P.O. Box No 156, Findlay, Ohio.

General Manager Available

with constructive Daily and Sunday—morning and evening newspaper building experience on both small city and metropolitan dailies. A successful executive, aggressive, good organizer and result producer in advertising and circulation and thoroughly familiar with business department detail and all functions of newspaper making and management. Credentials prove ability to handle any proposition—medium size city preferred. Address Box 5294, care THE FOURTH ESTATE.

Reporter

Experienced young newspaper man wants a position on the editorial staff of a democratic paper in a progressive center. Could accept in a week or ten days. Address Box 5279, THE FOURTH ESTATE.

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

(Continued from Fourteenth Page)

September 30, 1922 of 145,953, a gain over the corresponding period in 1921 of 6,743 daily.

A daily average net paid circulation in November and December 1922 of 166,949.

The foregoing statistics were revealed by Dr. Barham in a recent interview.

Discussing circulation, first, he stated that statistics show that out of every 200 homes in Los Angeles and suburban cities, the Evening Herald is received daily in 155. This circulation has been attained without the use of premiums, without contests, and in no instance is the paper given away with other publications.

The Herald lays claim to the world's record in advertising gains over 1921, based on the figure of 3,493,854 lines gained in the year. In the same period one afternoon contemporary lost 1,268,120 lines and the other lost 937,020 lines.

In local display advertising the Herald gained 2,785,510 lines, while the other afternoon papers lost 1,996,456 and 1,466,584 lines respectively.

The total classified published in the year was 4,086,708 lines, a gain of 374,542 lines over 1921. The total for 1922 exceeded that of the nearest local evening contemporary by 1,864,324 lines. The goal for 1923 is first place in the list of afternoon newspapers tabulated as to total volume of classified.

The total advertising of all classes published in the Evening Herald was 17,551,828 lines. This is larger than the volume published by any newspaper in the daily field west of Chicago.

Advertising business was well

SITUATIONS WANTED

Metropolitan Newspaper Man Seeks Executive Connection

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

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

Best of references. Inquiries confidential. Immediately available.

Address Box 5291, care THE FOURTH ESTATE.

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.

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

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.

distributed throughout the year, but the peak probably was reached in the week from November 13 to 18, inclusive, when on each day a 48-page paper was published. The amount of news print consumed in the week was 752,000 pounds which would form a strip the width of a newspaper page for a distance of 9,000 miles. The total press run period for the week was 168 hours, and a regular and extra force of nearly 1,000 workers was employed.

Dr. Barham, the publisher, while admitting that his prescriptions were apparently efficacious, modestly gives a large credit for the success that has attended his venture into the journalistic field to the loyal and efficient organization which he has built.

A native of California, Dr. Barham had a thorough insight into the needs and ideals of the city, county and state. He is the son of Mr. and Mrs. Richard Barham, pioneers in Southern California, and literally he has "grown up" with the municipality in which his journalistic career has centered. He is 43 years of age, vigorous, kindly, amiable but

SITUATIONS WANTED

SITUATIONS WANTED

Advertising Manager-Solicitor

A young man nearly thirty years, who has outgrown his present position wishes to make connection with a progressive daily paper in city of 15,000. Is college graduate, practical printer, energetic and will put the same energy into work as if he owned the paper. Wants \$45 and will prove he is worth it. Address Box 5293, care THE FOURTH ESTATE.

I'll Assume the Responsibility

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

I'd like to talk it over with you personally. 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 5288, care THE FOURTH ESTATE.

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 IMPROVED 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.

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 ELBER-ON AVE., P. H., Cincinnati, Ohio.

firm. As a citizen and as a publisher he enters actively into civic affairs which tend to uplift and develop the community.

His prescription for newspaper success is, honesty and sincerity of purpose, educate, enlighten, entertain and lead, but be neither a dictator nor a scold. Be in harmony with the public which your newspaper serves.

The Herald is represented in the East by H. W. Moloney, New York, and in the West by the G. Logan Payne Co., Chicago.

NAMED EASTERN MANAGER.

Wesley A. Gilman has been appointed New England manager of N. W. Ayer and Son, succeeding Louis Seaber, who has gone to the New York office.

FOR
SALE.2nd HAND
PRESSES

FOR SALE

HOE-Octuple Press
22 3/4" COLUMN.HOE-Sextuple Press
WITH EXTRA COLOR
21 3/4" COLUMN.HOE-Sextuple Press
BLACK ONLY.
21 3/4" COLUMN.HOE-Sextuple Press
BLACK ONLY.
21 3/4" 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.GOVERNOR SEES MEMBERS OF
THE PRESS INFORMALLY.

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

"Gentlemen of the press, the Governor."

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

SAME AL SMITH OF OLD.

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

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

"Governor," spoke up a reporter,

FOR
SALE.Hoe Press
For Sale

One Hoe sextuple right angle press 15 1/2 inch diameter rolls, printing type columns 31 inches in length. Capacity up to 24 pages, 24,000 per hour. Complete stereotype outfit except moulding machine with press.

POST-ENQUIRER.
OAKLAND, CALIFORNIA.

FOR SALE: No. 85 Babcock Optimus cylinder press, splendid condition. Yawman & Erbe Mfg. Company, Rochester, N. Y.

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 5288, care THE FOURTH ESTATE.

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, 13 1/2 ems. Baker Sales Company, 200 Fifth Avenue, New York City.

"during the last two years a stenographer has been present at these conferences and it has worked out most satisfactorily to us all and prevented the danger of being misquoted."

"Well," said the governor, "for two years that I was here, and in all my public experience, I never was misquoted by a newspaper man nor was my confidence betrayed. I guess we'll work it as we did before."

There wasn't much news at that conference, but every reporter went away smoking big, black cigars. These cigars were wrapped in tinfoil and on the tissue paper was printed "Governor Alfred E. Smith."

The Governor was very proud of these cigars.

MINNESOTA EDITORS PLAN
57TH ANNUAL MEETING
IN FEBRUARY.

Senator Medill McCormick of Illinois will be the principal speaker at the annual banquet of the fifty-seventh annual convention of the Minnesota Editorial Association which is to be held in St. Paul February 16 and 17. The banquet is to take place the evening of February 16.

Mayor Nelson will welcome the visiting editors and response will be made by J. P. Coughlin of the Waseca Herald. President W. E. Verity, editor of the Wadena Pioneer Journal, will read his message of welcome and the personnel of new committees.

Round table discussions will occupy the attention of the editors the first afternoon of the two-day session which will be followed by an address on "The Future of the Country Newspaper," by Wright Patterson of Chicago, editor-in-chief of the Publish-

FOR
SALE.For Sale—Hoe 16 page
Press with complete stereo-
typing 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 Beekman 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.

ers' Auxiliary. Discussions and their leaders will be: "Free Publicity," Mrs. H. C. Hotaling, Mapleton Enterprise; "Profit in Print Shop Neatness," D. C. Pierce, Goodhue Enterprise; "Newspaper Makeup," J. W. Whitney, Marshall News-Messenger; "Country Newspaper Bookkeeping," L. A. Rossmann, Grand Rapids Herald-Review; "News Heads," A. M. Welles, Worthington Globe.

Three principal topics will be before the convention Saturday. "Newspaper Advertising from the Country Merchant's Standpoint" will be given by Bert Skinner of Skinner, Chamberlain company, Albert Lea; "Circulation Building" by Miss E. Viola Schenk of Wahpeton, S. D., and "Competition or Co-operation" by Herman Roe, editor of the Northfield News and president of Country Newspapers Incorporated.

CHANGE IN NAME.

The name of the Chicago Journal of Commerce and Daily Financial Times has changed to the Chicago Journal of Commerce and La Salle Street Journal.

FOR
SALE.USED
NEWSPAPER
PRESSES

For Sale

GOSS—Straight-line Sextuple with double folder. Page length 23 3/4 inches. Now printing the Dayton, Ohio, News.

GOSS—High-Speed Sextuple Press with Color Cylinder and double former. Page length 23 3/4 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. Page length 22 inches. Now printing the Woonsocket, Rhode Island, Evening Call.

GOSS—Three-Deck Sextuple. Page length 21 1/2 inches. Formerly printed the Boston, Mass., Journal.

4SCOTT 32-page Presses. Now printing the Kansas City, Missouri, Journal-Post.

2DUPLEX Sextuple Presses. Now printing the New York Tribune.

For particulars apply to

R. HOE & CO.

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

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

ADVERTISEMENTS SHOULD BE
SEEN AND READ TO
BE WORTHWHILE.

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

"The advertisement," Mr. Jones said, "should talk plain English for Tom, Dick and Harry, and should avoid the unfamiliar words that would be intelligible only to Thomas, Richard and Henry."

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

THE 40 Pages Weekly NEWSPAPER WORLD

(Established 1898)

Annual U.S. Postal Subscription \$5

Specimen Copy Sent Free

Address: 14 CROSS STREET
FINSBURY, LONDON, ENGLAND

HUMBER RIVER PAPER MILLS
PROJECT IS WELCOMED BY
HARMSWORTH GROUP.

EDITOR, THE FOURTH ESTATE.

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

I would like to point out that the statement regarding the opposition of the "Harmsworth interests" is quite incorrect. Neither Lord Rothermere (the president), nor any of those associated with this company has opposed in any way whatsoever this new enterprise on the Humber River, but, on the contrary, the directors of this company have made it clear that they welcomed the establishment of another paper making enterprise in Newfoundland.

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

ANGLO-NEWFOUNDLAND DEVELOPMENT
CO., LTD.

E. A. SURSHAM, Director.

BOXING BOUT JUDGE ALLEGES
NEW BEDFORD DAILIES
LIBELED HIS WORK.

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

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

The Circulation of the NEW YORK EVENING MAIL

Represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

MICHIGAN PUBLISHER STARTS
NEWS SERVICE FOR
SUBURBAN PAPERS.

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

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

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

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

Upon the completion of organization activities an advertisement in THE FOURTH ESTATE will more effectively describe the services incorporated.

LEGISLATORS OF TWO STATES
TO CURB NEWS FAKES.

Two Western states have taken steps to join the ranks of those that make giving false information to newspapers a crime. Colorado and Minnesota legislators are considering measures.

NEW REPRESENTATION.

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

Santa Maria, Cal., Times to Stevens & Baumann.

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

CALIFORNIA CLUBS
DEMAND CLEANER
NEWSPAPERS.

PROMINENT ORGANIZATIONS
JOIN LOS ANGELES WOMEN
IN DRIVE FOR BETTER AND
LESS SENSATIONAL PRESS—
ONE EVENING PUBLICATION
TAKES STEP.

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

Newspapers will be urged particularly to eliminate "bannering" stories of crime and tragedy in heavy type across first pages. Organizations numbering in membership more than 300,000 showed interest in the movement, by sending either representatives or letters to two meetings already held.

A program of action is being worked out and a conference with publishers of Los Angeles newspapers soon will be asked. In speaking of the idea, Mrs. William P. Cunningham, president of the Los Angeles Woman's City Club said:

"With such an illustration of the practicability of clean journalism as has been furnished by the Christian Science Monitor, which has proved the advantage of printing only the good news and refraining from featuring crime and scandal, the organizations promoting this movement are encouraged to believe that the Los Angeles newspapers will co-operate to bring about a better condition of the press."

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

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

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

WILL CONTINUE IN FOREIGN
LANGUAGE FIELD.

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

BOSTON'S
newest paper and
fastest growing
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.

CENTURY OLD NEWSPAPERS
FOUND IN BUILDING
BEING TORN DOWN.

Newspapers reporting the Boston massacre and other portentous events leading up to and including the outbreak of the Revolutionary War, as well as army orders of General Washington and of British commanders, were found a few days ago in a pile of plaster and other debris being removed from a restaurant in West Fourth street, New York, which is being remodelled.

The newspapers are of great historic value and the proprietor is planning to give them to the Daughters of the American Revolution for safeguarding. While they are not in a condition for reproduction, they are in a remarkable state of preservation, considering their great age, and can be read without difficulty. They provide an excellent opportunity to compare journalistic ideas of those days with those of the present as well as showing the evolution of the newspaper.

The newspapers represented include the Boston Gazette and Country Journal, issue of March 12, 1770; the New York Morning Post, November 7, 1783; the United States Gazette and Philadelphia Daily Advertiser, December 9, 1799, and the Lancaster, Pa., Intelligencer and Weekly Advertiser, December 7, 1802.

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

The Tribune In Terre Haute, Ind.

Leads The Second

Paper for 1922 As Follows:

Total Advertising.....	633,360 Lines
Local Advertising.....	565,376 "
Foreign Adv.....	25,900 "
Classified Adv.....	42,084 "

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

Representatives:

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

The Pittsburg Dispatch

Is pleased to announce the appointment of the

S. C. BECKWITH SPECIAL AGENCY

Sole and exclusive National Advertising Representatives, effective January 1, 1923. All matters pertaining to advertising outside of Pittsburg, Pa., should in future be addressed to that agency.

The News merchandising department has accurate data on every successful selling campaign in this territory in the past 5 years. Ask for it.

The Indianapolis NEWS

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

BROOKLYN PUBLISHER AND BRIDE TO PASS HONEYMOON IN EUROPE.

Herbert Foster Gunnison, publisher and vice-president of the Brooklyn Daily Eagle, and Mrs. George S. Baldwin of Highmont, N. Y., will be married at 9 o'clock this morning in Holy Trinity Church, Brooklyn. Raymond M. Gunnison, secretary of the publication, will serve as his father's best man.

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

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

NEWSPAPER MAN'S DAUGHTER WINS SCHOLARSHIP.

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

Miss Steell has a soprano voice. Mme. Jeritza will send her to Paris to study under Mme. Blanche Mar-

What Do You Want To Know About

The QUEEN of CITY NEW JERSEY?

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

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

chese, the mother of Baron Popper, who is Mme. Jeritza's husband.

Miss Steell is a graduate of Miss Spence's school and studied the piano. She has also had singing instruction. At present she has a small part in "The World We Live In."

AMERICAN PUBLISHERS TO BE INVITED TO LONDON CONFERENCE.

The British Association of Trade and Technical Journals and the Weekly Newspaper and Periodical Proprietors' Association plant to organize a conference of the British trade and technical press at London in 1924 to which representatives of the Associated Business Papers, New York will be invited. The conference will be held simultaneously with the proposed British Empire Exhibition.

A.A.C.W. MAY SOON OPEN WASHINGTON QUARTERS.

The Associated Advertising Clubs of the World may soon have a representative in Washington who will establish a fact finding department to present information from various departments of the Government to advertising interests. A committee has been appointed to report on its advisability.

ALBANY PUBLISHER WEDS.

William Barnes, owner of the Albany Evening Journal, and Mrs. Maud Fiero Battershall of New York, were married Wednesday at Greenwich, Ct.

Mr. and Mrs. Barnes expect to start on a trip around the world in February. Mr. Barnes is president of the Albany Evening Journal Company, and former chairman of the Republican state committee.

OWNERSHIP CHANGE.

The McIntosh, Minn., Times has changed ownership and last week's issue was published by the senior member of the firm, will leave shortly & Sunstad. Mr. Sunstad, the retiring member of the firm will leave shortly for Roseau, Minn., to become a member of the Roseau Printing Company.

OREGON WRITERS LEAGUE TO ESTABLISH CHAPTERS.

The Oregon Writers' League, Anne Shannon Monroe, president, will establish chapters in a number of towns throughout the state. J. B. Horner of Oregon Agricultural College, is treasurer of the organization.

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

BELIN TELLS HOW PICTURE RADIO WAS INSPIRED.

(Continued from Second Page)

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

Mr. Belin was never in the newspaper business, but when his invention was nearing completion he saw the great possibilities in it for the daily papers in procuring photographs of accidents and other timely events direct to the publication offices from great distances. Ten years ago the machine was perfected and a year ago Le Matin of Paris installed the machine as part of its newsgathering equipment.

The New York World sent representatives to him and immediately took over the North American rights. Other United States newspapers made overtures for the privilege after the World had contracted for its exclusive use.

Soon afterward Mr. Belin made his first visit to the United States and successfully transmitted a photograph from New York to St. Louis. His two subsequent visits here were for the purpose of demonstration of his remarkable invention. His second visit was to receive a photograph from across the Atlantic by wireless.

It was at Digone, France, that the law profession lost an adept pupil that science won over with little persuasion. Belin had studied for the bar for three years and in one night decided that the idea that was buzzing in his head was more important to the world than his contribution to law. At first he financed his own idea until it took on sufficient development to interest French capital.

Upon the theory that he might do something for the moving picture industry, which was quite a new thing twenty-seven years ago when he got his inspiration, Mr. Belin began his task.

The inventor was reticent in the claims that might be made for his apparatus. He said his portable machine could be set up and used over any telephone and that small photographs may be transmitted in five minutes.

A remarkable likeness of General Pershing which was sent by telephone last spring from Lyons to Paris was shown to THE FOURTH ESTATE staff man and it was a convincing piece of work. Other samples of photo sending included finger prints, Chinese letters and handwriting, as well as Japanese characters.

Early in the spring, possibly in March or April, a demonstration of photo sending by radio to the United States from Europe will be held, Mr. Belin said. He said the New York World's exclusive right to his invention is confined to newspapers.

In a few days the World's machine

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

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

ERVIN WARDMAN PASSES AWAY SUDDENLY.

(Continued from Tenth Page)

manager, Hearst newspapers; Harold McD. Anderson, New York Herald; Louis Wiley, New York Times; Melville E. Stone, Associated Press, and Charles H. Boynton, formerly superintendent of the Associated Press.

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

Among others present were: Ogden M. Reid, publisher of the Tribune; William T. Dewart and R. H. Titherington, treasurer and secretary of the Sun Herald Corporation; H. H. Kohl-saat, former Chicago publisher; James Tole, New York American and the Evening Journal; J. C. Wilberding, vice-president, Gravure Service Corporation; Edward J. Barry, Louisville Post, formerly circulation manager, Sun and Herald; James C. Dayton, Evening Journal; Robert H. Davis, Munsey magazines; Daniel Nicoll, Evening Mail; Henry Varian, World; Howard Davis, New York Tribune; Ernest F. Birmingham, THE FOURTH ESTATE; Herbert F. Gunnison, Brooklyn Daily Eagle; Herbert L. Bridgman, Brooklyn Standard-Union; Victor and Bernard Ridder, Staats-Herold; Hugh A. O'Donnell, New York Times; Robert H. Lyman, Walker, Evening Telegram; Richard Aldrich, New York Times; Frederick Roy Martin, Associated Press.

(Continued on Thirtieth Page)

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 Evening Times

YORK'S ONLY EVENING PAPER

NEWS OF THE AD AGENCIES.

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

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

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

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

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

Alfred J. Hart, formerly identified with large manufacturing and distributing projects in New York, and more recently with the San Francisco Journal, in charge of promotion and national advertising, has joined forces

Getting Student Trade Is Mainly a Matter of Knowing How.

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



COLLEGIATE SPECIAL ADVERTISING AGENCY, Inc.
503 5th Avenue, New York City
110 S. Wabash Avenue, Chicago

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

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

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

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

H. Coy Glidden has joined the Kling-Gibson Company, Chicago, as an executive vice-president. He was with Williams & Cunningham at Chicago for four years, and more recently president of Glidden & Evers, advertising agency, also at Chicago.

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

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

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

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

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

NEW TRENTON AGENCY.

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

BOSTON POST

1922 Circulation Averages

Daily 396,902

Sunday 401,643

KELLY-SMITH COMPANY
Special Representative
Marbridge Building, NEW YORK
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

NORTHERN NEW YORK EDITORS IN SESSION AT WATERTOWN —DON SEITZ A SPEAKER.

The Northern New York Press Association opened its tenth annual meeting last night with a dinner in the Woodruff House, Watertown. Don C. Seitz, publisher of the New York World, is the principal speaker on the program, which will close this afternoon.

The visiting editors were entertained last evening with addresses, music and songs. The Intertype Corporation exhibited a four reel showing how the machines are made.

The greater part of the business session today is to be given over to round table discussions of business problems.

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

CHICAGO AD COUNCIL HEARS SLICING MACHINE SALES MANAGER TALK.

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

Each month the organization prints a special letter head bearing the pic-

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.

Sole National Representatives
S. C. BECKWITH SPECIAL AGENCY
New York, Chicago, Detroit, St. Louis
Kansas City, Atlanta, Los Angeles
San Francisco

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, 1802 Tribune Bg., Chicago

tures of five high salesmen of the previous month and these are supplied to the winning salesmen for their business correspondence. Mr. Bartlett said that his salesmen could not get along without these letter heads.

BETTER BUSINESS BUREAU HELPING TO PROTECT INVESTOR.

In an address at the Brooklyn Chamber of Commerce Wednesday, Lewis E. Pierson, chairman of the Irving National Bank and of the committee of the better business bureau, warned against the unscrupulous stock promoter. The banker stated that every right thinking man is interested in protecting the small investor's savings from stock sharps, and pointed out how closely industrial progress depends upon the proper use of funds available for investment.

BLOCK SPECIAL AGENCY STAFF HOLDS CONFERENCES.

Twenty-six members of Paul Block, Inc., held a series of conferences last week, Mr. Block calling his men together from the Chicago, Detroit, Boston and New York offices.

Among the staff from out-of-town were Arthur Thurnaw, Owen H. Fleming, Charles E. Collier, Gilbert Falk, Paul Frank, Frank K. Curtis, Robert W. Richardson and R. Kent Hanson.

RENEWS CONTRACTS.

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

"TALK TO THEM IN THEIR OWN LANGUAGE"

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

THE JEWISH WORLD

233 South Fifth Street
PHILADELPHIA

אדישע וועלט

Phones
Bell, Lombard 3850
Keystone, Main 1600

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.

BROOKE, SMITH & FRENCH,
Detroit—Handling advertising for Co-
lumbia Motors Co.

CAMPBELL, TRUMP, Penobscot,
Detroit—Placing advertising for Fed-
eral Motor Truck Co., Detroit.

D'ARCY, Int'l. Life, St. Louis—
Placing advertising for Western Car-
tridge Co., (shotgun shells & ammuni-
tion), Alton, Ill.

D'EVELYN, San Francisco—Pre-
paring copy for ad campaign in Cali-
fornia newspapers for Planada Fruit
Farms, San Francisco.

GARDNER-GLEN BUCK, Chicago
—Handling account of Independent
Oil Men of America, Chicago.
Also contemplating newspaper cam-
paign for B. Lillienfeld Bros. Co.
(Corina cigars), Chicago.

GARDNER & WELLS, 150 Mad-
ison, N. Y.—Handling advertising for
Birdseye Seafoods, N. Y.

GRANDIN-DORRANCE-SULLI-
VAN, N. Y.—Sending orders to news-
papers for Studebaker Co. (automob-
iles), South Bend, Ind.

GUNDLACH, 175 5th, N. Y.—
Planning advertising campaign in
newspapers for Stewart Automobile
School, N. Y.

Conducting campaign in newspapers
for Grosset & Dunlap (publishers),
N. Y.

HOYT'S, 116 W. 32d, N. Y.—Di-
recting advertising of Lehn & Fink

BOSTON'S TABLOID PICTORIAL

now has

OVER 90,000 circulation.

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.

(Lysol disinfectants, shaving cream
and other Lysol products).
Obtained account of Lehn & Fink
(Lysol disinfectant, shaving cream and
other Lysol products).

JAMES, 120 W. 42d, N. Y.—
Sending out additional schedules for
Dr. King's new discovery & Dr.
King's pills to apply on Wm. R.
Warner & Co.'s contracts.

KASTOR, Arcade, St. Louis—
Sending out orders for Ladies Art
Co. (patterns), St. Louis.

LORD & THOMAS, Chicago —
Placing copy in newspapers for Pep-
sodent Co. (May Breath), Chicago;
Mary T. Goldman (toilet prepara-
tions), St. Paul, and Bauer & Black
(corn plasters, etc.), Chicago.

LOYD-BACK, 210 E. Ohio, Chi-
cago—Placing order for Remington
Mail order house (women's apparel),
Chicago; Morton Co., Walter Young
& Co. (jewelry), Chicago & School
of Engineering, Milwaukee.

McCANN, 451 Mtgery, San Fran-
cisco—Sectional ad campaign run-
ning in central California newspapers
by Westgate Products Co. (electric
cooking cabinets).

Plans are being prepared to use
metropolitan newspapers.

McKEE, KAHN, Indianapolis —
Secured account of Apperson Bros.
Auto Co., Kokomo, Ind.

McLAUGHLIN, Norfolk, Va. —
Sending 1,680 line orders to Virginia
and North Carolina papers for Farm-
ers Guano Co. and Upshur Guano
Co.

Also placing advertising for Cooper
Marble Works, Norfolk.

MACE, Lehman, Peoria, Ill. —
Placing orders for Gem City Supply
Co., Quincy, Ill.

MATHEWS, Westminster, Chicago
—Placing copy for Frank Van Vree,
Zeeland, Mich.

MITCHELL, 331 Madison, N.Y.—
Sending out 5,000 line & 100-inch
contracts for B. T. Babbitt, Inc., to
newspapers.

MORRIS, 1st Nat'l., Chicago—
Sending out orders for American
Novelty Co., Chicago.

MUTUAL, 140 Cedar, N. Y.—
Placing copy for Federated Fruit &
Vegetable Growers, 90 West st., N.Y.

NICHOLS-MOORE, Cleveland—
Directing advertising of North Elec-
tric Mfg. Co., (private automatic tele-
phone exchanges & machine switching
equipment for exchanges), Gallion, O.

Also Oil Conservation Engineering

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.

Co. (Oceco fire & evaporation pre-
vention equipment for oil tanks,
Cleveland.

POWERS, 50 E. 42d, N. Y.—
Sending out 5,000 line contracts for
advertising of A. Schilling Co.
(coffee), San Francisco, to Western
newspapers.

PRATHER-ALLEN, Neave, Cin-
cinnati—Placing orders with news-
papers for Kenton Pharmacal Co.
(Brownstone hair stain), Covington,
Ky.

PRESBREY, 456 4th, N. Y.—
Secured account of Ed. Smith &
Co. (Varnish mfrs.), Long Island
City.

RANKIN, 180 N. Wabash, Chicago
—Placing advertising for Samolin
Corp. (paint), Chicago.

SEAMAN, 470 4th, N. Y.—Se-
cured account of Gillette Safety
Razor Co., Boston.

SHAFFER-BRENNAN, Wain-
wright, St. Louis—Making up lists
of newspapers for Nat'l. Molasses
Co., St. Louis & Smith Bros. Hatch-
ery, Mexico, Mo.

SHUMAN-HAWS, 230 E. Ohio,
Chicago—Handling account of Mich-
igan Radio Co., Grand Rapids, Mich.

SHUMWAY, Boston—Sending or-
ders to papers in Massachusetts for
Oriental Tea.

Preparing list of dailies in Eastern
state, Ipswich Mills (hosiery).

Sending renewal and making new
contracts with dailies in leading
cities for French, Shriner & Urner
(shoes).

Preparing to place special adver-
tising in New England dailies for
Wm. G. Bell Co.

Also placing full page orders for
Pacific Mills and Graff-Underwood
Co.

Renewing orders for First Nat'l.
Bk. of Boston.

Placing entire advertising contract
for 1923 for Northeastern University
and other departments of Boston
Y.M.C.A.

SPAFFORD, 10 Arlingxton, Bos-
ton—Placing advertising for A. M.
Creighton (women's welts & Mc-
Kay's), Lynn, Mass.

THOMPSON, 242 Madison, N. Y.—
Preparing schedules for newspapers
for Richardson Co. (Flex-A-Tile
roofing, felt, etc.), Cincinnati.

TUTTLE, Greensboro, N. C.—
Placing orders for the El-Rees-So
Cigar Co.'s 1923 campaign.

Also preparing campaign for Clegg
Cigar Company.

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

VANDERHOOF, Chicago—Plac-
ing advertising of Kennedy Mfg. Co.
(Kennedy kits), Van Wert, O.

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

WALES, 141 W. 36th, N. Y.—
Sending copy to newspapers in South
Eastern and Western cities for Ander-
son Motor Co., Rock Hill, S. C.

WELLS-OLLENDORF, Chicago—
Sending orders for Charles Co., Chi-
cago.

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

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

It was amazing, Mr. Fowler said,
what women have done for adver-
tising since they entered the field.
Eighty-five per cent of the products
sold throughout the United States
were sold, he said, to and through
women. Women in the advertising
profession were therefore especially
equipped with an inherent knowledge
of how to appeal to these particular
interests.

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

The Detroit Press "MICHIGAN'S GREATEST NEWSPAPER"

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

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

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 Circulation Over 25,000

JULIUS MATHEWS, Special Rep.
BOSTON NEW YORK CHICAGO

GREAT ENGRAVING BUSINESS BORN BY ACCIDENT.

A. J. POWERS LEARNED THERE WAS MONEY IN IT FROM BUDDY DURING SPANISH-AMERICAN WAR — \$5,000 CAPITAL FOUNDATION OF GREAT INSTITUTION.

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

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

Pasquin in telling of the partnership formation wrote:

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

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

"Is it a good business?" pursued

The Cleveland News and the News-Leader (SUNDAY)

National Advertising Representative

THE GEORGE A. McDEVITT CO.

808 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

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

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

"Well, suppose you and I go into it when we get back," came Powers' suggestion. "You attend to the technical part of it for a while until I learn something about the game, and I'll attend to getting orders and the rest of it."

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

When the second New Jersey returned home Powers sold his coal business for what he could get—not much, incidentally, as conditions had changed in his absence—and together with Chankalian entered the photo-engraving business in New York City, with a combined capital in the neighborhood of \$5,000. With Powers and his friend came Powers' two younger brothers, F. T. and J. N. Powers.

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

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

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

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

The photo-engraving business prospered and a few years later a second company was formed to co-operate with the first venture. In the meantime Powers, having decided that a legal education was a great benefit in business life, took a law course at New York University, attending to his photo-engraving business at the same time.

And now comes Powers' latest, and, according to him, his most promising venture. Near the close of the war he noticed a brief cable despatch

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: Chicago:
H. W. Moloney G. Logan Payne Co.
401 Tower Building
604 Times Bldg. 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

to the effect that three German planes shot down contained transparencies (films) in exact color reproduction, of allied earthworks and defense. Exact color reproduction had previously been impossible.

Powers despatched a man abroad who finally traced down the inventor, Dr. Albert Traube of Munich. Negotiations were started which ended in the formation of the Powers Process Plates Company of Vienna for the manufacture of the plates, and Powers, Inc., of New York as the selling agency.

This new system, called Xactone, allows of 100 per cent color reproduction photographically and permits of far greater speed in photographing and developing than has been possible heretofore.

MANCHESTER HERALD ADDING EQUIPMENT AFTER FIRE.

Concrete evidence that service has a way of attracting repeat orders is offered in the fact that the Manchester, Ct., Herald has ordered another model eight linotype.

About the middle of November that paper experienced a disastrous fire, and lightning work in the emergency was rendered by the makers of the linotype. Within a few hours of the time the order for two model eight's were received in Brooklyn, the machines were started north by motor truck. After an all-night run the truck reached Manchester at 10:55 the following morning, and the linotypes were completely erected and turning out composition that evening.

So appreciative of the service rendered was Elwood S. Ela, publisher of the Herald, that he wrote the linotype company as follows: "We deeply appreciate the value of your wonderful service in getting the two machines to us promptly after our order was placed, and of the service of Mr. Hartlage in aiding us to adjust our insurance."

And a couple of weeks later Mr. Ela placed an order for another model eight linotype.

TOO MANY ABSURD LAWS, DECLARES EDITOR.

The growing number of "absurd laws," together with the conflict between the states and the Federal Government through their passage, was declared to be "one of the most serious problems facing America today," by Theodore H. Price, editor of Commerce and Finance, of New York, in an address before the Washington City Club Tuesday.

Not one of the laws vitally affect-

THE PITTSBURGH PRESS HAS THE LARGEST DAILY AND SUNDAY CIRCULATION IN PITTSBURGH

Member A.B.C.

Foreign Advertising Representatives:

I. A. KLEIN

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 35,000 copies. Equal to next
two competitors combined.

The Julius Mathews Special Agency
BOSTON, NEW YORK, DETROIT CHICAGO

ing human welfare is the same in all the states, Mr. Price declared. He cited the absurdities and injustices arising from these differences as relating to marriage and divorce, legal holidays, banking, crime, extradition and automobiles.

CANADIAN PUBLISHERS GIVE STAFF EXTRA WEEK'S PAY.

The Ottawa Evening Journal recently celebrated its thirty-eighth birthday, when every member of the staff, down to the office boy, received an engraved Christmas greeting from the Journal Publishing Company, signed by W. Arthur Perry, secretary-treasurer, announcing an extra's weeks' pay. Its first issue appeared on December 10, 1885.

Glancing over the front page of the first issue, one is impressed by the vast changes time has wrought in newspaper style and display. In those days advertisements made the front page. Although small, the Journal nevertheless carried a wide variety of foreign and local news. J. Wallace Daffoe, now of Winnipeg, was the Journal's first editor.

ADVERTISING FRAUD ALLEGED.

Edward F. Wheaton was held in \$20,000 bonds when arraigned in Tombs Court, New York, charged with theft from investors in the Commerce Advertising Company. He is alleged to have defrauded investors of about \$11,000 during the past six months. He was held to await the action of the grand jury. Wheaton was previously convicted of larceny.

According to the complainants, Wheaton represented that his company had contracts to place advertising in chamber of commerce bulletins in various sections of the country.

Leadership in the Automobile Field

The New York Times published 97,853 agate lines of automobile advertising during the seven days of the New York Automobile Show, a gain over the volume published during last year's show of 16,426 lines and much more than appeared in any other New York newspaper.

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

ERVIN WARDMAN PASSES AWAY SUDDENLY.

(Continued from Twenty-sixth Page)

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

NEWSPAPERS COMMENT ON DEATH OF EDITOR.

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

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

"Ervin Wardman was an all round master of his profession, but it was as a student of and writer on economics that he was at his best. He loved figures, he reveled in mathematics, and delving into consular reports, into Government reports, into budgets and statements of expenditures in national and State affairs and in the intricacies of business was a passion and a delight with him. He had the rare faculty of imparting to the reader in a brief editorial article the meat of his research, the picture of what it all meant.

"As an economist Ervin Wardman had no superior in American journalism. He was not only the thorough student but he spoke a language, as

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 newspaper man must do, that the people understand.

"But Ervin Wardman's range was not confined to the field of economics. It reach out to the furthestmost parts of the world, touching all phases and conditions of life. He knew politics and politicians and wrote on them with sure hand. Withal Ervin Wardman had singularly sound judgment in dealing with the complex problems of practical journalism."

The New York Tribune said of Mr. Wardman:

"Like many another anonymous worker in journalism, his name was not often conspicuously before the public, and he was content to sink his personality in that of the papers which he served. But those brought into touch with him found in him a man of singular strength of character.

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

"While broadminded and always courteously considerate of the opinions of others, he had strong convictions of his own and stood up for them with entire directness and fearlessness. He commended himself in conference with other publishers as a man of sound judgment and unperturbed balance. He could hit hard, but was always ready for a friendly handclasp afterward."

The New York World said:

"To those who best knew him by long association he was the true type of working newspaper man who by daily example and practice compelled respect for the best standards of his profession. Zealous, steadfast and ready in every situation, he measured up easily to the responsibilities of the important posts he successively filled with the New York Press, the Sun and the Herald. Success and distinction as writer and editor came to him as the reward of sheer ability, force of character and downright honesty of mind.

"The moral fibre of Ervin Wardman was never more clearly shown than on the memorable occasion when the state senate in 1905 attempted to drag him into betraying sources of information on which he had published charges of attempted bribery of members of the legislature. Intimidation did not move him. Threats of punishment fell flat. He retracted nothing. He revealed nothing. With

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

him it was a question of honor and of regard for the ethics of his profession, and the senate's endeavors to induce him to break confidence were unrewarded.

"A career of conspicuous achievement was Ervin Wardman's, a career in which fine talents and clean principles were wedded in the fulfilment of exacting duties."

"A modest and self-contained man, he never sought personal publicity, and for that reason appreciation of his abilities was restricted largely to men of his own profession," commented the New York Tribune. "These are the best judges, however, of merit in their sphere of activity, and they will give him a high place in a calling whose best standards he observed with unflinching fidelity and in which he manifested many engaging qualities of mind and character."

DEATH TAKES FATHER OF W. F. ROGERS.

William La Forest Rogers, father of William F. Rogers, advertising manager of the Boston Transcript and chairman of the advertising bureau of the American Newspaper Publishers Association, died Saturday at Braintree, Mass. Mr. Rogers spent most of his life in lumbering in Maine, where he was born in Brownville, February 25, 1846. For ten years he was division superintendent of the Great Northern Paper Company in the Moosehead section. There are five surviving children, fifteen grandchildren and one great-grandchild.

WOMAN PUBLISHER'S BODY FROZEN IN SNOWDRIFT.

The body of Miss Frances Mathews, sixty-eight years old, was found frozen in a snowdrift, a short distance from her home at Interlaken.

Miss Mathews, former editor and publisher of the Havana, N. Y., Journal, had been missing from her home since Monday. It is believed the woman was stricken with a fit of insanity.

Other Obituary Notes.

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

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

for he had supposedly been in the best of health.

Mr. Montoya had published *La Bandera American*, a newspaper printed in the Spanish language. He was serving his first term in congress and would have retired on March 4, not having sought re-election. He was born in 1862, and had served several terms in both branches of the New Mexico State Legislature. Accompanied by a delegation from congress, the body was taken to Albuquerque.

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

WILLIS EVANS, for years associated in newspaper work with the Pindell publications in Peoria, Ill., and until recently secretary of the Peoria Association of Commerce died January 6 at his home in Peoria. Mr. Evans had been in ill health for about six months.

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

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

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.....	83%
5th Newspaper.....	18%

SUNDAY 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:
188 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

BOSTON LINEAGE EVIDENCES N.E. PROSPERITY.

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

"A short time ago it was said that 'good times are just around the corner.' They have arrived in Boston and the business outlook in the Hub and throughout New England is very encouraging," says A. H. Marchant, publicity director of the Boston Post. "Not because I say so, but because all the facts and figures point that way.

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

NEWSPAPERS SHOW GAINS.
"Every newspaper in Boston showed gains in advertising for 1922. The

LARGEST MORNING CIRCULATION in the Nation's Capital THE WASHINGTON POST

DAILY 20—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

Boston Post made an increase of over half a million lines—279,000 being in national business and 231,000 on local lineage. There are more advance contracts for this year's business in our office than ever before at this time of the year and a goodly number of these are from advertisers who have been out of the newspapers for several years, but are now returning with sizeable business.

"We also have contracts from a number of new advertisers who are going into the newspapers for the first time, which I take as being another very healthy indication. There is a notable demand for advertising in full colors in our color and magazine sections which also indicates that publicity is coming into its own again, and strongly so.

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

NEWS HOUNDS DIG UP RUM FLEET FOR SLEUTHS.

(Continued from Second Page)

the first to "break" the story. It was only a matter of a few hours before a whole corps of reporters were digging out their reefers, earlars and goloshes prepared to take a further inquisitorial look, by the practical expedient of slipping out beyond the three-mile limit on a tugboat retained for the occasion.

When the news broke local correspondents in the vicinity of Atlantic Highlands were instructed to cover the event thoroughly and when the relative value of the stories were evident staff men were assigned to the scene. New York newspapers chartered a tug and sent staff members and photographers out beyond the three-mile limit to get evidence that there really was a rum running fleet at anchor. This they got, along with plenty of photographs of the ocean-going ships, ranging in size from yachts and fishing schooners to freighters.

Previous to the visit of the newspaper men to the spot outside the three-mile limit, reporters from various points along the Jersey coast watched the rum running ships with the aid of marine glasses. They recorded what they saw through the glasses and it was labeled propaganda

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. Publisher

THE JEWISH MORNING JOURNAL

A Newspaper Published Primarily for the Home. Member A.B.C.

An American newspaper read by the more intelligent and prosperous class of Jews in New York City.

of the "wets" by the prohibition officers.

As early as Sunday the New York papers endeavored to disprove the allegations that the story was without foundation. A tug was sent out but because of the severe snow storm of Sunday the newspaper men were unable to locate the ships at anchor. A second trip, with the weather conditions more favorable, resulted in material for volumes of copy and photographs of the boats.

The newspaper reporters conversed with sailors and officers aboard ships, determined the ships cargoes and were given various quotations on the prices of ordinary "licker" right up to Scotch and champagne. The second trip beyond the three-mile limit was made Wednesday, which was participated in by several of the morning papers, established firmly the reports which had been treated lightly by the Government representatives.

The Universal Services, through one of its staff men, Earl J. Shaub, obtained a number of human interest stories at the Highlands where he observed the ships at anchor from a convenient spot in a tower a hundred feet in the air. Shaub recorded his observations about town and transmitted the news of investigations as to the relative wealth of former poor residents who have made "theirs" running booze from the ships to the mainland. The service also covered the story of the visit to the rum running fleets by sending one of its men aboard a sea-going tug.

All of the news associations covered the story from various angles during the past ten days, but the New York dailies took the initiative and assigned reporters to get close-ups. The trips to the ships, it is estimated, cost the newspapers in the neighborhood of \$1,000. Sea-going tugs rent for \$40 an hour, and the Wednesday trip consumed about ten hours.

The news of the arrival of the great rum running fleet on January 11 came first to the New York office of the Associated Press from its correspondent at the Highlands, from which point, with the aid of marine glasses, the many vessels distinctly could be seen as they came to just outside the three-mile limit.

Small boats at once put out to the fleet and the illicit transportation of liquors to various shore points assumed such enormous proportions that a staff man was sent to assist the local correspondent. From that time on, day and night, the rum running was under the observation of reporters until the publicity given the mat-

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 CHICAGO

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 Boyston 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.
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ter drove the "mosquito" fleet to cover.

On the afternoon of January 11, the Associated Press communicated with federal prohibition headquarters in New York to determine what was being done to meet the situation, and the news apparently took the officials by surprise. They expressed their thanks for the information and said steps immediately would be taken.

The first stories were so sensational, essentially, that in some quarters they were accepted with reservations, but the facts as set forth by the Associated Press subsequently were confirmed by representatives of the New York papers who were sent to the scene for the special purpose of determining the truth.

The International News Service assigned several reporters to find the rum running fleet. Motor boats and revenue cutters were used.

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