

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

PRICE 10 CENTS
FOUR DOLLARS A YEAR

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS

Published EVERY SATURDAY at
332 West 50th St., Columbus Circle
NEW YORK CITY
ERNEST F. BIRMINGHAM
Editor and Publisher

XXX Year. No. 1514
MARCH 3, 1923

FOLLOW THE DEPARTMENT STORES

Volume of business is the life-blood of the department store. It *must* appeal to the greatest possible audience. It must make this appeal continuously, and with certainty of results.

For many years Chicago's leading department stores have found the advertising columns of The Daily News the *quickest, surest*

and most economical avenue of appeal to the great buying populace of Chicago and suburbs. The table below gives abundant proof of the leadership of The Daily News in this field.

Other advertisers should follow these stores. Their advertising is scientifically placed and must prove effective.

TOTAL LINES DISPLAY ADVERTISING IN CHICAGO NEWSPAPERS USED BY CHICAGO DEPARTMENT STORES DURING THE YEAR 1922

	The Daily News	Tribune Daily	Tribune Sunday	Herald and Examiner Daily	Examiner Sunday	Post	American	Journal	Total
Boston Store	581,546	5,795	287,145	61,780	218,580	24,808	314,578	329,778	1,723,905
Carson, Pirie, Scott & Co.	403,047	425,225	184,108	129,878	177,612	90,128	1,420,008
The Fair	612,426	25,017	328,578	41,679	290,689	58,116	326,080	256,975	1,989,505
Hillman's	328,608	10,083	158,558	5,248	111,912	57,339	24,776	696,514
Henry C. Lytton & Sons (The Hub)	272,821	341,599	25,157	58,668	1,521	27,253	173,221	30,019	930,259
Leiter Bldg. Stores	394,170	10,060	196,970	5,950	126,505	123,790	16,016	873,461
Mandel Bros.	626,698	308,189	226,084	51,072	103,960	109,355	196,252	234,870	1,856,336
Marshall Field & Co.	528,359	532,678	330,262	337,020	405,344	258,848	2,387,511
Rothschild & Co.	565,212	53,495	324,947	20,808	265,417	42,227	434,280	269,730	1,976,111
M. L. Rothschild	876,168	429,825	34,896	32,021	107,318	31,444	1,010,679
Chas. A. Stevens & Bros.	140,484	188,775	138,482	1,107	18,734	6,498	34,473	523,503
Weber Dept. Store	30,081	22,623	18,663	71,317
W. A. Wieboldt & Co.	430,960	5,122	117,527	4,724	86,560	191,327	836,220
Ed. Ahlswede	402	402	402
Becker-Ryan & Co.	82,648	2,699	32,854	1,710	24,099	9,323	152,883
Corydon's	39,966	5,801	15,768	61,534
Goldblatt	2,933	597	330	2,228	6,088
E. Iverson & Co.	151,940	16,786	168,626
Kahn's Fair	1,577	1,577
Klein Bros.	103,390	4,233	21,808	20,181	149,612
L. Klein	205,026	2,982	78,928	220	17,703	119,584	86,278	510,721
Loren Miller & Co.	12,123	2,901	1,311	488	3,047	2,113	21,983
P. D. Madigan	496	496
Struve's	18,341	18,341
The Twelfth Street Store	152,353	31,005	57,978	111,085	352,431
Union Liberty	929	560	1,678	150	3,317
Oppenheimer, J. & Co.	3,979	3,979
Phillipsborn Bros.	8,722	3,702	5,759	22,294	40,507
TOTAL:	6,022,181	2,354,395	1,938,942	808,220	1,288,260	767,076	2,818,541	1,755,198	17,787,754

THE DAILY NEWS PRINTED

3,667,786 more lines than the next morning paper.

3,208,640 more lines than the next evening paper.

1,733,844 more lines than the next Daily and Sunday paper.

2,864,566 more lines than all the morning papers combined.

2,799,979 more lines than all Sunday papers combined.

THE CHICAGO DAILY NEWS

FIRST in Chicago

IMPORTANT PRECEDENT IN STORE RATE AGREEMENT.

NEW YORK TIMES AND ELEVEN BIG RETAILERS SETTLE CONTROVERSY OVER INCREASE — CIRCULATION GAINS MEAN HIGHER RATES, WITH REBATE FOR LOSSES.

Advertising of the eleven New York department stores which on February 18 withdrew their copy from the New York Times because of an announced increase in that newspaper's department store rate, returned to the New York Times on Friday, following the conclusion of an agreement that will doubtless serve as a powerful precedent for the guidance of publishers and merchants in other cities.

The new agreement is in every essential a victory for the Times, but both the business management of the newspaper and the representatives of the merchants approached the situation with the idea of finding a solution to a vexatious problem, and not at all in the spirit of coercion.

PUBLISHER BECOMES SOLE OWNER OF FORT WAYNE JOURNAL-GAZETTE.

L. G. Ellingham has purchased the interest of Edward G. Hoffman in the Journal-Gazette Company, publisher of the Fort Wayne, Ind., Journal-Gazette and the Evening Press, and is now sole owner of the newspaper and its property. In the transaction the Journal-Gazette Company also sold its business site at the corner of Harrison and Washington streets. Mr. Ellingham and Mr. Hoffman have been owners of the Journal-Gazette since 1916, when they pur-



L. G. ELLINGHAM.

chased the property from Andrew Moynihan, now deceased, who had controlled it for many years.

Mr. Ellingham has served as president and general manager of the newspaper and while Mr. Hoffman has been treasurer of the company since it was formed, he has never been actively identified with the paper, devoting all his time to the practice of law. Only recently he formed a law partnership with his brother, John Hoffman, and at that time he withdrew from the office of secretary of the Democratic national committee in order to give his time to his law business.

A. Schaefer is advertising director of the Journal-Gazette.

The Times' announced increase from thirty-four to thirty-six cents per line daily and from thirty-five to thirty-seven cents per line Sunday, based on the use of 150,000 lines annually, was made because increasing circulation of the Times not only warranted it, but made it imperative.

Under the arrangement concluded this week, the merchants subscribe to the principle of paying more for increased circulation, and have carried their point that a circulation decrease should mean a rebate to the advertiser. Thus the matter has been placed on a value received basis, and should be an important factor in bringing merchants all over the country to realize that an increase in the value of newspaper space entitles the publisher to a proportionately increased rate.

Department store advertisers in the Times pay an additional charge of seven cents per line for insertion in the first news section, in which most of this advertising appears. Another additional charge is paid by them for special page position in that section.

Louis Wiley, business manager of the New York Times, said: "The controversy between the New York Times and some of the New York department stores as to the department store advertising rate has been satisfactorily adjusted. A sliding scale of rates has been put in effect with the average circulation of the New York Times for 1922 as a basis.

"The greatly increased and constantly growing circulation of the Times makes us confident that the plan will bring a higher rate than that which caused the disturbance. But every advertiser can protect himself against this contingency, for the option of a contract at the new fixed rate announced the first of the year is offered to all department stores.

"Several contracts have been made on that basis, which may be preferred because of the strong probability that the rate based on circulation will prove much higher. In spite of the absence of some of its advertisers, the New York Times in February printed 1,708,832 lines of advertising, an increase of 27,588 lines over February, 1922, and a far greater volume than any other New York newspaper."

Horace A. Saks of Saks & Co., who conducted the negotiations with the Times, was frankly pleased that the matter had been settled on a basis so thoroughly equitable.

"We have agreed with the New York Times on the rates for the contract for the coming year," Mr. Saks

(Continued on Twenty-Sixth Page.)

PERRY AND JONES TAKE CHARGE IN READING.

NEWS-TIMES RESUMES OLD NAME OF "TIMES," POPULAR WITH READERS—COMES OUT IN ENTIRELY NEW DRESS — HERALD-TELEGRAM WILL USE SAME PLANT.

The Reading News-Times came out Thursday in a new uniform but under an old name. John H. Perry, president of Perry-Lloyd Jones Newspapers, new owners, announcing that the paper would resume the name of Reading Times. Mr. Perry was in Reading to formally complete the transfer of the paper from the McCormick estate to the organization of which he is head.

"In changing the name we are bowing to the wishes of many old and dear subscribers," Mr. Perry declared. "My associate, Richard Lloyd Jones, was in Reading recently and he told me that more than one person asked him if he wouldn't resume the old name, which meant so much to the splendid men and women who have been the mainstay of this community for more than half a century. Mr. Jones was deeply impressed with the appeal, and we are glad to make the change. The name should never have been hyphenated in the first place."

The transfer of this newspaper to the Perry-Lloyd Jones interests is of peculiar interest to eastern Pennsylvania, because it brings Taylor E. McPherson back into the ranks of Pennsylvania newspaper men. Mr. McPherson, who is general manager of the Perry-Lloyd Jones newspapers, is a Pennsylvanian by birth and by long residence in and affection for the state. He lived in Easton for many years and later was the publisher of the Phillipsburg Daily Press, just across the river from Easton. He has been in public service work in this state and is known to thousands of business men. His home is in New York, but much of his time will be spent in Reading.

IMPROVEMENTS PROPOSED.

Frank Hamilton, general circulation manager, and Victor F. Barnett, general managing editor, accompanied Mr. McPherson to Reading and will be here for sometime. A number of improvements will be made in the newspaper at once. Some changes in personnel also will be made. Former Mayor E. R. Gerber becomes editor and G. W. Kunsman, business manager.

Mr. Kunsman was advertising manager of the York Dispatch and Daily for some years and recently has been head of the Kunsman Advertising Service. For a period he was advertising counsellor for the Tulsa, Oklahoma, Tribune, of the Perry-Lloyd Jones papers. Mr. Kunsman retains an interest in his advertising agency, which he will serve in an advisory capacity. He announced that Ralph R. Smith has secured an interest in the agency and at once becomes the active manager. Schuyler Millard, for years advertising manager of the News-Times, will be the advertising manager of the Times.

By agreement with the heirs of the late William McCormick, the Reading Herald-Telegram will have the use of the mechanical facilities of the Times, but the paper has not been taken over by the Perry-Jones interests.

Hamilton-DeLisser, Inc., New York and Chicago, represent the Times in the national field.

BALTIMORE HOST TO INTERSTATE CIRCULATORS.

SPRING MEETING TO BE HELD MONDAY AND TUESDAY — ROUND TABLE TALKS AND VISIT TO SUN PLANT ARE FEATURES — GOVERNOR TO ADDRESS LUNCHEON.

The spring meeting of the Interstate Circulation Managers Association, composed of circulation managers from Pennsylvania, New Jersey, Maryland, Delaware, District of Columbia and West Virginia, will take place in Baltimore at the Southern Hotel Monday and Tuesday.

A lengthy program on subjects of vital interest to the circulation man has been prepared by Charles O. Reville, circulation manager, and B. C. Still, country circulator, of the Sunpapers, Baltimore, Md. There will be some interesting speakers, including a members of the child labor bureau of Maryland, who will discuss this law and how it affects boys selling newspapers.

President Lynch of the International Association has been invited.

The convention proper will begin at nine o'clock in the morning of Tuesday. A special program, however, has been arranged for Monday, and the majority of members have signified their intention of arriving on this date. There will be round table discussions on various circulation topics and a tour through the Sun plant Monday afternoon. A concert by the Evening Sun newsboys' band of sixty pieces will be given between eight and nine o'clock Monday evening, after which the round table discussions will be resumed.

A feature of the Baltimore convention will be the display of circulation forms and advertising matter of every description from newspapers in the states represented in the association. These have been arranged so that it will be easy for the members to inspect them.

The delegates will be the guests of the Sunpapers at luncheon at the Southern Hotel on Tuesday, at which time they will be addressed by Governor Albert C. Ritchie of Maryland.

The officers of the Inter-State Circulation Managers Association are: President, Royal W. Weiler, Allentown, Pa.; Morning Call; vice-president, Charles O. Reville, Baltimore Sun; secretary-treasurer, Henry C. Carpenter, Lancaster, Pa.; Intelligencer-News Journal.

Directors—A. C. Finley, Atlantic City Gazette Review; J. H. Zerbey, Jr., Pottsville, Pa., Republican, and William G. Cotton, Philadelphia Record.

TWO MILLION CIRCULATION IN PROSPECT FOR LONDON MAIL THIS YEAR.

The London Daily Mail is approaching two million daily circulation class, its statement of circulation by months for the year just passed demonstrates. At the end of January, 1922, the paper certified its daily circulation was a little over the million and a half mark and on December 31 the net daily sale was recorded at 1,836,568.

This gain of nearly 300,000 is demonstrative of the newspaper's progressiveness in holding its place among the foremost newspapers in England and on the Continent. The peak in circulation gains was reached in August when the daily sales averaged 1,910,568.

Sell Spring Fashions to the 685,000 women of Philadelphia

Chestnut, Walnut, Broad and other women's shopping streets in Philadelphia are lined with establishments which prosper because by advertising in The Bulletin they tell nearly every feminine shopper of their offerings of correct and fashionable attire.

Nearly every woman and girl in Philadelphia and vicinity will spend at least \$10.00 on her Spring wardrobe.

Dresses, gowns, hats, hosiery, shoes and other things for women's wear will entice the dollars from their hand bags.

If you manufacture goods which appeal to girls and women, you can reach the 685,000 feminine buyers in the third largest market in the United States through their favorite newspaper—The Bulletin.

Dominate Philadelphia

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

Philadelphia's Newspaper

The Evening 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.

1922 net paid average circulation: 493,240 copies a day.

NEW YORK
DAN A. CARROLL
150 Nassau Street

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

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

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

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

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

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HOW A NEW YORK SURVEY SERVES TWELVE DAILIES.

BUYING HABITS OF NINE MILLION CONSUMERS IN 50-MILE ZONE CHARTED BY N.Y.U. BUREAU — SCIENTIFIC TRADE ANALYSIS ON ITS BIGGEST SCALE.

Kinds and numbers of retail outlets in any given section in New York or within 50-mile radius will be available for newspaper advertisers as soon as the business research bureau of New York University completes its research for twelve New York, Brooklyn, Long Island and New Jersey newspapers. The second year of the research bureau's work will begin March 15 and will, when completed, give the papers route lists of the retail outlets in the fifty-mile trading area of New York.

New York's vast market, where it lies, how the consuming power of different sections of the city and outlying districts is rated, where the retail outlets are and whether they are in sections considered good, fair or bad, the population as a whole and by sections, and whether the retail stores are liable to buy goods by case or split case lots are but few of the details that will be available for the advertisers when all data is gathered and compiled by the university's bureau.

JAMES AGENCY LIQUIDATED—ACCOUNTS GO TO NEWELL-EMMETT & J. W. THOMPSON.

The James Advertising Agency of 120 West Forty-second street, effective March 1, transferred its accounts to the J. Walter Thompson Company and the Newell-Emmett Company, New York. The agency was owned and controlled by Henry Pfeiffer and G. A. Pfeiffer, principal stockholders of William R. W. Warner & Co., chemists.

The agency was established in Philadelphia by H. E. James in 1913 as the H. E. James Advertising Agency, with Mrs. Eliza G. Kleinsorge, a former special representative of farm paper publishers, in charge. In 1917 the company moved to New York, and in October of that year was chartered as a New York corporation by Charles C. Green, N. O. Pickett and E. B. Benson.

Mr. Green was in active control of the agency as president and treasurer for four years, disposing of his stock in the organization in November, 1921, to open an advertising agency under his own name. Previously he had been merchandising manager of the Warner Company.

J. A. Fletcher has since been president of the agency and S. L. Meulendyke, general manager.

The J. Walter Thompson agency, as noted recently in THE FOURTH ESTATE, will handle the accounts of the Bauer Chemical Company (Formamint), Dr. Earl S. Sloan's liniment, H. E. Bucklen & Co. (Dr. King's new discovery), and E. E. Sutherland Medicine Company (Dr. Bell's Pine-Tar-Honey), sold and distributed by the William R. W. Warner Company. Newell-Emmett Company will handle the Richard Hudson perfume and the Sanitol Chemical Laboratory Company accounts.

ST. LOUIS GLOBE-DEMOCRAT ADOPTS FLAT RATE.

Effective March 1, the St. Louis Globe-Democrat placed its advertising, foreign and local, on a flat rate basis. The rate, formerly forty-five cents a line one-time and 35 cents minimum, is now 37 cents daily and 39 cents Sunday. The roto section, formerly 75 to 60 cents, is now 75 cents.

Back pages of sections are sold at 60 cents a line, and pages 2 and 3 of the first news section at 75 cents. Position in the first section Sundays is 60 cents a line, and position on pages 2 or 3 is 80 cents. This includes all kinds of advertising, except steamship and resort.

The twelve co-operating newspapers will sell their space on the basis of the one report in the way that is best suited to their needs. This feature of a city survey is distinctive. In other cities where surveys have been made by newspapers, chambers of commerce and other business bodies, the reports have varied, no two ever having been noted to contain identical information, so Dr. Lewis H. Haney, director of the New York University research bureau told THE FOURTH ESTATE this week.

STUDY OUTSIDE METHODS.

Before definite steps were decided upon for various phases of the survey, a study was made of the manner in which other cities gathered data and how it was presented. Newspapers and chambers of commerce for the most part co-operated with Mr. Haney's office in supplying the information. The information supplied by the newspapers was frequently of less value to Mr. Haney's office than the data compiled by chambers of commerce, Mr. Haney said.

Questionnaires and interviews formed the major part of the work that has been accomplished in compiling data regarding the retail outlets in the New York territory and determining the zones in which the area has been divided. So far the bureau has presented the newspaper publishers with facts concerning the consuming power of the territory as a whole and population statistics which embraces the various classes. The different kinds of stores have been classified together with the number of jobbers.

In determining the retail outlets, information was secured from statistical bureaus, associations, newspapers, trade journals and jobbers. While many stores handle many lines the classification given is that which covers the majority of its business. In the case of cigar and tobacco stores the bureau lists 5,265 outlets while distributors' active lists show over 28,000.

ALMOST 100,000 OUTLETS.

Twenty-three classifications, accepted by the publishers, show a total of 90,761 retail outlets in the fifty-mile zone. They were listed separately for Manhattan, Bronx, Brooklyn, Queens, Richmond, Jersey sec-

tion and the fifty-mile zone outside Greater New York. In lines operated through chain stores those under the classification were set apart from those operated independently. Mr. Haney said this feature would be followed out in preparing the route lists.

Advertisers will be supplied with information as to salesmen's salaries in New York and territory and facts that will make estimating costs of putting a product over in any section a comparatively easy task. How to penetrate the market at the least cost will be made plain by the summary.

Newspapers already have begun to draw dividends from their investment in this survey of New York trading territory. One newspaper, as soon as the zoning map showing the buying power of Manhattan was available, wasted little time in redistricting its circulation distribution and has found that the map was right.

The work is described as follows by the bureau: "Based on information from the most reliable sources available, the bureau of business research has estimated the number of retail stores of various classes of business in New York City and in the fifty-mile zone. The estimates given are conservative and, we believe, do not represent the maximum totals of stores actually existing.

"It must be remembered that the figures given for any classification do not represent the total outlets for any class of products. The number of outlets in New York City or in the fifty-mile zone for any individual

(Continued on Seventeenth Page)

BILL WOULD REGULATE WIRE NEWS SERVICE.

A bill requiring all associations engaged in gathering and transmitting news dispatches to afford the same facilities for obtaining the news to all newspapers desiring to avail themselves of such services was introduced in the house of representatives recently by Charles H. Baskin, Nowata county, Okla.

BRIDGEPORT TIMES SELLS BUILDING—WILL MOVE.

The Bridgeport, Ct., Times building at 179 Fairfield avenue was sold this week to a firm who will remodel it for stores and offices. The price is reported to be close to \$125,000.

Officials of the Times Publishing Company said they are not prepared to give the location of new quarters to which the publication will be removed within six months.

MILWAUKEE SENTINEL NAMES NEW ADVERTISING HEAD.

F. D. Barter has been appointed advertising manager of the Milwaukee Sentinel. He was recently advertising and sales manager of the Walker Lithographing Company, Dayton, Ohio.

NEW PAPER PLANT.

The Grode & Nash Paper Company of Nelcoosa, Wis., a \$15,000 concern has been organized with the following officers: F. X. Grode, president; C. E. Treleven, vice-president; J. P. Nash, secretary-treasurer.

NEW STAMFORD PAPER.

The first number of the Stamford, Ct., Sentinel was issued Wednesday by E. L. and A. L. Golden, publishers of the South Norwalk Sentinel. This was the twenty-seventh newspaper started in Stamford during the last forty years.

JOHN H. PERRY IS SOLE OWNER OF A.P.A.

BUYS SMITH AND BRISBANE HOLDINGS, AND PLANS TO EXPAND — GRIFFIN, FINLEY AND RILEY LIEUTENANTS IN ORGANIZATION—DELUGE OF GOOD WILL MESSAGES.

John H. Perry, president of the American Press Association and head of the Perry-Lloyd Jones syndicate of newspapers, has purchased the interests of Courtland Smith and Arthur Brisbane in the A.P.A., and is now the sole owner. Expansion of the association and improvement in all departments is the announced program of Mr. Perry.

Officers of the company under the new ownership are: John H. Perry, president and chairman of the board; William Griffin, formerly with the New York American, vice-president; Emmet Finley, secretary; and George A. Riley, treasurer.

W.S. Brogan, who has been vice-president, retires from the firm. Mr. Griffin will act as advertising manager, and Mr. Finley continues as business manager in addition to his office as secretary. Mr. Riley, in addition to his duties as treasurer, will serve in an executive capacity with the Perry-Lloyd Jones newspapers.

Mr. Perry has received a deluge of congratulations since his friends learned of his purchase of the Smith and Brisbane interests. One was a cablegram from Sir Thomas Lipton, which also contained a word of personal congratulation to Mr. Griffin upon his appointment as vice-president.

NEW POSTMASTER GENERAL A FORMER NEWSPAPER PUBLISHER.

The elevation of Harry S. New, United States Senator from Indiana, and former newspaper publisher, to the position of Postmaster General occasioned no surprise to Washington newspaper men, who have followed closely the various rumors concerning impending cabinet changes as a result of the resignation of former Postmaster General Work to the interior department headship made the vacancy for Senator New.

Opposition to the appointment of Senator New developed earlier in the proceedings on the part of a faction in the Indiana Republican representation in congress, under the leadership of Congressman Will R. Wood, but made small headway. President Harding and Senator New have long been personal friends, and the latter could have been a member of the President's cabinet from the first had he so desired.

Senator New takes his new office on March 5. In accordance with unbroken custom, as effecting members of the senatorial body, his nomination was confirmed by the senate in open session immediately on its receipt from the President. Senator New was connected with the Indianapolis Journal as a reporter, editor and part owner from 1878 to 1903.

No. 1514

THE FOURTH ESTATE, which is published every Saturday at 232 West 59th St., New York City, was established March 1, 1894, and entered as second-class matter March 29, 1894, in the post office at New York, N.Y., under the act of March 8, 1879. The Yearly Subscription Price is Four Dollars, and the price of Single Copies is Ten Cents. ERNEST F. BIRMINGHAM, Publisher



Are you still setting your *Display Composition* with Foot-work?

Did you ever stop to think how much of the work in the ad-alley is foot-work? Footwork that doesn't show in the composing stick.

There's the foot-work of finding the case in the first place, or perhaps waiting until some-

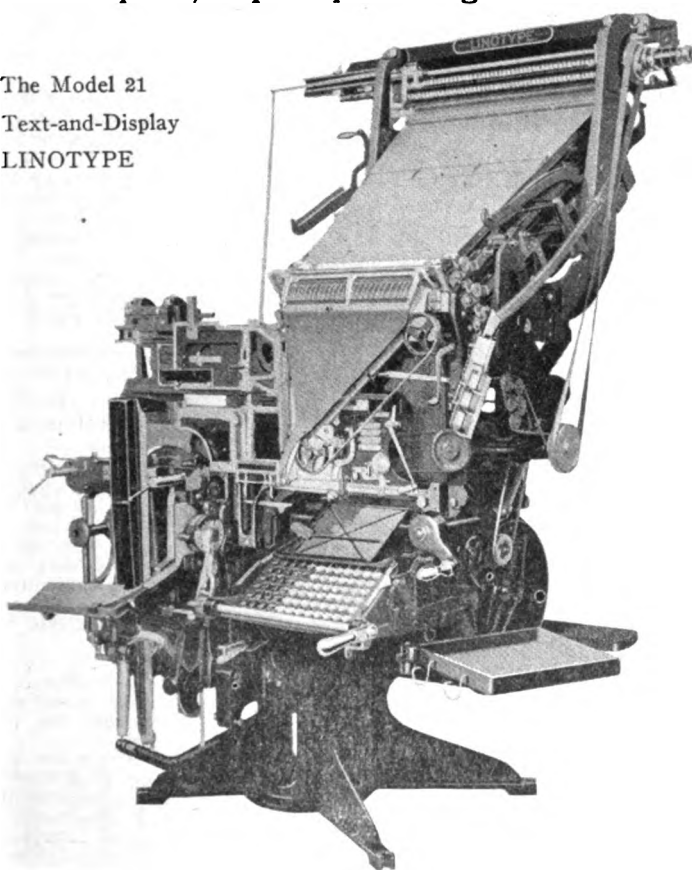
one else has finished at that particular case. And then there's the foot-work (after the paper is printed) of finding the case again, waiting again, and standing there distributing.

In the old days of hand composition of straight matter it was at least possible for a man to sit and set at the same case for hours at a time. Even that economy is unknown to hand composition of display matter. *There are dozens of reasons why you should set display on the LINOTYPE.*

It is possible for a compositor to sit at a Text-and-Display LINOTYPE and set almost every line, news, heads and ads, in your entire paper. Are you as fully informed as you should be on the capabilities of LINOTYPE Models 21, 22 and 24?

Resolve to end foot composition in your plant at once. Make your plant an *all-slug, non-distribution* plant and watch your profits rise.

The Model 21
Text-and-Display
LINOTYPE



Multiple Magazine

• TRADE **LINOTYPE** MARK •

Text-and-Display Models 21, 22 and 24

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO
646 Sacramento Street

CHICAGO
1100 South Wabash Avenue

NEW ORLEANS
549 Baronne Street

CANADIAN LINOTYPE LIMITED, 119 Adelaide Street, West, TORONTO

REDUCED R.R. FARE FOR A. N. P. A. MEETING.

ONE AND ONE-HALF RATE ON
CERTIFICATE PLAN WILL
BE GIVEN PUBLISHERS
ATTENDING ANNUAL APRIL
CONVENTION BY TRUNK
LINE ASSOCIATION.

The one and one-half fare rate on the certificate plan has been granted to members of the American Newspaper Publishers Association attending the annual convention in New York, April 25, 26 and 27, by the Trunk Line Association, composed of the principal railroads of the United States and Canada. This concession, however, is only made provided a total of not less than 250 tickets be purchased under the regulations which follow, and which include any number of representatives of a member and dependent members of their families. Such tickets may not be purchased prior to April 21, and return must be made over the same route up to and including May 1.

Members who conclude to purchase tickets under this plan are requested to advise the New York office to that effect.

REGULATIONS.

1. Tickets at the regular one-way tariff for the going journey may be obtained on any of the following dates (but not on any other date): April 21 to 27. Be sure that when purchasing going tickets you request a certificate. Do not make the mistake of asking for a "receipt."

2. Present yourself at the railroad station for tickets and certificates at least thirty minutes before departure of train on which you will begin your journey.

3. Certificates are not kept at all stations. If you inquire at your home station, you can ascertain whether certificates and through tickets can be obtained to place of meeting. If not obtainable at your home station, the agent will inform you at what station they can be obtained. You can, in such case, purchase a local ticket to the station which has certificates in stock, where you can purchase a through ticket and at the same time ask for and obtain a certificate to place of meeting.

4. Immediately on your arrival at the meeting, present your certificate to the endorsing officer, P. N. Garrigus in the Myrtle Room, at the Waldorf-Astoria, as the reduced fares for the return journey will not apply unless you are properly identified as provided for by the certificates.

5. It has been arranged that the special agent of the carrier will be in attendance on April 27, from 8:30 a.m. to 5:30 p.m., to validate certificates. If you arrive at the meeting and leave for home again prior to the special agent's arrival, or if you arrive at the meeting later than April 27, after the special agent has left, you cannot have your certificate validated and consequently you will not obtain the benefit of the reduction on the home journey.

6. So as to prevent disappointment, it must be understood that the reduction on the return journey is not guaranteed, but is contingent on an attendance of not less than 250 members of the organization at the meeting and dependent members of their families, holding regularly issued certificates obtained from ticket agents at starting points, from where the regular one-way adult tariff fares to place of meeting are not less than 67 cents on going journey.

Certificates issued to children at half fares will be counted the same as certificates held by adults.

7. If the necessary minimum of 250 certificates are presented to the special agent and your certificate is duly validated, you will be entitled up to and including May 1 to return ticket via the same route over which you made the going journey at one-half of the regular one-way tariff fare from the place of

CHICAGO DAILY JOURNAL

Founded 1844

Oldest Daily Newspaper in the Middlewest

Announces the Appointment

of

C. D. BERTOLET

as

FOREIGN ADVERTISING REPRESENTATIVE

EFFECTIVE MARCH 1st, 1923.

C. D. BERTOLET HAMMOND & WOLCOTT A. J. NORRIS HILL
Chicago New York San Francisco
30 N. Dearborn St. 366 Fifth Ave. Hearst Bldg.

OSCAR DAVIES, Kansas City, Victor Bldg.

meeting to the point at which your certificate was issued.

8. Return tickets issued at the reduced fare will not be good on any limited train on which such reduced fare transportation is not honored.

9. No refund of fare will be made on account of failure to obtain proper certificate when purchasing going ticket, nor on account of failure to present validated certificate when purchasing return ticket.

NO SUIT, ONLY CONTROVERSY, BETWEEN IOWA PAPERS.

Robert C. Goshon, publisher of the Eagle Grove, Iowa, Times, has written THE FOURTH ESTATE to give the Times' side of an interesting little controversy between his paper and a contemporary in a nearby town, arising over that paper's claim that the Times "lifted" its news. Middle Western papers, a short time ago, carried a story to the effect that the matter had been taken to court with the Wright County Monitor as complainant.

"This report is not true," Mr. Goshon says. "There has been no suit instituted. There has been some con-

troversy between the Monitor and the Times over the way we handled our court news, but no court action has ever been taken and to our knowledge none has been contemplated."

FIRE IN PRINTING PLANT OF STAMFORD FIRM.

Fire in the printing plant of the R. H. Cunningham Company on February 25 caused losses estimated at \$45,000 when two floors of the building collapsed, carrying presses, linotype machines and a large quantity of paper to the basement. The roof also collapsed, leaving the building completely gutted.

NEW QUAKER CITY AGENCY.

Charles A. Long, Jr., has formed an advertising service under his own name with headquarters at Philadelphia. For the last four years he has been with the Eugene McGuckin Company of that city. Mr. Long also will represent the National Process Company, New York, Giant Ads. in the territory in and about Philadelphia.

PUBLISHER LEASES PARK THEATER AT COLUMBUS CIRCLE.

What is considered the first step by William Randolph Hearst toward the acquisition of a chain of theaters throughout the country was indicated this week when a twenty-one year lease on the Park theater, at Columbus Circle, New York, was transferred to the Cosmopolitan Productions of which Mr. Hearst is president.

The Park Theater, built twenty years ago, will be used for the exhibition of the first-run motion pictures. Extensive interior and exterior remodeling is planned.

Mr. Hearst now controls approximately 125 feet of frontage on Columbus Circle proper, and considerably more on the neighboring streets. Directly in the rear of the theater he owns a large parcel, extending from No. 315 to No. 347 West Fifty-eighth street and running through to from No. 312 to No. 338 West Fifty-ninth street. The Hearst property is within a stone's throw from the offices of THE FOURTH ESTATE.

The acquisition of the Columbus Circle playhouse is in line with Mr. Hearst's belief that the progress of commercial and amusement activity in New York is northward and that Columbus Circle will succeed Times Square as the center of business and entertainment.

The Public Service Commission, in recognition of the importance of Columbus Circle, is now considering plans for the enlarging of the subway station platform. Plans are under consideration also for the establishment of an express station there to accommodate the heavy and constant traffic.

The Hearst International Film Corporation and the Goldwyn Pictures Corporation were merged only a few days ago.

The pictures made by International, under the name of Cosmopolitan and the Hearst News Reel, will be transferred from the distribution schedules of the Famous Players-Lasky and the Universal Company (the latter having distributed the news reel) to the Goldwyn distributing organization.

INCOME AND OUTGO FIGURES FOR SMALL DAILIES IN INLAND PRESS REPORT.

C. R. Butler of the Mankato, Minn., Daily Free Press, chairman of the cost committee of the Inland Daily Press Association, has reported to the association that, as a result of reports received over a period of three years, the committee has found that the income of the average country daily should divide itself as follows:

Advertising	70.5
Circulation income.....	28.6
Miscellaneous—waste paper etc.	.9
On the average this would be expanded as follows:	

Editorial Department.....	14.8
Advertising Department...	6.9
Circulation Department....	11.2
Mechanical Department....	36.1
Administration	18.5
Profit	12.5

Included in the mechanical department expense is the item of paper and ink. Administration includes executives' salaries, rent, depreciation and other similar items.

BUYS INTO DAKOTA PAPER.

D. L. Keith of Hot Springs, S. D., has purchased an interest in the Sleepy Eye, Minn., Herald-Dispatch and has assumed charge of the editorial and business departments.



One of the 1600

Sixteen hundred newsboys, each in business for himself, deliver The News daily into 65,000 Indianapolis *homes*. More than 95% of The News city circulation is delivered at home—its proportionate street sale is probably less than that of any other metropolitan newspaper.

It is in the home that sales are made. It is into the home, into the heart of the family circle, that The News carries its selling messages. It is circulation that counts.

The Indianapolis News

Chicago Office
J. E. LUTZ
Tower Building

FRANK T. CARROLL
Advertising Manager

New York Office
DAN A. CARROLL
150 Nassau Street

POLITICAL SCRIBES FORM NEW STUNT CLUB.

INNER CIRCLE ORGANIZED TO SUPERSEDE THE AMEN CORNER AND CITY HALL REPORTERS—PLAY WRITTEN AND ACTED BY MEMBERS TO BE DINNER FEATURE.

The Inner Circle, a new organization of political writers who propose to carry on the traditions established by the Amen Corner in the matter of holding stunt dinners has been formed and will give a dinner tonight at the Hotel Astor, New York, as which several hundred guests are expected to attend.

The organization's main function will be the giving of a dinner each year at which politics and politicians, national, state and city, will be satirized. It is modeled after the Gridiron Club at Washington, which holds two such stunt dinners a year.

For many years the Amen Corner in New York City served the purpose of holding the mirror up to local politicians. It was founded about twenty-five years ago, when Senator Thomas C. Platt was the biggest political figure in the state, and its name was taken from the Amen Corner, which he originated as a meeting place for politicians in the old Fifth Avenue Hotel. Such meetings were generally held on Sundays, hence the name.

Subsequently the political dinner of that name, given by the men who covered politics for the local newspapers, became a feature of city life. The first dinners were held in the old Fifth Avenue Hotel, but for a dozen years or more they have been held at the Waldorf-Astoria. Last year the Amen Corner did not hold a stunt dinner and, while the organization is still alive, its former character has changed somewhat.

To continue the idea of this kind of entertainment the Inner Circle was formed. It is composed exclusively of the men covering politics on the city newspapers, with former political writers as associate members. The new organization is also an outgrowth of the Association of City Hall Reporters which began giving stunt dinners about eight years ago. Its function was limited to satirizing the city administration, and the dinners had become so successful that it was decided to enlarge its sphere of activity and take in national and state politics as subjects for lampooning.

The president of the Inner Circle is Edward Staats Luther, for many years the political editor of the Morning Telegraph. Fred H. Adams, former city hall representative of the City News, is secretary, and Clarence C. Worden of the Brooklyn Standard-Union, is treasurer. Harry D. Kingsbury, political writer on the New York Tribune, and president of the Association of City Hall Reporters, will preside jointly with Mr. Luther this year, as the two organizations are merging. Hereafter the dinner will be given exclusively by the Inner Circle.

The performance will be a five act musical comedy, "The Supersmith," essaying to delve into the future and play upon the alleged determination of some of the governor's friends to make him the Democratic Presidential candidate in 1924. The Governor will be there to pass upon the word and report says that Mayor Hylan will be present in his well-known role, revealed recently by Commissioner Grover Whalen, of

History of the Year—

Stupendous slide of national copy from other fields to newspaper columns.

Consolidation and expansion into "big" business of newspaper properties.

Large number of changes in personnel, in agencies, special representative organizations, etc.

All of this, and 52 other major classifications, complete, comprehensive and compact, contained in the

BOUND VOLUME

OF

THE FOURTH ESTATE

Write for Your Library Copy NOW

THE FOURTH ESTATE

232 West 59th Street, New York.

"keeping his eye on certain officials" as well as a golf ball at Palm Beach. The performance will be broadcasted.

FOURTH DISTRICT A.A.C.W. MEETING PLACE CHOSEN.

Birmingham was selected by the Fourth District of the Associated Advertising Clubs of the World for the next annual convention by approximately twenty delegates who attended a one-day conference in Atlanta this week. An executive committee was named that will in turn appoint a district secretary and designate the future district headquarters. These will be selected later.

Delegates who attended the conference were from many sections of the Fourth District, which includes the Southeastern states, Porto Rico and Cuba. The executive committee is composed of J. L. Wilhoit of Chattanooga, chairman; B. E. Hill, Nashville, Tenn.; Thad Holt, Birmingham, Ala., and C. M. Bass, Col-

umbus. Carl Hunt, manager of the national association of the organization, was present.

In addition to appointing a district secretary and selecting headquarters, the committee will devise means for compensating and financing the field secretaries.

NAVY YARD STATION STOPS SHIP PRESS TRAFFIC.

The famous wireless station NAH at the Brooklyn Navy Yard ceased all broadcasting of press dispatches to ships at sea on February 20. This station was one of the pioneers in wireless press work, and has been broadcasting it daily for several years.

The decision to stop further service of this character from NAH was reached with a view of eliminating all unnecessary traffic around New York Harbor, particularly because all ships can be reached by the more powerful naval stations.

AGRICULTURAL EDITORS CON- VENE IN WASHINGTON.

A special convention of the American Agricultural Editors' Association was held at Washington from Monday to Thursday, inclusive.

The announced object of the convention was to get in touch with the governmental departments and learn what they were doing for the farmers, and what the farmers could do for them.

Addresses were made during the sessions by Secretaries Wallace, Weeks, Denby, Davis and Hoover, in the course of which the activities of the various departments represented by the speakers were described. Legislative matters in which the agricultural industry was interested were also discussed at the sessions.

Those in attendance included Samuel Adams of the American Fruit Grower, Chicago, president of the association; C. I. Lewis, American Fruit Grower, Chicago; S. H. Jeter, College Farm Papers, Raleigh, N. C.; A. H. Loomis, National Stockman and Farmer, Pittsburg; Charles P. Shaffner, Philadelphia Farm Journal; Walter H. Lloyd, Cleveland Ohio Farmer; Noble T. Crane, Spencer, Ind., Farm Life; C. A. Cobb, Atlanta Southern Ruralist; F. B. Nichols, Topeka, Kan., Capper Farm Press; Paul B. Talbot, Des Moines Iowa and Corn Belt Farmer; Meade Feurguson, Richmond, Va., Southern Planter; Alvin T. Steinel, extension service Colorado Agricultural College, Fort Collins; Clarence Poe, Raleigh, N. C., Progressive Farmer; G. H. Alford, Dallas Progressive Farmer; John Thompson, Des Moines Iowa Homestead, and A. H. Jenkins, Philadelphia Farm Journal.

The regular annual convention of the association will be held in Cincinnati on May 5.

DISTINGUISHED GUESTS AT WASHINGTON STAR BANQUET.

President Harding and other notables in public life were guests at the Washington Evening Star Club banquet given at Washington last Wednesday night. The Club is composed of employees of all departments of the Star, as well as employers.

Colonel C. Fred Cook, news editor of the Star and president of the club, presided as toastmaster, with Clifford K. Berryman, cartoonist, and Henry Hanford, assistant business manager, as chief lieutenants and ringmasters.

Among other guests of honor were Vice President Coolidge, practically every member of the cabinet, several members of the United States supreme court, and United States senators and representatives and other government officials.

The occasion was purely an evening of fun, with an absence of speech-making. Home talent of the Star club and professionals from the local theaters furnished the skits of the evening.

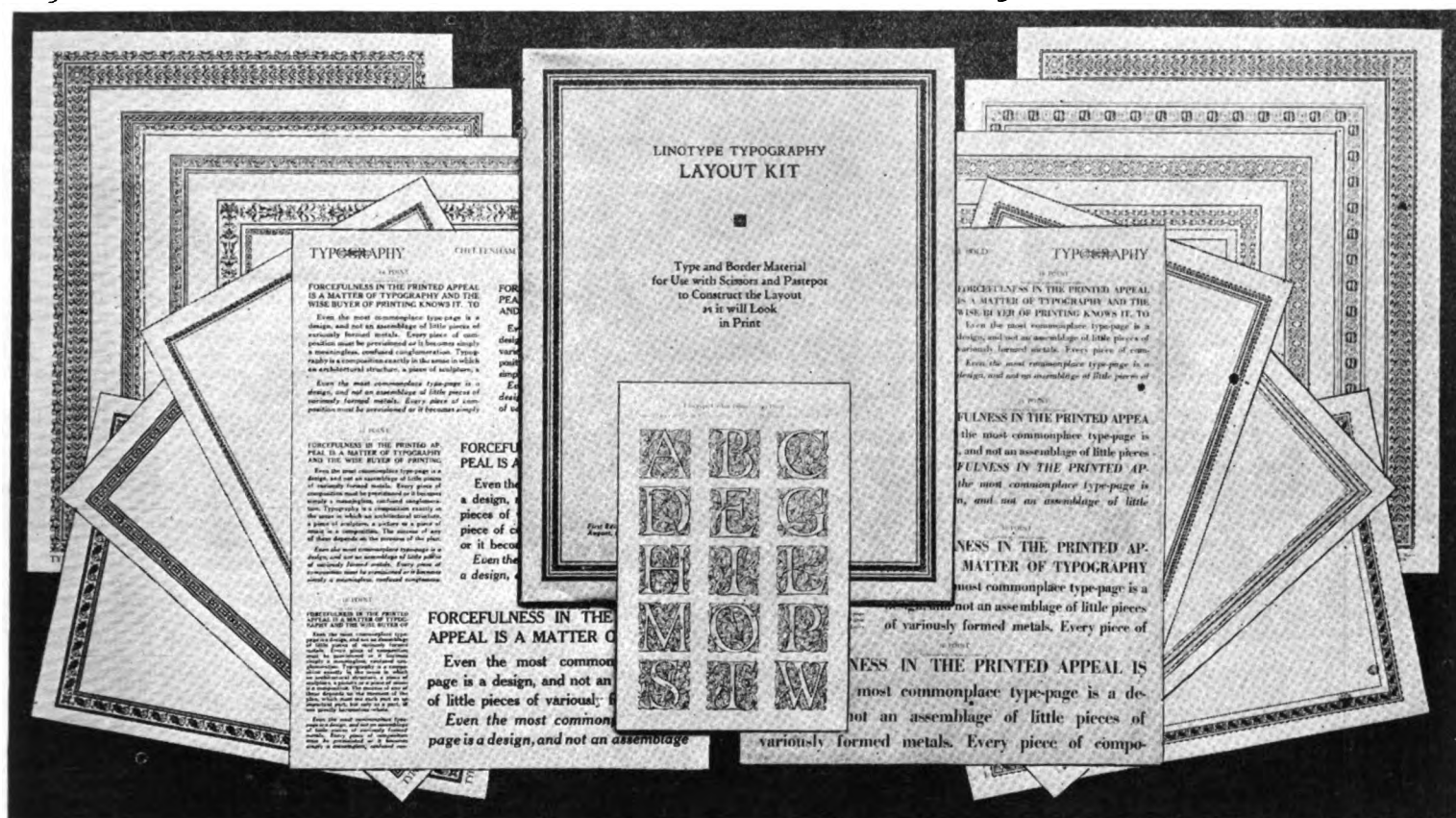
CHANGES IN REPRESENTATION

Winnipeg, Man., Tribune from Charles E. Miller (Eastern) W. H. Stockwell (Western) to Verree & Conklin (U.S. national).

Macon, Ga., News from Story, Brooks & Finley to S. C. Beckwith Special Agency.

Chicago Journal from Lorenzen & Thompson (Western) to C. D. Bertolet; (Eastern) to Hammond & Wolcott; (Kansas City) Oscar Davies; (San Francisco) from Fred L. Hall to A. J. Norris Hill.

Buffalo Commercial from Howland & Howland to S. C. Beckwith Special Agency.



A Help to the Advertising Department

The Linotype Typography Layout Kit

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

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

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

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

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

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

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

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

MERGENTHALER LINOTYPE COMPANY

Department of Linotype Typography

461 EIGHTH AVENUE, NEW YORK

PRESS LEAGUE OF TEXAS WILL BE INCORPORATED.

NEWSPAPER EXECUTIVES TO SEEK PROTECTION AGAINST UNJUST SUITS — CAMPAIGN PLANNED TO INCREASE MEMBERSHIP—TWELVE NEW PAPERS ADDED.

Incorporation of the Texas Daily Press League will be sought in order to protect against unjust suits that may be filed under the Texas libel law, it was decided at a meeting of the executive committee at Dallas Friday of last week. Lowry Martin of the Corsicana Sun is president of the league.

The executive committee representing fifty of the daily newspapers in Texas cities of less than 30,000 population, also will take immediate steps to further protect the members from violations of labor agreements with printers and pressmen's unions, according to a resolution adopted.

The committee, which also represents the advertising bureau of the league, adjourned the meeting at one o'clock, and after luncheon the advertising bureau committee went into executive session to consider a campaign to be conducted in Eastern states in which the league's bureau will place the advertising facilities of the league before manufacturers and wholesalers.

Twelve new papers have been added to the membership in the league since the last annual convention. These are the Marshall Messenger, Greenville Banner, Sweetwater Reporter, Greenville Herald, Sherman Democrat, Mexia Daily News, Marlin Democrat, Cisco Daily News, Athens Daily News, Tyler Daily Democrat, Daily Texan, Austin and Gainesville Register.

A resolution was adopted against lending any active co-operation to any national advertiser who does not include in his appropriation the daily newspapers in the town in which co-operation is sought. This means specifically that these newspapers will not co-operate with the manufacturers and advertising agencies devoting their entire appropriation to advertising by magazines, bill boards and motion picture theaters and seeks to have the local dealer tie in with the campaign at his own expense.

K. K. Hooper, Fred Horton and Oatis Poole were named on the committee which will investigate labor employed by the members of the league and make such recommendations as are necessary together with some method whereby members of the league may protect each other against violations of printers and pressmen union agreements.

CAMPAIGN PLANNED.

A membership campaign will be launched and all eligible newspapers in the state will be invited to join both the league and its advertising bureau. In addition to this, the committee decided that a uniform rate card to be placed in the hands of the advertising bureau manager and also filed with the president of the league would be a practical step in placing the facilities of the league as an advertising medium before manufacturers and wholesalers.

As soon as practicable the league will place political advertising on the same basis as all other advertising, in view of the recent passage by the state legislature of a bill which provides for a minimum commercial rate on all legal publications. Heretofore, the larger newspapers have been denied any portion of this legal

publication business in view of the fact that the rate granted by state law was far below that offered by the newspapers, and in consequence the business has gone almost altogether to the smaller papers in the state. Due to the usage of the word "political" in the bill in question, there is some doubt as to its application to all political advertising including legal publications originating in state, county and city government circles. Pending an acceptable interpretation of this law, the league will not apply the legal rate to political advertising, it was said.

While the executive committee planned to meet quarterly, it will cancel its meeting scheduled for October and will convene instead with the annual convention of the league and the Texas Press Association in Galveston in May or June.

WISCONSIN AD MANAGERS FORM ASSOCIATION.

An organization of newspaper advertising managers was formed at Madison, Wisconsin, recently. Fourteen of the state dailies published in the cities of Madison, La Crosse, Janesville, Eau Claire, Racine, Chippewa Falls, Waukesha, Marinette, Wausau, Green Bay, Appleton and Fond du Lac were represented.

The organization, which has for its object the study of the development and sale of retail advertising, is to be known as the Newspaper Advertising Managers of Wisconsin. In addition to the object stated, the group will endeavor, through an interchange of ideas, to curb many of the unfair and expensive practices indulged in by those who take advantage of the ignorance of the retailer in the promotion of schemes which only tend to bring legitimate advertising into disrepute, and will endeavor, through a thorough system of education, to enlighten retailers regarding proper and economical advertising procedure.

The officers of the new organization are: Thomas J. Murphy, Janesville Gazette, president; E. J. Usher, Madison Wisconsin State Journal, vice-president; D. S. Greig, La Crosse Tribune and Leader Press, secretary-treasurer.

A campaign to bring every daily in the state into the organization is to be launched shortly.

WASHINGTON SCRIBES GUESTS OF VIRGINIANS.

Taking advantage of an invitation extended them by the citizens of Alexandria, Va., a number of Washington newspaper correspondents were the guests of the city on Washington's Birthday.

The press arrangements on the occasion were in charge of Parker R. Anderson, editor and manager of the Alexandria Gazette, who was assisted by M. T. Dwyer, an old newspaper man of Alexandria. A buffet luncheon and other refreshments were served to the correspondents by the proprietor of the Rammel Hotel.

This is the first time that the citizens of Alexandria have celebrated the natal day of the Father of His Country in his native city in the real old-fashioned way for ten years, and the correspondents present thoroughly enjoyed the genuine Virginia hospitality bestowed upon them.

WICHITA NEWSPAPER PLANT DESTROYED BY FIRE.

Fire which started in the boiler room and swept with great rapidity through the building destroyed the three-story home of the Western Newspaper Union at Wichita, Kan., last week. The loss, which is covered by insurance, is placed by Manager Harry Albright at \$20,000. The cause of the fire was not determined.

GEORGIA EDITORS IN TWO-DAY SESSION ARE GUESTS OF SAVANNAH DAILIES.

More than a hundred editors from every section of the state were present at the two-day meeting of the Georgia Press Association at Savannah February 23 and 24. President William G. Sutlive of Savannah presided.

In addition to the discussions and addresses along lines of varied but intense interest to practical newspaper people, especially weekly newspaper folk, there were several items of unusual interest provided after the regular program had been made up.

The session was featured by the presentation of a gavel of historic interest to the state—a gavel made from cherry and walnut from trees on the old capitol grounds in Milledgeville.

The gavel was prepared and presented by Mr. and Mrs. R. B. Moore, of the Milledgeville Union Recorder. Mr. Moore was present as a youth at the organization meeting of the association back in the eighties and his father was an officer in the early days of the association. Miss Emily Woodward, a vice-president of the association, accepted the gavel for the association in a neat speech.

Edwin Markham, poet and critic, remained over in Savannah for a day to be present with the editors. He delivered a delightful, breezy talk, recounting his experiences as an editor in California.

Resolutions of condolence were authorized by unanimous resolution to be sent to Editor and Mrs. McDowell, of Decatur, sympathizing with them in the recent tragic death of their daughters.

The entire party of visitors were guests of the Savannah newspapers at an oyster roast at the Isle of Hope.

where the editors visited the only terrapin farm on earth, then visited Thunderbolt and took in the evening shows.

On Saturday there was a business session, after which the party was taken to the industrial section at Port Wentworth.

An educational campaign advocating development of Georgia's mineral wealth, diversified farming, co-operative marketing and home consumption of Georgia products was urged upon the editors by W. R. Crites, secretary of the Millen Chamber of Commerce. Mr. Crites spoke on "Selling Georgia to Georgians."

Standardization of newspaper advertising rates and an appeal to the publishers to stick together was the keynote of an address by J. Kelly Simmons, publisher of the Nashville, Ga., Herald.

In his speech, the subject of which was "A Basis for Determining Cost of Doing Business," Mr. Simmons offered a practical demonstration in figures of the expenses of operating a small newspaper, showing that the actual costs of running papers of the same size vary very little.

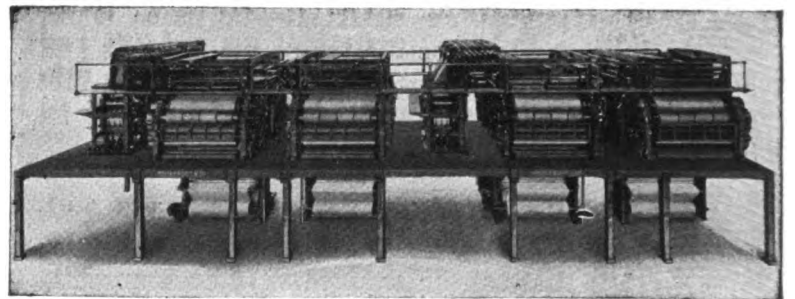
He advised the publishers to get together as doctors and lawyers do for better results. "They put a price on what they know, not so much as what they do, and collect on that basis," he said.

AD FOLK RAISING FUNDS TO OUTFIT LA PALOMA.

Harry S. Howard, general manager of the Honolulu Star-Bulletin, and Charles S. Crane, general manager of the Advertiser, have been named by the special committee on a Hawaiian entry in the Santa Barbara-Hawaii yacht race to handle the work of obtaining funds to outfit "La Paloma" for the voyage.

The SCOTT MULTI-UNIT PRESS

used by BOSTON HERALD, Boston, Mass.



SCOTT Multi-Unit Presses satisfy the most exacting requirements, not only of today's newspaper but of the morrow, and your initial installation will never need replacing, only adding to it when expansion becomes necessary.

ASK THE MAN WHO OWNS ONE.

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U.S.A.

CHICAGO
1441 Monadnock Block

NEW YORK
1457 Broadway, at 42d Street

CHINESE SLOW TO DEVELOP SOUND JOURNALISM.

SOME LEADING PUBLICATIONS HAVE MADE PROGRESS, BUT PROPAGANDA STILL IS RAMPANT—CIRCULATION OF NEWSPAPERS AVERAGES FROM 1,000 TO 4,000.

Modern journalism in China may be accurately said to have had its origin in the growth of public opinion in China which came as a result of the revolution of 1911. Professor Don D. Patterson of the school of journalism at the University of Missouri, in a recent number of the university bulletin entitled "The Journalism of China."

The majority of the 800 or more publications in the country that appear with a certain regularity were established after the uprising. Professor Patterson points out. Some of the journals, such as vernacular, or colloquial, newspapers, had their beginnings earlier than this but took advantage of the protection afforded by the international concessions of Shanghai and elsewhere to keep at a safe distance from imperial authority and from government officials. The Chinese throne was a jealous throne, a throne which guarded its prerogatives zealously except in the case of its own immediate representatives, and its extreme ideas of punishment for offenses against the imperial dignity did not appeal particularly to the Chinese who was ambitious to air his opinions or those of his colleagues through the columns of a newspaper or a magazine.

China has nowhere in her history an outstanding journalist, a man who has dominated the field and left the imprint of his personality as have Greeley, Dana, Bennett, Pulitzer, Nelson and Watterson in the United States. The profession, as a natural consequence of the recency of its activities, has no traditions, and has only a weakness for politics and for political intrigue.

The majority of the newspapers which have been established have been the organs of some political faction or personage, supported by the latter both morally and financially, since more often than not the individuals undertaking the publication of the newspaper or magazine had no conception of the commercial administration of such an undertaking.

There are notable exceptions, of

course, to this generalization, but the majority of the publications of China are the organs of personal or group opinion whether this opinion be political or otherwise. Every organization of any worth or size feels the necessity for airing its views and opinions, and as a result, since it takes only a few hundred dollars to embark on such a venture, a newspaper or journal of some type is founded.

In the city of Shanghai the labor organizations have three daily newspapers and it is said that in Canton, the Beggars' Guild, a well-organized group of mendicants, having a publication to give attention to their wants and interests. Peking is a bedlam of such political organs, financed and supported by individual and party interests, which spring up and often vanish over night.

At the moment it is difficult to separate the newspapers of China from the kaleidoscopic political changes that are going on in that country and from political parties and their activities. The usual question in the mind of the Chinese newspaper reader is who is paying for the publication of a certain journal. This information will generally be forthcoming when a leading question is asked. It is a recognized part of the average Chinese newspaper and in one instance, a daily newspaper in one of the treaty ports announced in its columns that, "Our subsidy from _____ having been discontinued, we will hereafter be an independent organ."

The leading publications of China, both newspaper and magazine, are exceptions, and it is these outstanding journals that are to be considered as indicative of the trend that is being and will be taken in the development of the journalism of the country.

In this connection, it may be noted that newspapers in the Chinese vernacular are often published and issued by natives in the interest of parties, individuals and groups outside of China. These publications are supported by nationals of other countries for the purpose of expressing their views in the language of the Chinese and for the furthering of their own particular interests, whether political or commercial. This practice is prevalent now, although not as widespread as during the world war when a number of nations were represented in this field by the activities of their citizens.

China is largely a playground of propaganda in its journalism when considered as a whole, and this propaganda is both domestic and foreign. It is subsidized and unsubsidized, nationally inspired often, but more often individually inspired, or inspired by a group or by a commercial interest.

China's vast wealth of natural and undeveloped resources, its commercial and industrial potentialities, and the general view that it will one day constitute a financial bonanza have led to the constant effort to get the ear and eye of the Chinese and to tell him something that will be to the advantage of the talker or the writer. The better Chinese newspapers are combating this tendency but circumstances at the moment are against any immediate success in this direction.

These two journals, the Shun Pao, and the Sin Wan Pao, may be taken as examples of the highest type of Chinese journalism as expressed in the collecting and disseminating of news, although two others having somewhat smaller circulations, the Shih Pao, and the Shang Pao, must also be mentioned because of their progressive attitude.

The largest circulation in China is that claimed by the Sin Wan Pao of Shanghai (circulation here is taken as a mark of influence and popularity) whose publishers claim a daily

total of 100,000 copies. Following close on this journal is the Shun Pao, whose circulation is variously estimated at from 45,000 to 60,000 daily. These circulation figures are the subject of disputes and since there is no organization in China to guarantee them they must be taken at their face value.

The other leading news publications of China, together with their circulations, which in this tabulations are taken from the Directory of Newspapers in China, issued by Carl Crow, Inc., Shanghai, are:

Yi Shih Pao, Tientsin.....	20,000
Chun Chiang Pao, Peking....	21,000
Shih Pao, Shanghai.....	15,000
Yi Shih Pao, Peking.....	10,000
Hsin Shun Pao, Shanghai.....	10,000
China Times, Shanghai.....	10,000
Chun Tien Shih Pao, Peking..	8,000
Ta Kung Pao, Tientsin.....	8,000
Wah Sze Pao, Hongkong.....	7,000
Hongkong Chinese Commercial News	7,000
Seventy-Two Guilds Shang Pao, Canton	7,000
The Shang Pao, Shanghai Journal of Commerce, not mentioned in the above list, has a circulation of approximately 10,000. The average circulation of Chinese newspapers, however, is from 1,000 to 4,000.	

DEAL PENDING FOR SALE OF LANCASTER DAILY TO PAUL BLOCK.

It is expected that the Lancaster, Pa., Examiner-New Era will be taken over by Paul Block of New York and M. F. Hanson of Duluth, publisher of the Duluth Herald, within the coming week. It is stated that Arthur D. Marks of Washington will be associated with Mr. Block and Mr. Hanson in publishing the paper. Negotiations involving, it is said, about \$600,000, have been in progress for some time and, it is understood, that they have terminated in the purchase by Mr. Block and Mr. Hanson in January, the transfer to be effective February 1.

It is stated, however, that details of the transfer have not yet been effected and that these have held up the actual formal consummation of the deal.

The Lancaster Examiner-New Era is one of the prominent newspapers of Pennsylvania and is one of the two papers serving that territory.

PUBLISHERS OF WESTERN ONTARIO TO BECOME BIGGER.

At the annual meeting in Toronto of the Western Ontario Daily Publishers' Association, it was proposed to change the name of the organization to embrace all the small city dailies of Ontario.

The following officers were elected: President, H. B. Burgoyne, St. Catharines Standard; vice-president, W. B. Preston, Brantford Expositor; secretary-treasurer, T. H. Kay, Kitchener Record; executive committee, L. A. Guild, Kingston Whig, R. M. Glover, Peterborough Examiner, W. L. Agnew, St. Thomas Times-Journal.

SENATE FIXES ONE PAGE AS ADVERTISING PROOF.

Publishers could send only a page instead of the whole newspaper or magazine, as at present to advertisers as proof of advertisement under a bill passed last Saturday by the senate and sent to the President.

NON-PARTISAN PAPER SOLD AT SHERIFF'S SALE.

The buildings and grounds of the Grand Forks, N. D., American, defunct Non-Partisan League publication, was bought by trustees for the creditors at a sheriff's sale for \$25,827.17.

HEARST PAPERS' GROWTH MAKES ADS IMPROVE.

The tremendous growth of the newspapers of today, especially the Hearst papers in New York and Chicago, is creating a new and serious problem in the advertising field, declared Henry G. Moeblman, classified advertising manager of the Baltimore Sun, in an address before the Advertising Club of Washington.

Mr. Moeblman especially cited the Chicago Herald-Examiner, which he said, "now has a circulation of more than 1,000,000 on Sundays, having gained 350,000 in four or five months."

This immense gain, he said, is creating a pressure which must bring about a change in the form of advertising. There is more competition for space, he said, which is causing an increase in rates and a decrease in display space. This is tending toward far more care in arrangement of advertising and, naturally, to an increase in the quality of the advertising matter, he explained.

TWO MORE DETROIT AGENCIES BECOME ONE.

Whipple & Grant, and J. Scott Black Company have combined their interests under the name of Whipple & Black, at 420 Free Press Building, Detroit.

Carr Whipple, who was eight years advertising manager of Crowley, Milner & Company, Detroit, before forming the Whipple & Grant agency in 1921, will manage the retail division of the new agency, and give merchandise and sales counsel to national accounts.

J. Scott Black, well-known in advertising and merchandising circles, who started his own organization a year ago, assumes direction of the national advertising of the new company.

SCIENTIFIC SCOOP CLAIMED BY ALBANY DAILY.

The Albany Knickerbocker Press lays claim to being the first newspaper in the world to give news of the isolation of the influenza germ.

Dr. Simon Flexner, director of the Rockefeller Institute for medical research, announced the discovery of the germ from WGY, the General Electric company's radio broadcasting station, and the Knickerbocker Press published the announcement next morning.

COLLEGE PROFESSOR ATTACKS MAGAZINES.

Dr. James J. Walsh, professor of physiological psychology at Cathedral College, New York, continued his attack on newspapers and magazines before an audience at Cathedral College on the effect on the youth of the nation of the magazines of today, which he broadly characterized as "nothing but trash."

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THE FOURTH ESTATE will always gladly answer the questions of publishers, advertising agents and national advertisers on technical subjects.

DRY UNITS' PRESS BUREAU AIMS AT SERVICE ONLY.

DIRECTOR CUNEO BELIEVES IT MAY BE FORERUNNER OF SIMILAR ORGANIZATIONS—HELPFUL SUGGESTIONS FROM THOSE CONCERNED WILL BE WELCOMED.

Recent comment on propaganda material being issued from official and unofficial quarters in Washington for and against prohibition, appearing readers of *THE FOURTH ESTATE* has brought forth a statement in explanation of the nature of the activities carried on by the federal prohibition unit, through its publicity director, Sherman A. Cuneo.

Mr. Cuneo granted the accuracy as well as the impartiality of the article. He suggested, however, that readers of *THE FOURTH ESTATE* might be interested in his own views of the material sent forth and of the purpose in his mind in its preparation. He also throws out the suggestion that other departments of the Government may follow the trail which he has blazed.

FOUND BUREAU A NECESSITY.

"Federal Prohibition Commissioner R. A. Haynes, himself a newspaper man," said Mr. Cuneo, who is also of the fraternity, to *THE FOURTH ESTATE*'s Washington correspondent, "early realized the necessity of accommodating the press with the news emanating from enforcement work in a systematic fashion. He not only contemplated his source of prohibition and narcotic news developed in the central office at Washington, but that developed in the forty-eight states of the Union, Hawaii, Porto Rico and Alaska, where enforcement organizations, alive with activities, have been established. In addition to these state and territorial organizations, the federal department was divided into eighteen divisional areas.

"The necessity of creating a clearing house of news dawned upon Commissioner Haynes when it came to his attention that many Washington correspondents were receiving queries at all hours of the day from their managing editors in all sections of the country. He then solicited my services and having no precedent for a guide, I assumed responsibility of establishing the present bureau of information, the purpose of which, as has been suggested, is to accommodate the representatives of the press as expeditiously as circumstances will justify. This has been a task of no mean proportion for the reasons that customs of many years' standing, had developed on the part of departmental heads reluctance to divulge information which, in their opinion, might prove detrimental to the good of the service.

SU--LY -RESS WITH NEWS.

"The bureau of information, as now functioning, supplies the representatives of the press with the news developments of the central office as well as the developments of the various state, territorial and divisional organizations. In addition, it is endeavoring to compile statistics and other material and data, to meet various requests. This is done verbally, by telephone and in mimeograph form.

"The mimeograph releases are developed from the standpoint of news value and invariably carry the news of enforcement and names of the officials upon whom the stories may be hung. I am firm in the conviction that at no time is a mimeograph release issued by the bureau that is

not without news value to one or more correspondents. It is our constant endeavor to avoid what is considered propaganda, although I am free to confess that the term 'propaganda' may be attached to practically all information given out by the Government.

"To what extent this applies to the enforcement of the narcotic and prohibition laws, I will not presume to express an opinion. However, it will be readily granted that at the present time there is much public interest in news and information along these lines on account of universal popular arousalment.

"So far as I know, there is no other departmental clearing house of news in Washington, and while there may be apprehension on the part of representatives of the press in reference to so-called propaganda, I have assurance from those with whom I come in contact that the bureau I have established is proving of real service. In fact, from the comments I have heard, I am of the opinion that the day is not far distant when every Government department will have a similar bureau.

"Having in mind primarily the accommodation of the press, helpful suggestions from those concerned will ever be welcome."

GREATER DEVELOPMENT OF SERVICE IDEA STILL TO COME, SAYS EXPERT.

In describing the development of service and promotion work by newspapers within the last seven or eight years in a contribution to one of the bulletins of the school of journalism at the University of Missouri, David R. Williams, manager of the service and promotion department of the St. Louis Globe-Democrat, declares that merchandising service has "just reached the walking and talking stage."

"Some day the history of this remarkable development of modern newspaper making—the service and promotion department—will be written," says Mr. Williams. "I have been in it since July 1, 1916. At that time there were no service and promotion departments in all of New York City. There were two newspapers in Philadelphia that had established such departments and we all know of the important work that had then already been well established and was going strong on the Chicago Tribune.

"The St. Louis Globe-Democrat was the pioneer in the establishing of a modern, complete service and promotion department, to the best of my knowledge and belief, west of the Mississippi River. If wrong, we want to be corrected.

"It is generally agreed that Colonel Holland, of the well-known Holland publications, Dallas, Tex., was the father of the whole service and promotion proposition. His little free journal, 'The Co-Operator,' blazed the trail for the hundreds of service and merchandising organs which have followed.

"Today, with the exception of one great New York daily, and possibly a few others in smaller cities, what newspaper in the U.S.A., daily or weekly, does not do some form of service and promotion work?

"Babies are born, have croup, get their teeth, have the measles and whooping cough—and then become husky walking and talking youngsters. The service and promotion movement is, generally speaking, just entering the walking and talking stage. But we have not yet grown up. You didn't get your standardized rate card—or your Audit Bureau of Circulations—right away, either."

COMMENCEMENT OF EMPIRE STATE PRINTING SCHOOL HELD AT ITHACA.

Certificates of graduation were awarded to twelve young men at the first semi-annual commencement exercises of the Empire State School of Printing at Ithaca, N. Y., on Thursday. Eleven of the students of the school completed the six months' course, ten in the linotype department and one in the department of typography.

One of the graduates, who was a journeyman printer when he came to the school, took the special course in linotype operation and mechanism. The graduates come from many parts of New York state. Gloversville, Plattsburg, Schenectady, Syracuse, Greenwich, Rochester, Jamestown, Herkimer, Ithaca and Johnson City being represented.

Ross W. Kellogg, director of the Empire State School of Printing, directed the first semi-annual commencement exercises, which began with a luncheon at the Ithaca Hotel at noon Thursday. John W. Baker, chairman of the committee on education of the New York State Publishers Association, presided at the luncheon and the exercises which followed.

The commencement exercises brought to Ithaca many members of the New York State Publishers Association. This association founded the Empire State School of Printing in February, 1922. The first class of students was admitted on May 1, but it was not until September, 1922 that the school approached capacity enrollment.

The demand for instruction has been so great that the New York State Publishers Association has decided to double the capacity of the school. The first class on the new

basis will be admitted to the school on March 5. At that time eight new students will be taken. It is expected that a similar number will be admitted each month until the school reaches its capacity of fifty students.

OLD GLORY SURVIVED FIRE IN SEATTLE TIMES HOME TEN YEARS AGO.

Ten years ago the Seattle Times plant was destroyed in its four-story brick building at the northwest corner of Second avenue and Union street, at a loss of \$150,000 to its owners. A photograph taken of the building the forenoon of that day, February 13, 1913, shows the American flag which floated through the conflagration, refusing to give up to sparks which showered it and flames which licked at it.

This Old Glory, which had commemorated Lincoln's Birthday the day before (ten years ago), had been overlooked by the night janitor and that accounted for its presence on the building during the fire. The flag, now a treasured souvenir of that fire, is encased in a great glass frame in the Times Building, Times Square.

EIGHTY-FIFTH BIRTHDAY.

M. P. Rindlaub, former editor of the Platteville, Wis., Witness and one of the pioneer editors of the state, celebrated his eighty-fifth birthday anniversary last week. Mr. Rindlaub has not lost his interest in the printing business and takes great pleasure in attending the meetings of the state press association, of which he is one of the oldest members. He has been instrumental in the restoration of the first capitol building at Leslie, and through his labors the building stands in the original ground.

PONY AUTOPLATE ANNOUNCEMENT

We beg to announce that we have just added an automatic plate cooling device to our Pony Autoplate Stereotyping Machine.

The Pony Autoplate now casts, finishes, and cools its printing plates, and delivers them ready for press.

It thus replaces all of the plate making apparatus in a foundry, from casting box to cooling tub, including finishing blocks. Hand finishing is no longer necessary.

It may be operated by one man. The price remains the same.

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REFERENDUM VOTE BY BUSINESS ON TRADE BODIES.

CHAMBER OF COMMERCE OF U.S.
SUBMITS FINDINGS MADE
BY ITS SPECIAL COMMITTEE
TO MEMBERS FOR VOTE—
CONTROL BY GOVERNMENT
OPPOSED.

Trade associations are the subject of a referendum submitted this week by the Chamber of Commerce of the United States to its membership. Organizations representing practically all industries and branches of commerce are represented in the chamber.

The activities of trade associations have been carefully gone into by a special committee appointed by the chamber a year ago. This committee has now presented a report containing recommendations. The report and its recommendations are the basis for the propositions submitted to a referendum vote.

TO VOTE YES OR NO.

The propositions, upon which the chamber's membership will vote "yes" or "no," are:

"Because of numerous useful and important functions of obvious propriety trade associations should exist for each important branch of industry and commerce.

"A trade association should have such a membership that it can be representative of the industry in connection with problems affecting the general advance of the industry.

"A trade association should be prepared to consider all problems affecting the general advance of its industry or branch of commerce.

"Trade associations should continue free from special forms of government control.

"Statistics of capacity, production, stocks and sales should be collected by a trade association for its industry or branch of commerce.

"Statistics of actual prices in closed transactions should be collected by a trade association for its industry or branch of commerce.

"Any interpretation of statistics or other comment which could induce or facilitate concerted action on the part of members should be omitted by a trade association.

"Statistics of capacity production, stocks, sales and prices, a trade association should make as available to the public and to government agencies interested in following the course of industry and commerce as to members."

It is pointed out in the report that "there is a long list of functions which trade associations perform in the interest of their members and of the community at large. These functions are illustrated by the standardizing and safeguarding of the quality of goods, the reducing of waste in manufacture and distribution, the promotion of trade, both domestic and foreign, and the upbuilding in scores of other ways of industry and commerce."

"Activities are not uniform with all trade associations," the report continues. "The great diversity of problems before the numerous branches of a highly complex industrial and commercial structure causes an equal diversity in activities undertaken by organizations representing these different fields. One association may be spending large sums of money in China in an effort, through education, to improve the quality of the raw material upon which all of its members depend. Another may be devoting equal effort to scientific tests of the durability of the product its mem-

bers produce. A third may be seeking to prevent losses through frauds, which only as a result of association activity can be brought to light and placed before public authorities."

In its report the committee opposes government control of trade associations. On this point the committee says that "the possibility that a trade association may err by violating a statute, no more justifies any attempt on the part of governmental authority to control trade associations in all of their activities than the possibility of illegal acts on the part of individuals warrants like supervision over all their actions."

With respect to the statistical activities of trade associations, the committee is of the opinion "that trustworthy information concerning capacity, production, stocks, sales and prices is essential to the effective operation of industry and trade under competitive conditions. The voluntary reporting of such information to trade associations and the subsequent publication or dissemination of such information in a manner which makes it available not only to contributors but also to consumers and to the public generally is beneficial alike to the field of business and the public and does not constitute a restraint of trade."

MEMBERSHIP OF COMMITTEE.

The members of the committee are:

Philip H. Gadsden, formerly president of the American Railway Association, Philadelphia, Pa.

T. S. Adams, economist, of New Haven, Ct.

F. R. Babcock, lumber operator and dealer, Pittsburgh.

George A. Bass, brick manufacturer, St. Louis.

Charles J. Brand, former vice-president and general manager American Fruit Growers, Pittsburgh.

Henry S. Dennison, manufacturer, Framingham, Mass.

James R. McColl, manufacturer, Pawtucket, R. I.

J. D. A. Morrow, formerly vice-president National Coal Association, Washington, D. C.

Alfred Reeves, general manager National Automobile Chamber of Commerce, New York.

George Rublee, lawyer, Washington, D. C.

FOUNDERS OF DAKOTA PAPER TOOK FIRM STAND ON POLICIES.

At its "masthead" the Dickinson Press in the first issue on March 31, 1883, carried the following announcement from the founders and publishers, Scott and Mabey.

"The Dickinson Press belongs to the undersigned and will be published every Saturday, Providence permitting, for the best interests of its patrons, the glory of Dickinson and \$2.50 per year. It cannot be bought, frightened or used as a hack, but will try and give every person their just dues, always remembering that a citizen of Dickinson and Stark county is better than anybody else."

CHEROKEE ADVOCATE ISSUE IN PLANS FOR CENTENNIAL.

The printing of a special edition of the Cherokee, Okla., Advocate, first paper published in the Indian Territory, which was suspended in 1907, is included in the plans for the centennial celebration to be held next year at Fort Gibson, provided the project for the celebration is carried out, according to J. B. Thornburn, secretary of the Oklahoma Historical Society.

The Advocate, which was established in 1844, after the Cherokees were moved to the Indian territory, was devoted to the interests of these Indians.

HE'S A DEALER IN POPULAR SENTIMENT.

"With public sentiment, nothing can fail; without it, nothing can succeed."—Abraham Lincoln.

And by these words of the great Lincoln, Don C. Stewart, president of the Pacific Northwest Press Clippings Bureau of Seattle, makes dollars.

The whole thing started with a pair of shears and a paste pot about four years ago. Mr. Stewart, who was sports editor of the Seattle Star then, began, in his spare time, by making scrap books and supplying clippings to the tune of ninety dollars a month. This business grew and with it Mr. Stewart expanded into a regular press clipping bureau for all kinds of folks who want all kinds of clippings.

There were a few other press clipping bureaus operating in the Northwest and Don eventually bought them out and consolidated the clipping of "public sentiment" into one bureau. The bureau now occupies 2,300 square feet and employs sixteen people, sixteen shears and sixteen paste pots and runs on "public sentiment," clipped at \$30,000 a year.

"A press clipping bureau," said Mr. Stewart, "is the eye of the press. Through a press clipping service business, politics, all arts and professions feel the pulse of the public. There is one banker in Seattle who has kept a press-clipping scrapbook on banking conditions and things about himself for more than fifteen years and is still doing it.

"A press clipping bureau can just about tell you who is the most talked-of man in town, in the state and in the nation or throughout the world. Or what subject of civic, state or national interest is being discussed the most and what sentiment is voiced for or against it.

"Anyone can realize the magnitude of the work of a bureau of this kind when the daily mail is delivered to it. It is easy to read the few daily papers published in a single city, but it is quite a problem to handle thirty-five or forty dailies in the state and more than 250 smaller weekly publications, and thousands of national papers. It is the sale of service—not clippings alone that counts."

KANSAS PUBLISHER DEPLORES EDITORS WHO HAVE NO OPINIONS.

"Why don't the editors edit?" asks Charley Scott of the Iola, Kan., Register. "Every Kansas newspaper has about it a man who calls himself or is called, the editor. And yet not more than one Kansas newspaper in ten ever contains an editorial, meaning by that an expression of opinion upon some matter of public interest. What is the use of being an editor if you don't edit? What is the fun of owning a newspaper if you haven't any opinions to express or haven't the courage to express them?"

Mr. Scott's criticism might well apply to other than Kansas newspapers where the man in charge is too busy with detail to express their own opinions, but who too often fall back on the more or less reliable "exchange" for comment of an editorial nature.

BRITISH PUBLISHER'S WILL PROVED.

Probate was granted this week of the will and codicils of Viscount Northcliffe. The value of the estate was sworn at 3,250,000 pounds, with net personality of 1,250,000.

A duty of 1,300,000 pounds is due the government on the estate of Lord Northcliffe.

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GRAPHIC ARTS TRAVELING
EXHIBIT AT WELLESLEY.

The traveling exhibit illustrating the various processes of the graphic arts which is circulated by the division of graphic arts, United States National Museum, Washington, will be on exhibition at Farnsworth Museum, Wellesley College, Mass., for the entire month of March. The first two weeks in April it will be at the New Bedford, Mass., public library, and the last two weeks at the Hartford, Ct., Art School. These exhibitions are open to the public.

MRS. HARDING ENTERTAINS WASHINGTON WOMEN WRITERS AT TEA.

The first afternoon tea at the White House since Mrs. Harding's illness was given to the women of the press and special women writers in Washington by Mrs. Harding last Saturday.

The reception, which was delightfully informal in character, was held in the second floor living room over the blue rooms, where a bright open fire was burning and the tea table was laid.

Promptly at 4:30, Mrs. Harding, accompanied with one of the uniformed aids, came in and greeted the writers, shaking hands all around before seating herself for one of the little intimate talks with her friends of the press.

Mrs. Henry P. Fletcher, who is a White House guest, helped with the entertainment, and Miss Laura Harlan, Mrs. Harding's secretary, presided at the tea table. Mrs. Harding looked remarkably well, all being impressed with the evidences of her progress toward complete recovery of health.

Those present included Miss Ruth E. Jones, Washington Times; Miss Courley Edwards, Washington Herald; Miss Rilla Engle, Washington Times-Herald; Miss Edwardina Renick, Washington Times; Mrs. Sallie V. Pickett, Washington Evening Star; Mrs. Hobart Brooks, Cincinnati Enquirer; Miss Katherin Brooks, Washington Evening Star.

Also Mrs. Leila Watson Bathon, Baltimore American; Mrs. Lucy P. Stelle, Philadelphia Inquirer; Mrs. Vylla Poe Wilson, Hearst papers; Mrs. Daisy Fitzhugh Ayres, syndicate writer for Southern papers; Mrs. George F. Richards, writer for a

number of New England papers; "Annabel Lee," Hearst papers; Mrs. Edna Coleman, special writer of Sunday features; Mrs. Florence Brewer Boeckel, publicity writer.

Also Miss Mayme Ober Peak, Boston Globe and other papers; Miss Constance Drexel, McClure Syndicate; Miss Maud McDougall, Philadelphia Public Ledger; Miss Winifred Mallon, Chicago Tribune; Mrs. Elizabeth King Stokes, New York Evening Post; Miss Margaret Wade, New York Times; Mrs. Caroline Vance Bell, Consolidated Press; Mrs. Bertha Martin, Washington Post; Miss Martha Strayer, Washington News; Mrs. Henry W. Keyes, wife of Senator Keyes, and correspondent for Good Housekeeping, and Mrs. Miles Poindexter, wife of Senator Poindexter, and a correspondent for the Spokane Spokesman-Review.

NUMBER OF USES FOR PAPER CONSTANTLY INCREASING.

There are many new uses to which paper is put at present. Some of these are described in the current issue of the bulletin of the American Paper and Pulp Association in a report of a speech made by R. E. Simonton, general superintendent of the Union Mills Paper Manufacturing Company of New Hope, Pa.

"Aside from the ordinary uses for paper for news print, books, magazines, wrapping and the usual lines of stationery and office supplies," said Mr. Simonton, "we find some special uses of interest—packings for gas engine and hydraulic work in the shoe business for box toes, counters, heel boards, &c.; in candy factories for imprinting trade marks on the bottom of sweets; in the novelty trades for flowers, new wall papers and all kinds of fancy goods."

"At a recent Kiwanis Club meeting in Minnesota when an address was being made on the subject of paper, one of the men present was attired in a black suit of clothes made from paper and cotton. His necktie was also of paper, as well as the soles of his shoes. Paper garments have been made which are claimed to be washable. Paper also has been utilized for car wheels, calendar rolls, water pails, electrical insulations of all sorts and bags of every description for endless numbers of purposes, including suitcases and trunks."

"In fact, paper is now made into waterproof, greaseproof and even fire-proof articles, among which are spoons, dishes, cups and saucers, table covers and napkins. A great part of the celluloid business is based on the manufacture of that product from paper. Starting with baby carriages made from so-called Japanese fibre, which is nothing more or less than paper, and ending with the crepe paper-lined casket, our lives cannot be separated from the use of paper and paper products."

PAPER TRADE FINDS RAW MATERIALS SCARCE.

Increasing difficulty in securing adequate supplies of raw materials is the feature of the present situation in the paper industry, according to the monthly review of the American Paper and Pulp Association. "With a good volume of orders for most grades," it is pointed out, "there is a growing shortage of all basic raw materials, from pulp all the way through waste paper and to chemical supplies."

"The Swedish pulp and paper mill strike has become a complete lock-out, not only in the paper industry, but also in the great lumber industry. There is a stiffening tendency in the domestic labor market, an increase running up to fifteen per cent has been granted in some mills."

3.745 AVERAGE JANUARY PAPER PRICE.

The weighted average price of contract deliveries from domestic mills to publishers during January, 1923, f.o.b. mills, in car load lots, for standard news rolls was \$3.745 per 100 pounds. This weighted average is based upon January deliveries of about 77,000 tons on contracts involving a total tonnage of approximately 926,000 tons of undelivered paper manufactured in the United States.

The weighted average contract price based on deliveries from Canadian mills of about 30,000 tons of standard roll news in car load lots, f.o.b. mill in January, 1923 was \$3.707 per 100 pounds. This weighted average is based upon the January deliveries on contracts involving about 378,000 tons of undelivered Canadian paper.

The weighted average market price of January, 1923, of standard roll news in car load lots f.o.b. mill, based upon domestic purchases totaling about 11,000 tons was \$3.794 per 100 pounds.

REPORT OF THE FEDERAL TRADE COMMISSION NEWS PRINT MANUFACTURED IN THE UNITED STATES

	Stocks on hand 1st of month	Production	Ship-ment	Stocks on hand end of month
	Net tons	Net tons	Net tons	Net tons
January, 1923	19,208	127,452	123,656	23,004
January, 1922	23,934	105,808	103,192	26,550
January, 1921	24,763	123,880	116,176	32,417
January, 1920	15,369	129,668	128,098	16,934
January, 1919	19,408	116,154	114,343	21,319
January, 1918	31,713	105,700	108,465	28,928

NOTE:—Above figures for total news print do not include hanging paper.

Monthly tonnage reports from 680 of the most important newspaper publishing concerns and associations grouped according to the principal business sections of the United States, together with a separate tabulation for the agricultural publications, show the following results for January, 1923.

Location of Publishers (b)

	Number of concerns	On hand first of month	Received during month	Used and sold during month	On hand end of month	In transit end of month
		Net tons	Net tons	Net tons	Net tons	Net tons
New England	77	17,802	20,664	15,855	22,611	4,116
Eastern States	176	52,357	69,590	65,679	56,268	19,769
Northern States	133	39,632	42,303	41,234	40,601	11,037
Southern States	79	9,971	7,935	8,793	9,133	4,236
Middle West	152	26,236	25,768	26,000	26,004	6,921
Pacific Coast	38	18,228	13,948	16,361	15,615	4,556
Farm Papers (c)	25	1,917	1,620	1,500	2,037	249

TOTAL 680 166,143 181,728 175,552 172,319 50,884

(b) New England includes Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.

The Eastern States include Delaware, the District of Columbia, Maryland, New Jersey, New York and Pennsylvania.

The Northern States include Illinois, Indiana, Michigan and Ohio.

The Southern States include Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.

The Middle West includes Arizona, Arkansas, Colorado, Idaho, Iowa, Kansas, Minnesota, Missouri, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oklahoma, South Dakota, Texas, Utah, Wisconsin and Wyoming.

The Pacific Coast includes California, Oregon and Washington.

(c) The farm papers for the most part use special grades of news print instead of standard news.

The domestic consumption of standard news by metropolitan dailies using between one half and three-fourths of a million tons annually for January, 1923, when compared with January, 1922, shows an increase of 14 per cent and an increase of 27 per cent when compared with January, 1921.

The above metropolitan dailies held about 64 per cent of the tonnage on hand at the end of the month.

MORE NEWS PRINT COMING IN AND MORE GOING OUT.

The imports and exports of news print not dutiable, for October, 1922, compared with the same month in 1921 show decided gains. The records of the department of commerce show:

	Oct. 1922	Oct. 1921
	Net tons	Net tons
Imports of News		
Print (total).....	118,010	75,555
From Canada	102,607	64,259
Germany	4,755	4,140
Sweden	3,733	5,405
Finland	3,453	1,469
Norway	2,440	181
Other countries.....	1,022	101
Exports of News		
Print (total).....	1,131	704
To Canada	84	11
Peru	42	—
Cuba	613	309
Colombia	46	42
Philippine Is.	157	154
Central America ..	107	86
Other countries.....	82	102

MILLS BUSY WITH ORDERS.

Not one hour's time was lost because of lack of orders during January in the news print mills which report to the Federal Trade Commission. In all there was less than one thousand hours of lost time, save for the mills that were down the entire month. Five machines were down for repairs for a loss of 220 hours and nine machines lost 726 hours for other causes.

FIRE DESTROYS PRINT PAPER IN BROOKLYN EAGLE GARAGE.

A fire in the garage and storehouse of the Brooklyn Daily Eagle destroyed one truck and 200 rolls of print paper Monday. James Reilly, an employe, assisted the firemen in rolling eighteen trucks to safety. The fire did not reach the second and third floors, where the circulation department and the machine shop are located. The loss is estimated at several thousand dollars.

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MOVE FOR BETTER MAILING HAS STARTED.

NEW RULES SUGGESTED FOR SECOND CLASS MATTER TO HELP DELIVERY — POST OFFICE DEPARTMENT BACKS CAMPAIGN; PATRONS WILL BENEFIT.

A campaign for better mailing of second class matter with the object of eliminating poorly addressed publications from the mails is being conducted by the post office department. Publishers, the public, and the postal service, postal officials say, will profit mutually by the steps taken to reduce undeliverable second class mail, which includes newspapers, magazines and other types of publications.

Postmasters are called upon to see that publishers fulfill the recommendations of the department wherever possible. Publishers, themselves, are strongly advised about features of their mailing practices, which if adhered to, postoffice experts declare, will insure fewer losses of newspapers and magazines to subscribers. The recommendations made are:

Unusually small publications should be inclosed in envelopes.

Publications mailed in single wrappers, should be flat, not rolled.

Publications should be folded to size not larger than nine by twelve inches if possible.

Addresses should be in ten point type or larger or in a legible hand.

Old newspapers should not be used as wrappers. Ink should be black

or of strongly contrasting color and envelopes, wrappers and label paper should be white or of very light tint.

Separation of copies to rural and to city subscribers will facilitate distribution.

Individual copies unfolded and unwrapped should have addresses in such a manner that the address appears in the upper corner near the bound edge when a copy is grasped by the bound edge.

Notice of entry of publication as second class should appear on all wrappers and envelopes.

Care should be taken about paste on labels. Too little permits the label to fall off and too much makes the publications stick and destroy the legibility of the address.

JOURNALISM CLUB FORMED BY COLLEGE WOMEN.

The honorary journalistic club known as the Matrix, of Baylor College for Women at Belton, Texas, recently pledged fifteen students to membership. Before being initiated, the students must take a grade of B in two courses in journalism. Besides taking work in journalism, Miss Mildred Beavers, president of the organization, and Miss Grace Blair, secretary, are reporters on the United Statements, the college newspaper, and have won distinction in several journalism contests conducted at Baylor.

CHICAGO AD MAN HONORED.

Clyde D. Wrench, for three years with Erwin, Wasey & Co., as vice-president, was honored at a luncheon given by his colleagues before leaving that agency to join the Atlas Letter Service of Chicago.

L. H. MINER SELLS TO PARTNERS IN SPRINGFIELD.

S. LEIGH CALL AND WILLIAM H. MCCONNELL ACQUIRE VETERAN EDITOR'S INTEREST IN ILLINOIS PAPER AND WILL CONTINUE BUSINESS IN THEIR OWN NAMES.

Lewis H. Miner has disposed of his interest in the Springfield Illinois State Journal to his partners, S. Leigh Call and William H. McConnell, who will continue the business in their own names. Messrs. Call and McConnell had been with Mr. Miner for a number of years, first as his employes and later as partners. They are sole owners of the property.

Mr. Miner first acquired ownership in the State Journal over forty years ago. At that time it was a four-page paper, published six times a week. From this modest dimension he has seen it grow and develop into one of the largest newspapers in Illinois outside of Chicago, and one of the most influential in the Mississippi Valley.

The paper started as the Sangamo Journal on November 10, 1831, with Simeon and Josiah Francis as its editors and publishers. The population of Springfield at that time was but about 600. It was a six-column folio and was full of news, but the very latest from Washington and New York was from two to three weeks old, that from St. Louis was four days old, and the latest from England was two months old. Yet it was in truth "the latest news" and was as acceptable and as keenly rel-

ished by the readers of that day as reports served by newspapers of today in relation to the occurrences of the previous hours in all parts of the world.

The State Journal first appeared as a daily in 1848, more than seventy-two years ago, and has since been published continuously. The first daily issue contained twelve columns, twelve inches long, and printed the first telegraphic dispatch received directly by the press in Springfield. While at the time the establishment of the daily seemed an extremely hazardous undertaking, the paper met with immediate success and when but twelve days old was enlarged to a paper of sixteen columns and larger size.

The State Journal was a charter member of the Western Associated Press, organized at Detroit, and the Northwestern Associated Press, subsequently organized at Chicago. It is a charter member of the Associated Press. Charles H. Eddy Company represents the State Journal.

SCRIBES ATTEND RECEPTION FOR LEGION HEAD.

Washington correspondents were among the invited guests at the reception tendered Alvin Owsley, national commander of the American Legion, given by the National Press Club Post No. 20, of the American Legion, at the National Press Club last Thursday. Colonel Edward B. Clark, commander of the National Press Club Post, presided.

Among other invited guests were the thirty-five legionnaires in the lower house and senate; the District of Columbia officers of the Legion, and members of congressional committees which handle legislation affecting disabled veterans of the World War.

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REPRODUCING IN
WOOD NOW A
LOST ART.

SEATTLE TIMES REHEARSES SOME OF THE HIGHLIGHTS OF THE ENGRAVING TRADE OF THE DAYS GONE BY — NOT ALL OF MILWAUKEE'S FAME WAS FROM BEVERAGE.

Wood engraving is fast becoming a lost art, according to an article which appeared in the Seattle Times, Seattle, Wash., artists whose skillful hands and accurate eyes traced lines on apple wood and boxwood and cunningly wrought them into pictures that could be used for reproduction in newspapers and magazines are disappearing.

Milwaukee, which was once the center of this branch of the arts in the United States, has but few of them left. Among those few are E. Mandel, president of the Mandel Engraving Company; Marr & Richards, both members of this firm being engravers whose work was in demand throughout the country, and "Billy" Jurss. Milwaukee was also the home of John Marr, father of Carl Marr, who was an artist of note in his time.

The real art of engraving has been supplanted by the half-tone process. Today the drawing or painting is made with pen and ink, brush or air brush and reproduced by a mechanical process on metal, with the image or copy raised, from which it is printed. Occasionally the photo-gravure method is used, but this is a slow process and is subject to atmospheric conditions.

The "Biblia Pauperum" or "Bible of the Poor," was probably the first work of any pretensions issued from wooden blocks and was printed in 1540. It contains thirty-eight wood cuts of New Testament scenes. The work on these was crude but realistic, little being left to the imagination as little black and white devils are as in one representing casting out the evil devils, little black and white devils are seen issuing from the mouths of those unfortunates who were possessed of evil spirits.

The Bible was the first to be illustrated other than by hand and those were accessible only to the rich. The original copy is in the British museum. Henry King of Milwaukee, is in possession of one of 372 copies that were made and distributed to collectors throughout the world. But a few of these reached America.

The history of wood engraving is a long one, dating back to the fourteenth century. The oldest engraving of record was for a long time one representing St. Christopher, made in 1422. Later, M. Delaborde, a French writer, found two remarkably clear prints on manuscript done in 1406.

Undoubtedly these are the first wood engravings ever made.

The art is supposed to have originated in Germany, one of the first to gain notice being a man by the name of Pfister. Another German artist, Duerer, employed numerous artists to cut his drawings and some of his works are still in existence. England produced but two engravers of note, Vertue and Raimbach. In 1700, "Blind Man's Buff," "Rent Day" and the "Village Politicians" were done by Raimbach after the paintings had attracted a great deal of attention. Nicolo Baldini of Italy, who took his inspirations from the works of Titian, ranked high as a wood engraver.

In America the art was commercialized and there are no names that

stand out higher than those who practiced the art in Milwaukee. Several fine blocks made here were published in the Aldene, a noted art magazine, in 1875.

Wood engraving as an art has come and gone. Those in possession of representative prints from celebrated blocks will, sometime in the future, have cause to congratulate themselves on the possession of what Du Fresnoy says is "a sane example of the combination of art and mechanical skill."

GRAHAM APPEALS FOR NEWS
RECIPROCITY BETWEEN
U.S. AND CANADA.

An appeal for news reciprocity between Canada and the United States was made by the Honorable George P. Graham at the dinner which closed the annual meeting of the Audit Bureau of Circulation at Montreal. Comparing the space accorded by newspapers of one country to the news of the other, Mr. Graham stated that on a certain day when an important Canadian paper carried forty-two columns of American news, a New York paper carried only six columns.

Continuing, he said: "We have in Canada a territory equal to that of the United States. You have one hundred million people; we have only nine. We need more people to populate this country and develop it and there is no better place under the sun for the United States to turn its wealth than to Canada."

"But the people of the United States know very little about us, and it is the fault of their press. The more we know about each other; the better we like each other. The Canadian press is doing its utmost to spread the news of the United States and it is time the press of the United States reciprocated."

O. C. Harn, president of the association, and John Murray Gibbon, the chairman, who is president of the Canadian Authors' Association, presided at the meeting.

FEATURE SYNDICATE CHIEF
FINDS PAPERS THRIVING
ON 8500-MILE TRIP.

Christy Walsh, head of the feature syndicate bearing his name, returned to New York this week after an 8,500 mile trip during which he visited newspapers in twenty-five states. He found newspapers in all sections thriving, he says.

Discussing features now favored by editors, Mr. Walsh said that sport features are in growing demand from a circulation standpoint. Good humorous features and colored Sunday comics are also strong favorites.

Two new features, one a baseball cartoon entitled "Big League Yarns," and the other a column of fun by Nick Altrock, the old Washington pitcher and famous baseball comedian, are soon to be offered by the Walsh syndicate. A new Sunday feature by John J. McGraw will start March 15.

TOMB PICTURES FEATURED.

Exhibition of original official photographs taken at the excavation of the tomb of King Tutankhamen was made by the Minneapolis Journal to students of the West high school in that city recently. One of the school principals explained the photographs to the students. They are to be exhibited in other of the city schools by the newspaper.

NEW REPRESENTATION.

San Francisco Examiner to H. H. Conger Company in southern California.

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HOTEL PUBLICITY AND THE DAILY NEWSPAPER.

SATISFYING REPORTERS' URGE FOR INFORMATION PLAYS LARGE PART IN FUNCTION OF PUBLICITY MANAGER — AND THIS HOTEL ISSUES A DAILY PAPER OF ITS OWN.

The scope of the duties of the editor of a daily hotel newspaper was described to members of the Women's Press Club of New York by Mrs. Grace Crawley Oakley, editor of the Hotel Pennsylvania Register, at a meeting of the organization at the Waldorf Astoria, last Saturday. The contacts that the hotel paper editor has with reporters for the metropolitan dailies, and how the hotel paper itself gathers news were interestingly described by Mrs. Oakley.

Mrs. Oakley has earned the distinction of interviewing 1,000 persons from all corners of the globe each year since she became editor of the hotel daily. In interviews with foreign guests, the services of the hotel's interpreters are brought into use.

When the city newspapers wish co-operation of the hotel staff reporters that service is always available. The city reporters reciprocate, Mrs. Oakley said, by dashing off notes on banquets, conventions, interviews, etc., which the hotel reporters would otherwise have to do. The office of the Register is open at all times to newspaper men and while covering events at the hotel the room is available for use of the outside reporters.

The flexibility of the hotel editor's job was explained by Mrs. Oakley, when she said:

"When a Mrs. Raizen dissolves into hysteria in one of the upstairs rooms, we do not rush to get the news and disseminate it. Indeed, I am sorrowful and I spend much time on the telephone trying to sell the delightful but firm city editors of the New York newspapers the idea that Mrs. Raizen is not an important person anyhow, that her tears are a mere drop in the bucket of the world's grief, and therefore they should moisten only a small spot on the back page, if they should trouble the paper at all.

"Now, this is not so difficult an idea to put over with great newspapers like the Times and the Globe, but there are some papers in New York who are very unresponsive to my gentle suggestions. Indeed, there is one large paper an employee of which even failed to display a sense of humor. The occasion was one in which a guest carelessly jumped from a ten-story window and was picked up on the sidewalk—this event happening at the dark hour of three on a winter night.

"When this paper came out next morning with a picture and diagram showing the following suicide, I called the editor on the telephone and suggested that the picture was lovely except that it couldn't have been taken at 3 a.m., that the man didn't jump from that side of the house, and that he didn't land on his head. Sad as it may seem, I didn't get a rise out of that city editor, and the picture went gaily on its way on the front page."

A typical example of co-operation that is given by the daily newspapers by Mrs. Oakley and her staff was related in the following episode.

"When the telephone rings in my room, it takes only an instant to switch on the light and grab the

telephone. I don't have to get out of bed to do either. I have them right in hand. It is a reporter for one of the daily papers or the City News or Associated Press.

"Mrs. Oakley," he says, "a Mr. Minor whom we have reason to understand is a very important man in Chesapeake, Ohio, died in your hotel eight o'clock tonight. Did you know it?"

"I didn't. I can't say I am over-come with the news.

"I buck up as well as possible and say, 'What can I do for you?'"

"Chesapeake has wired us for information as to his death, and we would like to run something about him in the paper. We understand he is most prominent. Can't you get me something about him?"

"Now, not perhaps because we want to, but because the newspaper people always help us, and when they take speeches in the hotel they give us the data and in every way co-operate with us as best they can, and because newspaper men and women on the whole are the most delightful people in the world. I promise to get the details. Arising quickly I give my stockings a college roll, pin on my back hair, don a few clothes, put my fur coat on to cover their rather disheveled appearance, and take the back service elevator down to the hospital. Very shortly I am telephoning the news to my good friends, the reporters, and once more retire to capture a few winks of needed rest."

The Register has a circulation of 5,000 and in addition to its distribution to the rooms of each guest, copies are sent to the newspapers in the cities where mention is made of guests from that place.

Mrs. Oakley was formerly on the New York Tribune staff but for the past few years was engaged in publicity work before she assumed the duties of editor and publicity manager for the Hotel Pennsylvania.

WASHINGTON STATE PAPER IN FIFTY-FIFTH YEAR.

The Walla Walla Union, which is celebrating its fifty-fourth anniversary, is one of the oldest newspapers in the Northwest, though it is not the first one to be established in Walla Walla County. The Union was founded in November 1858, the first number appearing on April 17, 1869. The first paper to be published in Walla Walla County was the Washington Statesman, which appeared November 29, 1861. The Union, however, has continued under the original name and has remained Republican in politics from its inception.

H. M. Judson was the first editor, though the paper was under the control of a general committee composed of P. B. Johnson, E. C. Ross, and J. D. Cook. R. M. Smith and E. L. Heriff became the owners soon after the paper was started and retained their ownership for ten years.

E. C. Ross succeeded Mr. Judson as editor, which position he held for six or seven years and in 1876 Captain Johnson became editor. A few years later Captain Johnson purchased Mr. Smith's interest and later became sole owner and proprietor.

Berton La Due and D. W. Ift purchased the paper in 1913, and John H. McDonald acquired part ownership and later became sole owner and proprietor. Mr. La Due was managing editor of the paper from 1912 until 1922, when, because of ill health, he gave up active newspaper work but still retains his interest in the Union. R. W. Fisher, city editor of the Union for ten years, has been managing editor.

NEWS NOTES OF CIRCULATORS.

With the announced purpose of increasing its net paid circulation from ten thousand to twenty thousand, the Clarksburg, W. V., Telegram launched a circulation campaign known as the "20,000 Club" Sunday, February 25. The drive will continue ten weeks and automobiles and gold prizes to the total value of \$12,000 will be awarded successful club solicitors. The campaign is being conducted under the personal direction of C. S. Kendall.

Five touring cars are being offered in a circulation contest being conducted by the Bird Syndicate of Madison, Wis., for the Champaign, Ill., Herald. The syndicate is represented in Champaign by Mr. and Mrs. R. J. Hadden, who have the management of the contest.

LECTURES BY ITS OWN MEN AID INDIANAPOLIS STAR CIRCULATION FORCE.

In order that Indianapolis Star district managers may have a broader understanding of the field in which they work and that they may become better informed regarding the inner workings of the various departments of a metropolitan newspaper, Walter E. Hoots, city circulation manager, has arranged for a series of bi-monthly dinners at which time representatives of the various departments of the Star will talk on the work of their particular department.

The members of the city district managers staff who attended the first of this series were well repaid by the splendid educational talk given by Mr. Padgett, night editor of the Star, on the workings of the editorial department.

INDIANAPOLIS BOWLERS WIN LINOTYPE CUP.

In the eighth annual championship tournament of the Union Printing Crafts Tri-State Bowling Association, held at Dayton, Ohio, February 10-13, the Pauley Printcraft, Indianapolis, won the linotype loving cup, in addition to a money prize, in the Class A event, with a total of 2,781 pins.

The Web Pressmen (Dayton) won the five-man Class B event, with a total of 2,368 pins, receiving second prize money and a silver loving cup donated by the Labor Review, Dayton, Ohio.

A feature of the meeting was a banquet at the Gibbons Hotel. Eddy Sauer, Cincinnati, was re-elected president. The next tournament will be held at Indianapolis.

HOW ONE SURVEY SERVES DOZEN PAPERS.

(Continued from Fourth Page)

manufacturer depends upon the kinds of stores through which the product can be distributed. For instance, a candy specialty may secure distribution through both chain and independent grocery stores, delicatessens, drug, cigar, confectionery and department stores. On the other hand, a manufacturer of wheat flour may be limited to groceries and department stores.

"Although the bureau estimate of women's wear stores in New York City is 1,090, a certain manufacturer of women's wear has 1,968 outlets in New York City proper.

"The bureau estimate of men's wear stores in New York City is 1,175; but a manufacturer of dress accessories for men has 4,500 outlets in New York City. The bureau estimate of cigar stores, chain and independent, in New York City is 3,133; but a certain tobacco jobber, distributing also through stands in office buildings, in subways, elevated and railroad stations and in other places, has 28,000 outlets.

"The nature, quality, usage and price of the product limit or increase the total number of its available outlets. A product such as bulk soda crackers may be distributed in every store in New York where food is sold; a delicacy such as canned lobster a la Newburgh is confined in its distribution to a comparatively limited number of food stores in the very best class districts.

"The number of outlets obtainable for most products is very large. The concentrated population has made necessary a large number of outlets within a comparatively small area. This condition affords more rapid and efficient sales work and shipping. New York City has about one-seventeenth of the population of the United States within its 326.9 square miles, and the needs and wants and purchasing power of this population in such a compact area necessarily make for a large volume of sales and more economical distribution. The population of the fifty-mile zone around New York is an additional big, compact regional market."

In the fifty-mile zone there are nearly nine million consumers which is estimated to be a greater population than is to be found in the combined city populations of Chicago, Detroit, Philadelphia, Cleveland, St. Louis, Boston and Baltimore.

The unbiased report of the research bureau is handled under the personal direction of Dr. Haney and his staff

(Continued on Twenty-ninth Page)

Regular Fellers

by Gene Byrne's

The Montreal Standard

is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as the first page of a printed comic section.

HERALD-SUN SYNDICATE,
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Issued EVERY SATURDAY by The Fourth Estate Publishing Company, Ernest F. Birmingham, President and Treasurer; 222 West 59th Street, New York City.

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

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VISCOUNT BURNHAM.

"VALUE RECEIVED" RATE FOR DEPARTMENT STORES.

Business relationships between newspapers and department store advertisers throughout the country should be materially aided by the precedent established this week in the conclusion of a new agreement between the New York Times and the eleven department stores which recently withdrew their advertising from the Times in protest against a rate increase.

Details of the agreement, as explained elsewhere in this issue, guarantee the advertiser his money's worth and assure the newspaper of adequate payment for services rendered. The negotiations were carried on with the best of feeling by the Times and the merchants.

In few cases wherein such situations have arisen between newspapers and department stores has there been this unbiased deliberation, looking toward protecting the interests of both parties. The fair-minded attitude of the merchants of New York, who have made it plain that they are willing to pay for advertising space on the basis of value received, should go a long way toward reducing the number of publisher-retailer misunderstandings that crop out at some time or other in almost every city.

The Times' increased department store rate was based upon gains in circulation that can not be questioned,

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

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

and it has established definitely the newspaper's claim to an increased rate in proportion to increased value. At no time was there any of the resentment or prejudice that so often characterize similar situations, so that the settlement must be regarded as entirely equitable.

Even so temperate an effort to discipline the press as was made in the case of the Times is open to criticism, however, because it lends plausibility to the ravings of demagogues who insist that the newspapers of America are a controlled press. Not infrequently these sensationalists point to the department store as the controlling influence, and even the most earnest presentation of the truth will have a hard time making headway against such deceit if advertisers display too great an affinity for the big stick.

A LITTLE "PRIMER STUFF" IN ADVERTISING.

Frequently it's the simple things that accomplish the most, even in the complicated field of advertising. The advertising man is likely to become so steeped in exhaustive statistics, intensive argument and climactic ideas that he may suffer a sort of auto-hypnosis, a condition in which he may fail to see the forest because of the trees. An occasional reversion to first principles is bound to be helpful in such cases, and a remarkably graphic example of how valuable this form of relaxation may be is provided by the recent action of the Los Angeles Examiner in publishing a simple explanation of what is meant by the advertising terms "inch" and "line."

The Examiner published this little explanation in one of its merchandising papers. The advertising man's first reaction upon seeing such elementary stuff may be one of wonder that the newspaper thought it necessary to publish it, but second thought is likely to alter the first impression considerably. It is certainly worth while to make sure that retail distributors of all kinds understand just what a newspaper or a national advertiser means by a 10,000 line contract.

Retailers who are themselves large advertisers do not need the explanation, but with newspaper merchandising co-operation playing a steadily increasing part in getting merchandise distributed to retailers, large and small, it is wise to make sure that no one fails to understand. There is cer-

tainly a great waste of effort in trying intensive selling of a coming national campaign to merchants who don't know that there are fourteen agate lines to the inch. A national distributor's advertising can not be intelligently appraised unless the factors which are to do the distributing know what he is talking about.

A little primer stuff once in a while is healthy. It helps to sharpen the sense of proportion, if nothing else.

ANOTHER SCRAMBLE COMING OVER OLD KING TUT?

Tutankhamen, the world's most famous corpse, has been covered up by a merciful Lord Carnarvon for another summer. The regal cadaver's lease on the old stone bungalow in the Valley of Kings has been extended until a propitious October shall bring him another visit from his new landlord.

Off the front pages and relegated to "inside" by the copy desk, King Tut threatens to take a front place in the minds of the advertising side. The patent office at Washington is ready for an influx of applications for trade marks in the name of the extremely late monarch, and has brushed off its dusty tomes on Egyptology to make sure that the rush will be properly handled.

One Frederick M. Burns of Mount Vernon, N. Y., was so enthusiastic about the influence that Tutankhamen may exert on the modern consumer that he forthwith organized the Tutankhamen Products Company, and began trade mark applications right and left. Fifth Avenue merchants received letters from Mr. Burns informing them that the claim had been staked, at least under the trade mark laws of New York state. Records at Washington show that no rights have been granted by the federal authorities.

None of the merchants, manufacturers and others who received notice that Mr. Burns had adopted the friendless monarch appeared to be perturbed. Most of them frankly confessed that they had given him a whirl while the time was ripe, and were satisfied to let it go at that, particularly since his disappearance from the front pages. No one of them, apparently, took old Tut seriously enough to keep around; it was just a sort of free-for-all, with everybody getting what benefit he could.

Now they believe that Tutankhamen is both literally and figuratively dead. Anyway, patent regulations provide that there must be separate registration of a name for every different kind of merchandise it is to be used upon. So those who want Tutankhamen all to themselves will have a lot of clerical work to do, and even when they think they have everything covered, some irreverent chap is likely to horn in with a Tutankhamen cream separator—and spill the milk.

WHAT ALL THIS PRINTING AMOUNTS TO.

With commendable patience and prodigious application, Stuart Chase has figured it out for the Nation that every year there are printed in the United States one quadrillion, eight hundred trillion words. Mr. Chase has made pretty sure of his figures by including newspapers, periodicals, books, pamphlets, reports, catalogues, circulars, handbills, leaflets, tracts and advertising matter generally. Estimating the average newspaper as containing 100,000 words, with a ten per cent increase for Sunday papers, Mr. Chase arrives at

the conclusion that newspapers are responsible for one quadrillion, six hundred trillion words.

This has been checked against newspaper print paper consumption and found quite accurate, Mr. Chase says. The Government figures on the consumption of book paper are the basis of his estimate on the mere two hundred trillion words that are printed outside of newspapers.

The grand total—and Mr. Chase half apologizes for not counting signboards and automobile license plates—thus comes to somewhere between 1.8 and 2 quadrillion words per year.

"The average annual quota of words per capita of those able to read is 18 million, or 60 thousand words per day," Mr. Chase comments. "Thus if the population of these States is to absorb its quota of printed words, every man, woman, and child over seven must read steadily about eight hours a day—not counting Macaulays who can read a single page at a glance."

"This majestic output has resulted in a state of enlightenment familiar to all, the triumph at once of democracy, of Mr. Hearst, of Mr. Wrigley, and of the manufacturers of woodpulp."

And, pictures Mr. Chase, "if you sat down to read all these words without pausing for food or sleep you would throw down the last Chicago Tribune when you were a little over forty-five million years old."

And Terence McSweeney lasted only seventy-four days, and slept part of the time!

NOTE AND COMMENT.

According to census records there are 21,000,000 families in the United States. There are 49,000 retail druggists doing a business of \$1,250,000,000 annually. This means 435 families to every drug store in the United States. Therefore the total average business of each drug store would be \$25,000.

The Drug Trade Board of Information has issued an appeal to newspapers to discontinue the term "drug" when referring to drug peddlers. It desires that "narcotic drug peddlers," "dope peddlers," or "narcotic drug peddlers" be substituted for the words "drug peddlers" in newspaper accounts of arrests for peddling narcotics.

How he scooped the regular war correspondent back in the Civil War days and gained distinction for himself is related by Henry Dean Thompson, now eighty-eight and for seventy-two years a newspaper man, in a special article in the Manitoba Free Press. Mr. Thompson, who now lives in Winnipeg, tells how he drifted into the newspaper business and the interviews he had with celebrities of over a half century ago. Thompson was with the New York Tribune during the Civil War, following service as Hudson River reporter for all of the metropolitan newspapers, morning and evening. He came to the United States from England in 1852 and after a short career as an actor and book agent, began newspaper reporting. His reminiscences are rich in anecdotes based on personal experience.

Crystallizing its consistent campaign against race track evils, the Detroit News has published an interesting booklet entitled "The Race Track Graft," which contains news stories, editorials and cartoons reproduced from the News. It is a noteworthy piece of newspaper crusading, and the reprints show how thoroughly the News has gone into the matter.

PURELY PERSONAL

C. D. Morris, for many years editor and publisher of the St. Joseph, Mo., Gazette, heads the list of three candidates for postmaster recommended to the postmaster general by the civil service commission.

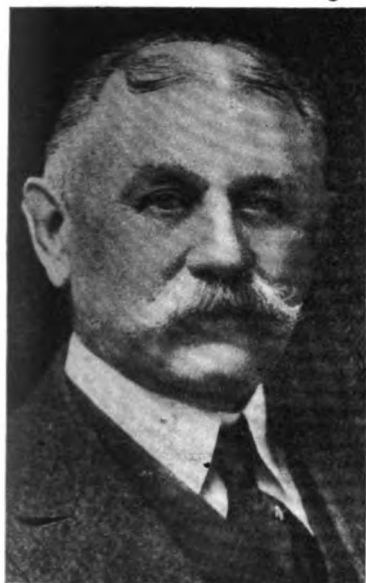
John B. Smallwood, news manager of the Washington Star, who has been confined at his home for more than eight months with heart affliction, has returned to his desk, well on the road to recovery.

S. Carl Fischer, superintendent of the Litchfield, Ct., Enquirer, with Mrs. Fischer, passed the week-end in New York.

Rev. Henry Lincoln Bailey, editor of the Springfield, Mass., Republican's weekly edition, was re-elected moderator at the annual town meeting at Longmeadow, Mass., when the so-called "Old Guard" won a close victory at the polls.

TOURING PACIFIC ISLANDS.

Rudolph Kauffmann, managing editor of the Washington Star and one of its owners, and Mrs. Kauffmann,



RUDOLPH KAUFFMANN.

left Washington last week for a trip which will take them through California and the Hawaiian Islands. They will be absent for about two months.

SAN FRANCISCO CHRONICLE NAMES NEW AD HEAD.

James G. Ralston has been appointed advertising manager of the San Francisco Chronicle, taking the place of Herbert C. Bernstein, who recently left to join the San Francisco advertising firm of Lockwood, Shackelford & Co.

Mr. Ralston recently to the Coast from New York to become associated with Foster & Kleiser with headquarters in San Francisco. Previously he had been engaged in buying and selling advertising in New York for fourteen years. He was with the Butterick Publishing Company for four years, devoting his time to the advertising end of Everybody's Magazine, and had also been in the advertising department of Leslie's Weekly, Outing and Today's Housewife. M. H. DeYoung is publisher of the Chronicle, and W. H. B. Fowler, business manager.

LA NACION'S REPRESENTATIVE HEADS ASSOCIATION OF FOREIGN WRITERS.

W. W. Davies, New York correspondent and general representative of La Nacion of Buenos Aires, was elected president of the Association of Foreign Press Correspondents in the United States at its annual meeting. Mr. Davies has just served a year as vice-president of the association, which now has a membership of more than sixty in New York City alone. The association includes correspondents of newspapers in Europe, Japan, China, Australia and South America.

Since the organization was founded Mr. Davies has been prominent in its affairs. He commenced newspaper work in Australia, serving on the staffs of the Bendigo Advertiser, Ball-



W. W. DAVIES.

arat Courier, Brisbane Courier and Melbourne Argus. When the war broke out he went to London to represent the Australian Press Association, an organization of three hundred newspapers, similar to the Associated Press. Hampered by the English censorship, it was on the advice of Mr. Davies that the Australian Press Association established a bureau in New York.

After two years Mr. Davies severed his relations with the Australian Press Association and became correspondent and general business representative of La Nacion of Buenos Aires.

Soon after Mr. Davies became connected with La Nacion, Jorge A. Mitre, the editor of the newspaper, paid an extended visit to the United States. He soon realized the progressiveness of American newspapers, particularly the effectiveness of putting news on the front page instead of advertisements, as was being done in La Nacion.

Mr. Mitre adopted the American system which proved an instantaneous success. La Nacion has what is probably one of the best cable services of any newspaper in the world. Besides receiving three thousand words daily of cable news from the Associated Press, it maintains its own bureaus in New York, London, Paris, Rome and Madrid.

Early next month, Mr. Davies will sail for South America to represent La Nacion at the Pan-American Congress, meeting at Santiago March 25. During that time he will also visit Buenos Aires in order to confer with the directors of that newspaper regarding its cable services.

STAFF CHANGES.

Leland G. Swarts has resigned as telegraph editor of the Springfield, Illinois State Register, and has gone to the Memphis, Tenn., Press, to take a desk position.

Jerold Butts, formerly a member of the news staff of the Norfolk Virginian-Pilot in Norfolk and Portsmouth, has gone to Birmingham, Ala., to take a position in the news room of the Age-Herald.

George H. Robinson of the Syracuse Herald, where he has been covering court assignments for the past two years, has joined the staff of the Albany Evening News and will cover the Albany courts.

W. B. Weissblatt, formerly advertising manager of the New York Daily News Record, has become assistant to M. F. House, president of the Retail Ledger Publishing Company, Philadelphia, in charge of much of the advertising for the Retail Ledger.

The Des Moines Capital has added F. F. Mellen to its advertising staff. Mr. Mellen was recently in the advertising department of the Omaha News, and at one time with the St. Paul News and the St. Paul Dispatch.

A. D. Allison, recently solicitor for the San Francisco Examiner, has become advertising manager of the Oakland Examiner.

Paul F. Hauptert, who has been assisting Byron Price on the day desk of the Associated Press at Washington, has been placed in charge of the night "side."

George Ingraham, formerly with the New York Tribune, and more recently with the New York Evening Post, is now in the advertising department of the New York World, in charge of that newspaper's Sunday magazine supplement.

Frank S. Day, Jr., formerly with Hearst's International and the Butterick Publishing Company, New York, has returned to the Chicago Tribune, with which paper he was connected six years ago.

R. G. Calloway, for two years classified advertising manager of the Memphis News Scimitar, is now with the Birmingham News in a similar capacity.

George L. Borgen has become city editor of the St. James, Minn., Independent.

SHERMAN RETURNS TO CLASS JOURNAL COMPANY AFTER TWO YEARS.

Ray W. Sherman has resigned as merchandising director of the Automotive Equipment Association to return to the Class Journal Company, publishers of automotive business papers, with which he formerly was connected as executive editor. His connection with the Class Journal Company will be as business counsel and his headquarters will be at the company's New York office at 239 West Thirty-ninth Street. He will make the change on March 15.

Sherman's former period of service with the Class Journal Company began eleven years ago and was continuous for nine years. He began as reporter for Motor World, later became editor of that paper and then was advanced to the executive editorship with supervision over the company's various publications. Nearly two years ago he left that position to take charge of the merchandising work of the Automotive Equipment Association, a national organization of automotive manufacturers and jobbers with a membership of more than 500 firms.

WEDDING BELLS.

Announcement has been made by Edwin G. Martin, business manager of the Brooklyn Daily Eagle and for many years associated with that paper, of the engagement of his daughter, Miss Dorothy Martin, to Wesley Clifton Miller of Providence. Mr. Miller is a graduate of the Rhode Island State College and a member of Theta Chi fraternity. During the war he served overseas as a captain of the United States Signal Corps. The wedding will take place in the fall.

John Paul Cady, a member of the reporting staff of the Columbus Ohio State Journal and Miss Beulah Clark were married recently in that city.

YOUNG NOW PUBLISHER OF SEATTLE. P.-I.

Shifts in the Hearst organization have brought Lester J. Clarke, until recently publisher of the Seattle Post-Intelligencer, to the Hearst general staff in New York, and George G. Young, who was shifted from the Los Angeles Examiner, where he had been general manager, is now in charge at Seattle.

Mr. Clarke went to Seattle two years ago from New York, where he was eastern representative of the



LESTER J. CLARKE.

Los Angeles Herald, to become associated with the executive management of the Seattle paper under the ownership of John H. Perry. Mr. Clarke's success brought him the position of publisher when Mr. Perry sold the paper to W. R. Hearst.

Mr. Clarke was for several years general manager of the Scripps' northwest list.

Mr. Young before becoming publisher of the Los Angeles Examiner, was connected with the San Francisco Call, and previously had been city editor of the Oakland Daily Post.

W. C. TECHENOR MEMPHIS. PRESS AD MANAGER.

The Memphis Press has appointed W. C. Techenor advertising manager of the paper. Mr. Techenor was formerly with the advertising department of the Oklahoma City Daily Oklahoman and more recently had been with the Denver Express.

BUSINESS BUSINESS

Newspapers For Sale

New issue of "LISTINGS," our semi-monthly, official publication, containing descriptions of nearly 50 daily, semi-weekly and weekly newspapers, is ready and contains many good bargains that can be purchased on small down payments.

Okla. daily, clearing better than \$9,000; another more than \$13,000 yearly, either can be purchased for small cash payment and at much less than real value.

Southern daily and weekly with big circulation, making money, \$50,000 cash, balance easy.

Ohio, daily and semi-weekly, good city, gross annual business about \$25,000. Can be greatly increased. Paper not being given any attention. Owned by an estate and the heirs are in another business. \$12,000 with about \$8,000 cash payment.

Penna. weekly, over \$5,000 a year profit, \$12,000 with \$5,000 cash. Daily doing about \$50,000 gross, practically new equipment. \$35,000 terms. Other daily and weekly papers in this state.

Above only a few of propositions that will be found in "LISTINGS." In addition will be found other daily, weekly and semi-weekly papers published in all parts of the country. If you want to buy we can locate you upon a few hundred dollars up to \$50,000 investment. We also have several papers that can be leased.

"LISTINGS" ISSUED SEMI-MONTHLY

Whether you want to purchase now, or in the future, have your name placed upon our mailing list to receive "LISTINGS" regularly twice a month as issued. It is free. It is our official organ and through its columns you can locate easier than in any other way.

LET US LOCATE YOU

We are ready and equipped to give you real expert service in the matter of finding a paper. Put us to the test—tell us what you want and we will get it.

LIST YOUR NEWSPAPER WITH US

If you want to sell, let us find a buyer for you. We have a large list of prospects who have money and are ready to act quick. No matter where your paper may be located or how large or small it may be, we can find a buyer.

NEXT "LISTINGS" OUT MARCH 15th

By acting promptly you can have your paper published in "LISTINGS," our official publication, issued semi-monthly. It will appear under a key number, with neither name or location given. Everything confidential. Upon request, we will not submit name of paper or location until your consent has been received. Thus you receive no publicity and the fact that you want to sell is not made known generally.

SEND FOR BLANKS

If you want to sell, this is the time. We are ready to give you quick service, if you will permit.

PUBLISHERS SERVICE BUREAU
(Established 1916)
119 N. Bowman St., Mansfield, Ohio
Owned and Managed by Experienced
NEWSPAPER MEN

Publication Resumed!
THE NEWSPAPER WRITER
Alexander Schlesinger, Editor & Publisher
Publication Office:
1199 Boston Road, New York
Copy, 25 Cents; 5 Copies, \$1.00
Mail Address: "The Newspaper Writer,"
Box 18, Sta. R, New York, N. Y."

PACIFIC COAST NEWSPAPERS
Bought and sold by
PACIFIC COAST NEWSPAPER EXCHANGE
Monadnock Building, San Francisco
Write for list and special information

CHANCES CHANCES

Sales Appraisals Newspaper Properties

Palmer, DeWitt & Palmer
225 Fifth Ave.
New York

You can buy a Newspaper Property to best advantage through

THE
H. F. HENRICHS AGENCY

Selling Newspaper Properties
LITCHFIELD, ILL.

New York Los Angeles

SAFE AND PROFITABLE—High class evening paper, established thirty years, modern equipment, good paid circulation, net earnings over ten thousand dollars after deducting all expenses including salary of owner and depreciation. Price seventy-five thousand dollars, one-third cash, including accounts receivable and money in bank. No debts.
J. B. Shale, Times Bldg., New York.

Jingles Wanted

We are in the market for four-line rhymes suitable for Christmas, Easter, Mother-day, Birthday and other greeting cards of high quality. Jingles with happy sentiment wanted, but no low comedy. Good prices paid.
Stanley Mfg. Co.,
Cannon St.,
Dayton, Ohio.

Unusual Opportunities

Daily and Weekly Newspapers,
Trade Papers

HARWELL & CANNON
NEWSPAPERS AND MAGAZINE PROPERTIES

Times Building, New York
Established 1910

FORMER NEWSPAPER WOMAN WILL VISIT U. S.

Mrs. Jesse S. Cottrell, wife of the American minister to Bolivia, has left the Bolivian capital at La Paz, for a visit to the United States, sailing on February 12. She will be joined by her husband in the early spring.

Mrs. Cottrell will visit friends in Washington, after which she will visit with her husband's relatives in Knoxville, and then with her own relatives in Birmingham, Ala.

Prior to his selection by President Harding to represent this Government at Bolivia, Mr. Cottrell was the Washington correspondent for a string of newspapers. Mrs. Cottrell was also formerly engaged in newspaper work in Birmingham, and was connected with Red Cross activities at Washington before the appointment of her husband in the diplomatic

FOR SALE

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.

HARDINGS START MONDAY FOR SOUTH TO BE GUESTS OF WASHINGTON PUBLISHER.

President and Mrs. Harding, and other members of the presidential party, will leave Washington Monday for Florida. They will be the guests of Edward B. McLean, owner and publisher of the Washington Post and Cincinnati Enquirer, and Mrs. McLean, on the houseboat Pioneer.

With the party will be Speaker Gillett, Attorney General Daugherty, Chairman Lasker of the Shipping Board, Secretary George B. Christian, Jr., Brigadier General Charles E. Sawyer, the president's physician, and Jess W. Smith, a friend of Mr. Daugherty's. It is expected that Brigadier General Dawes, formerly head of the Budget Bureau will join the party on its arrival. Secretary and Mrs. Weeks will go south with the party, but will leave it at St. Augustine. It is understood that Senator Frelinghuysen of New Jersey, and a small party of friends, going south on Mr. Frelinghuysen's houseboat, Victoria, will join the cruise of the presidential party that is to follow arrival at Ormond, and will go along the inland waterways of the East Coast.

Newspaper men to be attached to the party include E. Ross Bartley, Associated Press; Lawrence C. Martin, United Press; George R. Holmes, International News Service; Harry N. Price, Washington Post; Ralph A. Collins, New York Herald; Glenn I. Tucker, New York World; Samuel T. Williamson, New York Times, and F. S. Roosa, Universal Service.

CAPITAL CORRESPONDENTS COVER NAVAL MANEUVERS.

A number of Washington correspondents will go aboard the Henderson to cover the annual naval maneuvers, which are scheduled to take place this year off the coast of Panama. The Henderson will leave for the scene of the yearly practice on March 5.

Those who have been listed to travel on the Henderson are: James West, Associated Press; A. J. Montgomery, New York Herald; Hal Smith, New York Times; Carter Field, New York Tribune; Kenneth Clarke, International News Service; W. H. Porterfield, Scripps Newspaper Alliance, and Elliot Thurston, New York World.

DISTINGUISHED GATHERING AT NEWSPAPER WOMEN'S BALL.

Prominent newspaper folk, stage celebrities, artists and distinguished public officials were among the guests last night at the entertainment, supper and ball, the first public function given by the New York Newspaper Women's Club at the Ritz-Carlton. Governor and Mrs. Alfred E. Smith, the guests of honor, opened the ball. Thirty members of the Newspaper

FOR SALE

Goss Clipper For Sale

Eight Page Goss Clipper. Will print in sections of 4 and 8 pages. Also complete stereotype equipment for same. Cohoes American, Cohoes, N. Y.

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

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.

For Particular Printing, come to the

FINANCE PRESS

110-114 West 32d Street, NEW YORK

Men's Club acted as the floor committee. The list of patrons included Mr. and Mrs. Henry L. Stoddard, Mr. and Mrs. Bradford Merrill, Mr. and Mrs. Jason Rogers, Mr. and Mrs. William E. Lewis, Mr. and Mrs. Adolph Ochs, Mr. and Mrs. William Shillaber, Mr. and Mrs. William Randolph Hearst and Frank A. Munsey.

The club, which includes practically all of the women active in newspaper work in Greater New York, will spend the proceeds of the ball for the clubrooms at 43 West Forty-seventh street. Miss Martha Coman, until recently with the New York Herald, is president of the club.

FIRECRACKER BOMB INJURES CALIFORNIA EDITOR.

An "infernal machine," so arranged that when it was opened three firecrackers exploded, was received by "Al" Murphy, editor of the Beverly Hills News, at Beverly Hills, a suburb of Los Angeles, according to his report to the police.

The only damage was the blistering of Mr. Murphy's hand by the explosion of the firecrackers. Inside the contrivance was a note reading:

"The hour at which you must make your decision has arrived. Lay off the annexation stuff or our next move will be TNT."

(Signed) "K.K.K."

Mr. Murphy has supported a plan to annex Beverly Hills to Los Angeles

HARWOOD TAKES UP DUTIES OF STUART OLIVIER IN BALTIMORE.

Stuart Olivier, general manager of the Baltimore News and the Baltimore American, owned by Frank A. Munsey, has retired from those papers, effective immediately.

Mr. Olivier has been in newspaper work twenty-five years, for the last fifteen years with the News and American under the Munsey ownership. He says "that twenty-five years is a fair span of a man's life to give up to the wearing burden of newspaper work."

Charles M. Harwood, editor of the newspapers, will take over the duties of the general manager, without appointment of a successor to take Mr. Olivier's place.

HELP WANTED

Circulation Man

Wanted to take charge of the out of town circulation of a paper in a city of 130,000 not far from New York City. Only a hustler who will work and can produce results need apply. Must be a man who knows how to handle and increase circulation in towns, villages and country districts. Man with experience qualifying him for such work preferred. Address Box 5838, care THE FOURTH ESTATE.

Circulation Manager

The best newspaper in the best city in one of the best Southwestern States wants to strengthen its circulation organization with a capable newspaper circulation man who would be interested in a connection that offers to the right man an unusual opportunity; must be an experienced man who has proven his ability by successfully handling a newspaper circulation. Do not want a schemer or stunt promoter, but a business producer who can organize and direct a selling force and produce results. Only first class man of good character and satisfactory references need apply.

Address Box 5819, care THE FOURTH ESTATE.

Reporter Wanted

Wanted by a paper in a city in Central New York, a reporter who can ride a motorcycle and whose work will be to cover suburban country territory in the Summer and city work in the Winter. Only a man who knows news and who can write a "bang-up" story on country incidents and happenings need apply. Address Box 5822, care THE FOURTH ESTATE.

SOUTHERN EDITOR HITS "SPACE GRAFTERS."

OF SO VITAL CONCERN TO NEWSPAPER PUBLISHERS EVERYTHING POSSIBLE SHOULD BE DONE TO STAMP IT OUT—KILL IT AS ONE WOULD KILL RATTLESNAKE.

The modern press agent was taken to task by M. L. Fleetwood, president and general manager of the Cartersville, Ga., Tribune-News, in an address before the executive committee of the Georgia Press Association at Savannah last Saturday.

Terming the press agent as a "space grafter," Mr. Fleetwood chose as his subject "The Space Grafters and How to Get Rid of Him." He proposed to relegate the press agent to the business office of the newspaper instead of the editorial department.

The press agent is not confined to Georgia alone, said Mr. Fleetwood, "they are in high places and low places," and the editors do not realize how many dollars they are losing simply because they let the press agent "come in and take from under their eyes the one and only thing they have to sell, and that is paid advertising space in the newspapers."

He recommended that editors not run the "space-grafting" matter as the foremost means for overcoming him for the good of the newspapers themselves.

"Space grafting is a matter of vital concern to all newspaper publishers that everything possible should be done by them to stamp it out, kill

HELP WANTED

Wanted—Foreman

For eight page afternoon newspaper. Six linotypes; good executive and capable of handling make-up. Only dependable man wanted. Permanent place; fine residential city. Address Michigan Daily, care THE FOURTH ESTATE.

Advertising Solicitor

We need an advertising solicitor who will eventually be capable of becoming an advertising manager. The man we want is now employed as a salesman and copywriter who has had two or three years experience on a paper in a city of around 100,000 population. All replies confidential. Give us information of yourself, your experience and reference. Also state salary expected to start. Address Box 5817, care THE FOURTH ESTATE.

Lay Out and Copy Man Who Can Sell

Indiana morning newspaper; leader in local advertising; needs immediately aggressive salesman, ability to write good copy and make lay-outs essential; permanent, profitable connection for man who can prove his merit. Married man preferred; complete information and salary expected in first letter. Address Box 5824, care THE FOURTH ESTATE.

Desk Man

Good desk man can have immediate employment Massachusetts evening paper. New York state or New England experience not necessary but desirable. Address Box 5807, care THE FOURTH ESTATE.

Advertising Manager And Solicitor

who can lay out good copy and sell it. Must be well educated, ambitious and neat in appearance. Will pay straight salary or moderate salary and good commission for increased business. Leading paper in town of 18,000. Write full details, send samples of work, also photo, if possible. State salary desired. Herald, La Porte, Indiana.

it as you would a rattlesnake, and with no more compunction," he said.

Agents of the Government came in for their share of the blame in seeking free publicity in the newspapers in the address.

"Let's lay down a rule to the effect they must pay, or they can't get by with a lot of their propaganda," concluded the speaker.

The annual convention of the association will be held July 16, 17, 18 at Lavonia. On July 19, the editors will visit the Tugalo power plant of the Georgia Railway and Power Company, and on July 20 will go to Lake Rabun, both days as guests of the power company. On July 21, the editors will start a tour of the Nacoochee valley, as the guests of the cities of Cleveland, Clarksville and Helen.

WASHINGTON NEWSPAPER GOLFERS ELECT OFFICERS.

Edgar W. Markham, Washington correspondent of the St. Paul Pioneer Press and Dispatch, was elected president of the Washington Newspaper Golf Club at a meeting of the members of the organization in the National Press Club last Tuesday night. He succeeds William E. Brigham, Washington correspondent of the Boston Evening Transcript, who

HELP WANTED

Are You Covered In New York, Mr. Editor?

AN EXPERIENCED NEWSPAPER MAN WOULD SERVE A LIMITED NUMBER OF DAILY PAPERS AS NEW YORK CORRESPONDENT, COVERING ALL BRANCHES OF NEWS THAT WOULD BE OF INTEREST TO YOUR READERS. WRITE OR WIRE FOR RATES.

REPORTER—Rm. 415
624 Madison Ave., N.Y.C.

Advertising Salesmen

A publication proven profitable for advertisers. Will give the right man \$5,000.00 the first year in commission. One salesman earning an average of \$10,000.00 a year. Another part-time salesman earning \$200.00 weekly.

This is a splendid opportunity for live, energetic salesmen. Salesman in almost every city can have selected territory. Mervel Corporation, Mount Vernon, N. Y.

Advertising Manager

For Ohio evening paper, college town; must be able to write copy, sell campaign, sell contracts. Permanent reasonable salary. State all about yourself first letter. NEWS-JOURNAL, Wilmington, Ohio.

Advertising Man

Wanted—An energetic advertising man who knows how to develop accounts in a result-producing manner. To the young man who desires to make a permanent connection and develop a field of exceptional possibilities, here is a real opening. Write fully. The Minot Daily News, Minot, North Dakota.

Cartoonist

The leading paper in a city of over 100,000, not far from New York City, wants cartoonist who can make a good likeness as well as write. Experience with a camera also necessary. Write, stating experience, age and salary expected. Address Box 5820, care THE FOURTH ESTATE.

has been at the head of the organization since its founding more than a year ago.

Paul J. McGahan, of the Washington Bureau of the Philadelphia Inquirer, was elected vice-president, and James D. Preston, superintendent of the Senate Press Gallery, was re-elected as the secretary-treasurer.

Four members of the executive committee elected at the meeting are Charles R. Michaelson, head of the Washington bureau of the New York World; Samuel W. Bell, of the Washington staff of the Philadelphia Public Ledger; Emmett Dougherty of the Washington bureau of the New York Times, and Russell T. Edwards, Washington correspondent of Nature Magazine. A member of the committee is yet to be elected by the tennis playing members of the club.

A resolution calling for a vote of thanks to Mr. Brigham, the retiring president, for services rendered the organization while its chief officer, was unanimously adopted at the meeting. William J. Donaldson, superintendent of the House Press Gallery, was also taken into membership.

A spring tournament will be arranged in April, and there will also be a fall tournament. President Harding, former owner of the Marion Star, who is a member of the club, has participated in all its previous tournaments.

HELP WANTED

Wanted—Competent Machinist & Operator

To operate head machine and care for five others. Unorganized shop; afternoon daily, place permanent. Fine residential city. Address Michigan Daily, care THE FOURTH ESTATE.

Experienced Reporter

Reporter experienced, with rapidly growing newspaper which offers opportunity for advancement. Address H. T. Saylor, Managing Editor, Courier, Camden, N. J.

Editorial Work

The publisher of a first-class Southwestern daily newspaper wants to strengthen the editorial staff with a man about thirty-five years of age. Prefer one who is a native of and familiar with the Southwest; one who has a good education, good health, good judgment, and who possesses character, dependability and the other necessary qualifications either developed or undeveloped.

This is an exceptional opportunity for a man of the right kind. No one need answer unless he has the capacity to measure up to the stated requirements. The advertiser is not looking for a paragon; but is looking for an exceptional man who is willing to take advantage of an exceptional opportunity to grow and develop with a good newspaper.

The editor of THE FOURTH ESTATE can certify that this is a bona-fide advertisement, but is not at liberty to divulge the name of the newspaper. Correspondence confidential. Those who reply should give full information in first letter.

Address Box 5816, care THE FOURTH ESTATE.

Advertising Salesman and Copy Writer

A good position with well-known newspaper in lake city of 275,000 population. Write, stating experience, age and salary expected. Address Box 5808, care THE FOURTH ESTATE.

BOY WANTED

With some experience in office of newspaper or advg. agency. Good opportunity to gain valuable knowledge and advancement in newspaper work.

Address Box 5230,
care THE FOURTH ESTATE.

NEW CANADIAN WEEKLY.

The Edmonton, Ala., Journal, Ltd., publisher of the Edmonton Journal, a daily newspaper, has purchased the semi-weekly Edmonton Bulletin and the monthly publication, Agricultural Alberta; and combined them with a semi-weekly edition of the Journal under the name of the Edmonton Journal Farm Weekly.

SITUATIONS
WANTED

**Advertising Manager
Copy Writer
Salesman**

Available on Short Notice
14 years as solicitor, copywriter and advertising manager with two newspapers in cities of forty to sixty thousand. Age 34; married. Prefer advertising or business management of progressive daily in Central or Western States where there is a chance of buying substantial interest within a reasonable time.

Address Box 5335, care THE FOURTH ESTATE.

Advertising Manager

Six years experience with one newspaper. No wizard, his record speaks for itself. Present executives will vouch for him. Clean cut, enterprising, Christian, married, age 34. Wants a permanent connection. Address Box 5332, care THE FOURTH ESTATE.

TRADE SURVEY IN
EFFECTIVE BUT
SIMPLE FORM.

FINDING WHERE AND HOW THE CONSUMER SUPPLIES HIS NEEDS AS IT IS DONE BY LOS ANGELES EXAMINER—TWENTY DISTINCT TRADING ZONES WITHIN CITY.

As one of the first steps in organizing the merchandise service department, the Los Angeles Examiner divided the city into zones, or trading districts, each representing a certain class of trade. This zoning plan makes of Los Angeles twenty individual communities, thus simplifying and systematizing all the activities of the merchandising plan and contributing to complete and thorough coverage of the city on all campaigns.

Field men are regularly assigned to cover each of these zones, or trading districts. In making a trade survey, each field man will call on a given number of the representative dealers in each of his trading districts. Great care is exercised in selecting these dealers. They are the leading merchants in their respective zones, dealers whose business methods and personal integrity warrant their being classed as representative of their particular section of the city.

As the reports secured from the dealers come in they are carefully examined and tabulated. In a survey on hair tonics, for example, the field men will call on 100 representative dealers in all sections of the city—an average of five in each of the twenty districts.

It may be found, for example, when the reports are all in, that the leading brand was carried in stock by 98 of the 100; the second brand by 75; and so on. Perhaps, according to dealer reports, the brand with the largest distribution was the best seller in 80 of the stores covered (although this does not necessarily follow); the second seller in 16 and the third seller in 4.

Then comes the question of popular sizes, prices, and the individual dealer's estimate of the possibilities of introducing a new brand. All of this information is tabulated. In no case is the dealer's name connected with the completed report.

Similar to the method of tabulating

SITUATIONS
WANTED**Executive Position Sought
by Experienced News-
paper Man**

Over 20 years' experience in all departments gives ability increase earnings to maximum, produce a snappy paper on metropolitan lines and to keep expenses down to minimum.

Best of references. All replies confidential. Immediately available.

Box 5341, Care The Fourth Estate.

NOW READY!

Having served and qualified in the capacity of foreman, editor, advertising manager, business manager and publisher, the writer is ready to extend this knowledge and ability to a progressive newspaper.

Experience of eighteen years covers metropolitan and smaller cities.

Aged 39, good health, married, highest references. Available in month.

All letters answered in confidence.

Address Box 5339, care THE FOURTH ESTATE.

election returns, the source of the information is withheld, the final results show the ruling opinion of the majority. The individual questionnaires filled out by the dealers are kept in a vault and are not shown to anyone except with the dealer's express permission.

Thus it is possible to show the manufacturer what possibilities he has of establishing a new brand in this section; or to discover for him weak points in his distribution; or retarded sales in the case where distribution is good but selling slow. Thus it is possible to help the dealer by getting the manufacturer to back his new product with adequate adver-

SITUATIONS
WANTEDSITUATIONS
WANTED**News Editor-
Managing Editor**

Young man now head of the copy desk (universal) of one of the largest newspapers in America, seeks position as news editor of metropolitan daily. Good executive; good on front page layouts. Has news sense. Filled all positions in editorial room including editorship of small city daily. Would go anywhere and would consider place as managing editor of well financed daily in smaller field. Thirty days' notice. Age 33; steady; reliable. Cheap jobs not considered. Republican. Address Box 5306, care THE FOURTH ESTATE.

**Junior Advertising
Solicitor**

Young man, twenty-one, wants to connect with advertising department of a medium sized daily or weekly in the East, where he will be given the opportunity to solicit ads, write copy and possibly cover assignments. Was reporter on daily trade paper for one year and has had two years of selling and sales promotion experience. Salary to start \$26. Address Box 5336, care THE FOURTH ESTATE.

BIG AUTOMOBILE NUMBER.

The automobile edition published by the Clarksburg, W. Va., Telegram February 25, at the opening of the annual automobile show in Clarksburg, contained a total of 32,928 agate lines of automobile advertising and several pages of special feature articles.

DO YOU NEED A

General Manager
Business Manager
Advertising Manager
Advertising Solicitor
Circulation Manager
Managing Editor
City Editor
Desk Man
Reporter
Linotype Operator
Monotype Operator
Intertype Operator
Linograph Operator
Web-Pressman
Photo-Engraver
or any kind of help?

**OR ARE YOU
SEEKING A CHANGE**

The quickest way we know of to bring about your desires is to

**USE THE SMALL-AD
DEPARTMENT
of THE FOURTH ESTATE.**

Send along your ad and the promptness of results will surprise you. Ads should be received by Thursday, although few can be squeezed in Friday morning.

Why not mail or telegraph copy for the next number and start the machinery? Think of being able to get one of the strongest forces in the newspaper field to work for you for a few pennies!

THE FOURTH ESTATE
232 West 59th Street,
NEW YORK

tising; or to get advertising behind the slow-sellers which are eating up the dealer's profits as they gather dust on his shelves.

**PUBLICITY GRAFTERS FAIL TO
TAKE GOOD HINT.**

There were six or seven who appeared before the editorial association last week, says the Dassel, Minn., Dispatch all begging for publicity for this or that pet scheme. This, just after all free publicity schemes had been severely dealt with by preceding speakers. It seems hard to penetrate the thick hides of a lot of these free publicity sharks.

SITUATIONS
WANTEDGeneral Manager
Available

with constructive daily and Sunday—morning and evening newspaper building experience on both small and metropolitan dailies.

A successful executive, aggressive, good organizer and result producer in advertising and circulation and thoroughly familiar with business and mechanical details and all functions of newspaper making and management.

29 years old, married and available for connection on short notice.

Credentials prove ability to handle any proposition—medium size city preferred.

Address Box 5331, care THE FOURTH ESTATE.

Newspaper Executive

A man of experience seeks executive position with large newspaper or a general manager of small city paper. Situation must offer opportunity that will encourage the giving of ones very best efforts. Have been especially successful in securing co-operation of employees. Address Box 5327, care THE FOURTH ESTATE.

General Business
Manager

Trained and experienced result producing all around newspaper executive, aggressive, understanding modern methods of business, advertising, circulation and proper direction of all departments of newspaper making, seeks opportunity as General Manager-Publisher. Wide experience in all departments, including one of largest dailies. Preference for growing small city daily. Highest credentials. Address Box 5323, care THE FOURTH ESTATE.

Foreman of
Daily Newspaper

Efficient and reliable; union; Great Lakes states preferred. Long experience with medium-sized papers carrying heavy advertising has taught the writer just where to cut the corners to best advantage to keep things going all the time; and getting the paper to press at the same hour each day has become second nature. Do you want to unload the composing room end of it? Write P.O. Box 209, Ann Arbor, Mich.

SITUATIONS
WANTED

News & Editorial Executive

News and editorial executive, at present managing editor in city of 200,000, has excellent reason for desiring change. Sixteen years metropolitan and small city experience, the last three devoted largely to organization and reorganization work. Last connection nearly 10 years.

Energetic, constructive builder in both news and editorial departments, seasoned executive and trained developer of ideas. Will consider only afternoon or twenty-four hour proposition. In 30's. Married. Address Box 5340, care THE FOURTH ESTATE.

Metropolitan Managing Editor
Seeks New Opportunity

Editorial executive wants connection with successful daily.

As managing editor of one paper, in charge of entire editorial department, including editorial page, built from nothing to 150,000 circulation in 21 months.

Trained as reporter to editor for 16 years in small cities and in Boston, New York, Washington and Detroit.

Splendid references available. Ready for personal interview anywhere.

Address Box 5328, care THE FOURTH ESTATE.

Some Trade Paper
Needs This Man

Who is fully experienced as an editor of an industrial and stock page of one of New England's most influential newspapers. Wants a trade publication connection, preferably in New England.

He knows the New England States and their bountiful resources and is an able writer. Has corresponded for several trade papers and knows the valuable information that trade papers seek.

Will be glad to arrange interview and furnish references. Address Box 5246, care THE FOURTH ESTATE.

Publisher's Assistant

Wants connection with large publisher as understudy to busy executive. Understand mechanical departments from A to Z, practical all-around printer; 32 years old, honest and ambitious. Address Box 5313, care THE FOURTH ESTATE.

SITUATIONS
WANTEDSITUATIONS
WANTED

Reporter

Young man, 23, ambitious and willing, now doing reporting and front office work on weekly, wishes position offering more experience in news writing. Prefer Ohio, Indiana, or Illinois. Address Box 5337, care THE FOURTH ESTATE.

News Editor

Thoroughly experienced man now employed in city of 1,000,000, desires position as news editor in small or large city. Minimum salary \$60. Address Box 5388, care THE FOURTH ESTATE.

Assistant Circulator

With 16 years of experience in all phases of circulation work, on a daily of 200,000. Have had 7 years experience with the Pollard-Alling system of mailing list and would prefer a newspaper using this system. Can furnish best of references from present employer. Married, age 38. Address Box 5386, care THE FOURTH ESTATE.

Circulation Man

Some publisher, desiring to quickly and permanently increase the circulation of his newspaper, can secure the services of a man having had large experience in developing circulation upon both established and new newspapers. Address Box 5315, care THE FOURTH ESTATE.

A REAL WESTERN
PRESS CLIPPING SERVICE
that actually covers
the WEST.

Pacific Northwest
Press Clipping Bureau
Seattle, Wash.

The greatest auxiliary
news service in the middle
west.

THE CAPITOL PRESS
Peoria, Ill.

(Established 1912.)

CHARLES
HEMSTREET
PRESS
CLIPPINGS

59 Park Place, NEW YORK

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

Dominion PRESS CLIPPING AGENCY which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland. 74-76 Church Street. TORONTO, CAN.

At your service, THE IMPROVEMENT BULLETIN, reaching architects, contractors, engineers and dealers throughout the Northwest. 3,600 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.

Copy Reader

Thirty, wants place, preferably in New York City; can come on trial on one week's notice; almost two years in present position on Washington newspaper; six years desk experience, four years previously reporting; college graduate; consistent and reliable worker; \$50 week, minimum. Address Box 5321, care THE FOURTH ESTATE.

Editor

Long, excellent record newspaper and trade journal field, now employed seeks larger opportunity. Don't communicate unless you want high grade man. Box M, Newspaper Club, 133 W. 41 st., New York City.

Mr. Owner;
A Man For You

Editorial man, who can qualify as publisher, managing editor or editor, wants to get in touch with the owner of a newspaper in a city of 30,000 to 100,000 inhabitants.

Can furnish unusual references from several newspapers. Has worked on metropolitan as well as smaller dailies.

Knows publisher's angle. Is mature and capable. Address Box 5295, care THE FOURTH ESTATE.

ADVERTISED GOODS CREATE SATISFIED CUSTOMERS.

UNADVERTISED GOODS ARE A MENACE; THEY STEAL YOUR TIME; THEY CURTAIL YOUR PROFITS; THEY JEOPARDIZE YOUR REPUTATION, SAYS LOS ANGELES WRITER.

There are two ways for the retail dealer to sell merchandise, says the Southwestern Grocer, published by the Los Angeles Examiner. The first of these is by word of mouth, demonstration, intensive personal effort.

The second is by distribution of those nationally-known brands of recognized merit for which a demand is ready-created; those things which have been tried and proven by the consumer; those things which have established in the popular mind a reputation for service, quality, reliability, uniformity; those things which sell themselves—you retailers call them repeaters.

The inference is obvious. You recognize them as repeaters—you have so designated them. For what reason? Simply because day in and day out, month after month and year after year, customers come into your store and call for them by name, as familiarly as an old friend. And the customers are familiar with them because through advertising they have become acquainted with them.

How many dealers realize the illimitable rewards of selling such merchandise? First and foremost comes monetary profit. Go over in your mind the well-known lines of merchandise on your shelves; compare their sales with sales of unknown competitive lines which you may have. In volume of sales per month they bring you ten times as much income.

Think again—if some morning you were to open up the store and decide to discard your entire stock of nationally-known merchandise—throw it all out! What kind of a store would you have then. What kind of a business could you expect to do?

Would you for a moment dream of attempting to do business on such a basis?

In addition to the monetary profit on each individual sale, did you ever stop to realize the prestige that accrues to you because you handle well-known merchandise of standard quality and universal demand? To the transient customer passing your store you are entirely unknown; that person has possibly never seen or heard of you before. He would naturally be reluctant to take the recommendation of a stranger on how he should spend his money. He would not like to step into your store and buy an article he had never heard of before, purely on your recommendation. But—he would not have the slightest hesitation in buying from you or anyone any standard merchandise which he did know either through advertising or personal experience. And therein the prestige of the manufacturer who has built a reputation for his product through advertising falls like a mantle on the shoulders of the dealer, actually creating new business for him, new profits, new friends.

There is still another reward for the dealer selling known merchandise. It is that satisfaction which comes through creating a satisfied customer. A satisfied customer means a permanent customer—a new friend. A satisfied customer is going to come back to your store again and again—will continue coming back just as long as his wants are satisfactorily filled.



James O'Shaughnessy, executive secretary of the Four A's, is chairman of the honor committee in his home town, Tuckahoe, N. Y. He is shown here with Major A. W. Gullion (left), representing Gen. Pershing, placing wreaths on coffin containing bones of Revolutionary heroes on Washington's birthday.

How much are permanent customers worth to you?

What percentage of your merchandise can you honestly list among the repeaters? How much of it do you have to spend your time and effort in selling—while always at the back of your mind is an unexpressed fear that maybe the customer won't like it; maybe it won't measure up to his expectations and your optimistic predictions.

Unadvertised goods are a menace. They steal your time; they curtail your profits; they jeopardize your reputation.

Advertised merchandise gives you quicker turn-over (which means greater profits) with practically no selling effort on your part; it creates prestige for you; it makes satisfied permanent customers.

DRIVE PLANNED TO REVIVE STUDENT DAILY.

Steps to revive the Minnesota Daily, university student publication at Minneapolis, suspended recently because of lack of support, were taken at a meeting of a special committee of student representatives of the various colleges.

The committee, appointed by the All-University council, headed by Vernon X. Miller, law representative, is perfecting plans to circulate petitions among the student body in an attempt to obtain 6,000 signatures asking support of the daily on a blanket tax basis of fifty cents a quarter per student.

Eleanor S. Piper, Dwight Lyman and Chester Salter represent the academics, Paul Peterson and Eleanor Sparks, agricultural college; W. Wilson, engineers; Karl Edgerton, dentists; Leonore Andrist, the college of education; A. O. Fuhrman, the chemists.

DIPLOMAT ADDRESSES NEW YORK AD MEN.

Luigi Criscuolo, plenipotentiary delegate of Montenegro, with rank of minister, and a writer on Italian-American economic, financial and political subjects, spoke at the weekly luncheon this week of the Advertising Club of New York, on "What is the Situation Facing the New Nations of Europe." Mr. Criscuolo is a financial writer, publisher and diplomat. He was former financial editor of the New York Independent and has served as secretary to the United States Railroad Administration advisory committee on command. He was organizer and chairman of the Italian drive of the Liberty loan committee for 1917.

BROAD VIEW IN ADVERTISING COURSES.

SCHOOL OF JOURNALISM IN OKLAHOMA TEACHES ITS STUDENTS EVERY PHASE OF PROFESSION—FORECAST ATTEMPTED OF WHAT THE FUTURE WILL BE.

To give a broad general view of the whole field is the plan on which the advertising courses at the Oklahoma school of journalism are built, according to Arthur Hallam, advertising instructor at the school. In the past, men who learned advertising have been self taught. They have learned only the phase in which they grew up and gained their experience. They do not, as a rule, recognize the value of the other forms of advertising.

Agency men think in terms only of national advertising; newspaper men think in terms of their medium; printers can see only direct advertising; and so it goes. Advertising is a little like Lincoln's definition: All of it is good some of the time, some of it is good all of the time, but all of it is not good at all times or for all lines of business.

BROAD VIEW NEEDED.

By giving a broad view of the field to the students, the advertising course makes the student realize that no matter what phase of advertising is used, it never pays to knock any other legitimate advertising effort.

The beginning course as taught in the Oklahoma school of journalism, discusses the general place of advertising in the business world, and points out the necessity of having a plan if the advertising is to succeed.

Various ways of determining the appropriation are taken up. All the different mediums are then reviewed, and the materials required for making advertisements explained. Following this, methods for executing the advertising idea are covered. In conclusion, the purposes of the various organizations of advertising men are outlined, and a forecast is attempted of what the future of advertising will be.

WRITING ADS REQUIRED.

Some students wish to make a more intensive study of the advertising field, and for them is provided a thorough course in the preparation of advertising. The different points that must be considered in executing a successful advertising schedule in all

types of mediums are discussed, and the students are required to write advertisements on a number of selected subjects for insertion in the various mediums, carrying into practice the principles discussed.

For those who want still more training, a course is offered in advertising campaigns, in which all the information gleaned in the previous courses is applied to the marketing of a specific product of general consumption. The product is selected and named by the student, and a complete campaign for putting it on the national market is prepared. In addition to the foregoing, a "seminar" course is added for any student who wishes to make a special investigation into some phase of advertising activity.

THE EDITOR'S CHAIR.

A lawyer charges a man \$10 for ten minutes conversation—the man insists on paying it: A doctor charges \$1 for a prescription and the patient says, "Oh pshaw—is that enough?" An undertaker conducts a funeral and charges \$100 and he is just perfectly lovely with everybody inside and outside the family. A man buys a gold brick and apologizes for not having bitten sooner. An editor walks a mile in the hot sun to get the facts of a sudden death or wedding or social function and spends three hours writing it up and tells lies and praises people till he hates himself. Then if he makes an insignificant omission or error or charges five cents straight for three extra papers he is a stingy cuss who never gets anything right and charges four times the price of city papers twice as large. In short, he is a confounded almost-any-old-thing and ought to be run out of town. Talk about the ice man! How would you like to run a newspaper?—Exchange.

PUBLISHER HIT FOR \$500 BY CUBAN OFFICIALS.

Cyrus H. K. Curtis, publisher of the Philadelphia Public Ledger and other publications, was fined \$500 by the Cuban customs authorities at Havana this week.

Mr. Curtis in his yacht Lyndonia has spent some time in Cuba. Some days ago he decided to visit other parts of the island. Arriving at one of them, he sent the captain of his yacht to land before receiving an inspection visit by the health authorities.

AUTOMOBILE SHOW EDITION.

The Knickerbocker Press issued a twenty-four page automobile section Sunday in connection with the Albany automobile show, which opened at the state armory last Saturday.

BOSTON'S

newest and fastest
growing paper the

TELEGRAM

Largest Evening
Circulation in
Metropolitan
Boston

Represented by

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

REGENERATION OF MR. BUSYMAN BY ADVERTISING.

HEAD OF JOURNALISM SCHOOL
TELLS KANSANS HOW A
SMALL TOWN RETAILER
IMPROVED HIS BUSINESS BY
STUDYING THE ART OF AD-
VERTISING.

Professor L. N. Flint, head of the department of journalism at the University of Kansas, addressed one session of the merchants' short course held last week in Hutchinson, Kan. Professor Flint spoke about "Mr. Busy Man and his local ad." He told of the small town retailer writing an advertisement after the solicitor had made several calls upon him.

"This is what he wrote," Professor Flint said:

"We carry the best goods in the market and afford the widest selection in all our lines. People who trade with us will find that our prices are the lowest. Satisfaction or your money back. James Busyman."

"With a feeling of relief and oblivious to the fact that he had committed all the capital crimes against good advertising, the storekeeper handed the hastily scribbled sheet to the newspaper man.

"You can put that in my space today. Tell the printer to fix it up so it will look right."

"And Mr. Busyman went back to the multitudinous little things that filled his day to the exclusion of one

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 Cleveland News and the News-Leader (SUNDAY)

National Advertising Representative
THE GEORGE A. McDEVITT CO.
303 Fifth Avenue, NEW YORK
People's Gas Building, CHICAGO

of the very big things—in any retail business—retail advertising.

"That night after supper Mr. Busyman happened to pick up a copy of his wife's home magazine. He looked at the pictures, then as he came to the advertisements he looked at them. Somehow they called to mind the daily ordeal of writing his own ads—the annoyance, the doubt, the feeling of helplessness that came when he sat down to write.

"What a mess he had made of his advertising.

"He had succeeded fairly well in business but how much further along he might have been if he had known how to make those vital contacts between his goods and the public which the great merchants of the country are using to build up their patronage.

"Then he asked himself, since this was a genuine heart searching session he was having with himself, what had he ever done toward finding out the principles of successful advertising and the possibilities that lie in the skillful handling of type and borders and cuts? How could he expect to do a thing well when he had never really worked at it or sought help in doing it? when he had always regarded it as a necessity and not at all as the most important or interesting as well as the most exacting type of salesmanship?

"Then began the advertising regeneration of James Busyman."

Professor Flint then told how he had written friends for books and how he had secured help from all sides.

WHY WE NEED NEWSPAPERS.

What would one do if there were no newspapers? I suppose one would get accustomed to it in time, but what a dull, barren, circumscribed world it would be for most of us. How groovy, how narrow, petty and parochial we should become. The newspaper revives in us the daily interest in the zest for life. It enlarges our horizon and stimulates our curiosity. It enables the ordinary man to keep his finger on the pulses of the world and to take his share in its activities.

There is not a department in life into which it does not enter, and whatever a man's calling or interests, the daily paper is part of his indispensable outfit, comments a writer in the London Mail.

PUBLISHER RECOVERS LOSSES IN FORGERIES.

E. A. Batchelor, publisher of the Detroit Golfer, was awarded a verdict of \$1,438 against the Dime Savings Bank, Detroit, to cover a number of forged checks which the bank had cashed from Mr. Batchelor's account. A former clerk in Mr. Batchelor's office is serving a prison term for the forgeries.

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.

ANOTHER POINT OF VIEW ON PUTTING IT ALL IN THE FIRST PARAGRAPH.

There is one tradition of a newspaper office to which the Drifter is unalterably opposed, so he tells us in a recent issue of the Nation: that is telling an entire story, including the addresses of the parties concerned and the color of their eyes, in the first sentence. For example, in a New York daily he reads a tale that begins something like this: "His offer of marriage rejected, John Smith, twenty-five, a prosperous locksmith, shot and mortally wounded Lucy Jones, eighteen, a pretty Cuban, in her home at No. 635 West Eighth Street at 7:30 last night, and half an hour later under dramatic circumstances killed himself in his home at No. 750 West Eleventh Street." Now when the Drifter reads a sentence like that he wrings his hands and bursts into violent tears. Where is the suspense without which life would be unendurable? What were the dramatic circumstances? And what does Lucy's address contribute to a tale of unrequited love, murder, and suicide?

Right here the Drifter proposes to give a little lesson in reporting. From Liberia he has received the following story which all news writers, city editors, copy men, and other destroyers of chronology and pertinence would do well to read. With the simple heading Tragedy the account begins thus:

"On the evening of the 4th of September—Monrovia was alarmed at the news that Faulkner's Hotel was on Fire—crowds rushed to the scene but as there were no hopes of saving the building and nothing therein—all stood by and gazed on. The inmates of the Hotel told the Public that one Mr. Joseph Copeland had taken a Lamp and gone down in the cellar to look for a moving picture film 'Rock of Ages' that they did not see him come up but saw smoke coming up from that direction.

"Mr. Faulkner, the owner of the Hotel was not on the scene he was away at the Bar Mouth where he is engaged by the Government in cutting a new Bar—He came running barefooted to the scene and twice attempted to fly into the flames. Mr. Faulkner stated on being interviewed by me that it is almost impossible for him to think out the cause of the fire, and there was nothing of an inflammable nature in the cellar. That he had instructed Copeland from time to time not to carry a Lamp among the Films. . . .

"A search was made for Copeland among the ruins and about two and a half feet of his body was found—one leg—one arm—his Heart and Liver. . . . The Spanish Consulate also caught Fire and burned down. . . . This is a moral lesson to Liberia. Faulkner's Hotel disregarded the Sabbath and was the meeting ground of young Girls for the form-

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

ing of their immoral ideas. Faulkner is a deacon of Church and at the same time a Sunday Wine Seller."

The Drifter has not space to point out the numerous merits in this tale. But he knows very well how it would have been treated in New York: "In the absence of John Faulkner, the proprietor, Faulkner's Hotel at Seventh and River Streets was burned to the ground and Joseph Copeland, a waiter, of 650 South Street, was burned to death at 7 p.m. last night when he went into the cellar, in which motion-picture films were stored, with a lamp."

Just that and nothing more: no climax, no details, no moral, nothing to make a man ever want to read news. If the Drifter had a radio outfit— forbid it, Heaven!—he would broadcast the story of Mr. Copeland to every little journalism pupil in the country.

GALVESTON ADVERTISED AS WINTER RESORT IN NORTH.

Evidence that the Gulf, Colorado & Santa Fe Railway, as a part of the far-flung Santa Fe system, is boasting Galveston as a winter resort, is contained in an advertisement appearing in various newspapers. The advertisement is a reproduction of publicity which is appearing, and has appeared for several seasons, in newspapers of numerous Northern cities. "Sunny Days in Texas This Winter." is the display caption of the ad. appearing under the Santa Fe emblem.

EDITOR OBLIGINGLY SENDS OBITUARY TO NEWSPAPERS.

Mentor A. Brown, proprietor of the Kearney, Neb., Daily Hub, believes in preparedness. On his seventieth birthday, February 19, he prepared a carefully compiled obituary, which was sent to Omaha and Lincoln papers, together with photograph.

Mr. Brown is one of Nebraska's pioneer newspaper men. At the age of thirteen, he became a printer's apprentice on the Jefferson, Iowa, New Era.

BUFFALO EXPRESS

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

Local and foreign advertising rates are identical.

ASK ANY LEADING
ADVERTISING AGENCY

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

When you buy circulation you buy volume, you buy per cent coverage, you buy reader interest. The News has them all.

The Indianapolis NEWS

Frank T. Carroll, Advertising Manager
New York: Dan A. Carroll, 160 Nassau St.
Chicago: J. E. Lutz, The Tower Building

NEW AGREEMENT ON DRY GOODS STORE RATE.

(Continued from Second Page)
said. "The agreement was reached by adopting a sliding scale, basing the extra charges or rebates according to the circulation given to the advertiser during the year.

"The negotiations with the Times were carried on in a most friendly spirit, as we recognized the value of the Times to the advertiser, and the Times recognized in no less a degree the value of department store advertising to itself.

"We believe that in arriving at a schedule of charges based upon actual circulation delivered, that the best interests of both parties will be taken care of."

The agreement provides for an increase or a rebate, as the case may be, based upon the Times' rate and circulation of 1922 and the use of 150,000 or more lines a year.

In discussing the settlement further with a representative of THE FOURTH ESTATE, Mr. Saks gave an interesting insight into the merchants' viewpoint. In reply to a question as to whether the twelve days' absence of their copy in the New York Times had had any unfavorable effect on the department stores' volume, he said:

"None whatever. It is hardly to be expected that it would, but that hardly determines anything. If we stopped advertising completely for two weeks, we would still keep on having plenty of business, so that it isn't likely that a short absence from the columns of any one newspaper would make much difference.

EXCELLENT RESULTS

obtained with
tryout copy in the
PLAINFIELD, N. J.
Courier-News

Member Audit Bureau of Circulations
and United Press.

Alcorn-Seymour Co., Representatives,
New York, Chicago and St. Louis.

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!

The Columbus Dispatch

Reps. O'MARA & ORMSBEE, Inc.
New York, Chicago, San Francisco

"If we were to stay out of the Times for a year, however, it would of course make a difference. Otherwise Saks & Co. wouldn't be using the Times to the extent of something like \$220,000 a year.

"I realize, too, that the absence of the stores' advertising for this short time has not affected the Times unfavorably in any way. But over the period of a year, the Times would also feel it and that is why we believe the whole problem has been solved so as to serve the best interests of both sides."

Mr. Saks was of the opinion that merchants generally are likely to recognize the principle for advertising according to value received.

"That's the way they do business," he commented. "If they order a two-gross lot from a manufacturer and receive only a gross and a half they pay on that basis. It is the logical thing to do also in the purchase of advertising space."

The new agreement is the first of its kind between department stores and any of the New York newspapers. In the past there have been circulation guarantees, without specific provision for payment for increase. These agreements invariably fixed the guaranteed circulation at a figure considerably below actual circulation, so that the publisher was protected against any possibility of having to rebate.

FORMER NEWSPAPER MAN, NOW IN DIPLOMATIC SERVICE, ADVANCED.

David B. McGowan, former newspaper man, now in the diplomatic service, has recently been advanced from sixth to fifth class consul, with assignment to Riga, Latvia. He was formerly at Vladivostok and Moscow. Mr. McGowan was assistant editor of the Knoxville Sentinel for several years, and at one time on the staff of the Memphis Commercial.

OHIO NEWSPAPER MAN BUYS INTEREST IN LEESBURG PAPER.

Leslie Jeffries, for twelve years connected with the Wilmington, Ohio News-Journal Company, except for the period he served overseas during the war, has purchased an interest in the Leesburg Citizen and associated himself with Russel H. Knight in the operation of that newspaper.

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

TELEGRAPH EDITOR WILL DIRECT VARSITY NEWS BUREAU.

James E. Pollard, telegraph editor of the Columbus Ohio State Journal, has been appointed editor of the Ohio State University News Service, succeeding William P. Dumont, who leaves to enter the advertising business in Cleveland.

Mr. Pollard was graduated from Ohio State in 1916, and received his master's degree the next year. While at the university, Mr. Pollard was a news editor of the Lantern, a member of the Makio staff and campus correspondent for the Columbus Dispatch.

Mr. Pollard became assistant city editor for the State Journal in 1920, and later telegraph editor. As head of the University News Bureau he will have charge of disseminating information of university activities and accomplishments.

RESOLUTION INTRODUCED TO HONOR E. S. BRONSON.

The resolution to name the proposed building for the Oklahoma school of journalism "Bronson Hall" was introduced in the house by James C. Nance, Marlow Review.

This resolution is introduced in recognition of the offer of E. S. Bronson, El Reno, to give \$10,000 and an Indian collection toward the building fund.

AD CLUB'S DINNER-DANCE AND SHOW A SUCCESS.

More than 400 members of the Advertising Club of New York and their friends enjoyed the annual entertainment and dinner-dance of the organization at the Hotel Astor February 21. "A Night in China," written and produced by members of the club, was the chief feature of the evening.

LEAVES WISCONSIN PAPER.

Warren D. Leary has withdrawn as treasurer of the Chippewa Valley Press and advertising manager of the Chippewa Daily Gazette. Mr. Leary went to the Daily Gazette just a year ago as news editor. He was at one time connected with the New York Herald and was editor and manager of the paper plant of the Laurentide Company at Grand'mere, Quebec, Canada. Mr. Leary has not made known his plans for the future.

U.S. JOURNALISTS ASKED TO CONGRESS IN SWEDEN.

Several of the prominent journalists of the United States and other countries are being invited by Sweden to take part in the International Press Congress at Gothenburg starting on June 15, in connection with the Gothenburg Tercentenary Exposition.

Newspaper men officially invited will receive transportation to and from Sweden and will be entertained during their stay.

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

NEWSPAPER AD MAN ELECTED SECRETARY OF CLINTON CHAMBER OF COMMERCE.

Donald F. Walker of the display advertising department of the Indianapolis Star has been elected secretary of the Clinton, Ind., Chamber of Commerce. Mr. Walker went to Indianapolis six months ago from Terre Haute where he had served for two years as publicity director of the chamber of commerce. He formerly was connected with the advertising staff of the Evansville Journal. He is a graduate of De-Pauw University and a member of the Delta Kappa Epsilon.

RED WOOD CITY PAPER NAMES NEW AD MANAGER.

S. H. Winklebleck, for the last year connected with the advertising department of the Modesto, Cal., Evening News, has become advertising manager of the Redwood City, Cal., Tribune, owned by Dallas Wood and George F. Morrell, who also control the Palo Alto Times.

The Tribune is the second of a string of new papers to be started by Messrs. Wood and Morrell. It will make its first appearance on May 1. John Robinson of San Jose, will edit the Tribune.

EDITORS PRESENT GIFT TO DAKOTA PUBLISHER.

Every time he takes a smoke J. F. "Dick" Halliday, veteran publisher of the Iroquois Chief, will think of the members of the South Dakota Press Association. The reason for this is that Mr. Halliday will have at his side a handsome smoking set, presented him by the editors of the state in appreciation of his twenty years service as secretary of the South Dakota Press Association.

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

From nothing—to
185,000

in Six months
DETROIT
Sunday
TIMES

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

"YOU'D LIKE TO LIVE IN YORK"

The  **Dispatch**
YORK'S ONLY EVENING PAPER

NEWS OF THE AD AGENCIES.

Aubrey Cossar, who formerly conducted an advertising service under his own name, and John Erle Davis, recently Sunday editor of the Louisville Courier-Journal, have formed the advertising business of Cossar & Davis at Louisville.

The Chappelow Advertising Company, St. Louis, has opened a district office in Cincinnati under the management of Charles W. Moss, for the last four years secretary and sales manager of the Paradise Spring Company, Brunswick, Me.

T. E. O'Donnell, formerly with the Charles Williams Stores, Brooklyn, has joined the New York office of the Arthur M. Crumrine Company, Columbus, Ohio.

The Associated Advertisers' Agency is the name of a new advertising agency in Appleton, Wis., started by Austin Saeker, formerly with the Koch Company, Milwaukee.

The name of the Ivan B. Nordhem Company, New York, has been changed to the Outdoor Advertising Agency of America. The officers and personnel of the company continue as heretofore.

George L. Miller, formerly with the J. Walter Thompson Company, New York, and more recently with the New York office of Lord & Thomas, has joined the service department of

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.

GSA
Ask Us Anything
You Want to
Know About the
College Trade
Business 1923

**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

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

the George Batten Company, New York.

C. C. Beall and S. L. Cox have been added to the staff of Cecil, Barreto & Cecil, Richmond, Va. Mr. Beall will supervise all art work and Mr. Cox will direct commercial research in the field.

Laurence E. Page, formerly with the C. W. Page Company, and with A. O. Goodwin agency, both of Richmond, Va., has started an advertising business under his own name at Richmond.

W. A. Zimmerman, formerly with the advertising department of Hart Schaffner & Marx in Chicago, is now with Erwin, Wasey & Co., Chicago.

M. W. Burlingame, for six years advertising manager of the National Sportsman, Boston, has left that publication to engage in free-lance copy work.

Miss Nellie D. Prendergast, recently head of the Seth Kamsler Company, New York, has joined the World Wide Advertising Corporation, New York.

L. K. Davis, formerly in the copy staff of N. W. Ayer & Sons, and at one time with Hoyt's Service, New York, has joined the Philadelphia office of the Hancock Payne Advertising Organization as account executive.

George D. Wilcox has been added to the copy staff of the Miller Agency Company of Toledo, Ohio. He was formerly in the advertising department of La Salle & Koch of that city.

Miss Marjorie Link, formerly with C. C. Stockford Company, Toledo, Ohio, is now with the Campbell-Ewald Company, Detroit.

G. G. Nearing, recently with Donovan & Armstrong, Philadelphia, has joined the staff of Aitken-Kynett Company, also of Philadelphia.

C. P. Franchot has been appointed managing secretary of the Buffalo Better Business Commission. Frank B. Baird is president and Lewis G. Harriman, vice-president and treasurer

Clinton A. Faudre has joined the New York office staff of Bellamy-Neff Company. He was formerly with the New York office of the Hancock Payne Advertising Corporation and the Erickson Company, New York.

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

DETROIT AD FIRMS MERGE; NOW THE GEORGE M. SAVAGE ADVERTISING AGENCY.

The George M. Savage and E. Le-Roy Pelletier agencies of Detroit have consolidated. The new firm will be known as the George M. Savage Advertising Agency, and will occupy the present offices of the Pelletier agency at 605 Fine Arts Building.

Mr. Savage, one of the first successful pioneers in the agency field, established his firm in 1874. He continues as president of the new company.

For many years Mr. Pelletier has been a national figure in the advertising business as head of his own agency. He has successfully directed many important sales and advertising campaigns for large corporations, and has been prominently identified with the automotive industry. In the new organization he will be vice-president and chief advisory counsel.

M. E. Adamson, who has been in active charge of the Savage agency during the past year, continues as secretary and general manager. Previously Mr. Adamson was engaged in sales and advertising direction and the building and management of metropolitan newspapers.

HEADS REMINGTON AGENCY.

R. C. Caples has been elected president of the H. E. Remington Advertising Company of Chicago, succeeding H. E. Remington, who withdrew recently. J. V. Gilmour is vice-president; R. N. Hartsing, secretary-treasurer.

The following are in charge of the various departments: H. E. Johnson, space; Theodore Fischer and J. E. Erickson, copy; C. D. Perrin, production, and Conrad Pistorius, art. R. J. Weeks, W. H. Stromeyer and F. L. Belt are in the New York office.

PITTSBURG NEWSPAPER MEN OPEN AGENCY.

Charles Alexander Rook, Jr., son of Colonel C. A. Rook, formerly publisher of the recently discontinued Pittsburgh Dispatch, and Dan MacSweeney, for several years with the advertising department of that paper have formed an advertising business at Pittsburgh.

Mr. Rook was formerly circulation manager of the Dispatch.

WHITE NAMED TRUSTEE.

William Allen White, publisher of the Emporia, Kan., Gazette, has been elected a trustee of the Rockefeller Foundation.

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 84th St., N.Y.C.
Western Representative
Guy S. Osborn, 1802 Tribune Bg., Chicago

NEWS OF AD FOLKS.

Charles Claus, formerly with the Atlanta Georgian, the Hutchinson, Kan., Gazette and the Wichita Beacon, has joined the Spines Clothing Company of Wichita as advertising and display manager.

Scott McCafferty has become assistant secretary of the Toledo, Ohio, better business commission, succeeding Robert Mount, who left to become secretary of the newly organized Columbus better business commission.

Herbert Bornhoft has succeeded Miss Catherine M. Drown as advertising manager of the Swan Creek Lumber & Supply Company. Miss Drown, who held the position for six years, has joined the Successful Merchant Company of Chicago.

Burt Barr has joined the publicity department of the H-O Cereal Company of Buffalo. He was formerly with the Stewart Motor Car Company and the Goodyear Tire & Rubber Company.

PRIZE AWARDS TO NEW YORK DAILIES AT CORNELL.

In connection with the annual newspaper exhibit of the farmers' week program held at the State College of Agriculture a Cornell University, the first prize for the best front page, the best editorial on a farm subject and the best farm news were won by the Rochester, N. Y., Democrat and Chronicle. No second and third prize was awarded for the editorial, but the Lockport, N. Y., Union-Sun was awarded second place for the best farm news exhibit.

The second and third places in the front-page exhibit were given to the Glens Falls, N. Y., Post-Star and the Yonkers Statesman, respectively.

AGENCY MEN BUY SITES AT PORT WASHINGTON.

Edwin De Cossey of Hanff-Metzger and H. V. H. Proskey of Frank Seaman agency, have purchased plots at Port Washington, New York. Mr. De Cossey will build immediately on Ivy Way, while Mr. Proskey expects to improve his property this spring.

JOINS SPECIAL AGENCY.

David Jacques Ferro has joined the staff of the Victor B. Baer Company, publishers' representative, New York. He was recently with the American Silk Journal, New York.

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.

AUBREY & MOORE, Chicago—Completed plans for 1923 advertising campaign for Interstate Iron & Steel Co. (alloy steel & other products), Chicago. Newspapers will be used.

BRANN, 11 E. 43d, N. Y.—Placing additional orders for Montgomery Ward & Co. (mail order mdsc.), Chicago.

CHURCHILL, 50 Union, N. Y.—Handling advertising for Electric Motor Car Corp., Baltimore.

CORMAN, 19 W. 44th, N. Y.—Handling advertising for Seth Thomas Clock Co., N. Y.

D'ARCY, Internat'l. Life, St. Louis—Sending contracts to newspapers for Coca Cola Co., Atlanta.

DOMINION, 311 Beaver Hall Hill, Montreal—Placing advertising in Canadian newspaper for Canadian Match Co.

DORRANCE-SULLIVAN, 332 S. Mich., Chicago—Sending out orders for John Lloyd Wright (bird houses), Chicago.

ERWIN. WASEY, Garland, Chicago—Placing copy with newspapers for Goodyear Tire Co., Akron, O.

FARKAS, 537 S. Dearborn, Chicago—Sending orders to newspapers for Bledon-Dun (Elec. med. appar.), Chicago.

FINNEY, Firestone, Kansas City, Mo.—Placing copy for Givens Chemical Co., Kansas City.

HALL & EMORY, Portland, Ore.—Reported making up list of news-

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

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.

papers for Esbencott Laboratories (Santiseptic lotion), Portland.

Planning campaign covering Pacific Northwest starting shortly in Portland for Larson & Sorahan (Plex, new cleaning & polishing product for wood, glass & automobiles), Salem, Ore.

HEWITT, GANNON, 52 Vanderbilt, N. Y.—Placing advertising for Will & Baumer Candle Co., Syracuse.

HILL, 323 4th, Pittsburg—Directing newspaper advertising campaign for Climalene Co. (Climalene, water-softener), in hard-water centers of Middle West, which will run 35 weeks.

HOYT'S, 11 W. 32d, N. Y.—Started nat'l. advertising campaign for Sessions Clock Co., Forestville, Ct.

LORD & THOMAS, 366 Madison, N. Y.—Placing advertising for Otto Eisenlohr & Bros. (Cinco cigars), Phila.

LORD & THOMAS, Wrigley, Chicago—Sending out orders for Oliver Typewriter Co.

LOVEKIN, 10 S. 18th, Phila.—Placing advertising for H. G. Trout Co. (marine steam engines, propeller wheels & Trout Diesel engine), Buffalo.

Also handling advertising for Cutler Steel Co. (Duraloy chrome iron), Pittsburg.

MATTESON, FOGARTY, N. Mich., Chicago—Placing orders for Babson Bros. (cream separator), Chicago.

Also handling Wing & Son (pianos), N. Y., & Malloch Knitting Mills, Grand Rapids, Mich., advertising.

McCLURE, 111 W. Monroe, Chicago—Placing advertising for Maytag Co. (washing machines), Newton, Ia.

McMULLEN, 522 5th, N. Y.—Placing copy in newspapers for Hecker Cereal Co. (cream farina), N. Y.

PARIS, Los Angeles—Handling advertising for California Sprayer Co.

PRESBRY, 456 4th, N. Y.—Sending copy to newspapers for Equitable Life Insurance Co., N. Y.

RANDALL, Book, Detroit—Secured account of W. M. Finck Co. (overalls), Detroit.

Also handling advertising for Standard Mortgage & Investment Co., Detroit.

RANKIN, 1 W. 37th, N. Y.—Placing advertising for B. G. Desmond Corp. (miracle oil), College Point, N. Y.

REDFIELD, 34 W. 33d, N. Y.—Conducting newspaper campaign in

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.

several cities of U.S. for Federal Telephone & Telegraph Co. (radio sets & equipments), Buffalo.

ROBERTS & MacAVINCHE, 30 N. Dearborn, Chicago—Issuing orders to newspapers for Cluett, Peabody & Co. (Arrow collars, shirts and underwear), Troy, N. Y.

ROSS, 119 W. 40th, N. Y.—Placing advertising for Norwich Pharmaceutical Co., Norwich, N. Y.

RUTHRAUFF & RYAN, 225 N. Mich., Chicago—Placing orders for Chicago School of Nursing, Chicago, & Gordon Bates Co. (shoes), Minneapolis.

SANDEMEYER, 177 N. State, Chicago—Secured account Pullman Couch Co. (davenport beds), Chicago. Full page space will begin in March issues of magazines.

SMITH, Davidson, Kansas City, Mo.—Placing orders for Carnie-Goudie Mfg. Co. (portable houses), Kansas City.

SMITH, STURGIS & MOORE, N. Y.—Placing copy in newspapers for La Resista Corset Co., Bridgeport, Ct.

THOMPSON, 244 Madison, N. Y.—Directing advertising for Sun-Maid Raisin Growers, Fresno, Cal.

WALLERSTEN-SHARTON, 7 W. 40th, N. Y.—Sending out orders for Nichols Copper Co. (preparation for killing insects on plants), N. Y.

WILLIAMS & CUNNYNGHAM, 6 N. Mich., Chicago—Sending orders to Canadian newspapers for Marshall-Wells Co. (hardware), Duluth.

WILLIAMS & SAYLOR, 450 4th, N. Y.—Directing advertising for Handcraft Dress Co., Annetta Waist & Dress Co. & Beau Monde Frocks, all of N. Y.

GETTING TOGETHER KANSAS EDITOR'S BEST WRITINGS.

Miss Helen O. Mahin of the department of journalism at the University of Kansas, is compiling and editing a series of editorials written by William Allen White of the Emporia Gazette and hitherto only published in the Gazette. She is making a selection of his best editorial work.

EDITOR IN SHOE BUSINESS.

D. H. Richards has left as editor of the Ladysmith, Wis., News-Budget and has engaged in the shoe business in that city. Mr. Richards has been on the News-Budget several years and is a well-known Wisconsin newspaper man.

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

ASH OF PHILADELPHIA AND ASH OF NEWARK NOT THE SAME AGENCY.

Theodore E. Ash, president of the Theodore E. Ash Advertising Agency of Philadelphia, has just issued a statement to the effect that his agency has no connection and never has had with the Ash Advertising Agency of Newark, which is said to have filed papers in bankruptcy on February 6. The Theodore E. Ash Advertising Agency was organized in 1912 and conducted until the outbreak of the war when Mr. Ash turned it over to the Red Cross, and later closed it temporarily when he went to France with that organization.

Similarity of names led to confusion in the auditing department of newspapers and magazines which often sent bills to one agency intended for the other.

MISSOURI G.O.P. EDITORS TO SHAPE 1924 CAMPAIGN.

A midsummer convention of the Republican Editorial Association of Missouri will be held in Jefferson City, for the purpose of planning the 1924 campaign. It is planned to put the achievements of the Hyde Regime before the people of the state as a model of economy in comparison with the present administration. C. M. Harrison, editor of the Boonville Daily Republican is president of the association.

CHANGES TO EIGHT COLUMNS.

The Clarksburg, W. Va., Telegram changed its page size from seven columns, thirteen ems, to eight columns, twelve ems wide, effective March 1.

The Detroit Free Press 'MICHIGAN'S GREATEST 'NEWSPAPER'

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

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

DOMINATE BRIDGEPORT

98 per cent of the circulation of The Telegram and Post is concentrated within 13 miles of the City Hall. You can completely cover this great industrial market with one newspaper cost through the

TELEGRAM and POST

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

Cover NEW HAMPSHIRE with the

MANCHESTER UNION & LEADER

Guaranteed Over 25,000
Circulation

JULIUS MATHEWS, Special Rep.
BOSTON NEW YORK CHICAGO

HOW ONE SURVEY SERVES DOZEN PAPERS.

(Continued from Seventeenth Page)

of eight men. There are three men working exclusively on the newspaper survey. The newspapers benefitting by the work are New York Times, New York Herald, New York Tribune, New York Daily News, New York Globe, New York Evening Mail, New York Evening Post, New York Sun, New York Evening Telegram, Brooklyn Daily Eagle, Elizabeth, N. J., Journal and the Long Island City Star.

Every two weeks, representatives from the newspapers and from the bureau office meet at luncheon and go over the work that has been accomplished and discuss new angles to the problems. Suggestions are made and definite plans set toward taking up new work as it is begun. Reports are made and completed data is accepted for distribution as the newspapers see fit. The newspapers use the completed reports in the manner for which they may be best adapted.

The scope of the survey has been widened in but one respect since first plans were made when the bureau began its work a year ago. The publishers decided upon route lists and

Has Our Democracy Failed?

DOES our democracy fulfill the ideals of the founders of the United States? Dr. Charles W. Eliot, President Emeritus of Harvard, says it does not. His is a keenly analytical mind. He has put into his article in March CURRENT HISTORY MAGAZINE the result of years of study and research. His summary will be a revelation to many.

ONE of the most trenchant articles in the March number is the defense of prohibition by Bishop James Cannon, Jr., of the Methodist Church, South.

CURRENT HISTORY MAGAZINE

For March
On News Stands 25 Cents
By the Year \$3.00

Published by The New York Times Co.,
Times Square New York

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

it was this phase of the survey that was not anticipated when the tentative program was mapped out.

Two men from Mr. Haney's office this week made a preliminary canvass of two different sections of the city to determine what the "man time" would be to take the complete canvas of Greater New York, preparatory to compiling the route lists.

The outlets that are to be classified and made into route lists include: Groceries, delicatessens, clothing stores, women's wear, men's wear, boots and shoes, drugs, cigars and tobacco, confectionery, stationery, jewelry, dry goods, general and department stores, hardware, paints, oil and glass, electrical supplies, sporting goods, automobiles, passenger car, truck, auto accessories, garage and repair shops.

In the Jersey section of the zone, much of the data gathered by the bureau was obtained through questionnaires sent to postmasters, mayors and chambers of commerce. In Greater New York, information concerning the retail outlets were obtainable from various business associations, merchants' bodies, directories of various trade newspapers, and distributors.

The task of gathering the information for the New York survey is the largest yet undertaken by any newspaper or group of newspapers since the merchandising feature of the daily paper was first introduced. While the metropolitan newspapers for the most part were not interested when the idea was first born, they have taken up the task with zest. How far the work will be carried cannot be determined but it is now an established fact that New York and vicinity newspapers are into the plan for all that it is worth.

Before the stage was set a year ago the newspapers discussed the feasibility of such a move and then did some investigating before selection of the New York University's business research bureau to do the work. That the bureau's work has been satisfactory in every respect is borne out in the fact that a new contract terminating in March, 1924, has been signed.

Dr. Haney, who has investigated the methods used in other cities for gathering data and presenting it, has a high regard for the work that the Minneapolis Journal has done along merchandising lines. The Journal, he says must be recognized as far ahead in this field although he believes the Chicago Tribune presents a good example of intensive study of marketing.

The LOS ANGELES EVENING HERALD

led all newspapers in the entire world in advertising gains 1922 over 1921

GAIN 3,493,854 LINES

Representatives:

H. W. Moloney,
604 Times Bldg., New York
G. Logan Payne Co.,
401 Tower Bldg., Chicago
6 N. Michigan Ave., Chicago
A. J. Norris Hill,
710 Hearst Bldg., San Francisco

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

NEWSPAPER COLUMNISTS REAL FACTOR IN AMERICAN LITERATURE OF TODAY.

"The daily column in America seems to be as indigenous as was the minstrel show—perhaps our only original contribution to the art of the theater," writes Walter Pritchard Eaton in the New York Herald Book Review. "The column conductors are a factor in our literature today. The wonder is, perhaps, that they have not enriched our literature (meaning that bound between covers) more, rather than less. Perhaps you will reply 'Well, they have.'

"The newspaper column is much older than the memories of the generation which now contributes to 'The Conning Tower' and keeps F.P.A. in the open air. It was embryonic, certainly, in the work of the Danbury News Man and his ilk. Don Marquis' 'Old Soak' was grandfathered by 'Mr. Brown'—the gentleman, you recall, who got his hair cut, and shingled his roof, and hung a picture for his wife.

"By the time Eugene Field had reached man's estate (so far as he ever did reach it) the column had taken definite shape, and its functions were recognized—to provide daily humor, to provide a charming outlet for the stray poetic thoughts, the airy fancies, the whimsicalities and wistfulnesses which will get into the minds even of newspaper men and their readers.

"During the entire decade of the 1890's Philip Hale conducted a column on the back page of the Boston Journal called 'The Talk of the Day.' It was far and away the most readable thing in any Boston paper, not excepting Mr. Hale's own musical criticisms.

"Does anybody know, exactly, how many columns there are today? One thinks at once of certain names—for instance, Don Marquis, Frank Adams, Tom Daly, Keith Preston, Christopher Morley, Heywood Brown and Bert Leston Taylor, too, so recently dead. And the point is, one thinks of these men not only as 'colyum' conductors, but as figures in contemporary literature. From its knockout beginnings half a century ago the American newspaper column has developed into a real influence in contemporary letters.

"The public, of course, holding as it does its favorite column conductors in affectionate regard, judge more leniently their 'outside' literature than it would usually judge the work of another. It finds familiar humors

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

and fancies and is for a while satisfied. But the conductors ought not to be satisfied.

"Themselves now very often the arbiters of books, they should strive doubly hard in their own for an objectivity, a complete break from the journalistic mood, that will achieve the standard of artistic self-sufficiency. It is playing the public a little unfairly to lean on its easy good nature and desired laugh."

ROCHESTER CLOTHING HOUSE TURNS TO NEWSPAPERS FROM MAGAZINES.

The spring national advertising campaign of Goodman & Suss, Inc., Rochester clothing makers, began in southern cities on March 1 and will start in northern cities on March 15. Newspapers only will be used and the copy will be equally divided between national advertisements and dealers' link-up advertisements.

Newspapers in the following cities will be used: Baltimore, Boston, Cleveland, Chicago, Cincinnati, Detroit, Denver, Des Moines, Indianapolis, Kansas City, Minneapolis, New York city, Omaha, Philadelphia, Pittsburgh, Portland, Salt Lake City, Seattle, St. Louis, Toledo, Washington, Atlanta, Birmingham, Houston, Los Angeles, New Orleans, Oklahoma City, Raleigh and San Francisco.

A. Goodman, president of the firm said in discussing the campaign that newspapers only were being used because the policy of the firm to co-operate with retailers to as great an extent as possible in its national advertising, which, in the firm's opinion, can be better accomplished in newspapers, which localize the copy, rather than in magazines of general circulation.

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

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

NEWSPAPER REPRESENTATIVE DIES SUDDENLY ON LINKS.

Funeral services for Colonel Howard Elmer Crall, president of the L. H. Crall Company, publishers' representative of New York and Chicago, will be held this afternoon at Holy Trinity Church, Lenox avenue and 122nd street, New York. Colonel Crall died Tuesday at Bellair Heights



COLONEL HOWARD ELMER CRALL.

Fla., while playing golf. Three doctors with Colonel Crall reached his side promptly but he passed away before they could be of assistance.

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 Southwest 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

Colonel Crall, who, it was said had been apparently in excellent spirits on the first few holes, made a fine brassie shot from the sixth hole, the ball landing on the green, when he fell to the ground and expired.

After graduating from Yale in 1890 Colonel Crall at once entered the advertising business founded by his father. He worked his way up to the presidency twelve years ago and became one of the best-known advertising men of the country. The Crall Company represents the Cincinnati Times-Star in the Western field.

Colonel Crall commanded the 7th Regiment, New York Guard while the 107th Infantry was overseas, resigning the colonelcy shortly after the 107th Infantry returned from France. He enlisted in the 7th Regiment six months after his graduation from Yale. His skill as a marksman won him almost immediate notice. He was a member of the company rifle team from 1892 to 1915, of the regimental team from 1893 to 1914 and of the state team in 1897, 1908 and 1909. His skill played a large part in the victory of the 7th Regiment team in the international match with the Queen's Westminster Volunteers.

In his thirty years with the regiment, Colonel Crall rose from private to lance corporal, corporal, sergeant, first lieutenant and captain, attaining the rank of lieutenant-colonel October 11, 1917, his final promotion coming a year later.

DAUGHTERS OF SOUTHERN EDITOR ARE BURNED TO DEATH.

Marion and Williamten McDowell, fifteen and seventeen year old daughters of John McDowell, editor of the De Kalb New Era at Decatur, a suburb of Atlanta, Ga., were burned to death at their home last week in a fire which originated in the room in which they were sleeping. The first was discovered after midnight. A neighbor gave the alarm after the flames had enveloped practically the entire room. The parents and an older brother of the girls were asleep in an adjoining room until the alarm was sounded by outsiders.

IOWA PUBLISHER'S DAUGHTER DIES IN OLEAN, N. Y.

Mrs. John P. Herrick, only daughter of Lafayette Young, publisher of the Des Moines Capital, died recently in Olean, N. Y. Mrs. Herrick had been ailing for two years and had been bedfast for the last

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

six months. She leaves her husband and four children, besides her parents and two brothers, Harry and Lafayette Young, Jr., of the Des Moines Capital. The body was taken to Des Moines for burial.

FORMER KANSAS PUBLISHER PASSES AWAY.

Samuel Major Gardenhire, lawyer and novelist, died this week at his home in Richmond Hill. He was sixty-seven years old.

Born at Fayette, Mo., Mr. Gardenhire was admitted to the bar when he was twenty-one years old, and practiced first in St. Louis and later in Kansas, where he also edited the



S. M. GARDENHIRE.

Taken in 1900 when he was a newspaper publisher.

Topeka Capital. He came to New York in 1895 and until 1904 confined himself to his law practice. In that year he was forced by ill-health to give up law for a time, and it was then, when he was almost fifty years old, that he wrote his first novel, "Lux Crucis," dealing with the life of St. Paul. "Cinderella of the Circus," his best-known book, was published in 1911.

Other Obituary Notes.

COL. JOHN L. RICE, Civil war hero, former postmaster and city marshal at Springfield, Mass., and United States commissioner in that

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

territory for thirty-three years, who died at his Springfield home last week at an advanced age, was for a time publisher of the old Springfield Daily Democrat, which had its publication office on Taylor street, off Main, in the building now occupied by the Plaza theater.

OSCAR W. BRADY, 62 years old, founder of the Davenport, Iowa, Times, and co-founder with S. S. McClure of McClure's Magazine, died recently in Chicago.

ROBERT SHACKLETON, writer, died Saturday at Hyeres, France, where he and his wife had gone from their home in Connecticut to pass the winter. Mr. Shackleton was born in 1860 at Mazomanie, Wis., and studied at the University of Michigan, practicing law in Ohio before he entered newspaper work in New York in 1895. He was for several years an associate editor of the Saturday Evening Post, and was the author of several books.

GEORGE W. WASHBURN, head of G. W. Washburne & Co., advertising agency, Louisville, vice-president of the Revista Publishing Company, and formerly editor of the Wine & Spirit Bulletin, died at Louisville on February 11. Mr. Washburne was 63 years old.

WILLIAM MARS, 76 years old, for fifteen years connected with the New York World as an employee in the Pulitzer Building, died suddenly Saturday at his home in New York.

EUGENE WOOD, newspaper writer, humorist and author, died Sunday of pneumonia at his home in New York. Mr. Wood began his career with an apprenticeship of newspaper work, serving about fifteen years in all. He was a reporter on the Cleveland Herald, the Chicago Daily

NEWSPAPER CENSUS.

Washington, D. C.

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

DAILY

The Evening Star.....	84%
2nd Newspaper.....	35%
3rd Newspaper.....	34%
4th Newspaper.....	22%
5th Newspaper.....	18%

SUNDAY

The Sunday Star.....	78%
2nd Newspaper.....	43%
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:
148 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

News, the old Chicago Times and was a regular contributor to the principal magazines. Born in Bellefontaine, Ohio, in 1860, Mr. Wood was educated at the Ohio Wesleyan University. He had written a number of books. His stories were of the folks whom he had known in the small towns of Ohio.

JOSEPH B. BABB, 52 years old, well-known Southern advertising man, died suddenly last week at his home in Atlanta. Mr. Babb was formerly managing editor of the Birmingham News, and was at one time secretary of the Birmingham chamber of commerce, going to Atlanta several years ago. Mr. Babb became associated with G. F. Wills, in International Proprietaries. When Mr. Willis disposed of his holdings in that concern and founded the Zonie company, Mr. Babb went with the new company in the advertising department.

MRS. HENRY U. PALMER, daughter of the late George Dexter, one of the founders of the American News Company, died Sunday at her home in Brooklyn.

REV. DR. ROBERT S. MACARTHUR, editor of the Christian Enquirer, the Baptist Review and a contributing editor of the Chicago Standard, died last week at Daytona, Fla. He was for forty-one years pastor of the Calvary Baptist Church, New York.

S. F. HORACE TEALL, lexicographer and authority on English grammar, died at his home in Bloomfield, N. J., Monday. He was stricken on February 20 and never regained consciousness. Mr. Teall was born February 17, 1850, and in his boyhood worked in a printing office. When he was twenty years old he became a proofreader on the New York Sun and six years later joined the Century Dictionary staff,

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

DAILY 2c—SUNDAY 5c

Member A.B.C.

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

MONTREAL LA PRESSE

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

WM. J. MORTON CO., Representatives
NEW YORK, Fifth Ave. Building
CHICAGO, Tribune Building
TORONTO, 128 Bay Street

IL PROGRESSO ITALO-AMERICANO
CAV. UFF. CARLO BARSOTTI
Publisher and Editor

Guaranteed NET
Paid Daily Circulation 129,120

THE LEADING ITALIAN ADVERTISING MEDIUM
42 Elm Street NEW YORK CITY

where he made a special study of compound words. On this subject he wrote a book, called "The Compounding of English Words." Mr. Teall was also at one time in the service of the New York Evening Post. A son, Edward N. Teall, was on the editorial staff of the old New York Sun for many years.

MAJOR S. G. BRACK, 83 years old, who founded the Macon, Mo., Republican fifty-two years ago, died recently. He served as chief of the bureau of statistics at Washington in the Harrison administration.

THOMAS V. REYNOLDS, 77 years old, editor of the Squib, died in St. Louis from injuries received when struck by an automobile. Mr. Reynolds was the grandson of one of the pioneer governors of Missouri, Thomas Reynolds, who served from 1840 to 1844.

MRS. MICHAEL L. CURLEY, 74 years old, mother of "Ed" Curley, sports writer on the New York American, and William Curley, managing editor of the Chicago American, died Monday at her home in Bensonhurst, L. I. In addition to her sons, she leaves three daughters and sixteen grandchildren.

JOHN M. MUNDY, 68 years old, father of J. Ellis Mundy, editor of the Clayton County News, Jonesboro, Ga., died Sunday after an illness of nearly a month.

CHARLES A. LEARMAN, advertising manager of the John P. Learman Company, erecting engineers, Buffalo, died recently at the age of fifty-two years.

KENNETH G. CARPENTER, head of the research department of the D'Arcy Advertising Company, St. Louis, died in that city last week after a brief illness. He was thirty-six years old.

ALEXANDER T. COWELL, librarian of the Washington Star, died suddenly on February 24. For thirty-two years, Mr. Crowell saw continuous service with the Star, for a long time as head of the copy desk and later as librarian. Employees of the Star, all of whom had been closely associated with Mr. Crowell, were pallbearers, interment being at Rock Creek Cemetery, Washington.

JOHN P. REGAN, 57 years old, New York correspondent of the St. Louis Republic for more than twenty years, died last week. He was born in New York. After attending the schools of the city he learned telegraphy. His first work with the St. Louis newspaper was as telegrapher. Since the suspension of the Republic,

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 Publisher

THE JEWISH MORNING JOURNAL

A Newspaper Published Primarily for the Home.

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

he had been in charge of the telegraph department of the American Exchange Bank in New York.

JOSEPH B. BABB, recently of the advertising department of the Zonite Products Company, New York, died in Atlanta last week. He had been with International Proprietaries before joining the Zonite Company, and at one time was managing editor of the Birmingham News. Mr. Babb was 52 years old.

FREDERICK F. GUERNSEY, founder and editor of the Mexican Herald, at one time manager of the Associated Press of Mexico and Central America, died last week in San Angel. He had been an editorial writer on the Mexican Herald for twenty years.

BROTHER OF AD MAN HELD AS BOLSHEVIST PROPAGANDIST.

Nelson A. Collier, son of William Armistead Collier, a former publisher of the Memphis Appeal, and brother of Barron G. Collier, New York advertising man, arrived in Paris this week after two days' imprisonment in Naples, where the Fascisti arrested him on a charge of being a Bolshevik propagandist.

Mr. Collier, for a long time associated with Upton Sinclair, Emma Goldman and other radicals, had proceeded to Italy, accompanied by his wife, for a quiet study, intending to finish his novel, "The Search."

"I had a book by Trotzky and other special articles by Russians to use as references," said Mr. Collier. "That aroused the suspicions of the Italian customs authorities and police. The officials examined a trunkful of liberal literature, called a carabineer, who searched me from collar to socks and then locked me up, taking also \$1,000 in travelers' checks."

Mrs. Collier summoned the American consul and cabled to the United States, and after forty-eight hours the Naples police released her husband.

"The American consul advised me to take the first train from Italy and leave my papers behind me," said Mr. Collier.

According to a dispatch from Milan on February 4, Nelson A. Collier was arrested in Naples on that date because he had in his possession two sacks containing Bolshevik pamphlets.

13 YEAR OLD PUBLISHER.

Robert Lippert of Alameda, Cal., 13, is said to be the youngest publisher in the country. He edits two newspapers and attends to his high school duties besides.

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 Boylston St., BOSTON
Carleton Building, ST. LOUIS
Security Building, LOS ANGELES

VERREE & CONKLIN
PUBLISHERS' REPRESENTATIVES
300 Madison Avenue NEW YORK
117 Lafayette Boulevard DETROIT
28 E. Jackson Boulevard CHICAGO
681 Market Street SAN FRANCISCO

S. C. THEIS COMPANY
SPECIAL REPRESENTATIVES
NEW YORK CHICAGO
386 Fifth Ave. 837 Marquette Bldg.
S. C. Theis, mgr. W. S. Gratz, mgr.
We Specialize in the
Representation of Grouped Dailies

The JOHN BUDD CO.

Representing Newspapers of
9 East 37th St., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., ST. LOUIS
McCleary Bldg., ATLANTA
Securities Bldg., SEATTLE
Examiner Bldg., SAN FRANCISCO
Title Insurance Bldg., LOS ANGELES

TRENTON HOME EXPOSITION.

Under the auspices of the Trenton real estate board, Trenton, N. J., will hold its second annual "Own Your Home Exposition" next week at the Second Regiment Armory. Elaborate preparations have been made to provide entertainment, and the event is attracting much social interest.

After a whirlwind campaign of eight days duration, the Trenton Y.M.C.A. has closed a successful drive to raise \$600,000 for the erection of a new home for the association.

GROTHER IS POSTMASTER.

J. P. Grother, publisher of the Roseau, Minn., Times-Region, has become postmaster of that city.

The Patterson Morning Times

(N. J.)

Announces

the appointment of

H.H. Knickerbocker

as

General Manager

Representative:

STEVENS & BAUMANN, INC.
47 West 34 St. 1st Nat'l Bank Bldg.
New York Chicago
Higgins Bldg. Holbrook Bldg.
Los Angeles San Francisco

1,836,568

London

Daily Mail

NET SALES

*London, England.
20th January, 1923.*

We certify that the average net daily sale of "The Daily Mail" after deducting all unsold or free copies whatsoever for the periods set out below was as follows:—

For the month ended

31st January, 1922.	1,532,709
28th February, "	1,620,277
31st March, "	1,669,414
30th April, "	1,702,694
31st May, "	1,755,498
30th June, "	1,817,947
31st July, "	1,867,797
31st August, "	1,910,117
30th September "	1,907,335
31st October, "	1,907,955
30th November, "	1,869,250
31st December, "	1,836,568

LEVER, HONEYMAN & CO.,

Chartered Accountants

E. LAYTON BENNETT, SONS & CO.,

Chartered Accountants