

ANNUAL REVIEW NUMBER

SIXTY-FOUR PAGES

"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 25 CENTS
FOUR DOLLARS A YEAR

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS

Published EVERY SATURDAY at
232 West 69th St., Columbus Circle

NEW YORK CITY

ERNEST F. BIRMINGHAM
Editor and Publisher

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JANUARY 27, 1923

Katisha's Shoulder Blade

One of the beautiful consolations of statistics—the bible of business—is that they may be "split" in so many ways that anybody and everybody may receive "a little something" therefrom.

It was upon the perfection of her shoulder blade, you remember, that Katisha based her claim to being the most beautiful woman in Japan.

Katisha's shoulder blade—a newspaper's leadership in prune advertising—a golden day of supremacy for him who is the "dub" of his class the remaining 364—these are some of the comforts of "split statistics."

But they who survive the tests of brutal totality, proving year in and year out leadership by all the standards that apply to their line—they indeed are entitled to the rewards of premiership that they receive. Of such is the kingdom of the successful.

For many years—and to-day—all authoritative yearly statistics of daily newspaper advertising prove

THE CHICAGO DAILY NEWS

FIRST in Chicago

NEW YORK PUBLISHERS IN TWIN MEETINGS.

TOO MUCH TEXT IN DAILIES, PALMER WARNS EDITORS.

ADVERTISING HAS NOT GAINED IN PROPORTION, NEW YORK STATE PUBLISHERS LEARN—FRANK E. GANNETT IS CHOSEN NEW PRESIDENT AT ALBANY MEETING.

Editors and publishers who attended the annual meeting of the New York State Publishers Association at the Ten Eyck Hotel, Albany, this week received a warning from Lincoln B. Palmer, general manager of the American Newspaper Publishers Association, that increases in the



FRANK E. GANNETT.

amount of reading matter in newspapers, as shown by the 1922 totals and thus far continued into 1923, were not justified by the advertising carried.

The amount of reading matter carried in newspapers generally during 1922 increased from ten to fifteen per cent over 1921, Mr. Palmer informed the publishers. The continuance of the disproportionate increases in reading matter and advertising, he said, would be a mistaken and unbusiness-like policy.

No basis exists at this time for any increase in wage scales, H. N. Kellogg, chairman of the A.N.P.A. standing committee, told the publishers. Wage adjustments in the last six months, he pointed out, consisted of twenty-five increases, twenty-four con-

(Continued on Thirty-first Page)

NEW BUSINESS MANAGER FOR PENSACOLA JOURNAL.

Joseph E. Browne, formerly advertising manager of the Worcester, Mass., Post, has been appointed business manager of the Pensacola, Fla., Journal, one of the Perry-Lloyd Jones newspapers.

Mr. Browne is a native and former newspaper man of Florida. He is the son of Judge Jefferson Browne of the Florida Supreme Court.

KEEFE PRESIDENT OF ASSOCIATED DAILIES.

PUBLISHER OF NEWBURGH NEWS CHOICE OF CONVENTION AT ALBANY—SECRETARY OF STATE DELIVERS FEATURE ADDRESS ON NEWSPAPER ETHICS.

F. H. Keefe, publisher of the Newburgh News, was elected president of the New York Associated Dailies at the twenty-fourth annual meeting this week at the Ten Eyck Hotel, Albany, to succeed A. R. Kessinger of the Rome Sentinel. C. D. Osborne of the Auburn Citizen was elected vice-president to succeed Mr. Keefe, and Henri M. Hall of the Jamestown Journal re-elected secretary and treasurer.

The new president announced the appointment of the following committees: Legislative, C. D. Osborne, Auburn Citizen, chairman; Wallace Odell, Tarrytown News and Gardiner Kline, Amsterdam Recorder. Membership, E. D. Corson, Lockport Union-Sun and Journal, chairman; John W. Baker, Ithaca Journal-News and Thomas J. Blain, Port Chester Item, and a new committee to be known as co-operation to deal with the problems of the publisher in relation to other associations and advertisers of which John F. Rolfe, Corning Leader is chairman, and T. D. Woods, Dunkirk Observer and A. C. Deuel, Niagara Falls Gazette, associate members.

Dr. James A. Hamilton, secretary of state, gave a talk on the ethics of the newspaper profession. He prefaced his remarks by saying that at one time he was employed on a newspaper and learned that it requires hard work, loyalty and the inviolability of confidence.

Dr. Hamilton referred to the great journalists of the past, Benjamin Franklin, Charles A. Dana, Henry Watterson, Dr. Lyman Abbott and Theodore Roosevelt and declared that the writer who wilfully distorts facts is a traitor to the profession and that the publisher who allows his news columns to be controlled or his editorial policy dictated by advertising patronage to be worthy of the utmost contempt and condemnation.

"A newspaper should carefully and jealously guard its readers because they are his best friends," said Dr. Hamilton. "If loss is sustained through false and misleading advertisements cause your readers to desert you, your business reputation is gone; and, as surely as night follows day, your fraudulent and deceitful advertisers will lose interest in your publication and withdraw their support."

"There is no more potent agency today for promoting human progress than the press. The press can do much in promoting domestic tranquility by supporting law and order, and by inspiring the youth with a proper appreciation of American citizenship. With our literate population growing larger, there has grown with it a greater degree or interest in public affairs.

"Reading, whether from newspapers, magazines or books has become an essential feature of American life. Knowledge is power more surely to-

day than ever before in the history of our country. As the electorate increases in intelligence, better government results. With universal suffrage, a more progressive spirit is in the air, and human rights, as well as vester rights, are given public consideration.

"The press should be an open forum for the discussion of topics of economic and political import, and, as the suppression of public opinion has led to the downfall of nations, the press must afford the means of legitimate expression."

STATE SECRETARY CHOSEN.

Wallace Odell announced that the executive committee of the New York Press Association at a meeting Tuesday afternoon had selected J. W. Shaw of Elmira as its field secretary and that he would undertake an intensive campaign to recruit the membership to 300. He said the association had selected Buffalo as the sum-

(Continued on Twenty-ninth Page)

NEW YORK HERALD AND SUN APPOINTS AD MANAGER.

Edwin A. Sutphin, for the last three years national advertising manager of the New York Herald and the



EDWIN A. SUTPHIN.

Sun, has been appointed advertising manager of these newspapers.

Before joining the Herald-Sun organization, Mr. Sutphin was national advertising manager of the New York Tribune. His assistant, Winfield Army, will succeed him on the Herald-Sun as national advertising manager.

PLANS FOR READING TRIBUNE ABANDONED BY GARVIN AND HIS ASSOCIATES.

Plans for the starting of the Reading, Pa., Tribune have been abandoned by John J. Garvin and his associates, among whom were many of the business men of Reading, the recent change in the ownership of the Reading News-Times being regarded as an indication that the field will be thoroughly covered with the papers now established.

It is understood that with the announcement of the purchase of the News-Times by John H. Perry and Richard Lloyd Jones, Mr. Garvin and his associates concluded that improvements which are expected on the News-Times as the result of change of ownership would make it inadvisable to put a new paper in the field at this time.

PUBLISHERS PLAN CONVENTIONS IN APRIL.

OFFICERS AND DIRECTORS OF AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION AND ASSOCIATED PRESS ALREADY PREPARING FOR ANNUAL SESSIONS IN NEW YORK.

Plans for the annual conventions of the American Newspaper Publishers Association and the Associated Press were discussed this week at meetings in New York of the officers and directors.

The Associated Press board met at its headquarters at 51 Chambers street, and the A.N.P.A. meeting was held at the offices of the Boston Globe news bureau on the eleventh floor of the World Building.

The A.N.P.A. convention will be held at the Waldorf-Astoria on April 25, 26 and 27, the A.P. convention opening at the same place two days earlier—on April 23 and 24.

Paul Patterson of the Baltimore Sun, president of the A.N.P.A., presided at the meeting, and others who attended were Howard Davis of the New York Tribune, treasurer; Lincoln B. Palmer, general manager; H. N. Kellogg, chairman of the standing committee, and Frank G. Bell, Savannah News, Charles H. Taylor, Boston Globe, E. H. Butler, Buffalo News, and Hilton U. Brown, Indianapolis News, directors.

STUART PERRY PRESIDES.

In the absence of Frank B. Noyes of the Washington Star, president of the Associated Press, Stuart H. Perry, publisher of the Adrian, Mich., Telegram, second vice-president, presided at the A.P.'s quarterly session.

Other officers and directors at the meeting were: Clark Howell, Atlanta Constitution; Charles Hopkins Clark, Hartford Courant; Colonel Charles Alexander Rook, Pittsburg Dispatch; W. L. McLean, Philadelphia Bulletin; Herschel V. Jones, Minneapolis Journal; Frank P. MacLennan, Topeka State Journal; W. H. Cowles, Spokane Spokesman-Review; Daniel D. Moore, New Orleans Times-Picayune; E. Lansing Ray, St. Louis Globe-Democrat and the following from the New York office; Melville E. Stone, counselor; Frederick Roy Martin, general manager; J. R. Youatt, treasurer; Jackson S. Elliott, general superintendent and Kent Cooper, assistant general manager.

The next director's meeting will be held in April, preceding the annual convention.

BALTIMORE TIMES IS PLACED IN RECEIVER'S HANDS.

Receivers were appointed for the new Baltimore Times, a tabloid paper in the circuit court at Baltimore this week. Following the appointment of George D. Iverson, Jr. and Arthur C. Montell, Jr., in the circuit court bankruptcy proceedings were begun before the United States court.

Judge Henry Duffy signed paper authorizing the continuation of the Times for thirty days, pending its purchase by an "interested person." Henry B. Wolf is the principal stock holder of the Times.

TROUTMAN BUYS WEEKLY.

L. A. Troutman, formerly of Sioux Falls, Ia., has purchased the Howard S. D., Messenger. He plans to install modern equipment.

Philadelphia, third largest city in America, is breaking building records

22,588 building operations with a total cost of \$114,881,040 were begun during 1922 in Philadelphia, according to the annual report of the Bureau of Building Inspection.

Of this sum, \$49,273,320 was for 9,651 dwellings, and \$5,000,000 for apartments—almost fifty per cent of the total spent for real family homes in “the city of homes.”

In addition, the city of Philadelphia is spending millions of dollars for sewer construction, highway betterments, subway and elevated transit and other improvements.

With this great addition to its buildings, and with every indication pointing to continuation of the construction programme, Philadelphia offers greater opportunities than ever before to manufacturers of all kinds of goods.

Dominate Philadelphia

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

The Bulletin



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

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

NEW YORK
DAN A. CARROLL
150 Nassau Street

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

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

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

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

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

(Copyright 1922—Bulletin Company).

RETAIL MERCHANT AND NEWSPAPER ADVERTISING.

EXECUTIVES OF TWO BIG CITY STORES TELL HOW HELPS EXTENDED BY NEWSPAPERS INFLUENCED BUYING — USE OF ADVERTISING BY MAIL TO SUPPLEMENT DAILIES.

The advertising group of the National Retail Dry Goods Association in the latest issue of its Data Book discusses a variety of topics of interest to retail advertising men.

B. J. Shaughness, advertising director, Conrad & Co., Boston, writes on "What the Herald-Traveler Did for Boston Merchants." He points out the influence newspapers can exert upon the public through stressing the dangers of a country-wide cessation of buying and the prosperity attendant upon a normal flow of money.

E. H. Enck, advertising manager, Mabley & Carew Co., Cincinnati, tells of the Cincinnati Post's efforts in this same field in an article entitled "A Little Leaven Leavens the Whole Lump."

Of particular interest is the completion of a study made on direct mail publicity for retail stores, dealing with the class of merchandise best sold through this medium; the layout of a copy and the equipment necessary for a store which operates its own mailing department.

The salient points brought forth are that merchandise must

1. Be seasonal.
2. Fully correspond to and be typical of the quality suggested in the publicity.
3. Be offered to an appropriate clientele and be supported by suitable follow-up.
4. Induce people not only to buy but to come into the store in order to buy. Usually such offerings are tied up with newspaper advertising.
5. The literature, in its physical make-up must symbolize in the minds of those receiving it, the personality of the store and the character of the merchandise which it presents.

"The Essence of Advertising Typography" written by Edward D. Berry, director of advertising of the United Typothetae of America, and former managing editor of THE FOURTH ESTATE, brings out the value of good typographical layout. The elements of attention value and the psychology of composition, are features which he treats with a facile pen. The retail advertising man seeking technical knowledge will find in this article a number of points which aid him in the handling of copy.

"Selecting Paper on the Basis of Used Requirements," prepared by the Technical Service Department of the American Writing Paper Company, brings out a number of interesting and instructive suggestions for the buyer of paper.

An article treating a subject of timely interest on "Federal Legislation Concerning the Branding of Fabrics" is contributed by Paul Terry Cherington, of the J. Walter Thompson Company, New York. This article reviews the effect of compulsory branding laws, gives the history of early legislation, and discusses legislation forbidding misleading marks in the branding of textiles.

A number of other subjects of a technical nature are also included, making this issue one of the most interesting thus far published by this group.

Not a Miracle But an Accomplishment

*Fort Wayne Journal Gazette,
Exclusive, Morning and Sunday*

Year 1922 9,470,668 Agate Lines
Year 1921 8,822,520 Agate Lines
Gain over 1921 648,148 Agate Lines

These figures include local, national and classified advertising.

It is doubtful if any paper in America in a city of 100,000 has such a record.

The FORT WAYNE JOURNAL GAZETTE

is an Exclusive Morning Paper in a field all its own and sells its space, placing at the forefront of its arguments the fact that it *Is a Morning Newspaper* with a distinctively loyal following whose readers buy nationally-advertised goods displayed in its columns.

There is a reason for this unparalleled record!

Ask Our National Representatives

Why?

The Journal Gazette Co., of Fort Wayne, Ind.

L. G. Ellingham, *President* A. Schaefer, *Advertising Director*

National Advertising Representatives

Chas. H. Eddy Co.

Chicago

New York

Boston

PUBLISHERS BACK BILL TO PUT LEGAL ADVERTISING ON BUSINESS BASIS.

United support is being lent by the New York State Publishers Association, the New York Associated Dailies and the New York Press Association to the bill introduced at Albany by Senator Caleb H. Baumes of Newburgh relative to rates for publication of session laws, summonses, etc. The bill provides for a minimum rate of six cents per line for the first insertion and four cents a line for following insertions, or eighty-four and fifty-six cents per folio respectively.

From this minimum, the rate is graduated so that all newspapers of more than 5,000 circulation are paid a rate proportionate to their excess of circulation over that amount.

Frederick H. Keefe, general manager of the Newburgh News and secretary of the joint legal rate committee of the publishers' associations of New York and newly elected president of the New York Associated Dailies, calls attention to the fact

that Senator Baume's bill is no sense aimed at a reduction of the rate, as was erroneously stated in an earlier article.

WISCONSIN DAILY NOW TAKES FULL A.P. SERVICE.

The Wausau Daily Record-Herald, of which J. L. Sturtevant is editor and publisher, this week added the full leased wire service of the Associated Press. In the course of an announcement on the front page this enterprising daily explained the additional service as "something the Record-Herald has aimed at for a long time, that it might better serve its thousands of readers in the city, the adjoining counties and the entire central portion of Wisconsin.

SOUTHERN PAPER SOLD.

The Moulton, Ala., Advertiser has been sold to Fred Field. The paper has been handed down from generation to generation in the White family, and is relinquished by Robert White, son of the late Jourd White.

RADIO CANNOT RIVAL THE NEWSPAPER.

PATRONS OF WIRELESS MUST ADAPT THEMSELVES TO ITS TIME, CHESTER LORD ASSERTS—COUNTRY NEEDS GOOD EDITORS AS NEVER BEFORE.

The radio will not supplant the newspaper as a distributor of news, said Chester S. Lord, formerly for many years managing editor of the New York Sun, in answer to a question at the close of an address at the Y.M.C.A., Brooklyn, Monday, on journalism as a profession. Mr. Lord said that the radio requires its patrons to adapt themselves to its time, instead of adapting itself to their time, as the newspaper does.

Mr. Lord, who was managing editor of the Sun under the late Charles A. Dana, eulogized Dana as one of the greatest editors that this country ever had. Speaking of journalism as a career today, however, he said that there was more opportunity for a young man in the small towns than in the greater cities, especially New York.

"There are between 7,000 and 7,500 newspaper men now actively engaged in the work in New York City," Mr. Lord said. "Unfortunately, not all of these 7,000 can be editor-in-chief, and they must to a large extent write under direction. But in a village the conditions are reversed. The editor generally owns the sheet, and may write as he pleases. The editor in the village is one of its most influential citizens.

"Never have I seen such opportunity for newspaper editors as at present. Moreover, the honest editor is needed now as never before."

The country needs good editors, Mr. Lord said, because of the influence of the newspapers, and the pressure of present problems, political, social, intellectual, artistic, and moral.

"To summarize briefly," he said, "the newspaper of today is a better product than the newspaper of a few years ago. The making of newspapers is settling down to a strong and substantial basis."

ONTARIO DAILIES MERGED BY WILLIAM J. TAYLOR.

The Chatham, Ont., Daily News and the Chatham Planet have been consolidated by W. J. Taylor, who also owns the Woodstock, Ont., Daily Sentinel Review. The merger gives the city one paper, known as the Daily News, incorporated with the Chatham Daily Planet.

A. E. Woodward was previously owner of the News, and Sidney Stephenson of the Planet.

Mr. Taylor is well known in Canadian journalism and in addition to operating the newspapers mentioned also publishes the Rod and Gun, national sportmen's magazine. He is a past president of the Canadian Press Association.

No. 1509

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

The New York Times

*From "A Study of The New York Times," by John F. Sweeney,
The Sweeney & James Co., Advertising Agents, Cleveland, Ohio.*

The New York Times has for years led all New York newspapers in volume of advertising. In 1922 The Times published 24,142,222 agate lines of advertising, a gain over 1921 of 2,489,609 lines and an excess over the next New York newspaper of 6,898,132 lines.

Twenty-Six Years' Record of Advertising

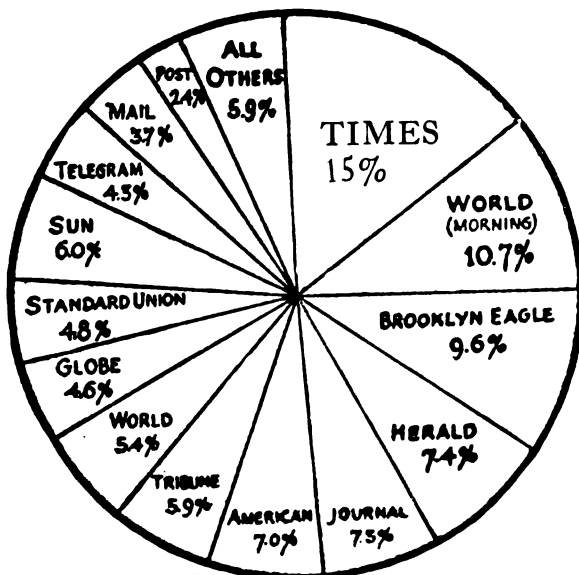
YEAR	AGATE LINES	YEAR	AGATE LINES	YEAR	AGATE LINES
1896	2,227,196	1905	5,598,322	1914	9,164,927
1897	2,408,247	1906	6,033,457	1915	9,682,652
1898	2,433,193	1907	6,304,298	1916	11,552,496
1899	3,378,750	1908	5,897,332	1917	12,509,587
1900	3,978,620	1909	7,194,703	1918	13,518,255
1901	4,957,205	1910	7,550,650	1919	19,682,562
1902	5,501,779	1911	8,130,425	1920	23,447,395
1903	5,207,964	1912	8,844,866	1921	21,652,613
1904	5,228,480	1913	9,327,369	1922	24,142,222

The confidence which readers feel in the dependability of the news columns of The New York Times is reflected in the advertising columns and in the great purchasing power of its readers, producing results to advertisers which frequently are remarkable. Many profitable businesses have been built up, efficient selling organizations formed, merchandise of every description sold in large volumes through The Times.

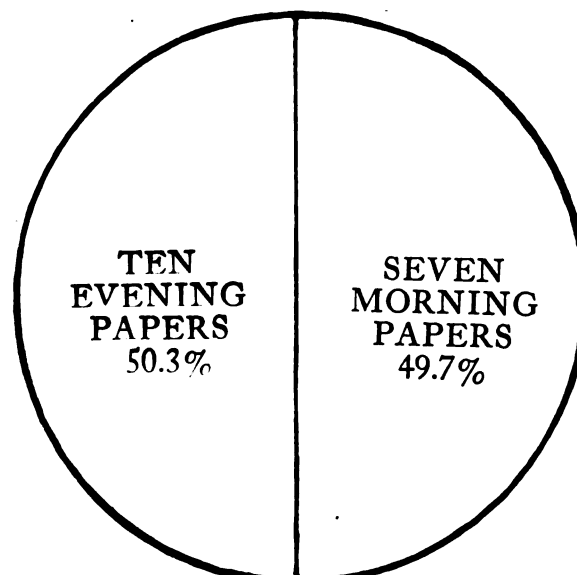
Announcements of merchandise frequently appear in The Times to the exclusion of all other newspapers, at least in the eastern United States. Advertisements of companies specializing in the construction of large buildings, announcements of gas engines, machinery, hardware and other lines, heretofore advertised almost exclusively in trade periodicals, now appear in The New York Times with increasing frequency.

Total Advertising Distribution of New York Newspapers in 1922

Individual Newspapers



Morning and Evening



FOREIGN WRITERS HOSTS TO LORD BURNHAM.

TELLS THEM THEY ARE THE LICENSED INTERPRETERS WHO TRANSLATE AMERICAN CONDUCT AND CHARACTER FOR COMMON UNDERSTANDING OF REST OF THE WORLD.

"Nothing could be more agreeable to me than to be entertained in America by my colleagues of the newspaper press engaged as correspondents in this mighty land of an omnipotent press—the only omnipotence that the modern world recognizes," Lord Burnham, proprietor of the London Daily Telegraph told members of the Association of Foreign Press Correspondents at a dinner given in his honor by that association at the Hotel Brevoort, New York, on January 19.

"I recollect that when Lord Riddell, proprietor of the London News of the World, was over here he was asked whether he was a 'blood peer,' and he answered that if that meant the same as a pedigreed bull he was not a 'blood peer.' Then further on in the interview he was asked what he got his peerage for, but on that subject he said he preferred not to say anything. Well, if I am not a pedigree peer, I am certainly a pedigree journalist, and nothing pleases me more than to find myself among my fellow journalists.

"You practice in what is perhaps the most interesting branch of our profession. You, like the ambassadors, are sent abroad for the good of your countries to tell us all how best to live in peace and harmony with what is now incontestably the greatest nation upon earth, and in my case as an Englishman the nearest to ourselves in the things that count most in the currency of moral values. You are here to make the best of things as they are, and to make them better than they are if you can.

"Half the animosities of the world arise from our always showing the worse side of our characters to one another. The courtesies of life are more potent than the brutalities in the long run, and the courtesy of the press, I am happy to believe, is increasing, both at home and abroad.

"Able editors no longer pride themselves on being 'horse-whipped again,' and most correspondents are not out for trouble but for conciliation. It is curious that when we travel at such speed and in such comfort we should still be in so unblest a state of international ignorance one of another, even in the central parts of civilization.

"In a book which will have a permanent place in English literature, in England not less than in the United States, 'The Life and Letters of Walter Hines Page,' that great American who loved his country not less because he loved his own more, there is a striking passage, which conveys a lesson as in a parable. In the first year of the Great War, writing of this very thing, Mr. Page says: 'I have on my mantelpiece a statuette of Benjamin Franklin, an excellent and unmistakable likeness, which was made in England during his lifetime, and the inscription burnt in its base is "George Washington." It serves me many a good turn with my English friends—I use it as a measure of their ignorance of us.' There is the other side to the charge sheet, but I admit the soft impeachment, and it is just that ignorance which you have the high and responsible duty of dis-

The Story Advertising Tells And The Conclusion To Which It Leads.

You can judge the community-influence of a newspaper by the volume of advertising it carries.

Not only does The Washington Star day after day print more advertising than all the other local papers combined; but year after year the total of its lineage places it among the first in all the larger cities of the country.

Sixth In The United States!

Figures showing the total advertising in fifteen Daily and Sunday newspapers in fifteen of the principal cities of the United States for the year 1922:

Taken from statistics compiled by the New York Evening Post.

Los Angeles Times.....	26,795,244
Chicago Tribune	26,212,563
Detroit News	25,701,844
New York Times	24,142,222
Baltimore Sun	22,985,326
WASHINGTON STAR	21,659,650
St. Louis Post-Dispatch	19,881,120
Philadelphia Inquirer	18,211,200
Cleveland Plain Dealer	17,194,125
Milwaukee Journal	16,266,970
San Francisco Examiner	15,596,504
New Orleans Times-Picayune	15,454,103
Minneapolis Tribune	14,278,579
Boston Globe	12,633,476
Cincinnati Times-Star	12,000,300

Total volume of advertising in six of the greatest dailies having no Sunday issue:

Chicago Daily News	18,224,817
Philadelphia Bulletin	17,379,300
Indianapolis News	16,400,178
Los Angeles Express	14,788,718
Cleveland Press	12,808,425
Buffalo News	12,506,723

Pittsburgh and Newark papers do not report their figures.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D.C.

Write us direct or through our

NEW YORK OFFICE
150 Nassau Street
Dan A. Carroll

Paris Office
5 Rue Lamartine

CHICAGO OFFICE
Tower Building
J. E. Lutz

sipating and blotting out, now and always, each for his own.

"I know your difficulties. The editor and the foreign correspondent seldom agree as to news values, and never as to cable expenses. The editor wants all the news in a nutshell. His slogan is 'All hits and no misses.'"

"On the other side the correspondent points out the impossibility—unlike Sir Boyle Roche's girds—of being in two places at one time. He also politely indicates that what shocks Belgravia does not necessarily outrage the Bowery. In fact, he implores the old man at home to have some sense of relativity. My wonder always is that things go on so cheerily between the center and the extremities.

"I suppose we must say it is because, as Richard Jeffries once wrote, 'if once the mind has been dipped in Fleet Street, let the meads be never so sweet, the mountain top never so exalted, still to Fleet Street the mind will return because there is that other mind, the mind of the world.' This sounds insular, but Fleet Street, like

your own Park Row, only stands for the street of ink wherever it is to be found in earth, about the earth or under the earth."

W. F. Bullock of the London Mail, president of the association, presided at the dinner. Melville E. Stone, former head of the Associated Press, who was one of the speakers, paid Lord Burnham the high tribute of declaring him to be one of the most consistent good friends of the United States abroad.

More than one hundred guests attended the dinner.

MULLALLY AGENCY ELECTS.

At the annual meeting of the stockholders of William T. Mullally, nc., the following officers were elected for the coming year: President, William T. Mullally; first vice-president, Edward T. Harris; second vice-president, Noah G. Stiles; third vice-president, H. J. Riker; treasurer, Miss F. A. Seidell; assistant treasurer, A. E. Tighe; secretary, B. H. Pillard; assistant secretary, J. V. Fallon.

BOSTON AMERICAN WITHDRAWS A.M. EDITIONS.

BOSTON ADVERTISER IS NOW ONLY HEARST MORNING PAPER IN HUB—AMERICAN STILL PUTTING OUT SIX EVENING EDITIONS—PLANS FOR NEW IMPROVEMENTS.

Cancellation of the two morning editions of the Boston American effective Monday morning of this week amounted virtually to the removal from the Boston field of a morning paper, leaving the Boston Advertiser to represent the Hearst morning interests in the Hub alone. The move to discontinue the midnight and early morning issues of the evening American had been planned for several months and was hinted previously through the issuance of notices to the pressmen's unions.

The two bulldog editions have been published for a little over a year, but it is understood that continuance was found inadvisable, and that all efforts will now be concentrated upon making the evening issue even better.

The fact that Hearst's tabloid paper, the Advertiser, is a morning sheet and the two papers with separate staffs practically competed for several editions is believed to have been considered in making the move, also.

Editorial and mechanical changes, not yet fully completed, of course, will follow the discontinuance. Suspension of most of the live news gathering service at night has followed, of course, and there has been quite a reduction in the mechanical forces effected.

In Boston it is understood a new method of getting out a bulldog edition for the country mail subscribers is being considered, of making up a late night or early morning edition from the news printed in the latest and final evening editions. No announcement has been made about this, however.

The first bulldog edition of the American has been preceding the morning Post, Globe and Herald editions on to the street by about a half hour, being distributed in the city about midnight. The second edition was put on the streets shortly after 3 o'clock.

The first edition of the Morning Advertiser is on the street between 8 and 9 o'clock in the evening, replates following through the evening and early morning.

Just what immediate effect the discontinuance will have upon early mail distribution has not been made known, but it is understood that a circulation of about 50,000 copies is involved in the change. The American is still printing six editions, selling at three cents, a cent more than the other evening papers. The Transcript is still selling at three cents, excepting on Wednesdays and Saturdays when the price is a nickel.

There was no general dismissal of night workers as a result of the change, although there was a slight immediate reduction. It is understood that arrangements are being made to take care of the men in other departments.

COMING TO NEW YORK.

Joseph H. Neebe, western vice-president of Grandin-Dorrance-Sullivan, Inc., in charge of the Chicago and South Bend offices, has been transferred to headquarters at the New York office, 130 W. 42nd street, effective February 1.

Leads the Entire World in Advertising Gains 1922 over 1921



Gained 3,493,854 Lines

Los Angeles Evening Express	LOST	937,020	Lines
Los Angeles Evening Record	LOST	1,268,120	Lines

**THE
EVENING HERALD**

covers the field completely. It is read by 155 out of every 200 families in Los Angeles and vicinity.

Dominate this busy territory by concentrating your advertising in the

EVENING HERALD

**LARGEST
DAILY
CIRCULATION**

in
the Entire West

Representatives:

H. W. MOLONEY, 604 Times Bldg.,
NEW YORK.

G. LOGAN PAYNE CO.,
401 Tower Bldg., 6 N. Michigan Ave.,
CHICAGO

A. J. NORRISHILL, 710 Hearst Bldg.,
SAN FRANCISCO

PUBLISHERS CAN SOLVE SHORTAGE OF PRINTERS.

SCHOOLS SUPPORTED BY THE PRINTING AND PUBLISHING INDUSTRY ONLY SOLUTION OF LABOR SHORTAGE, ROSS KELLOGG DECLARES— TELLS OF STUDENTS' WORK.

Schools of printing supported by the printing and publishing industry of the state or section of the country which they serve are the only solution of the present labor shortage according to Ross W. Kellogg, director of the Empire State School of Printing at Ithaca, who addressed the Northern New York Press Association at its morning session last Saturday at the Hotel Woodruff. Mr. Kellogg's address seemed to touch a responsive cord and he was kept busy for nearly half an hour answering questions regarding the organization of the school, the training furnished and the availability of graduates.

The Empire State School of Printing was started in May by the New York State Publishers Association, the organization of upstate daily newspapers. The publishers of the state contributed \$20,000 to the school fund last year. Of this \$12,000 was spent on equipment and the remainder used for operating expenses. Students at the school pay thirty dollars monthly and the balance of the cost of instruction is made up from the fund contributed by the publishers.

Mr. Kellogg explained that the school gives six months' of intensive training in hand composition, stone work, platen press work and linotype operation and mechanism. Asked how well qualified a boy is for a position after six months he replied: "All we claim is that he is as good as after two years apprenticeship training in a newspaper composing room or commercial printing plant. It is my personal opinion that our graduates are as good as many men who are drawing the wages of journeymen printers."

The demand for instruction is so great that the New York State Publishers Association at a recent meeting in Syracuse authorized the committee on education to make plans immediately to double the schools capacity. When this is done the Empire State School of Printing will place 100 young men a year in the industry.

As evidence of what is being accomplished at the school Mr. Kellogg showed many samples of work done by students. Pictures of the school in operation also proved of great interest to the members of the Northern New York Press Association. The editors present assured Mr. Kellogg of their wholehearted co-operation in the effort which is being made at Ithaca to develop a better trained and more responsible type of workman that is now obtained through the apprenticeship system.

EDITOR THREATENED BY KLAN.

Ed LeRoy, editor of the Marinette, Wis., Eagle-Star and former assemblyman, has received a letter, purporting to be from the Ku Klux Klan, in which he was threatened with a "coat of tar and feathers if he persisted in writing editorials in opposition to the klan."

Mr. LeRoy stated that, although he treats the matter lightly, he no doubt believes a local order of the klan has been organized in Marinette.

BENJAMIN & KENTNOR COMPANY

ESTABLISHED 1893

HARRY D. REYNOLDS, President

JOHN T. FITZGERALD, Vice-President

WILLIAM F. KENTNOR, Secretary

Representing Daily Newspapers
National Advertising

SERVICE

225 Fifth Avenue
NEW YORK

900 Mallery Building
CHICAGO

401 Van Nuys Building
LOS ANGELES

Los Angeles Office in Charge of Arthur A. Hinkley

FRIENDLY TALKS TO JUNIOR ADVERTISING MEMBERS ON FRANKLIN.

Edwin S. Friendly, business manager of the New York Herald and the Sun, addressed the junior members of the Advertising Club at luncheon Tuesday, January 16 at the Advertising Club, 47 East 25th street.

Being an admirer of Benjamin Franklin, called by many the first advertising man of America, he pointed out that the high lights of Franklin's career for advertising men to study were the craft of his salesmanship and his effectiveness in persuasion. He spoke on how Franklin never wrote to achieve an artistic triumph, never practiced "fine" writing but wrote to achieve a definite object, to persuade others and in the simplest language.

He further pointed out that in 1785 Benjamin Franklin invented the Franklin Stove and by a widely distributed pamphlet described its fuel economies and other advantages. In 1753 he had already sold the American public the lightning rod through advertising methods.

Mr. Friendly quoted several of Benjamin Franklin's well-known slogans calling particular attention to the following three, which he thought applicable to advertising and advertising salesmen:

"Plough deep while Sluggards sleep."
"Little strokes fell great Oaks."
"Remember that Time is Money."

He said that many businesses have become successful because their founders applied the slogan, "Plough deep while Sluggards sleep" and also that one of the most salient points of an advertising campaign was, "Little strokes fell great Oaks." He suggested that the slogan "Remember that Time is Money" could well be kept in mind when an advertising salesman was discussing his problem with a space buyer or advertiser.

He told them that there was an opportunity at the top for everyone and cited a few cases where men like James Simpson, the new head of Marshall Field & Co., the late Frank S. Turnbull, president Rogers Peet Co., and F. Edson White, the new president of Armour & Co., started at the bottom and by learning all parts

BAKER SUGGESTS SCHOOLS TEACH NEWS READING.

FORMER SECRETARY OF WAR OFFERS IDEA MORE THAN ONCE RECOMMENDED BY THE FOURTH ESTATE—ONE FEATURE OF HIS SPEECH CAUSES CRITICISM.

The assertion by Newton D. Baker, former secretary of war, in an address in Cleveland that news is bound to be colored, brought forth a sharp reply from the Cleveland Times and Commercial in its editorial columns. The newspaper reminded the statesman that the days of personal journalism have gone and that the daily of today stands for unbiased news.

Mr. Baker, however, redeemed himself when he brought out the fact that the public depends on the newspapers and magazines for information on current affairs. The former war secretary urged that there be established in the public schools courses on "How to Read Newspapers." This is a suggestion that has been offered by THE FOURTH ESTATE on several occasions.

The speaker said that the children should be educated to read what they see in the public print with a keen ability to discriminate between facts and opinion.

Replying to the aspersions which crept into Mr. Baker's talk, the Times and Commercial said:

"The assertion that people rely on newspapers and magazines to keep them informed on all matters of common interest is noncontroversial. It is a tribute to the high standard of American journalism in general that the public has come to place so much confidence in our publications that they rely on them for information.

"In asserting, however, that 'according to their respective policies, their (the newspapers and magazines) news is bound to be colored and to some extent, biased,' the speaker did not entirely keep within the facts.

"As a rule, the old-time personal journalism has disappeared. The days of intermingling of facts and opinion in news columns is properly out of date. News columns are to give news facts.

"The editorial columns are for comment and opinion on the news. Though there are, unfortunately, some publications, including newspapers, that still persist in coloring their news and publishing biased reports to agree with their policies, there are others that recognize their responsibility to their readers and are honest enough to publish news facts without any attempt whatsoever to color or distort the facts to gain circulation or to advance the policies for which they stand."

PUBLICITY MAN DWELLS ON VALUE OF ADVERTISING.

C. W. Towne, publicity director for the Montana Power Company, and P. L. Wills, secretary-manager of the Butte Chamber of Commerce, were the principal speakers at the annual dinner and business meeting of the Helena Commercial Club recently. At which advertising, industrial surveys and public exhibits were discussed by the speakers.

Mr. Towne cited many instances of the slogans adopted by towns, and the nation-wide publicity which this has brought to these towns and cities. The power man stressed the wonderful results obtained by California through advertising. He classed the advertising of that state as almost hypnotic.

By These Facts You Can Pick Your Indianapolis Newspaper

When you buy space you buy circulation

News is the largest daily circulation in Indiana, and among the largest three-cent evening circulations in America. The per cent coverage is very high, reaching as it does practically every worth while family in Indianapolis. More than 95% of The News' circulation is home delivered. It is universally acknowledged that The News commands a reader interest second to no other paper.

The circulation of The Indianapolis

You want to know proved power of results

Year after year The Indianapolis News has carried practically the same volume of advertising—local, foreign, and classified—as both other Indianapolis papers combined (6 against 13 issues a week), after rejecting millions of lines of available copy. This could not be unless The News delivered *results*. Your proof of results is in the successful experience of the many advertisers who have used The News exclusively or as the preferred medium for so many years. The dominance of The News in volume of advertising carried proves the value of its columns in *results*.

Year after year The Indianapolis News has

You buy, too, the prestige of the medium

For fifty-three years The News has been a great newspaper. Always it has ranked editorially with the greatest American newspapers. It commands a reader loyalty and a reader confidence born of its half century of keeping faith with its readers. The editorial and advertising columns of The News are clean. The News rejects annually from 500,000 to more than a million lines of advertising which are available, and which usually run in other Indianapolis papers.

For fifty-three years The News has been

You want to know local advertisers' opinions

Local advertisers know all about a newspaper. Their endorsement is a clear guide to the value of a medium. Indianapolis department stores use more space in The News (6 issues a week) than in both other Indianapolis papers (13 issues a week). In practically every other classification The News leads both other papers *combined*. It leads in Classified.

Local advertisers know all about a newspaper.

The merchandising department of The News has accurate data on every successful selling and advertising campaign in the Indianapolis Radius in the last five years. This information is available to interested advertisers and agencies. The specific data The News has collected on this great Indianapolis Market will help you plan your campaign for the greatest results at the lowest cost. Make use of the service of the merchandising department.

The Indianapolis News

Chicago Office
J. E. LUTZ
Tower Building

FRANK T. CARROLL
Advertising Manager

New York Office
CAN A. CARROLL
150 Nassau Street

Write for your copy of the 1923 Indianapolis Radius Book.

NUTMEG EDITORS AGAIN ELECT FREEMAN.

ASSOCIATION GOES ON RECORD TO PRESENT BILL TO THE LEGISLATURE PROVIDING FOR PUBLICATION OF ALL PUBLIC NOTICES IN LOCAL NEWSPAPERS.

O. S. Freeman of the Watertown News was re-elected president of the Connecticut Editorial Association at the annual meeting held in Bridgeport last Saturday. In his annual address President Freeman advocated an "open your mail" campaign. He said that editors are the greatest slackers in the world in this particular matter. The association went on record to present a bill to the legislature providing for the publication of all public notices in the local papers.

George C. Woodruff of the Litchfield Enquirer was chairman of the nominating committee with Everett G. Hill of Hartford and A. S. Barnes of the Bristol Press. They brought in the following slate which was unanimously accepted:

President, O. S. Freeman, breaking the record in length of term of office in the association.

Secretary and treasurer, Everett G. Hill of Hartford.

Vice-presidents, by counties—
Fairfield, Miss Shirley Putnam, Greenwich Press.

New London, G. H. Grout, New London Day.

Middlesex, E. G. Prann, New Era, Deep River.

Tolland, W. Stemmons, Agricultural Editor, Storrs.

Windham, A. W. Eddy, Danielson Transcript.

Carl Prescott of Tarrytown, president of the New York Press Association and vice-president of the N. E. A., told about the work in New York State.

"We are going to the legislature," he said, "and try to get the law changed on legal and political advertisements. They should use display 'ads,' not only for the benefit of the newspapers, but this is an age of head-line readers and most of the notices in small type are overlooked."

He advised the country editors to go to Hartford and get some such bill through their legislature.

Another class of people who do not advertise as they should, according to Prescott, are the churches. They should have large "ads" in every paper, he thinks, because that is the best way of finding out what they are doing, and they should not be given entirely free space although some of them expect it.

Prescott is in charge of the program for the national convention of the editors in Buffalo next July and is planning an extensive program with many interesting side trips.

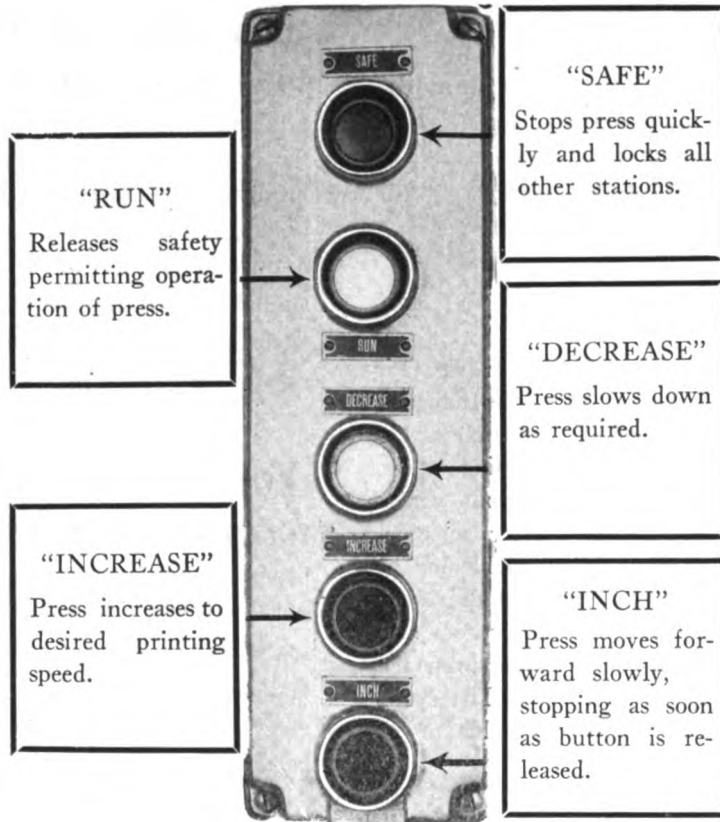
George C. Waldo of the Bridgeport Post suggested that the country editors should have better co-operation with the manufacturers in the cities—that the large factories would do well to advertise in the country papers for help when needed.

Among those present were the following:

A. S. Barnes, Bristol Press; S. C. Fischer, Litchfield Enquirer; Mrs. V. E. Buell, Guilford Times; O. S. Freeman, Watertown News; M. J. Goode, Stratford Times; J. S. Hersam, New Canaan Advertiser; E. G. Hill, Hartford Times; W. S. Jones, Westport Herald; J. A. Keefe, Willimantic Chronicle; F. W. Lyon, Milford City-

(Continued on Twentieth Page)

The Boss of The Press



The New York Times thinks so as evidenced by their order for four 80 H.P. equipments for their new Super Speed Presses, and so does the New York Daily News, Chicago Tribune, Kansas City Star, Seattle Times, who have just placed repeat orders, and many other of the leading newspapers who are satisfied users of the Cline System.



Fisher Bldg.
CHICAGO

Marbridge Bldg.
NEW YORK

SENATE TO PROBE PULPWOOD TIMBER DESTRUCTION.

HARRISON MEASURE CALLING FOR INVESTIGATION BY SENATE COMMITTEE IS PASSED—MISSISSIPPI SENATOR TELLS OF GREAT WASTE IN FOREST LANDS.

Impressed with the necessity for a definite policy of timber conservation in the United States, the senate has passed the resolution introduced by Senator Pat Harrison, of Mississippi, directing the appointment of a committee of five senators to investigate the timber problem, with a view to developing a real conservation plan by the Government.

Discussing the situation, Senator Harrison told of the gravity of the problem brought on by the annual cutting down of 5,000,000 acres of forests and of the burning of 10,000,000 acres within the same period of time.

Of the estimated 460,000,000 acres of forest lands in the United States, 70 per cent of it has already been logged, Senator Harrison said. Moreover, 24 per cent of it today contains only an irregular growth, while 29 per cent has been stripped clean, and 17½ per cent, or an aggregate of 81,000,000 acres, "has been stripped of its merchantable timber, burned over, and is lying practically idle, being known as unproductive land."

Absence of a proper policy, Senator Harrison declared, has resulted in the loss of billions of dollars to users of timber, news print paper and all wood materials.

"There is no better time than today for congress to begin a thorough investigation and study of the many questions involved in this great problem," said Senator Harrison in advocating his resolution, "and to recommend a comprehensive and broad and wise economic policy of conservation and reforestation so that the national Government can co-operate with the states, and those states in which forests are located can enact uniform laws, so far as the conditions will warrant, toward conserving the timber we have and making greater production possible in the future."

The committee provided by the resolution will be appointed by the vice-president shortly. It is expected that the committee will begin its investigations and studies immediately following the end of the present session of congress, with a view to presenting its plans for the formulation of a national policy when congress meets next December, in the event there occurs no special session in the interim, which is regarded as extremely improbable.

PACIFIC COAST AD BODY MERGE WITH A.A.C.W.

Merger of the Pacific Coast Advertising Association and the Associated Advertising Clubs of the World was announced at a recent meeting of the Seattle Ad Club by Don Francisco of Los Angeles, vice-president of the Associated Advertising Clubs of the World.

Preliminary steps providing for the merger were taken at a meeting of the board of directors of the Pacific Coast organization held in Portland. The merger will be ratified at the convention of the Pacific Coast Advertising Clubs Association to be held in Spokane next June.

Women engaged in advertising work will hereafter be entitled to membership in the Seattle Ad Club. A resolution to that effect was passed.

THE NORTH AMERICAN

Philadelphia

Announces the appointment of

JOHN B. WOODWARD

TIMES BUILDING, NEW YORK CITY

As Its Eastern Advertising Representative

Representing:

The CHICAGO DAILY NEWS

The BOSTON GLOBE

The BALTIMORE SUN

The CLEVELAND PLAIN DEALER

The MINNEAPOLIS TRIBUNE

Associated with Mr. Woodward

will be

MR. KURTZ WILSON

and

MR. P. J. SERAPHINE

for many years with the Eastern office of

THE NORTH AMERICAN

THE NORTH AMERICAN

Philadelphia

The Oldest Daily Newspaper in America
Founded by BENJAMIN FRANKLIN

EXTRA FOR FIGHT FANS AS THEY LEAVE ARENA.

ROCHESTER JOURNAL ON SALE AT DOORS WITH COMPLETE DETAILS FOUR MINUTES AFTER BOUT ENDED—RESULT WAS IMMEDIATE JUMP IN PAPER'S CIRCULATION.

By H. ARMAND DE MASI.
Special Correspondent of THE FOURTH ESTATE.

Sport fans of Rochester and vicinity had the surprise of their lives January 15, when, on emerging from Convention Hall in that city, after witnessing the Herman-Brown fight, they found newsboys with thousands of copies of an extra edition of the Rochester Journal, containing a full account of the match, awaiting them. They are still talking about it in Rochester.

The fight was over at 11:20 p.m. Four minutes later the Rochester Journal's extra was on sale outside the doors of Convention Hall, and throughout the downtown section of Rochester.

Never before in the history of Rochester journalism did any newspaper in that city get out an extra of that kind and with such lightning-like rapidity. And none of the other newspapers of Rochester—two evening and two morning—even competed with the Journal's extra. It stood alone.

As a result, the circulation of Rochester's "baby" newspaper jumped from 20,008 on the Saturday preceding, to 24,012 on that Monday.

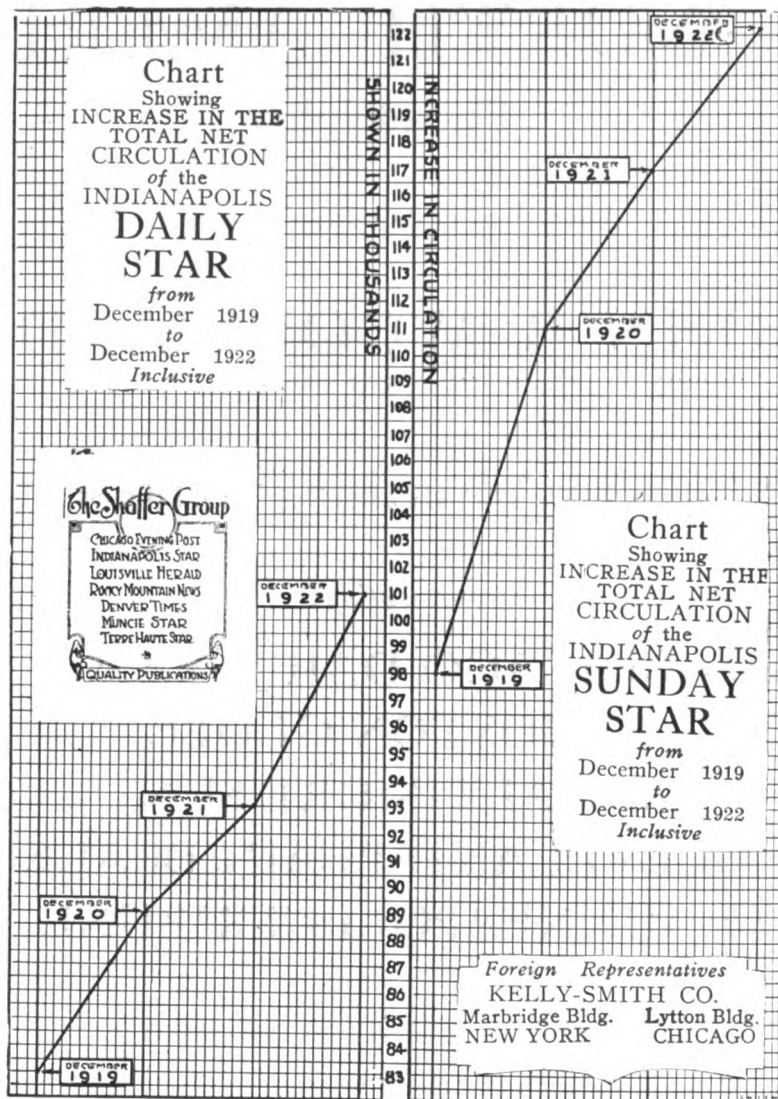
That many of those who bought the Journal's extra Monday night were likely to become permanent readers of that newspaper is indicated by the fact that on the day after the fight—Tuesday—23,537 copies were sold.

It is interesting, in passing, to review briefly the little more than four months of the Rochester Journal's existence. It is a veritable romance of modern journalism.

The Rochester Journal, established on Monday, September 11, last, is an outgrowth—or perhaps more properly speaking an extension—of the Rochester Sunday American, established by Mr. Hearst on June 25, 1922, a little more than six months ago.

The entire building, plant and quarters of the Rochester American were prepared in the record time of twenty-three days. The previous record was in the neighborhood of sixty days.

On Sunday, June 25, the Rochester American appeared—a typical Hearst newspaper, although, naturally, lacking the finish that it now possesses. At first the paper was sold in con-



nection with, and as part of the New York American, because of the fact that this newspaper did not have the facilities for printing the colored comic and American magazine sections, as well as the editorial, city life and certain other sections, which were supplied by the New York American.

Now everything but the colored comic and American magazine sections of the Rochester American is printed in Rochester, the color work being done by the Boston Sunday Advertiser—also a Hearst newspaper.

The first publisher of the Rochester American was Shirley Olympius, who was detached as a traveling representative of the Hearst syndicates to organize the paper. Later he was succeeded by E. C. Rogers, present manager, and formerly of the Washington Times.

Harry Gray, formerly night editor of the New York American, and previous to that for sixteen years connected with the Chicago and San Francisco Hearst newspapers, was sent to Rochester as managing editor,

and he still on the job, producing a paper that "every day, in every way," rivals its New York and other bigger brothers—and in some instances excels them, in my opinion.

FOUR - YEAR JOURNALISM COURSE ADOPTED.

The college of commerce and journalism at Ohio State University, Columbus, will be reorganized into a four-year course, instead of two years as at present, the board of trustees decided at their meeting over the week-end. Approval was given to the new plan, as suggested by the administrative council, comprising the deans of the various colleges.

Action was taken, it is said, in order to centralize the courses under one head. At present, students who wish to take up commerce and journalism must complete two years of work in the arts college, and then be transferred. Under the proposed plan, they will take essentially the same work, but under the supervision of the commerce and journalism dean.

CANADIAN PAPER CELEBRATES ANNIVERSARY BY GIVING EMPLOYEES BONUS.

The Ottawa, Ont., Evening Citizen, recently celebrated its twenty-fifth anniversary as the property of the Southam Brothers, when a congratulatory letter signed by W. M. & H. S. Southam was delivered to every member of the staff. The letter announced the depositing to the credit of all members of the staff a bonus equal to one week's pay, and contained appreciation of the loyal and efficient service being rendered to the paper by the staff in all departments.

A feature of the Citizen payroll is the depositing of the staff's salary in a bank. The success of the method in fostering thrift has been amply proven in the last six months by the flourishing bank accounts some of the boys are sporting these days.

COLLIN ARMSTRONG HEADS WESTCHESTER CHAMBER OF COMMERCE.

Collin Armstrong, chairman of the newspaper committee of the American Association of Advertising Agencies, and until recently with William T. Mullally, Inc., New York, has been elected director for three years of the Westchester County Chamber of Commerce, of which organization he is president.

DRY VIOLATION EXPOSURE IS FOLLOWED BY FINE.

The Boston Herald's publication of a story about the serving of whiskey in baby bottles at the recent dinner of the New England Road Builders' Association at the Hotel Somerset, Boston, resulted this week in a fine of \$500 for the treasurer of the association, Joseph A. Tomasello, who was charged with transporting thirty-five quarts of hooch "more or less" according to the complaint, to the banquet hall.

Charles Drury, day city editor of the Herald and a reporter testified at the hearing recently held by Commissioner Hayes relative to the Road Builders' case, the "dry" answers of City Editor Drury to the "wet" questions convulsing the court room with laughter.

ADVERTISING CLUB SELECTS MARCH 13-17 FOR SALES WEEK.

A community sales week, sponsored by the Advertising Club of Great Falls, Mont., the week of March 13 to 17, in conjunction with the eighth annual automobile show, has been decided upon by members of the club.

A. H. Jester, president of the club, was chosen as head of the general committee which will plan the affair. Other members of the committee appointed were R. W. Mathias, C. A. McKinney and Fred Perra.

Five other members were chosen as chairmen of sub-committees, each having the power to select their own assistants. F. U. Arthur was appointed chairman of the advertising committee; W. C. Searles of the entertainment committee; L. W. Wendt of the entertainment committee; W. W. Huntsberger of the finance committee, and C. T. Gregg as chairman of the general committee.

Chairmen of all committees were instructed to devise plans for the show to be reported upon at the next meeting of the club, at which time a definite program will be arranged.

AUTO AD MANAGERS MEET.

The advertising managers of automotive companies, who are members of the National Automobile Chamber of Commerce, will meet January 29 and 30 at Chicago.

McKittrick's

Directory of Advertisers, their Advertising Managers and Advertising Agents for 1923

Is Now Ready for Delivery.

108 Fulton Street NEW YORK

AN EXTRAORDINARY RECORD

During the eight months ending January 1, 1923, this syndicate accomplished one of the most remarkable achievements in the newspaper syndicate field. Although in business less than a year, today we can offer fifty features by some of the best writers and artists available, and are doing business with almost every newspaper using live, up-to-the-minute material.

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WIRE OR WRITE

C-V NEWSPAPER SERVICE

BORDEN BUILDING

NEW YORK CITY

BURNHAM FAVORS ANGLO AMERICAN PRESS JUNTA.

IN ADDRESS BEFORE A. P. DIRECTORS HE SUMMONS EDITORIAL MINDS TO COUNCIL ON QUESTIONS OF COMMON INTEREST AND MUTUAL BENEFIT.

Journalists of Great Britain and America were summoned to the cause of international understanding by Lord Burnham, proprietor of the London Daily Telegraph, and president of the Empire Press Union and Newspaper Proprietors Association of London, at the dinner given in his honor on Monday evening by Frederick Roy Martin, general manager of the Associated Press. In an address of remarkable and appealing sincerity, Lord Burnham broached the idea of the newspaper minds of the two countries meeting at intervals in "common council, not to lay down the law to one another, but to discuss the great questions of common interest and mutual benefit."

RUSSELL BUYS CEDARTOWN STANDARD.

E. B. Russell of Cedartown, Ga., has bought the interests of W. S. Coleman of Atlanta, Ga., in the Cedartown Standard. During the past several years the paper has been handled by Mr. Russell, who was at one time a partner of Senator Harris of Georgia, in the insurance business.

CHANGES IN REPRESENTATION.

Norwalk, Ct., Hour from James O'Flaherty to George B. David Company.

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

Daily Capacity
425 TONS

We solicit your inquiries

General Sales Office:
30 EAST 42ND STREET
NEW YORK

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

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

As a man of wide understanding and cosmopolitan faith, Lord Burnham put into his address a potency of logic and an urbanity of diction that were impelling. He obviously felt that he could have no more appropriate audience than the members of the executive committee of the Associated Press, to which he paid tribute as the greatest news agency in the world."

Lord Burnham, who sailed Wednesday for Jamaica to address the Imperial Press Conference, will spend two or three days in the United States on his way home. His five days in New York on his outgoing journey were crowded with engagements, and upon four occasions he delivered addresses. All of them were widely different and admirably suited to his varying audiences, but each one expressed a solicitude for Anglo-American co-operation that is one of Lord Burnham's consuming interests.

The distinguished visitor was honored at a dinner Friday of last week by the Association of Foreign Press correspondents, an account of which appears elsewhere in this issue. On Saturday he was the guest of the English Speaking Union. The executive officers of the International Press Congress of the World entertained for him Monday at the Hardware Club, at which the speakers, in addition to the British publisher, were Frank P. Glass of the St. Louis Star and Melville E. Stone, counsellor and former general manager of the Associated Press. Mr. Martin's dinner was held at the University Club.

Tuesday he was the guest of honor at a luncheon given by the Pilgrims Society at the Bankers Club, at which Chauncey M. Depew, presided.

At Mr. Martin's luncheon, the guests included the directors of the Associated Press from various cities who came on for the quarterly meeting of the organization this week, and a number of New York editors.

"Since I arrived in New York I have received much hospitality," Lord Burnham said.

"The other night as I sat in my father's chair at the office of the Daily Telegraph in Fleet Street they brought me an editorial proof on which I read that 'above all we must be careful not to incur American hospitality.' I found that 'hostility' was the word intended. Not the printer's devil but the printer's demon led him astray. American hospitality requires

(Continued on Twenty-Sixth Page.)

3.604 AVERAGE DECEMBER PRICE.

The weighted average price of contract deliveries from domestic mills to publishers during December, 1922, f.o.b. mills, in car load lots, for standard news rolls was \$3.604 per 100 pounds. This weighted average is based upon December deliveries of about 54,000 tons on contracts involving a total tonnage of approximately 172,000 tons of undelivered paper manufactured in the United States.

The weighted average contract price based on deliveries from Canadian mills of about 20,852 tons of standard roll news in car load lots, f.o.b. mill in December, 1922 was \$3.622 per 100 pounds. This weighted average is based upon the December deliveries on contracts involving about 4,148 tons of undelivered Canadian paper.

The weighted average market price of December, 1922, of standard roll news in car load lots f.o.b. mill, based upon domestic purchases totaling about 18,000 tons was 3.873 per 100 pounds.

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

	Stocks on hand 1st of month	Production	Shipment	Stocks on hand end of month
	Net tons	Net tons	Net tons	Net tons
December, 1922.....	19,651	119,404	119,847	19,208
December, 1921.....	23,127	107,877	107,070	23,934
December, 1920.....	20,266	124,857	120,860	24,763
December, 1919.....	15,336	122,781	122,748	15,869
December, 1918.....	20,297	100,935	101,824	19,408
Total (12 mos.), 1922.....	23,934	1,447,688	1,452,414	19,208
Total (12 mos.), 1921.....	24,763	1,225,235	1,226,064	23,934
Total (12 mos.), 1920.....	15,869	1,511,968	1,502,574	24,763
Total (12 mos.), 1919.....	19,408	1,874,517	1,378,556	15,869
Total (12 mos.), 1918.....	31,713	1,860,885	1,272,590	19,408

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

Monthly tonnage reports from 698 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 December, 1922.

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
New England.....	80	17,985	17,578	17,756	17,802	2,851
Eastern States.....	179	56,902	60,089	63,584	52,357	17,003
Northern States.....	136	48,592	39,375	43,335	39,682	10,977
Southern States.....	82	9,487	10,041	9,557	9,971	3,744
Middle West.....	152	28,560	26,607	28,981	26,286	6,877
Pacific Coast.....	37	18,453	17,729	17,954	18,228	3,350
Farm Papers (c).....	27	2,229	945	1,257	1,917	380
TOTAL.....	698	176,208	172,309	182,374	166,148	45,182

(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 December, 1922, when compared with December, 1921, shows an increase of 11 per cent and an increase of 24 per cent when compared with December, 1920.

The above metropolitan dailies held about 60 per cent of the tonnage on hand at the end of the month.

CANADIAN EXPORTS OF PULP AND PAPER.

The total value of pulp and paper exports from Canada for December was \$10,249,418, which was a decline of \$1,176,580 from the previous month and a slight decline from December, 1922, according to a report from the Canadian Pulp and Paper Association of Montreal.

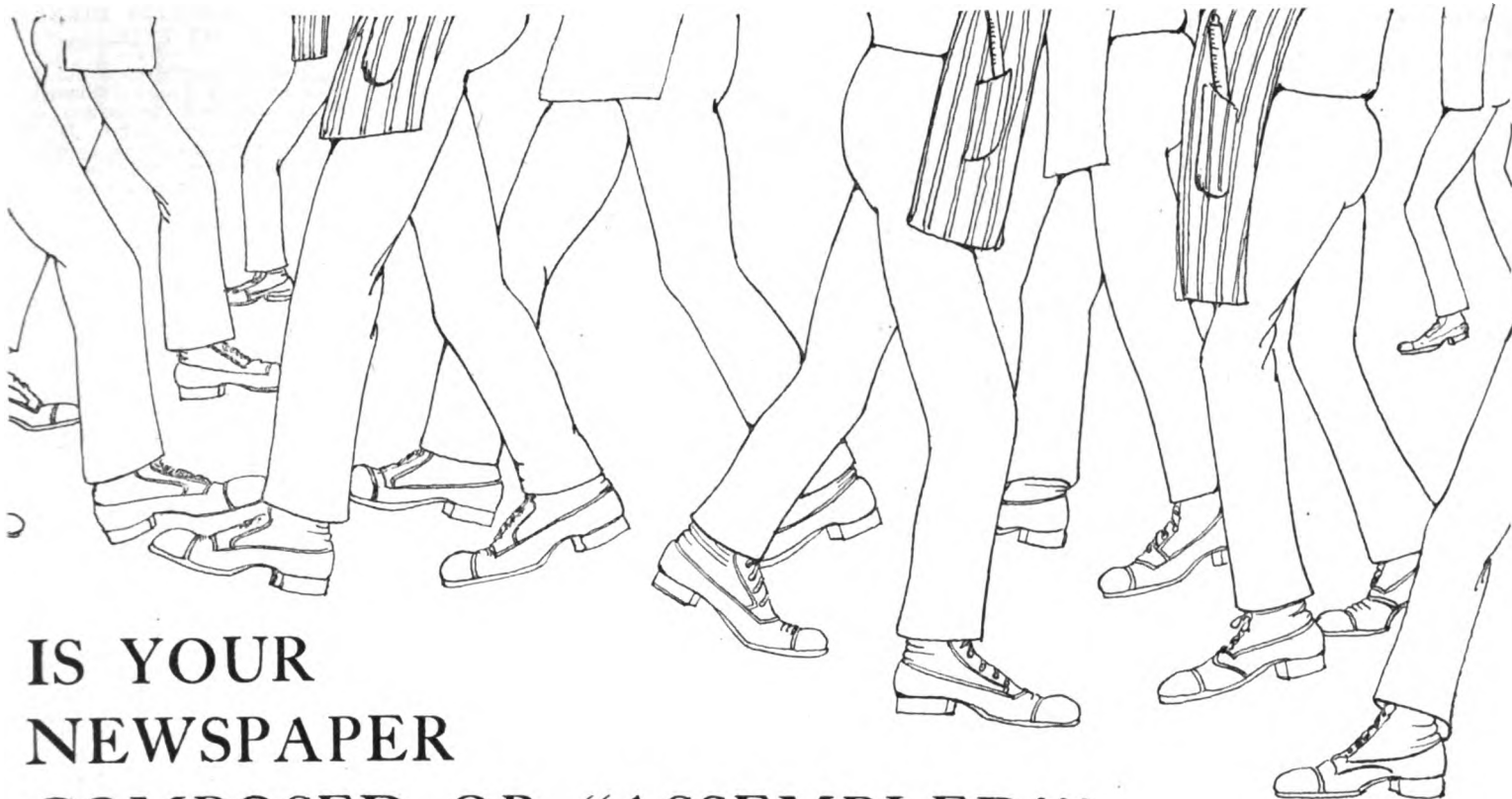
Pulp wood exports for the month were 85,744 cords valued at \$836,396 compared with 46,379 cords val-

ued at \$ 80,160 in December, 1921.

The figures for the nine months ending December 31 show considerable increases over those for the corresponding months of 1921. Wood pulp exports were nearly fifty per cent greater than last year and news print exports were over forty per cent greater. The total value for the period was \$88,320,722 compared with a total of \$77,905,275 in 1921.

These figures show an increase in Canadian exports of news print of 4,051,964 cwts.

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



IS YOUR NEWSPAPER COMPOSED OR "ASSEMBLED"?

• TRADE **LINOTYPE** MARK •

Is your composing room a *composing* room or an "assembling" room? Are your compositors half compositors and half errand-boys? How much walking around, how much going to get something, how much fetching and carrying is there in your "assembling" room?

Think of the absurdity of a full grown man walking 25 feet to get a line of a certain 18-point type and walking 25 feet to bring it back, and of somebody else taking the same journey the next day to put that line of type back in its case.

Multiply this by several times and you have composition as it exists in many plants today. It is not composition at all—it is "assembling."

Straight-line production is as profitable in a newspaper or job plant as in any industrial plant, and the only way to get straight-line production of combination text and display matter is on a Text-and-Display Linotype.

An operator may sit in his chair and bring down several sizes of different kinds of type just as they are marked on the copy, from small text to full 36 point—in an uninterrupted, continuous, straight-line stream—all in one galley, ready for the make-up man—no walking at all. Every minute is productive time, and there is no distribution tomorrow.

Whether you have a country office or a big city plant there is a Text-and-Display Linotype to meet your needs—Models 21, 22 or 24.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

YEAR IN LABOR AS PRESSMEN'S HEAD INTERPRETS IT.

NEGOTIATIONS MARKED BY DESIRE OF BOTH SIDES TO BE HELPFUL — FIVE-YEAR CONTRACT WITH A.N.P.A. IS INDICATION THAT RELATIONS WILL CONTINUE CORDIAL.

By **GEORGE L. BERRY.**
President, the International Printing Pressmen and Assistants' Union of North America.

The genuine achievement of the year 1922 as between the newspaper publishers of America and the International Printing Pressmen and Assistants' Union of North America, was the general desire to be helpful in meeting the problems that are constantly arising in the production of newspapers; and a statement is ventured that never before have we come so near making this spirit of helpfulness exclusive as was the case in 1922.

VALUE IN DIFFICULTY.

With but one incidental difficulty the relationship between the publishers and the pressmen has been exemplary. The responsibility of the one incident can hardly be placed upon the shoulders of the pressmen or of the publishers—but even this incident has had its value, I feel quite sure, to both sides.

In the main the experience of this office has been that the publishers, both in the United States and Canada, have manifested a desire to adjust arising disputes upon the basis of fact, and I do not believe it is saying too much to hold that the pressmen's attitude has been of the same nature. We are desirous that this condition continue uninterrupted.

NEW ARBITRATION CONTRACT.

The friendliness and purpose to contribute our efforts in overcoming the adversities of the business by mutually endeavoring to solve them in a practical way, is best testified to in the fact that the International Printing Pressmen and Assistants' Union of North America and the American Newspaper Publishers' Association have agreed and have formally signed a new international arbitration contract to cover a period of five years.

The moral effect of this agreement cannot be under-estimated. It is a notice to all who may be interested that the publishers of newspapers and the men engaged in the printing department thereof, propose to in a civilized and practical manner meet the issues of the day and keep in operation the newspaper presses of America, upon which both sides depend, to a very large degree, for their compensation and prosperity.

CORDIAL IF NOT PERFECT.

It is too much to expect that our relationship shall be perfect because after all the publishers and the pressmen are human beings, and it follows that there enters into the relationship of human beings matters that are constantly controversial, but the outstanding fact is that the organizations of the publishers and the pressmen have elected to undertake to make the relationship both cordial and perfect.

That we shall succeed in making it cordial is a foregone conclusion because that condition exists now. The accomplishment, therefore, will be in improving upon the relationship that now exists and all have agreed to pursue such a course.



HOME OF DEVILS LAKE JOURNAL.

PUBLISHER PURCHASES BLOCK NAMED FOR NEWSPAPER—PREPARES FOR GROWTH.

M. H. Graham, publisher of the Devils Lake, N. D., Journal, has purchased the Journal Building at Kelley avenue and Third street, in which the Journal has been housed since the building was erected in 1911.

The building is of brick and of modern structure, 25 by 80 feet, and located on a corner lot 25 by 125 feet, thus permitting room for a 45-foot addition in the rear, which the Journal will use because of expansion of business.

Already Mr. Graham has contemplated many changes in the interior of the building and carpenters have been at work the last few days on some of these changes, made necessary by the contemplated purchase of new, modern machinery for job and newspaper work. The price paid for the building is about \$20,000.

In purchasing the building, Mr. Graham says that he foresees a great future for the city and it is in preparation for that future that he desired to acquire a business property which is closely allied to the name of his newspaper.

PRESTON GOES TO BUFFALO EXPRESS—FERGER SUCCEEDS HIM ON CINCINNATI PAPER.

George W. Preston, for four and one-half years advertising director of the Cincinnati Enquirer, will Monday assume the duties of advertising director of the Buffalo Express. His place on the Enquirer has been taken by Roger H. Ferger, who has been in charge of rotogravure and classified advertising for the Enquirer. Mr. Ferger was at one time with Ferger & Silva Company, Cincinnati advertising agency.

Mr. Preston, before his connection with the Enquirer, was manager of the merchandising department of the Omaha Bee. He was for seven years advertising manager of the Duluth News-Tribune, and spent nine years on the Detroit Journal as salesman, assistant advertising manager and advertising manager.

He was president of the Advertisers' Club of Cincinnati and has taken a prominent part in advertising club work and in the Associated Advertising Clubs of the World.

WHAT ADVERTISING NEEDS TODAY IS COPY, CHICAGO AD COUNCIL IS TOLD.

"The newspaper is nothing but a great theatre in which the dramatic events of the world will be played on a series of stages, and the readers of the paper are just so many people in their seats who buy tickets to see the newspaper. You have one of the stages on which to present your story or product," said G. Lynn Sumner at a meeting of the Advertising Council of the Chicago Association of Commerce.

"On the stage on the right we have an international conference in session, in another place you have a great murder case, and on another page you have the stock exchange in operation, while the business man is watching breathlessly the outcome. And in another place a championship is being decided in the squared ring.

"How do you feel about the kind of competition you are up against? How do you feel when you see what is happening on the other stages; about the care that has been given to the preparation for the presentation of the story of your product or your service? Are you satisfied with the stage you selected?"

"Why is it that when we speak of effective retail advertising one of the first organizations to come to mind is that of John Wanamaker's store, it is because Wanamaker's advertising is news of the store, and because the advertising manager is a former newspaper man and he sends reporters throughout the store to get the news of the store? What advertising needs today is copy."

VIGILANCE HEAD MISSING.

A general search of hospitals and hotels is being made for William P. Green, director of the work of the National Vigilance Committee of the Associated Advertising Clubs of the World, unaccounted for since Monday midnight. The police of New York and neighboring cities have been notified. Mr. Green lives at 114 Harrison street, East Orange, N. J.

Mr. Green's associates in the advertising clubs, believing he likely became unconscious of his surroundings and is either in a hospital or a hotel, issued a circular yesterday, to hotels and hospitals. The latter part of last week Mr. Green was ill, complaining of pains in his head, but he went to business Monday, and appeared to be much better, his associates said.

PROMINENT AD MEN ATTEND BEN FRANKLIN DINNER AT ERIE.

President John Benson and Executive Secretary James O'Shaughnessy of the American Association of Advertising Agencies, and O. H. Blackman, former advertising agency man, now management engineer, attended a Ben Franklin anniversary dinner on January 19, sponsored by the Erie, Pa., Advertising Club. Five hundred Erie bankers, merchants and manufacturers and professional men attended the dinner.

John Benson was returning to his home town for Erie is the place of his birth. "Jim" O'Shaughnessy made his first visit to Erie to see the statue of Eben Brewer, the first American postmaster on foreign soil. Mr. O'Shaughnessy as a correspondent for a Chicago newspaper met Brewer in Cuba in 1898 and it was O'Shaughnessy who sponsored the fund for a statue to Brewer. The money was subscribed by postal employes and the statue was originally intended for Arlington cemetery but since Brewer belonged to neither army nor navy President Roosevelt ruled it could not rightfully be placed in Arlington. The statue was then erected in Perry Square, Erie.

O. H. Blackman's talk on management engineering made a decided impression on Erie manufacturers and he was invited to return and talk at length on this important subject.

POOR RICHARDS PAY TRIBUTE TO MEMORY OF FRANKLIN.

After months of planning and work which started in April, 1922, the Poor Richard Club of Philadelphia brought together at the Bellevue-Stratford Hotel on January 17 more than 1,000 men and women from all parts of the country to do honor to the memory of Benjamin Franklin.

It was the Poor Richard Club's eighteenth annual banquet, and it commemorated not only the two-hundred and seventeenth anniversary of the birth of Franklin, but also the two-hundredth anniversary of his coming to Philadelphia. The director of the celebration, Karl Bloomingdale, said that the expense involved represented an outlay of \$65,000.

Senator George Wharton Pepper and Josiah H. Penniman, Provost of the University of Pennsylvania, were the only speakers. With them at the speakers' table were Paul Patterson, publisher of the Baltimore Sun, and president of the American Newspaper Publishers Association; H. H. Charles, vice-president of the Associated Advertising Clubs of the World, and E. T. Stotesbury, the Philadelphia financier. Charles A. Stinson, president of the Poor Richard Club, and president of Gatchel & Manning, Inc., photo-engravers, was the toastmaster of the evening.

CANADIAN PAPERS ENLARGED.

The St. John, N. B., Daily Telegraph and Evening Times, which are under the same ownership, have been enlarged to eight columns a page. There will be no increase in price of either papers, the Telegraph remaining at two cents and the Times at one cent. The Times is the only one-cent newspaper in the maritime provinces.

GRAND FORKS PAPER TO BE PUT ON BLOCK.

The building of the Grand Forks, N. D., American, defunct Nonpartisan League newspaper, will be sold at a sheriff's sale on February 20 to satisfy a judgment of \$25,598.

Interests of a number of creditors are in the hands of Ole Knutson and T. O. Haroldson, trustees.

The First Three Weeks of 1923

witnessed the keen attention of the entire newspaper world focused on INTERNATIONAL NEWS SERVICE because of its remarkable succession of vital news beats.

A RECORD NEVER EQUALED

In the history of news gathering institutions, there never was such a conspicuous achievement in any similar period of time. The excellence of a news report is judged not by its sporadic scoops, but by its consistent, day in and day out performance. ANY news agency can score a scoop some time. What amazes newspaper publishers everywhere is that EVERY DAY for the last three weeks I.N.S. has scored heavily on all the important news. It is by this *consistent performance* that I.N.S. today leads the field.

From the Ruhr to Mer Rouge

International News Service scooped all opposition services on ALL the important developments in the two stories that command first pages everywhere—the French invasion of the Ruhr and the investigation of Ku Klux in Louisiana.

From the moment France declared Germany in default until her occupation of the Ruhr was complete, Weyer in Essen and Mason in Paris beat all other correspondents with the first true news of the invasion:

Hutchinson, covering the Ku Klux trial at Bastrop received the congratulations of scores of I.N.S. clients for his astonishing exclusive stories. I.N.S. conspicuous news beats included these important stories.

FIRST with announcement of French Invasion of the Ruhr.

AHEAD with flash from Paris that Reparations Commission voted Germany in default.

SCOOPED all opposition on text of Roland Boyden's statement before Reparations Commission.

EXCLUSIVE story that Bernhardt is bankrupt despite all the money she earned in her career.

TEN minutes ahead with announcement President Harding recalled troops from the Rhine.

ONLY news service to give General Allen, commander of American forces in Germany, news of recall.

AHEAD with discovery of Communist plot in Paris, and arrest of several ring leaders.

COMPLETE beat on death of former King Constantine of Greece.

FIRST with Premier Poincaré's speech before Chamber defending French invasion of Ruhr.

BEAT opposition services with British Cabinet's announcement to keep British troops on the Rhine.

COPYRIGHTED exclusive interview with Thyssen, German magnate, who declared French invasion meant ruin of both France and Germany.

SCOOPED other news agencies on appointment of Crissinger to head of Federal Reserve Board.

EXCLUSIVE interview with Evans, Imperial Wizard of Ku Klux Klan, on Mer Rouge expose.

AHEAD with news of execution of Irish Irregulars.

EXCLUSIVE story of sensational attempt to rob the Honolulu treasury of seven millions.

AN HOUR ahead with flash that insurgent forces had driven allied forces out of Memel.

FIRST with refusal of German industrial magnates to obey French.

FIRST with news of their arrest, and general strike that followed.

EXCLUSIVE interview with William Jennings Bryan on "three years of prohibition."

FIRST with news of death of Wally Reid.

SCOOP on identification of "hooded band" at Mer Rouge.

AHEAD with story of strike riot at Harrison, Ark.

AHEAD with acquittal of five miners for "Herrin massacre."

BEAT by forty-five minutes on story of murder of girl dancer at San Diego.

IMPORTANT exclusive story from White House that "not a dollar owing to the United States by foreign nations would be cancelled."

FIRST with announcement that Italy and Belgium had asked Great Britain to intervene in Ruhr situation.

TWO HOURS ahead with startling story that refugees from Asia Minor were dying at rate of thousand a day in Athens.

"Get it *First*—but FIRST Get it RIGHT"

This slogan, ringing incessantly in the ears of every I.N.S. reporter, expressed the spirit that brought the news first and right to American newspapers from every corner of the world. It is responsible for all the gigantic news beats and thrilling exclusive stories which within the last three weeks have established a record never equaled by a news gathering institution.

INTERNATIONAL NEWS SERVICE

M. KOENIGSBERG, *President*

241 West 58th Street, New York

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS

Issued EVERY SATURDAY by The Fourth Estate Publishing Company, Ernest F. Birmingham, President and Treasurer; 232 West 59th Street, New York City.

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

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

Back Numbers—Less than 3 months old 85 cents; more than 3 months old, \$1 each.

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

NEW YORK

Phones: 200, 201, 202 Circle.

ERNEST F. BIRMINGHAM, Publisher

CHICAGO: 887 Marquette Building
WILLIAM S. GRATHWOHL, Representative
Phone: 6490 Central.

AN INDEX OF THE WORLD'S GREATEST BUSINESS.

For the twenty-ninth consecutive year, the Annual Review Number of THE FOURTH ESTATE has been prepared and is issued as a part of this number. It stands out more than ever this year as a work of intimate and constant value to newspaper men and advertising men, as well as students of both journalism and advertising. Newspaper and advertising developments and events for the twelve months of 1922 are exhaustively listed and arranged under some eighty divisional headings to simplify the reader's use of the review.

Facts and ideas—the tools and the inspiration of journalism everywhere—overflow the columns of the Annual Review Section. Even with the extreme condensation required to keep so complete a summary within reasonable length, every listing has been worded so as to make plain the most important phases of the article to which it refers. Seekers of more detailed information can carry their researches almost endlessly through their bound volumes or their files of THE FOURTH ESTATE.

We particularly commend to editors a careful study of the listings under Newspapers, News Values, and Radio. In the entries under these divisional headings will be found the answers to hundreds of questions, any one of which may be of definite assistance in planning news policy. There are plenty of other listings to warrant the attention of the editorial department, and after sampling the possibilities of the three departments selected here for particular emphasis, most editors will not be satisfied until they have examined them all.

For the publisher nothing can be more helpful that careful deliberation over the departments headed Advertising, News Print, Labor, Newspaper Prices, and Advertising Rates. Advertising managers will find the general subject of advertising divided into several sub-headings such as Church, Classified, Community, Government, and Public Utility Advertising, as well as Merchandising Co-operation.

The circulation manager will find his viewpoint strengthened and his experience augmented by a reference to the departments of Circulation, Newspaper Insurance, Newspaper Promotion, and Radio. The Annual Review will be particularly prolific

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; 500 lines to the page, \$280).

Front page, double rate. Back cover, nd forward of 10th page, 50 per cent extra.

Smaller advertisements in special position (not less than 98 lines in depth of column), double price.

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

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessities, 80 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.

of ideas for him to use in his daily tasks.

No better evidence of the increasing efficiency of our schools of journalism, and the broad influence they are becoming in educational circles, can be found than the compact review of their activities which is one of the features of the issue.

To sum up, the pages of the Annual Review provide not only a volume of facts and references but also a mass of evidence to justify the real newspaper man's conviction that his is the greatest business of them all. No other vocation that can be called to mind could be so relentlessly boiled down to solid six-point and still be as interesting.

LORD BURNHAM'S SUMMONS TO JOURNALISM.

If the world ever starts to look for a single physical entity to act as a sort of plenipotentiary in contriving to bring about international good feeling, it can do no better than ring the doorbell of Lord Burnham, proprietor of the London Daily Telegraph, whose departure from New York for the West Indies on Tuesday brought to an end a most edifying stay in the United States.

For the close student of world affairs, the four addresses Lord Burnham delivered in New York will be irresistible—documents embracing at once the qualities of profound understanding, urbane conclusion and inspiring suggestion. Journalism may feel it a high compliment that he deems it above all other human elements capable and worthy of leading the world to a realization of its unity.

"I have always thought it would be of the highest import and the fairest promise if the able editors and the powerful directors of our newspapers could meet together in common council, not to lay down the law to one another, for newspapers care more for the moralities than for the legalities of the world's affairs, but to discuss the great questions of common interest and mutual benefit," Lord Burnham told members of the executive committee of the Associated Press at Frederick Roy Martin's dinner.

There is a tocsin for American and British journalism that it would be almost reprehensible to ignore. It could not have been sounded more

clearly or in deeper tone than the stirring impelling sincerity of a man who has many times been through the world and back—and still maintains that there is hope.

Publisher is too inadequate a designation for Lord Burnham; world confidence only the merest hint of what he stands for. We have been shown that he is more nearly a thirteenth apostle, standing for a faith by which he and his equals may deliver the world from its present ungodly imperception.

BY THEIR FRUITS SHALL STUNTS BE JUDGED.

Newspapers are finding out that the business of promoting circulation is in many respects like the theatrical business, requiring frequent change of appeal and always something new and out of the ordinary. And most of the stunts are characteristic of the show business, in that they are here today and gone tomorrow.

The stunt belongs in the newspaper lexicon, right enough, but the danger in it is that it may lead the publisher to forget that his business needs more than temporal advertising. The word of mouth advertising that a newspaper stunt brings creates some interest, but that isn't enough. Even the most effective stunt loses half its value if the publisher does not tell the story of the improvements made by it in the markets where there is the greatest interest in that improvement.

The publisher often calls in the circulation manager and tells him that a thousand or a couple of thousand readers have got to be added right away to hold foreign business. The circulation manager may use a contest or premiums, but the publisher will fall short of a full return on this promotion if he fails to cash in on its results by advertising what was accomplished. But stunts that serve only to hold circulation are nothing to boast about; they merely postpone the day when new vitality must be put in the reading columns of the paper.

WHY DIDN'T ADVERTISING RATES GO UP?

Readjustment of the price of news print paper during 1922 plainly led to extravagance in its use that amounts almost to wastefulness, a review of the figures now available for last year indicates. Taking \$102.50 as the average price per ton in 1921 for a total consumption of 1,902,000 tons, United States newspapers paid about \$194,960,000 for their paper. Cheaper news print during 1922, closing at \$70 a ton, resulted in an estimated increase of 398,000 tons consumption, which broke all records with a total of 2,300,000 tons. This means that the newspapers paid in 1922 for news print \$161,000,000—or \$33,960,000 less than the year before.

The relief from excessive prices plainly led publishers to cast to the winds all economies effected during the times of stringency. The average size of daily newspapers increased from 23 pages in 1921 to 25 pages in 1922, while the average size of Sunday papers increased from 80 to 89. L. B. Palmer, general manager of the A.N.P.A., this week again sounded warning to publishers that this increase in reading contents is not justified by the increase in advertising. He told the New York State Publishers Association at Albany that the increase amounted to ten or fifteen per cent.

From the figures now available it appears that advertising volume in the newspapers increased from \$650,000,000 in 1921 to \$700,000,000 in

1922, a matter of 7.7 per cent. This leaves increased space devoted to reading matter and increased circulation to account for the remainder of news print consumption during the year. Reading matter, it appears, was increased nearly twice as much as advertising.

The opinion may be held that because American publishers saved an approximate \$33,960,000 on their news print bills they were justified in so increasing consumption, but in the face of a 7.7 increase in advertising, against a 21 per cent increase in paper used this argument is made to appear weak indeed.

Allowing for a more modest increase of 147,000 tons over 1921, which means that a total of 2,049,000 tons would have been used in 1922, publishers could have at the prevailing price, obtained their news print for \$143,430,000. The increased consumption of 2,300,000 tons, however,—which means a further advance of 251,000 over the 147,000 already allowed—caused them to spend \$161,000,000.

An increase of 147,000 tons would have equalled 7.7 per cent—the amount of advertising increase. This means that American publishers chose to buy \$17,570,000 worth of news print for other reasons than increased advertising.

That puts it up to circulation. Did it gain \$17,570,000 worth in addition to the money directly expended on it?

If circulation increased even 10 per cent, to account for the other 251,000 tons, the investment paid.

But if circulation increased 10 per cent, why didn't advertising rates go up?

NOTE AND COMMENT.

"Use the telephone and ask for an adtaker," invites the New York Daily News in a small advertisement for its want ad columns. There is a great deal to be said for the use of that little word "adtaker," it shows concisely how easy it is to place a want ad and gives the reader the idea that there is real service for him. It is surprising but nevertheless still a fact that many persons of ordinary intelligence and better neglect to use the want ad columns because they "haven't the slightest idea how to go about it." It's worth while making it easy and then telling 'em how.

The Rand Daily Mail of Johannesburg, South Africa, furnishes an interesting confirmation of the part American photoplays have taken as "salesmen" for American wares. Nine out of ten motion pictures shown in South Africa are, it says, of American origin, and American influence is increasing in all directions. South Africans are beginning to turn to the United States for articles that they formerly purchased elsewhere. The Mail calls on British film producers to enter the field and contest this American commercial prestige.

Should a store advertise heavily on Sunday when Monday is a holiday? If so, what should it advertise on Monday? An ingenious solution to this problem was given by the advertising man of a Chicago store this week.

Full page space was taken in the Sunday papers to advertise merchandise for Tuesday. On Monday the same ad was reproduced in miniature in three columns with a note calling the attention of the public to the fact that it was miniature of the Sunday ad and that the merchandise advertised was for sale Tuesday. Thus at the cost of a small insertion, the store managed to bring the same offers to the public on two holidays in succession.

PURFLY PERSONAL.

A. J. Schinner, sports editor of the Milwaukee Wisconsin News and Sunday Telegram, was recently elected chairman of the state boxing commission.

J. L. Sturtevant, editor and publisher of the Wausau, Wis., Daily Record-Herald left this week for a trip to the South.

Mrs. Zell Hart Deming, editor and proprietor of the Warren, Ohio, Tribune, is spending ten days in New York.

E. F. Henderson of the Indianapolis staff, and John T. Milar, formerly of the Columbus, Ohio, and Chicago staffs of the Associated Press, are reporting the 73rd session of the Indiana General Assembly for the Indiana members of the Associated Press.

W. C. Geers, formerly editor of the Tishomingo, Okla., Johnston County Capital-Democrat, was elected secretary of the state corporation commission. when the organization of that body took place last week. Mr. Geers succeeds G. L. Smith, retiring secretary, who was named assistant auditor of the commission.

Julius Mathews, head of the special agency bearing his name, is spending a vacation at Pinehurst, N. C.

Clifford Carberry, managing editor of the Boston Post, is passing a few weeks in Florida.

T. F. McPherson, general manager of the Perry Lloyd Jones Newspapers, after spending a few days in New York, has gone to Charleston, S. C., and Pensacola, Fla.

E. M. Alexander, assistant publisher of the New York Journal, has returned from a vacation spent at Pinehurst, N. C.

J. J. EARLY WILL BE GUEST OF CORRESPONDENTS AT ALBANY DINNER.

The New York State Legislative Correspondents' Association will give a dinner at the Ten Eyck hotel, Albany, February 8 in honor of Joseph J. Early, a former president and capitol correspondent of the Brooklyn Standard Union, of which he is now managing editor.

The annual election of officers recently resulted in the election of Harold P. Jarvis of Buffalo as president to succeed George M. Van Slyke of New York; vice-presidents, J. E. Watson, New York American and George D. Morris, New York Evening Telegram; secretary, Hans J. Adamson, New York Evening Post; treasurer, Percy B. Scott, United Press.

COUPLE RETIRE ON PENSION.

Robert B. Peattie, editorial writer of the New York Daily News, has once more retired to enjoy a Chicago Tribune pension. Previous to joining the News he had been with the Tribune for twenty years.

This is Mr. Peattie's second venture into the life of leisure and he says he will stay there this time unless he is called back to work again. Mr. Peattie's place will be filled by R. E. McGowen.

Mr. Peattie went with the News with the understanding that he would assume the duties of editorial writer only until some one could be found to take his place. He will spend the winter in Columbus, Ohio, and in the spring, he and Mrs. Peattie, who recently retired also on a Chicago Tribune pension, will return to their home "Dunwandrin," in North Carolina.

NEW SUPREME COURT JUSTICE COMES FROM FAMILY OF NEWSPAPER MEN.

Although not a newspaper man himself, Federal Judge Edward T. Sanford of Tennessee, who has just been nominated by President Harding as an Associate Justice of the United States Supreme Court, to fill the vacancy caused by the resignation of Associate Justice Pitney, comes of a newspaper family. His brother, A. F. Sanford, has been the principal owner and publisher of the Knoxville Journal & Tribune, the only Republican daily newspaper south of Louisville, for 25 years.

SECRETARY ROOSEVELT HOST TO NAVY DEPARTMENT CORRESPONDENTS.

Washington newspaper men who regularly cover the navy department were guests of Assistant Secretary of the Navy Roosevelt at a dinner party at his home last Wednesday night.

Among those present were M. H. McIntyre, of the United Press; Hal Smith, of the New York Times; Frank Connor, of the New York World; Emmett Dougherty, of the New York Tribune; Norman W. Baxter, of the Philadelphia Public Ledger, and Kirke Simpson, of the Associated Press.

EDITOR SECRETARY OF NEW JERSEY AGRICULTURAL BOARD.

William H. Bullock, recently managing editor of the American Agriculturist, has been appointed secretary of the New Jersey State Federation of County Boards of Agriculture, at Trenton, N. J. He will be retained in an advisory connection with the Federation as treasurer and general manager.

Since 1914 Mr. Bullock has been associated with several groups of farm papers, notably the chain which comprised American Agriculturist, New England Homestead, Orange Judd Farmer, Northwest Farmstead and Southern Farming.

JOIN OVERSEAS WRITERS.

The latest accessions to the Overseas Writers, a Washington organization composed of newspaper men who have seen professional service abroad, are Harry W. Frantz, of the United Press, and C. C. Lyon, Sidney B. Whipple, W. H. Porterfield and H. N. Rickey of the Scripps Newspaper Alliance.

BACK IN NEWSPAPER WORK.

R. E. Lee Aldrich, who recently completed four years as county recorder, and prior to that for several years conducted the Belle Plaine, Iowa, Herald, has returned to the newspaper business, having purchased a newspaper at Newell, Iowa.

HEADS TEXAS NEWSPAPERS.

O. S. Bruck has been appointed advertising director of the Enterprise, the Journal, and the Sunday Enterprise, Beaumont, Texas, newspapers. J. L. Mapes is vice-president and general manager of these papers.

WEDDING IN TIMES FAMILY.

James M. Kirshner, of the New York Times auditing department, and Miss May Isabelle Dowley, of the filing department, were married last Friday evening. Hugh A. O'Donnell, assistant business manager of the Times, was the best man.

LEAVES NEWSPAPER WORK.

J. A. O'Neil, business manager of the Tacoma, Wash., Ledger, for the last four years has left to assume the active vice-presidency of Pacific Savings & Loan Association of Tacoma.

STAFF CHANGES.

L. O. Harshman, sports editor of the Toledo, Ohio, Times, has become city editor. Before going to Toledo he was sports editor of the Springfield, Ohio, Sun.

Fred Harvey, for many years foreman of the mechanical department and head of the job printing department of the Perry, Iowa, Chief has succeeded Horace DeGrush of the advertising staff. Mr. DeGrush has been with the Daily Chief for the last five years, and is leaving the paper to take up other work. Mr. Harvey will retain supervision of the mechanical department for the present.

Richard J. Farrell, recently on the copy desk of the New York World and the New York American, is now telegraph editor of the Rochester Journal. Mr. Farrell was at one time on the staff of the Pittsburgh Dispatch and other newspapers in that city.

John F. Tims, Jr., for several years advertising manager of the New Orleans Times-Picayune, has been appointed business manager to succeed J. A. Van Buren, who is now with the Cleveland Plain Dealer. L. F. Blackburn, a member of the advertising department of the Times-Picayune, succeeds Mr. Tims as advertising manager.

Hearst's International, New York, has added C. E. T. Huntley to its advertising staff. He was formerly with the John Budd Company, publishers' representative, and Scientific American.

Miss Adeline Snapp has succeeded Miss Justine De Peyster Adams as advertising manager of the Woman Citizen. Miss Snapp was formerly with Vogue.

E. L. Peacock has joined the advertising department of the South Bend, Ind., Tribune, succeeding Theodore Dodane, who is now with the Perfection Biscuit Company at Fort Wayne.

Raymond E. Bowen, recently director of circulation of the Nation's Business, Washington, has joined the New York advertising staff of that publication.

John J. Carson, formerly connected with the Washington Bureau of the Baltimore Sun, has joined the Scripps Newspaper Alliance and will serve the Scripps newspapers at Baltimore and Indianapolis. Mr. Carson was at one time assistant managing editor

JOINS MINNEAPOLIS JOURNAL.

T. Norman Williams has become manager of national advertising for the Minneapolis Journal.

Mr. Williams was for two years a member of the Chicago staff of Critchfield & Co., and more recently executive secretary for the joint 1922 convention board of the Associated Advertising Clubs of the World and the Milwaukee Advertising Council.

U.P. MEN COVER HEARINGS.

T. A. Shellnut of the Atlanta bureau of the United Press, with two New Orleans staff men covered the Ku Klux Klan hearings at Bastrop, La. A direct wire facilitated the special service.

George Derr, United Press bureau manager at St. Louis personally handled the news stories of the Herrin, Ill., miners' trials.

JERSEY POSTMASTER WILL TAKE UP EDITORIAL WORK.

Matt Ely of Jersey City will withdraw as postmaster on March 31, to become managing editor of the Bergen Evening Record of Hackensack, N. J. He formerly was editor of the Hudson Observer of Hoboken.

RICHARD W. SIMPSON NOW MANAGING EDITOR OF VIRGINIAN-PILOT.

Richard W. Simpson, of the Washington bureau of the Associated Press, left Washington this week to become managing editor of the Norfolk, Va., Virginian-Pilot.

"Deacon" Simpson, as he is familiarly known by newspaper men of many cities, is a South Carolinian by birth and began his career in newspaper work on the Greenville News. He went from that paper to the Raleigh Times and then to the Richmond, Va., Times-Dispatch, where he was city editor. He joined the Associated Press fourteen years ago, under Robert T. Small, then manager of the Atlanta Bureau, but now political writer for the Consolidated Press.

Transferred to Boston, Mr. Simpson was day manager of the Associated Bureau there, going later to New York where he remained about a year before coming to Washington in 1918. Since his Washington assignment he has for several years been the house of representatives correspondent for the A.P., and is responsible for the clearly written and often times humorous stories of that body's proceedings.

LEGISLATIVE CORRESPONDENT NOMINATE OFFICERS.

The Legislative Correspondents Association of the State of New York, at the first meeting of the year made the following nominations for the ensuing year.

President, Harold P. Jarvis, Buffalo Courier; first vice-president, J. E. Watson, New York American; second vice-president, George D. Morris, New York Evening Telegram, secretary; Hans J. Adamson, New York Evening Post; treasurer, Percy B. Scott, United Press; directors, Raymond I. Borst, International News Service; Harry J. Connors, Syracuse Herald; John C. Cray, New York Herald; Joseph S. Jordan, New York Evening World; Edward McDonald, Troy Record; George Wood, New York Globe; Fred W. Wose, New York World.

George W. Van Slyke of the New York Herald, retiring president, called the first meeting to order. Resolutions were adopted on the death of Patrick T. Reihan, one of the oldest members of the association, and several spoke on his life. The association voted to have a dinner at the Ten Eyck Hotel in April.

FILMS WILL PORTRAY THE PROCESSES OF PAPER MANUFACTURING.

A daily motion picture exhibition will be one of the features of the Paper Industries Exposition to be held at the Grand Central Palace, New York, the week of April 9.

A number of films will be available telling the story of paper and the manufacture of different grades and types of the product of this industry. In addition, several related films are being secured, and a detailed program of the motion picture side of the big paper show will be completed at an early date.

Among the companies whose films are to be shown are those of the International Paper Company and the Mead Company on newsprint.

JOINS POWERS ENTERPRISES.

Stephen H. Horgan, known as the "father of newspaper illustrating" and newspaper half-tones, is now with the Powers' photo-engraving enterprises.

INTRODUCING
"SUPPRESSED DESIRES"

by
McTIGUE

A DAILY COMIC PICTURE

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America's Best
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Daily and Sunday
NEWSPAPER FEATURE
SERVICE

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"Fifty Famous Features"

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

The George Matthew Adams Service
8 West 40th st.—New York

MAIL
NEWS
AND
Features

WORLD-WIDE NEWS
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J. J. BOSDAN
15 SCHOOL STREET . . BOSTON, MASS.

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

Daily News Service
Features
Weekly Reviews
Special Articles.

Wire or Write for Particulars

Fairchild News Service

8 East 18th Street New York City

GEORGE ROTHWELL BROWN
MAKES BIG HIT IN COLUMN
WASHINGTON POST.

"A Breakfast Dish Served Daily" is the latest "peppy" innovation in the Washington Post, where it appears first column, first page, each issue.

The scope of the column is as widely extended as the happenings of the day as they are set forth in the rest of the reading portions of the Post. It essays to touch lightly and at times whimsically on all the news gatherings of the day, with an occasional mild editorial slant designed to add relish to the routine outlines of the story itself, which is to be read later in full by those so inclined. Again, two items apparently unrelated are frequently brought into juxtaposition in the condensed review, with the unsuspected associations revealed by a few interpretative words. There is really nothing else quite like it, not barring Mr. Arthur Brisbane's "Today" column in the Hearst publications or any of the various "columns" which have gained permanence and popularity in other papers.

John J. Spurgeon is responsible for the new feature of the Post. It was his idea, and was soon worked out following his taking general charge of the paper, after his departure from the Philadelphia Public Ledger, of which he was managing editor for a number of years.

The hand behind the column is that of George Rothwell Brown, one of the special writers on political subjects for the Post. Mr. Brown is also well known as a paragraphist, having written the paragraphs for the Washington Post and the Boston Transcript in the past. He is also the author of several works of fiction, as well as of his more serious production in book form, "The Leadership of Congress," from the Bobbs-Merrill press, dealing with the radical changes effected in the machinery and personnel of party politics in the United States in recent years.

FAIRCHILD FEATURES WILL BE
DISTRIBUTED THROUGH
METROPOLITAN SERVICE.

The Metropolitan Newspaper Service and the Fairchild News Service have reached an agreement by which all the Fairchild features will in the future be distributed by Metropolitan Service.

This arrangement means the retirement from the feature field of the Fairchilds as far as distribution is concerned, and marks another milestone in the progress of the Elser syndicate. All the daily news services, daily, weekly and special reviews and articles on business and fashion by Eleanor Gunn, and other Fairchild writers, will be prepared as usual for the Fairchild publications, but the syndicating of the features to newspapers will be carried out through the Metropolitan Service.

This is the second syndicate to be taken over by the Metropolitan within the last six months. In July of last year the New Era Features Service was absorbed. All contracts of writers, cartoonists, and artists with the New Era became the property of the Metropolitan by the deal.

While the new agreement is by no means so complete as the former one, the Fairchilds having surrendered only the distribution rights, it is nevertheless a tribute to the enterprise of the Metropolitan Service and Maximilian Elser, its manager, that they have been chosen by Fairchilds.

W. F. Tate, sales manager of the Fairchild Service, has been assigned other duties in the organization.

NUTMEG EDITORS
AGAIN ELECT
FREEMAN.

(Continued from Tenth Page)

zen; R. H. Mathewson, Agricultural College, Storrs; Miss Shirley Putnam, Greenwich Press; F. H. Mattoon, Thomaston Express; Helen V. Putney, Milford Citizen; L. D. Rowand, Derby Sentinel; S. P. Steinberg, Greenwich Press; W. Stemmons, Agricultural Editor, Storrs; G. C. Woodruff, Litchfield Enquirer; A. G. Worley, New Milford Times; and Amos P. Wilder, New Haven Journal-Courier.

The legislative committee, headed by Fred Lyon of Milford, was instructed to draw up and present a bill before Friday, January 26, providing for publication of public notices in local papers.

The editors and their wives attended a six o'clock dinner at the Stratfield Hotel.

George Waldo, editor of the Post and Telegram, welcomed the visitors to Bridgeport, "not to political Bridgeport with which an editor cannot publicly at least, claim allegiance, nor with business Bridgeport, which is nevertheless very glad to have you come to see us. But to newspaper Bridgeport," he said, "which is bounded on the south by Long Island Sound, on the west by Westporter Herald, on the north by the Newton Bee and on the east by the Milford Citizen.

"No matter what you do, nor how you cut up," he told them, "the papers will all say that you are the best ever."

E. G. Hill of Hartford, the newly elected secretary of the association, responded to Waldo's welcome. He regretted that there were not as many city dailies represented in the association as there should be.

"But all the most worth while dailies of the state are represented," he declared. He said that above all things, the association stands for fraternity among newspaper men and women on all kinds of papers, dailies, weeklies, monthlies.

Lynn W. Wilson of the Bridgeport Times, spoke upon the keen competition in the newspaper game of today, took an oral swing at the Bridgeport-Waterbury Herald, and then smoothed matters over with the Herald and weekly newspapers in general by saying he wished he had had their support just one time when he was running for congress.

Mr. Wilson was followed by Miss Shirley Putnam, of the Greenwich Press, who gave some illuminating explanations of how she is able to really operate an independent weekly, the Greenwich Press. Wallace Odell, president of the National Editorial Association, and editor of the Tarrytown News, spoke.

George Woodruff of the Litchfield Enquirer followed and explained in minute detail the enjoyments of the Montana trip taken by many newspaper people the past summer. He cited the vast resources of Montana and the fact that it is the one state that has never had a flag other than the good old Stars and Stripes, which brought an interruption of applause, headed by Lynn Wilson.

Thomas J. Blain of the Port Chester Daily Item, had a few words to say. Incidentally, he gave some good tips to publishers of small town papers on new ways to make money with a classified page.

The association will next meet in April, the place of gathering has not yet been decided upon.

The Bridgeport newspaper men and women present were invited to join the association and a recess was de-

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Features

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GREATEST
CIRCULATION
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INTERNATIONAL
FEATURE SERVICE, INC.

246 West 59th St., NEW YORK

WIRE
NEWS

FOR EVENING
AND SUNDAY
NEWSPAPERS

INTERNATIONAL NEWS SERVICE
21 Spruce Street, NEW YORK

clared while their names were taken. Besides those in attendance in the afternoon there were several others at the dinner, Lynn Wilson, Richard Howell, George Waldo, Jr., Dr. William Horace Day of Bridgeport; Mr. and Mrs. Thomas Blain of Port Chester, New York; Mrs. Everett G. Hill of Hartford, Mrs. Fred Lyon of Milford, R. H. Mathewson of the Conn. Alumnus and Bill Steinke of Newark, N. J.

QUARTER-CENTURY SOCIETY
OF INTERNATIONAL
PAPER COMPANY.

A club has been formed by Owen Shepherd, treasurer of the International Paper Company, known as the Quarter-Century Society. As its name suggests, it is to be composed of such officers and employes as have been in the continuous service of the Paper Company since its formation twenty-five years ago.

The twenty-five year men have incorporated under the New York Law, giving as their purpose the promotion of good-fellowship and co-operation among the members and loyalty to the company with which they have seen such long service.

There are twenty-four charter members. They are: G. F. Underwood and C. W. Lyman, directors of the company; Owen Shepherd, Edward Barrett, B. O. Booth, H. C. Bullock, Guy E. Capron, L. M. Davis, Harry Elliott, Harry Farrell, J. H. Fitzgerald, W. H. Frampton, J. E. A. Hussey, C. W. Hyde, E. W. Kennedy, W. E. Mansfield, D. T. McCormick, W. A. Murray, Mrs. Alice Maguire Schneider, F. B. Smidt, G. E. Smith, E. Van Buren, Guil Wilson, A. H. White, and N. B. Sprague.

The officers of the society are: President, G. F. Underwood; vice-presidents, C. W. Lyman and Owen Shepherd; secretary, J. E. A. Hussey; treasurer, G. E. Smith.

SIR CHARLES RETURNING WITH WILSON-LAWRENSON.

F. A. Wilson-Lawrenson, chairman of the On-to-London Committee of the Associated Advertising Clubs of the World, is sailing today for New York via the Mauretania. He is accompanied by Sir Charles Higham, well-known British advertising man.

At a dinner given on January 18 by the Thirty Club of London in honor of Mr. Wilson-Lawrenson, Sir Charles proposed the health of the guest of honor saying that the United States had much to teach the advertising men of Great Britain.

Mr. Wilson-Lawrenson in reply said that if America accepted the invitation to hold the 1924 annual convention in London it must be convinced that they could find the publicity interests of Britain were the government and the whole of the manufacturing and trading interests.

CHANGE IN REPRESENTATION.

Philadelphia North American from George A. McDevitt Company to John B. Woodward, Eastern. Woodward & Kelly have represented the North American in the West since June, 1921.

The New York offices of John B. Woodward will shortly be removed to the new Bowery Savings Bank Building, 110 East Forty-second street.

Toronto, Ont., Globe from Verree & Conklin to Lorenzen & Thompson.

THORNLEY BECOMES MEMBER OF N. W. AYER AGENCY.

N. W. Ayer & Son have admitted George H. Thornley to partnership in the agency. Mr. Thornley joined the organization in 1907. He served in every department of the business and for the last four years has been in charge of new business. He will continue his present duties, making his headquarters at the home office of the firm in Philadelphia.

The other members of the Ayer & Son firm are: F. Wayland Ayer, Jarvis A. Wood, Wilfred W. Fry, William M. Armistead, James M. Mathes, and Adam Kessler, Jr. There are at present about 500 employees.

REORGANIZATION OF FORT WAYNE NEWS-SENTINEL.

Arthur K. Rimmel, city editor and Miss Martha Branning, auditor, have been elected directors of the News Publishing Company, publisher of the Fort Wayne, Ind., News-Sentinel, succeeding Colonel E. P. Bicknell and Miss Ruth Bicknell, who withdrew.

J. A. Greene was re-elected president of the company as were Oscar G. Foellinger, treasurer and general manager. Frank G. Hamilton was made vice-president to succeed Miss Bicknell and Miss Branning was elected secretary. President Jesse A. Greene was named as chairman of the board of directors.

INTER-STATE CIRCULATORS PLANNING FOR BALTIMORE MEETING.

The spring meeting or semi-annual convention of the Inter-State Circulation Managers Association, composed of circulation managers from Maryland, Delaware, West Virginia, New Jersey, District of Columbia, and Pennsylvania will take place at the Southern Hotel in Baltimore on Tuesday, March 6.

Papers on subjects of vital importance to every circulation manager are being prepared and it is planned to bring a number of prominent speakers before the convention including President John Lynch of the International Association. The delegates will be the guests of the Sunpapers at luncheon at the Southern Hotel the day of the convention.

A large number of the members have indicated their intention of arriving in Baltimore on March 5, to enable them to exchange ideas on the evening preceding so that points brought out at this conference can be brought up at the convention and discussed from every angle.

Headquarters will be opened at the Southern Hotel on Monday and quarters provided for these round table talks.

It is planned to take those visitors who arrive Monday on a tour through the Sun Building Monday afternoon. An experienced guide will explain every detail in the making of the Sunpapers.

Preceding the round table discussions Monday evening there will be a concert by the Evening Sun Newsboys Band, of sixty pieces.

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

Directors: A. C. Findley, Atlantic City Gazette Review; J. H. Zerby, Jr., Pottsville, Pa., Republican; William G. Cotton, Philadelphia Record; C. A. Rook, Jr., Pittsburg Dispatch.

ADS TO APPEAR FIRST IN MORNING EDITIONS.

Following the resolutions made by several Omaha merchandising firms to serve the public even more fully than heretofore, the Burgess-Nash company, the Fashion, Barker Clothes Shop and the Dundee Woolen Mills will release their ads in the morning edition of newspapers and continue them through the day, mentioning items to be on sale the following day.

"In this way," say officials of the four stores named, "out-of-town customers will have an entire day to plan their shopping trip and to outline their purchases, thereby saving time for both the customer and the sales force."

The stores in practically all large cities let their ads "break" in the morning papers.

Other stores are expected to join the ranks of morning advertisers.

VETERAN EDITOR RETIRES.

Joseph Kubler, veteran editor of the Custer, S. D., Chronicle, has turned over the active management of the paper to his son, Joseph W. Kubler, and Webster Davis. He contemplates taking a year's rest.

Mr. Kubler founded the Chronicle forty-two years ago and has conducted it continuously. He was one of the first men to enter the Black Hills following the discovery of gold and has seen the country develop from a mountain wilderness to its present prominence as a gold producing region.

HUBER'S ROTOGRAVURE INKS

Are long on covering capacity

HUBER'S Colors in use since 1780

J. M. Huber

Main Office 65 W. Houston Street, New York

It Pays to Huberize

FOR PROMPT SERVICE

TYPE

Printers' Supplies Machinery

in Stock for Immediate Shipping by Selling Houses Conveniently Located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS COMPANY

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

Provide the Maximum Safety to Your Pressmen

The **CUTLER-HAMMER SYSTEM**

Printing Press Control "Safest in the World"



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

MONTANA CORRESPONDENTS AT STATE CAPITAL.

Among the newspaper correspondents covering the Montana legislative sessions are: Leon Roeland, Associated Press; Glenn W. Moon, Anaconda Standard; Will Aiken, Billings Gazette and Missoulian; E. C. Toohill, Butte Miner; W. W. Moses, Great Falls Tribune; Guy Lafollette and J. Burke Clement, Helena Independent, and J. L. Angtaman and George Weatherhead, Montana Record-Herald.

FEATURES

Proofs, prices and sample mats with pleasure on request

CAMERA NEWS PAGE

Made up of 1, 2 and 3 col. news pictures.

FASHION PAGE

Feder photos, attractively grouped. Copy by Barbara Winthrop.

CHILDREN'S PAGE

Short stories, verses, puzzles, toy-making, etc.

FEATURE PAGE

Two miscellaneous half-page articles, illustrations in lay-out.

WEEKLY HOUSE PLANS

Two and 3 col. sizes. By W. W. Purdy.

HANDICRAFT IN THE HOME

Filet, embroidery, fancy work, etc. By Alice Urghart Fewell.

RADIO

Three articles each week. By Frank Chapman.

HINTS FOR THE MOTORIST

Three a week, with Q. and A. Department. By Albert L. Clough.

SMILES

One column illustrated comics, by various artists.

US KIDS

A 6 column daily strip comic. By O'Neill.

EASY TRICKS

A daily one column feature.

PERTINENT PORTRAITS

Ten single column portraits, and pen sketch by Evans.

NOOZIE, THE SUNSHINE KID

Half and one column sizes. By Hop.

DAILY PUZZLES

One and two column sizes. By Walter Wellman.

DAILY FASHION HINTS

One or two columns. By Mabel Whitney.

FORTY WINNING PLAYS IN FOOTBALL

By John J. McEwan and Major Graves.

TWENTY-FOUR LESSONS IN BOXING

By Spike Webb.

SEVENTY-TWO LESSONS IN BASEBALL

By J. B. Sheridan.

FORTY-EIGHT CLASSIFIED BUILDING ADS

Two and three column sizes. By T. R. Longcope.

THE AD-ROUTE

A syndicate newspaper house organ. By W. S. Ball.

THE INTERNATIONAL SYNDICATE

Established 1899

BALTIMORE

MARYLAND

HELP WANTED

Advertising Manager Wanted

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

Classified Advertising Manager Wanted

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

EDITORS TO AID DAIRYMEN PLAN PUBLICITY DRIVE.

More than 250 editors have responded to an invitation from Milwaukee headquarters for the Wisconsin dairymen's publicity campaign that they will co-operate with the organization in selling Badger dairy products to the world.

The editors will co-operate with the farmer through their respective newspapers and by giving the committee the benefit of their views as to the best method of getting publicity, not only in the state, but over the county.

Heads of the smallest weeklies in the state have joined with the publishers of the larger newspapers to insure the success of the dairymen's drive.

In this connection members of the Wisconsin Press Association, John A. Kuypers, president, will meet at Madison, February 1, 2 and 3 when the farmers short course is being held with the dairymen's conference in session on February 2.

EGYPT DECREES FAIR DEAL TO JOURNALISTS AT TOMBS.

The Egyptian government, according to official reports from Cairo, while not desiring to interfere with the private arrangements made by the Earl of Carnarvon with individuals regarding visits to the district where excavations are being made in the Valley of the Kings, has insisted on strict impartiality in the facilities accorded all newspaper correspondents in Thebes.

Instructions are being given the director general of the antiquities department that either all or no correspondents are to be allowed in the tomb now or at any future date. Also, the director general must give all reasonable information concerning the tomb or its contents to any correspondent applying to him.

PURPOSE OF COLUMBIA'S ADVERTISING COURSES.

"Advertising is acquiring the characteristics of a profession with all the responsibilities to the public which a profession implies. Our courses are intended to qualify persons to enter the vocation of advertising and for the training of specialists in the subject," says James C. Egbert, director of university extension at Columbia University, New York, in his annual report stressing the importance which it is assuming in education.

HELP WANTED

Wanted A Newspaper Circulation Manager

Over 30 years of age. One who has had at least three years' experience in handling crews of canvassers. Desirable opportunity for life-time position for right man. Will start at rate of \$2,800.00 per year, with assurance of working up to \$4,000.00, or higher. No drinker. Give references and outline of experience. Replies confidential. Box 5275, care THE FOURTH ESTATE.

Advertising Salesman

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

Attention!

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

COMPOSITORS IN OTTAWA GET INCREASE.

The Ottawa Citizen and the Ottawa Journal entered into a new wage agreement with their typographical staffs, covering the period from January 1, 1923 to September 30, 1925.

An increase in wages and a reduction in the hours of work are features of the new agreement. The new scale calls for 46½ hours a week for those working during the day time and 43½ hours for night work. The old agreement provided for a 48-hour and 45-hour week, respectively.

Members of the union working on afternoon papers will receive \$41 a week, while the night men will be paid \$43.50. Under the agreement which is now expiring, the rate for day employes has been \$27.50 for the day staff and \$29.50 for the night employes; but bonuses which have been paid have brought the rates up to \$38 for the day staff and \$40.50 for the night.

NEWSPAPER MEN TO DIRECT PUBLICITY FOR BOND HOUSE.

Guy W. Seem, who has been labor and industrial news writer for the New York Times during the last year and a half has left the Times staff to become western publicity director of S. W. Straus & Co.

Mr. Seem, who is well-known in trade union and industrial news circles throughout the country, will make his headquarters in the Straus building, Chicago, after February 1. Previous to joining the Times staff, Mr. Seem was for two years the industrial correspondent of the Associated Press attached to the headquarters of the news service in New York.

Louis Stark of the Times staff has been assigned to take over the labor and industrial news work on that paper.

HELP WANTED

Special Edition Men

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

Display Solicitors Wanted

Three live display solicitors, must be hustlers, able to write copy and make layouts. New six-day a week evening paper. State terms, experience, age and references in first letter. A real opportunity for the right men. Address, Business Manager, the Press, 2nd & Cheyenne, Tulsa, Okla.

Circulator Wanted For Daily and Weekly

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

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

Ad Copy and Sales Man

Wanted by afternoon paper in growing Southern City of 30,000. Must be active, resourceful young man of temperate habits, well educated and used to hard work. State age, minimum salary and full particulars in first letter, with samples of work, which will be returned. Box 5278, care THE FOURTH ESTATE.

PUBLISHER URGES AD MEN TO SELL CITY ON OPTIMISM.

Frank D. Throop, publisher of the Davenport, Iowa, Democrat, addressed members of the Advertisers' Club of that city a few days ago, urged his auditors to face the new year with optimism, pointing out the many indications of increasing prosperity. He instanced the great holiday business done by local retailers and declared that the buyers strike had been broken for good.

He stated that the cost of business operation would probably not decrease in 1923 and urged the advertising men to seek an increased volume in advertising of a more effective nature. He particularly urged on them the advertising of their own work in the consumer's bureau, a sphere of the club's civic activity which has great possibilities but which is not sufficiently known to the community.

WOMAN SEEKS \$21,000,000 FOR NEWSPAPER ADVERTISING.

A \$21,000,000 advertising contract for American newspapers is the objective of Mrs. E. R. Wise, wife of the president of Julius S. Bache, banker and broker, New York.

Mrs. Wise will try and complete arrangements in Paris with a Franco-American firm of perfume manufacturers to place their advertising in American publications.

BUSINESS CHANCES

Magazine, Printing Plant For Sale

Located in fastest growing city in America; magazine in third year, with 10,000 circulation; wonderful opportunity to develop large national magazine; has plant costing \$20,000; did \$52,000 business last year; for sale because advertiser lacks capital to develop; controlling interest will be sold for \$9,000 cash or \$10,000 on payments; this control carries active management, with good salary, party buying this fine business should have \$20,000 to \$25,000; or will accept partner with \$10,000 to buy needed equipment; don't write unless you have capital and experience in editorial, business or job printing departments. Address Magazine, 329-331 N. W. First Av., Miami, Fla.

PACIFIC COAST INVESTMENTS

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

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

Unusual Opportunities

Daily and Weekly Newspapers, Trade Papers

HARWELL & CANNON
NEWSPAPERS AND MAGAZINE PROPERTIES
Times Building, New York
Established 1919

PACIFIC COAST NEWSPAPERS

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

This adv. will appear but once

CENTRAL WEST DAILY

Productive evening and Sunday field; 6,000 A.B.C. circulation, covering trade territory population of 35,000. Gross annual receipts approximately \$160,000. Ampley equipped, 4 machines and job printing department. Available for \$100,000; liberal terms. Prop. 1277X.

THE
H. F. HENRICH'S AGENCY
Selling Newspaper Properties
Litchfield, Ill.
New York Los Angeles

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

SITUATIONS WANTED

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.

News Executive At Liberty

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

General Manager Available

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

Reporter

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

Circulation Combination

Publishers—here's a chance to climb aboard the chariot of joy and take a ride on the waves of contentment. Two circulation managers—brothers—one with 8 and other with 12 years experience on both coasts and inland want to connect with paper of 20,000 to 50,000 circulation where they can work together. Our collective experience will help keep the publishers plenty—will help keep the dollars in the till and make the A.B.C. report look more attractive. Both of us have substantial records and letters from publishers that are real complimentary. Plenty of character reference. One 39 and the other 27—young enough to have lots of pep but past the experimental age. Both married. Both I.C.M.A. members. We don't want a fortune in salary and we don't need a contract but we do want a chief who is a square shooter and knows his stuff. Answers treated strictly confidential. Address Box 5297, care THE FOURTH ESTATE.

SITUATIONS WANTED

Metropolitan Newspaper Man Seeks Executive Connection

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

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

Best of references. Inquiries confidential. Immediately available.

Address Box 5291, care THE FOURTH ESTATE.

SITUATIONS WANTED

Circulation Manager

Circulation manager with 13 years experience from carrier up is about to terminate employment on newspaper of 13,000. Almost eight years in present position and has splendid record. Want to connect with paper of more than 15,000 circulation. Large salary not essential as opportunity for advancement. No contract desired. References of highest order from four newspapers. 39 years old. Married. I.C.M.A. member. Answers treated strictly confidential. Address Box 5298, care THE FOURTH ESTATE.

Mr. Owner; A Man For YoYu

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.

NEWSPAPER EXHIBITS AT WISCONSIN PRODUCTS EXPOSITION.

One of the most interesting exhibits at the Wisconsin Products Exposition, held recently in the Auditorium, Milwaukee, Wis., was the booth of the Daily Wisconsin News and Sunday Telegram. Throughout the week of the show a model 14 linotype loaned by the Mergenthaler Linotype Company was in operation daily in the News booth. The machine attracted the attention of thousands of "lay" visitors, and was looked over with much interest by visiting printers and publishers. The operators in charge gave many demonstrations of the ease and quickness with which any of its magazines—top, bottom, or middle—can be removed from the front of the machine, and without disturbing any of the other magazines. A sign above the model 14 called attention to the fact that the two papers operate a battery of twenty-two linotypes. The exposition was very well attended.

Advertising Manager

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

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

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 309, Ann Arbor, Mich.

Business Manager

Five years experience as business manager of daily. Can fill this position with credit, or would make valuable assistant to publisher. Age 30 and married. Available on reasonable notice. Address Box 5296, care THE FOURTH ESTATE.

Circulation Man

with 30 years experience in all branches of work is open for immediate engagement. Address Mr. Schuler, 614 Hall St., Charleston, W. Va.

Reporter

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

SITUATIONS WANTED

Advertising Manager-Solicitor

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

I'll Assume the Responsibility

of giving you a better newspaper and directing the news and mechanical departments to your satisfaction. I'd like to talk it over with you personally. Address Box 5286, care THE FOURTH ESTATE.

Advertising Solicitor

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

Editor Seeks Position

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

The greatest auxiliary news service in the middle west.

THE CAPITOL PRESS
Peoria, Ill.
(Established 1912.)

CHARLES HEMSTREET
PRESS CLIPPINGS

59 Park Place, NEW YORK

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

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

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

FOR SALE.

2nd HAND PRESSES

FOR SALE

HOE-Octuple Press 22 3/4" COLUMN.

HOE-Sextuple Press WITH EXTRA COLOR 21 3/4" COLUMN.

HOE-Sextuple Press BLACK ONLY. 21 3/4" COLUMN.

HOE-Sextuple Press BLACK ONLY. 21 3/4" COLUMN.

HOE-4-Deck Press 20" COLUMN.

HOE-20 Page Press 21" COLUMN.

Potter-3-Deck 24 Page Press 20 to 22" COLUMN.

WE ALSO HAVE A NUMBER OF GOSS PRESSES OF VARIOUS SIZES AVAILABLE.

LET US KNOW YOUR WANTS

THE

GOSS PRINTING PRESS CO.

1535 So. Paulina St., CHICAGO, ILL.

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

FOR SALE.

USED NEWSPAPER PRESSES

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

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

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

WALTER SCOTT & CO. PLAINFIELD, NEW JERSEY NEW YORK CHICAGO 467 Broadway 1441 Monadnock Block

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.

For Sale—Hoe 16 page Press with complete stereotyping equipment

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

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

Will be sold for cash only.

Norristown Daily Herald Norristown, Pa.

SPECIAL AGENCY APPOINTS ST. LOUIS MANAGER.

Carl A. Schulenberg, formerly head of the St. Louis office of Alcorn & Seymour, and before that associated with the Gardner Agency, St. Louis, is in charge of the new St. Louis office in the Security Building, of Frost, Landis & Kohn, publishers' representatives, New York.

FOR SALE.

Hoe Press For Sale

One Hoe sextuple right angle press 15 1/2 inch diameter rolls, printing type columns 21 inches in length. Capacity up to 24 pages, 24,000 per hour. Complete stereotype outfit except moulding machine with press.

POST-ENQUIRER. OAKLAND, CALIFORNIA.

FOR SALE: No. 35 Babcock Optimus cylinder press, splendid condition. Yawman & Erbe Mfg. Company, Rochester, N. Y.

Trade Journal For Sale

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

For Sale Weekly Newspaper

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

Hoe Newspaper Press

FOR SALE:—12 page Hoe "Unique" Web Newspaper Press, print 7-column papers of 4, 6, 8, 10 or 12 pages, with stereotype equipment. Fine press at a low price. Could be changed to take papers 8-columns wide, 19 1/2 ems. Baker Sales Company, 800 Fifth Avenue, 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.

Dexter Folder For Sale—

One Dexter jobbing Folder, Model 190, with Cross feeder, size of sheet 36x48, with parallel 16 and 32-page attachments. About four years old. Replaced with larger machine, and can be bought for less than half price.

National Capital Press, Washington, D. C.

CALIFORNIA FRUIT GROWERS TO LAUNCH AD CAMPAIGN.

The California Fruit Growers' Exchange, Los Angeles, has mapped out a big advertising campaign for 1923.

"With a crop estimated to be 80 per cent of California's maximum citrus output, Sunkist's 1923 advertising campaign will be one of the most comprehensive and interesting ever conducted by the California Fruit Growers' exchange in its 15 years of advertising according to the present plans.

"At the present time there are 259 cities listed for orange week campaigns this season. In these localities a series of three 720-line insertions in newspapers, together with a one-month showing of posters in each of these markets, will be used to support the local campaigns. Twelve dealer service men will handle orange week promotion in the markets.

"The Sunkist Extractor will receive liberal publicity throughout the entire 1923 campaign, according to the advertising plans as now outlined."

FOR SALE.

USED NEWSPAPER PRESSES

For Sale

GOSS Straight-line Sextuple with double folder. Page length 23-9-16 inches. Now printing the Dayton, Ohio, News.

GOSS High-Speed Sextuple Press with Color Cylinder and double former. Page length 23-9-16 inches. Now printing the Dayton, Ohio, News.

GOSS Straight-line Sextuple with double folder. Page length 23 3/4 inches. Now printing the Manchester, N. H., Union-Leader.

GOSS Four-Deck Single-width Straight-line Quadruple, with single folder. Page length 23 3/4 inches. Now printing the Lincoln, Neb., Star.

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

GOSS 16-page Press. Page length 22 inches. Now printing the Woonsocket, Rhode Island, Evening Call.

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

GOSS Comet 8-page Flat Bed Press. Now printing the Alton, Ill., Daily Times.

4 SCOTT 32-Page Presses. Now printing the Kansas City, Mo., Journal-Post.

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

DUPLEX 8-Page Double Drive Angle Bar Flat Bed Press now printing the Carbondale, Pa., Leader.

Also several excellent presses of our own make.

For particulars apply to

R. HOE & CO.

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

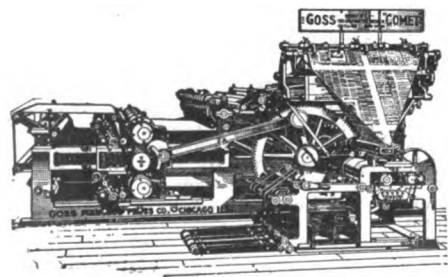
7 Water St. Boston, Mass 827 Tribune Bldg. Chicago, Ill.

ROSSITER SELLS MACHINERY TRUCKING BUSINESS.

Harry S. Rossiter, special newspaper representative of the Lanston Monotype Machine Company, Philadelphia, has disposed of his interest in the trucking and rigging business operated in New York City as the John H. Muller Company, and operated by H. S. Rossiter and R. H. Rosen.

The business was established in 1896 as a special business catering to the handling of printers' machinery and equipment, and was purchased and reorganized by Mr. Rossiter and Mr. Rosen in 1920.

Mr. Rossiter's position with the Monotype Company required that he be away from his headquarters in New York so much that he was not able to devote the necessary time to this business.



GOSS "Comet" FLAT BED PRESS

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

Now Being Built for Early Delivery Write for Literature and Prices.

THE GOSS PRINTING PRESS (A.)

1535 South Paulina Street

CHICAGO

BOSTON'S
newest paper and
fastest growing
TELEGRAM
BOSTON, MASS.
Largest Evening
Circulation in
Metropolitan
Boston

Represented by
BENJAMIN & KENTNOR CO.
LOS ANGELES CHICAGO
Van News Bldg. Mallers Bldg.
NEW YORK
225 Fifth Ave.

**LOUISVILLE PAPER PROMOTES
GROCERS ADVERTISING
ORGANIZATION.**

Independent retail grocers in Louisville, Ky., through the influence of the Louisville Herald, have formed an advertising organization which will have for its aim educating the public to the importance of the retail grocer. An appropriation of \$10,000 was decided for the first year's advertising expenditure, this amount it is expected will be increased to \$40,000 in a short time.

The membership of the organization is limited to 100. It is to be known as the Retail Grocers' Advertising Association. Already small newspaper copy has been used in the four newspapers of the city. An emblem has been selected and will be prominently displayed in the members' stores and will be an identifying mark in the newspaper copy.

The Louisville Herald has adopted a plan to give Louisville and Kentucky wide publicity which is being carried out each week. An article a week on some business enterprise and attractions that are afforded in the city and state.

JOINS WILSON PROCESS.

H. Lyman Armes, formerly with Wood, Putnam & Wood, Boston, and at one time on the staff of the Boston Post, has been appointed a member of the headquarters staff of Wilson Process, New York, to take charge of the creation and direction of advertising in behalf of Wilson Sewed shoes for women. His office will be in Boston.

Mr. Armes was graduated from Dartmouth College in 1912. He joined the Wood, Putnam & Wood agency after completing a term of service as an officer in the U. S. army air service.

**"SELL IT BY
ADVERTISING"**

T. M. O. A.

Write  Today
for our
ideas about

Utmost in Advertising

151 West 42nd Street New York

**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

**PUBLISHER'S CATTLE WIN
PRIZES AT WESTERN
STOCK SHOW.**

John C. Shaffer, editor and owner of the Shaffer group of newspapers, was one of the principal winners at the National Western Stock show in Denver in January as well as at the International, Chicago; the American Royal, Kansas City, and many of the larger state fairs in the Middle West and West during the past year. Mr. Shaffer besides being the owner and editor of the Rocky Mountain News, Denver Times, Chicago Evening Post, Indianapolis Star, Louisville Herald, Terre Haute Star and Muncie Star, is the owner of the Ken-Caryl Ranch, one of the largest and finest country estates in the West, located about twenty miles from Denver near Littleton, Colorado.

The record made by Mr. Shaffer's herd of Hereford cattle from his Colorado ranch is even more remarkable when it is considered that cattle from this ranch have been competing in the show ring only two seasons.

The five animals shown by the Ken-Caryl ranch at the opening night of the Denver show were adjudged the best five Herefords of the show. This is a coveted honor among breeders and to have been awarded this prize must have given the owner considerable personal satisfaction.

The winnings of Mr. Shaffer's herd were widely distributed through the various classes shown. Crystal Mischief, 2nd, was adjudged the senior and grand champion female Hereford of the show, the highest award made in the female class.

**POPULAR SUBSCRIPTION FOR
MINNESOTA ADVERTISING
CAMPAIGN.**

The public will be taken into partnership in the plan to advertise Minneapolis and Minnesota. It is planned to raise \$125,000 and the money will be expended by committees that have been named to carry out the advertising program of the city and state. The work of raising the necessary amount will be inaugurated immediately.

The committees that have been appointed to carry out the advertising program are:

Committee on local co-ordination—F. S. Gold, chairman; W. A. Frisbie and J. C. Van Doorn.

Committee on state co-ordination—A. L. Searle, chairman; George H. Adams, J. E. Gradner and Mr. Gold.

Committee on conventions—T. J. McGill, chairman; Miss Mary Moulton Cheney, F. A. Gross, Simon Kruse and C. Melony.

NEWSPAPER HAS NEW HOME.

The Ukiah, Cal., Republican-Press has secured a location and will install new equipment.

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.

**AD MEN'S LEGION POST NAMES
OFFICERS; T. E. DAMM NEW
COMMANDER.**

At the regular annual meeting of Advertising Men's Post No. 209 of the American Legion, at Browne's Chop House, 1424 Broadway, the following officers were elected to serve during 1923:

Commander, Theodore E. Damm, Joseph Richards Company, Inc.; first vice-commander, E. T. T. Williams, E. T. T. Williams & Associates; second vice-commander, Milton M. Fisher, V. P., Redfield, Fisher & Wallace, Inc.; third vice-commander, Guy W. Bolte, advertising manager, Cheney Brothers; adjutant, Paul C. Hunter, president, Educational Advertising Company; treasurer, George A. Little, production manager, Joseph Richards Company, Inc.; historian, Charles Ford, Sackheim & Scherman; chaplain, R. B. Alexander, Woman's Home Companion; sergeant-at-arms, Stanley I. Clark, Joseph Richards Company, Inc.

The following members were elected to serve on the executive committee along with the new officers:

Herbert W. Moloney, San Francisco Call Post; Birge W. Kinne, advertising manager, American Agriculturist; Walter T. Leon, Cupples & Leon Company; N. C. Van Tassel, American Legion Weekly; William F. Barnaby, Worthington Pump & Machinery Corporation.

The next meeting of the post will be a luncheon on Tuesday at Browne's Chop House. W. D. M. Simmons, advertising manager of the Underwood Typewriter Company will be the speaker. A. H. Deute, general sales manager of the Borden Company will be the speaker at the luncheon meeting on January 23.

**LIBRARY ASSOCIATION BACKS
FIGHT FOR COPYRIGHT
RECOGNITION ABROAD.**

"Make American books safe beyond the three-mile limit," was the slogan adopted by the American Library Association at their mid-winter conference held in Chicago.

In his report of the copyright measure now before congress, M. L. Raney declared that "copyright is protected against thievery by a publisher."

"It goes without saying," Mr. Raney said, "that if it is improper to steal an author's work in the United States, it is just as wrong to steal it abroad. The American copyright law is invalid beyond the three-mile limit. The purpose of the pending bill is to get foreign protection for our authors, and to extend our own to outsiders."

A building fund for the association, to be completed by the time of its fiftieth anniversary in 1928, is proposed because the association has outgrown its headquarters in the Chicago public library.

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

**GIRL RED KILLS NEWSPAPER
MAN IN PARIS AND
SHOOTS SELF.**

Marius Plateau, one of the officers of the royalist newspaper, L'Action Francaise, in Paris, was killed by Germaine Berthon, 20-year-old anarchist, who entered the offices of the publication Monday and fired five revolver shots. The girl then turned the weapon on herself, and was taken to the hospital with a wound in her breast.

M. Plateau, besides being one of the reporters on the paper, also was the leader of a newspaper association known as the King's Camelots, a band of young royalists prepared to render any services, such as selling a royalist newspaper at any place or meeting where its opponents were demonstrated. M. Plateau was thirty-six years old.

Mlle. Berthon, it is said, had for some time been planning a deadly raid upon the newspaper offices, but her action was not especially directed at Plateau more than at any other member of the staff. She called Saturday at the home of Leon Daudet, editor of L'Action Francaise, pretending she had important revelations to make regarding the Anarchist party.

**NEWSPAPERS TO HAVE PLACE
IN FARM WEEK.**

Wisconsin newspapers will have an important part in the farmers' and home makers' gathering at Madison during the week of January 29. The last three days of the week, Thursday, Friday and Saturday, have sessions of special importance for newspaper men. This gathering will be the first of its kind connected with the annual get-together of rural Wisconsin.

Prominent newspaper men from Wisconsin and other states will address the conference. Special emphasis will be placed on practical methods of covering the news of rural activities.

Frank Lovejoy of New York, an authority of national repute on farm advertising, has been secured as a headliner on the program for the merchandising conference.

**IMPOSTER GIVING BOOK PUT
OUT BY WISCONSIN PAPER.**

A man declaring he is taking subscriptions to a magazine and giving a book put out by the Madison, Wisconsin State Journal as a premium, is working in the west end of Madison. He recently obtained 40 cents from a Madison woman for a subscription and had her sign a receipt which she later found obligated her for \$5.20. She called the State Journal.

The State Journal does not give out premiums and has published a statement making it plain that it has no connection with any book scheme.

Space in The News is the key to a selling empire. No selling campaign in this territory is complete without it.

The Indianapolis NEWS

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

BURNHAM FAVORS ANGLO-AMERICAN CONSORTIUM.

(Continued from Fourteenth Page)
a lot of digestion, but American friendliness is one of the best digestives in the world.

"Disraeli once said 'I am a gentleman of the press; I bear no other 'scutcheon.' I, too, am a gentleman of the press, and I bear Clio, the muse of history, and Mercury, the winged messenger of the Gods, as what we call the 'supporters' of my armorial shield. There is a real brotherhood among newspaper men all the world over, and I am very glad to meet here tonight the editors of the Associated Press, the greatest news agency in the world.

"How many the papers of the world may be I don't know, but I do know that in Great Britain the number of papers and periodicals sold in one year is about seven thousand millions. We are responsible among us for most of the influences which form the opinion and determine the conduct of the world.

"Two friends of mine went not long ago into a revivalist meeting and a well-meaning member of the congregation came up to them and asked 'Are you saved?' 'No,' they answered. 'We are journalists.'

"Whether we like it or not we are responsible for a large part of the life of the world. If by any coincidence you could assemble in one room the directors and editors of the world's newspapers, and they were to agree—which I grant you is almost

What Do You Want To Know About

The QUEEN of CITY NEW JERSEY?

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

Courier-News PLAINFIELD, N. J.

Member Audit Bureau of Circulations and United Press.

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

New York American

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

First in OHIO!

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

inconceivable—to proclaim peace, there would be peace, but if they were to declare for war, war there assuredly would be.

"Some five years ago in London I had the great pleasure of taking the chair at a dinner to Mr. Melville Stone, the grand old man of the news men of the world. He has stood always for veracity and accuracy in the collection of news, and what counts in journalism is the handling of news. Not long ago Mr. Robert Donald, one of our able editors who may be known to you, said 'Give me the news columns to manipulate, and I will give you all the editorials that you want.' Therefore, to my mind, the living principle which we ought always to follow is to keep the hand of the politician and the financier off our news columns. Let news speak for itself. Great is Truth, and in the long run it will get home.

PUBLIC JUDGES NEWS.

"We all believe in publishing the news and letting the public judge. It has its dangers and disadvantages no doubt, but everything in this life is a balance of evils, and I believe emphatically that the suppression of truth is the suggestion of falsehood. You may recollect a story of Delane, the famous editor, for forty years, of the London Times.

"He heard, at one of the fashionable houses at which he was always a welcome guest, some piece of news which was believed to be a profound secret.

"What are you going to do with it?" said a fellow guest. "Publish it, of course," replied Delane. "What else should I do with it?" One contrasts that with the memorable rebuke of Washington at the Philadelphia convention to a delegate who had dropped a paper on the floor and left it there;—"I must entreat gentlemen to be more careful lest our transactions get into the newspapers and disturb the public repose by premature speculation."

"It is a curious thing that in America the greatest example that the world has ever known of making a constitution should have been completed and consummated in a silence that was not violated for forty years, whilst in Europe when newspaper correspondents have been kicked about the corridors of palaces, wherever conferences have been held, no secret has ever been kept that it was anybody's interest to reveal.

"The indiscretions of the newspaper press are nothing to the indiscretions of diplomacy, and the latter

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

are always calculated indiscretions, generally intended to do as much harm as possible. It is to be remembered also that the newspaper people understand more or less the value of publicity, whereas the statesman is often enough dealing with a half-known medium.

"We are all proud to think that the President of the United States was a professional journalist and editor, and that your ambassador at the Court of St. James was one of the prominent figures of your newspaper life, and brings to his diplomatic duties the knowledge of men and things and the genial humor that are learned in a newspaper office better, perhaps, than in any other center of human interest.

GREATER FACTOR FOR PROGRESS.

"My late friend and teacher, Lord Bryce, whose name, I believe, receives an equal meed of reverence and affection from our twin nations, has said that there is no country so completely ruled by public opinion as is the United States, and every day it is becoming clearer and more apparent that public opinion in all its phases and, above all, in all its minorities—which may be the righteous remnants of good causes—can only be expressed and explained in the newspaper press.

"That grand old man of applied science, who we gladly know is still able to survey the triumphant development of his genius, Mr. Edison, struck the right note years ago. He has not always been treated well by the newspapers, but he has a great opinion of the press as a whole.

"Looking over the country," he said, "I have come to the conclusion that the greatest factor in our progress has been the newspaper press. When one wants to do a thing the newspapers take it up. Everybody reads the newspapers; everybody knows the situation, and we all act together." It is those last words that I wish to stress and amplify.

DIFFERENCES OF OPINION.

"The best friendships spring," says one of our writers, "from the comradeship of different individualities, not from the surrender of one to the other." The American press will not take the British point of view, nor the British the American, and it would show decadence and deterioration if they did.

"What we want is to have no differences except in opinion. To use a modern word, the differences that mean discord are 'temperamental' differences. I don't believe that there are temperamental differences, and I am sure that there are not moral differences in the outlook of the British and American press.

"That being so, I have always thought it would be of the highest import and the fairest promise if the able editors and the powerful directors of our newspapers could meet together in common council, not to lay down the law one to another, for newspapers care more for the morali-

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

ties than for the legalities of the world's affairs, but to discuss the great questions of common interest and mutual benefit.

"We have had, greatly to our advantage, two Imperial Press Conferences, the first presided over by my father in 1909 in London, and the second under my chairmanship at Ottawa in 1920, but such conferences are but partial and incomplete if they do not include America and American publications. Every year, with what a Canadian financier terms a 'voracity that will not be satisfied,' the United States is devouring more news and more news print.

FOR GOOD OF WORLD.

"As in other things, your issues from the offices of newspapers are far greater in the aggregate than ours, and your publishers are infinitely greater in number. In coming together, either on this side of the Atlantic or the other, we might be of considerable use and value on the sharing out principle, not only to ourselves but I believe, by our harmonious co-operation, for the good of the world at large.

CONFERENCE FAVORED.

"More than a year ago I ventured to suggest a British-American Press Conference, and I am glad to know that the proposal was well received. Last summer an invitation reached me in London from the American publishers to send a representative delegation to New York next April. Unfortunately this was found to be impossible because of the season of the year and the exigencies of the time, but time and season may, I hope, be arranged when it would be possible. The spirit is right and is ripe for a friendly and fraternal conference of the newspaper men of the whole of the English speaking world, and I hope that it may not be far removed from us."

The Boston American

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

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

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

QUALITY AND QUANTITY Go Hand in Hand.

BOSTON AMERICAN

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

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

"YOU'D LIKE TO LIVE IN YORK"

The York Dispatch

YORK'S ONLY EVENING PAPER

NEWS OF THE AD AGENCIES.

Louis Victor Eytinge has become chief of the copy staff of the John Service, New York, of which John B. Buffalo is president. Mr. Eytinge founded and was for two years editor of Postage, a magazine of business letters and direct advertising. He won the "Making Letters Pay" cup at St. Louis, and has written more than ninety authoritative articles upon better letters.

H. G. Telford, formerly with the National Bank of Commerce, has joined the production department of Cafkins & Holden, New York.

Joseph H. Neebe, Western vice-president of Grandin-Dorrance-Sullivan, in charge of its Chicago and South Bend offices, will on February 1 be transferred to the New York headquarters of the agency.

Alexander F. Osborn, vice-president of Barton, Durstine & Osborn and Henry Oliver Smith, of the E. P. Remington Advertising Agency and the Foster-Millburn Company, Buffalo, have been elected directors of the Citizens' Trust Company, Buffalo.

G. H. E. Hawkins has joined Critchfield & Co., Chicago, as a special copy writer. Mr. Hawkins has been associated with the Ethridge

Getting Student Trade Is Mainly a Matter of Knowing How.

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



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

The Cincinnati Community

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

CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this UNPARALLELED MARKET.

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

New Jersey's Famous Manufacturing City

PATERSON PRESS GUARDIAN

Its BIG Independent Newspaper

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

Company, at Chicago for the last eight years.

H. L. Harris, recently with Frank Seaman agency, New York, has joined the Greenleaf Company, Boston, as vice-president in charge of production.

Wesley A. Gilman has been appointed manager of the New England office of N. W. Ayer & Son at Boston, to succeed Louis Seaber, now with the New York office of the agency.

Thomas A. Baggs, vice-president of the Arthur M. Crumrine Company, Columbus, Ohio, is now in charge of the New York office of that agency.

The Ferry-Hanly Advertising Company has appointed Don Watts account executive in the New Orleans office. Mr. Watts was recently with Watts, Scott & Beutell, Atlanta.

C. A. Bishop, for a number of years in charge of general sales in certain territories for the Library Bureau, has joined the Gardiner & Wells Company, New York.

William Joseph O'Neill has withdrawn as vice-president of Stanford Briggs, Inc., New York.

Addison F. Vars has become general manager of the E. P. Remington Advertising Agency, Buffalo, in charge of production. E. K. Emerson, formerly advertising and promotion manager of the Consumers' Service Station, Rochester, has been added to the staff of the Remington agency.

Irvin F. Paschall, until recently vice-president of the J. Roland Kay Company, Chicago, has established his own business at Chicago, as advertising counsel. Mr. Paschall was advertising manager of the Philadelphia Farm Journal, prior to his association with the Kay agency.

Walter C. Cole has become treasurer of the Power, Alexander & Jenkins Company, Detroit. Mr. Cole was recently general manager and treasurer of the William N. Albee Company, Detroit.

Thaddeus S. Dayton, recently New York staff representative of the business news section of the Philadelphia Public Ledger and for five years publicity manager of the Guarantee Trust Company, New York, has joined the Edwin Bird Wilson agency, 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

NEWS OF AD FOLKS.

Florence Odell, formerly in charge of advertising for the Austin Machinery Company, Chicago, has joined the staff of Estey & Co., Chicago.

Joseph S. Harrison has been appointed advertising manager of the Pittsburg-Des Moines Steel Company, Pittsburg. His predecessor, I. A. Bickelhaupt, is forming a sales office at Richmond, Va.

L. H. Harvey, recently assistant advertising manager of Pratt-Lambert, Buffalo, has joined the advertising department of the Pierce Arrow Motor Car Company, Buffalo.

Clarence W. Cranmer has been appointed field and advertising manager of Natural Gas, official organ of the Natural Gas Association of America, with headquarters at Cincinnati. Previous to this connection Mr. Cranmer was associated with Verree & Conklin, special representatives, New York.

Hugh L. Wood, recently advertising manager of the Hess & Culbertson Jewelry Co., St. Louis, has been

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

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

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

FIRST IN SAN FRANCISCO

The Bulletin

Estab. 1855. 6 days a week. Member A.B.C. Eastern Representative
H. D. LaCoste, 45 West 34th St., N.Y.C.
Western Representative
Guy S. Osborn, 1302 Tribune Bg., Chicago

appointed to a similar position by John T. Milliken & Co. of that city. He was at one time connected with the Ross-Gould Company, St. Louis.

Walter Hanlon, vice-president of the Junior Advertising Club of New York, has left the New York Herald and returned to his old position with the True Story Magazine and Metropolitan Magazine as solicitor.

Willard G. Stanton has been made advertising manager of the Central Cigar Manufacturing Company, New York. He was formerly with the International Cigar Machinery Company in a similar capacity.

Warner Bates, recently advertising manager for the H-O Company, Buffalo, manufacturer of H-O oat food and Force wheat flakes, etc., has started a trade news service at Buffalo.

William Campbell has invited the members of the Rochester, N. Y., Advertising Club to attend an actual demonstration of "A Telephone Exchange in Operation," before the Rotary Club on February 13.

Boston Globe First

During 1922 the total number of lines of Department Store advertising printed in Boston papers having Daily and Sunday editions was

GLOBE . . 3,457,099

Second paper 2,916,732

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

The Globe Should Be First on Your Boston List

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.

AYER, 308 Chestnut, Phila.—Placing advertising for Congress Cigar Co. (La Palina cigar), Phila.

BIOW, 116 W. 32d, N. Y.—Secured account of J. Bulova Co. (wrist watches for women and strap watches for men), N. Y.

BRANDT, Tribune, Chicago—Secured account of Pushman Bros. (Oriental rugs), Chicago.
Also placing advertising for Century Varnish Remover Co., Chicago.

BRISACHER, Flood, San Francisco—Obtained account of Magnus Fruit Co. (beverages), San Francisco.

CALKINS & HOLDEN, N. Y.—Handling advertising in East for Washburn-Crosby Co. (Gold Medal flour). MacMARTIN, Minneapolis, will place some of the company's advertising.

CARR & COLUMBIA, 220 5th, N. Y.—Directing advertising for Josiah Wedgwood & Sons, N. Y., American branch of English house of that firm. Copy will tell story of Wedgwood pottery & china.

COTTER, 97 Oliver, Boston—Placing advertising for Alden Spere's Sons Co., (New England distributors Oak Motor Oil), Cambridge, Mass. Metropolitan newspapers are being used.

FERRY-HANLY, New Orleans—Preparing newspaper campaign for Dunbar Molasses & Syrup Co. (Pitcher syrup), New Orleans, to start in

BOSTON'S TABLOID PICTORIAL

now has

OVER 90,000 circulation.

BOSTON DAILY ADVERTISER

Boston's Only Picture Newspaper.

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

In Every Trade Territory— One Newspaper Must Lead

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

In Houston and South Texas this distinction is held by the

Houston Chronicle
Texas' Greatest Newspaper

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

JOHN M. BRANHAM, *Nat'l Rep.*

TODAY'S HOUSEWIFE

A NATIONAL MAGAZINE

authority on the business of home-making.

few weeks with page copy in metropolitan newspapers.

FRANK, 14 Stone, N.Y.—Handling advertising for Swiss Federal Railway.

FRANK, 332 S. LaSalle, Chicago—Placing 1923 advertising for Gillman Wrench Corp., Chicago.

GRANDIN -DORRANCE -SULLIVAN, Chicago—Placing advertising for Brand Brewing Co. of Chicago, (food specialties). Newspapers will be used starting in Middle West in February.

HEWITT, GANNON, 52 Vanderbilt, N. Y.—Preparing advertising for newspapers in farming territories of N. Y. & Penna., for N.Y. & Penna. Joint Stock Land Bank, N.Y.

HILL-WINSTEN, 25 W. 44th, N. Y.—Placing advertising for Bernhard Ulmann Co. (Bear Brand yarn, Bucilla cottons & Glossilla rope), N. Y.

INGOLDSBY, Los Angeles—Handling advertising for American Cyanamid Co. (Aero Brand Calcium Cyanide, products used to combat ground squirrels in orchards and farms), N. Y. & Azusa, Cal.

KAMSLER, 1123 Bway., N. Y.—Has started newspaper campaign for Seth Kamsler for Youthglo Preparation (facial clay), N. Y.

KASTOR, Lytton, Chicago—Placing advertising for Max Schwarz (La Primadora cigars & La Primitette little cigars), N. Y.

KAY, 161 E. Erie, Chicago—Planning advertising campaign in U. S. for Keen, Robinson & Co. (Robinson's Patent Barley & Groat's), London, handled in this country by J. & J. Colman (mustard), N. Y.

KING, Newman, Cleveland—Secured the following accounts: Euclid Candy Co. (Sweet Lover candy), Cleveland; Gerson-Stewart Corp. (Softsilk liquid soap), Akron Barrow Co. (wheelbarrows), Akron, and Cook Motor Co. (gasoline engines), Delaware, O.

PRESBRY, 456 4th, N. Y.—Making up lists to be used by the Swiss Federal Railways during coming season.

Placing American advertising for Edward & John Burke (Cantrell & Cochrane ginger ale, Perrier water, Gordon & Dilworth jams, Dr. Brush's Kumyss, etc.), Dublin, Ireland.

SAVAGE, 535 Griswold, Detroit—Will direct 1923 advertising for Berry Bros. (varnish mfrs.), Detroit.

SEAMAN, 470 4th, N. Y.—Will direct advertising for Burroughs Adding Machine Co., beginning May 1.

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.

Preliminary work already has been started on nat'l campaign.

THOMPSON, 242 Madison, N. Y.—Preparing campaign for Lamont, Corliss & Co. (Pond's Vanishing Cream & cold cream), N. Y. Full pages throughout year will be used in Sunday newspapers in ten cities, & additional space in other metropolitan newspapers also will be used.

WALES, 141 W. 36th, N. Y.—Handling advertising for Kohler Mfg. Co. (Antidote & One-Night Corn Cure), Baltimore.

HOME-DELIVERED CIRCULATION PERFORMS RECORD FEAT IN SHEER SELLING.

When Proctor & Gamble, Cincinnati, manufacturers of Ivory soap, P and G napha soap and Ivory soap flakes, received fifty-four thousand replies to a double-page advertisement in the Kansas City Star, and, as a result disposed of 324,000 articles of merchandise, they were willing to proclaim a new achievement in newspaper pulling power.

The result of the advertisement is all the more remarkable when it is pointed out that the same valuable coupons—redeemable in cash—which caused serious embarrassment to the distribution of newspapers in Baltimore several months ago, were a part of the advertisement. In that city newsboys had their entire stock of papers purchased from them in bulk by scores of schemers who knew that the coupon—in matter of cents worth more than the newspaper itself—was to be printed.

In Kansas City, however, Proctor & Gamble were able to put through the program. The Star was selected because of the fact that it does not distribute through newsboys in bulk lots, sending its papers directly into the home by carrier boys. It was this important difference that made possible the remarkable success the advertisement achieved, Proctor & Gamble testify.

The coupons have a cash redemption value when turned in to the Proctor & Gamble headquarters by retail dealers. Unscrupulous persons seem unable to resist the opportunity of buying papers by the wholesale, in order to clip coupons to use as basis for a "deal" with merchants, who thus were enabled to get money without having given out any of the merchandise called for in the coupon.

"Although we have used the coupon idea in newspapers in other cities," Proctor & Gamble wrote the

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

Star, "none of them has produced results equal to those from the Kansas City Star. The superiority of the Star for our purpose lies in its carrier plan of distribution. We know the coupon went where we wanted it to go—into the home."

There is a profound lesson in this story for publishers who may be relying too extensively on street sales. Home delivered circulation never gave a better demonstration of its power.

DODSWORTH'S JOURNAL OF COMMERCE STOCK VALUED AT \$800 A SHARE.

The stock in the New York Journal of Commerce and Commercial Bulletin, owned by the late Michael J. Dodsworth, vice-president of the corporation and son of William Dodsworth, founder of the Commercial Bulletin, was appraised this week at \$396,542 for 495 and a fraction shares, or \$800 a share. Mr. Dodsworth left his estate to his wife, Emily Y. Dodsworth. The total value of the estate was not disclosed.

The executors put a preliminary valuation of \$233.65 a share on the stock, but later consented to \$800. The report shows that the corporation has \$700,000 stock and \$112,000 bonds outstanding, and that the assets in 1919 were valued at \$1,464,642, of which \$1,065,744 was the estimated value of the goodwill and \$71,631 the "plant account."

The profits of the corporation for some years before Mr. Dodsworth's death on February 6, 1920, were: 1915, \$93,178; 1916, \$161,018; 1917, \$256,858; 1918; \$260,406, and 1919, \$279,000.

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 Circulation Over 25,000

JULIUS MATHEWS, Special Rep.
BOSTON NEW YORK CHICAGO

KEEFE PRESIDENT OF ASSOCIATED DAILIES.

(Continued from Second Page)

mer meeting place July 6 and 7, in advance of the meeting of the National Editorial Association, which meets July 9. He advised the Associated Dailies to have its summer meeting at Buffalo during this time so that its members could attend the meetings of the other associations and join the trip of the N.E.A. along the St. Lawrence River. President Keefe and Secretary Hall will later arrange a date for the meeting at about this time.

There was considerable discussion of the question of the employment of an executive secretary and the proposition of combining the various state associations into one organization but no action was taken.

In the question box discussions the publication of radio programs was a new subject, which showed a difference of opinion. The publishers in the vicinity of broadcasting stations said they were compelled to publish the programs because of the insistent demand for them, although it did not result in any increase of advertising. Others have not adopted the practice and said they do not intend to unless there is a larger demand for it. The questionnaires of the members on subjects relating to advertising, circulation, costs, accounting and features was read by the secretary and followed by discussion.

Edmund H. Walker, New York newspaper accountant, spoke on legislative subjects of interest to the publishers. He referred to the recent court decision to the effect that stock dividends are not taxable and advised

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

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 Bwldg., NEW YORK
Lytton Building, CHICAGO

In New Orleans it's the New Orleans Item

the publishers doing business as corporations to follow the example of the big corporations and distribute any surplus they may have to the stockholders as stock dividends. He said it is probable that there will be new legislation by Congress imposing a tax of the surplus of corporations and that it will be better to anticipate any such legislation by changing it to capital.

Mr. Walker stated that he was also a publisher, being the owner of the Fort Worth, Texas, Record, and prospective owner of a new paper at Plainfield, N. J. In Fort Worth, he said, he had lowered his local advertising rates with excellent results in increased advertising but had changed the usual 13 and 13½ em columns to 12 ems, which gives a fourteen per cent increase. He advised against the lowering of subscription rates and said the man who would be influenced by a one or two cent decrease in a newspaper would be no use to advertisers.

E. A. Morey of the Automobile Association of New York outlined the plan of the new association of automobile dealers of aiding in the enactment of laws to remove the prejudice against autoists by the acts of careless drivers and of co-operating with the publishers regarding the news and advertising of interest to the automobile industry.

President Keefe, chairman of the legislative committee of the past year, made his report of the bills introduced by Senator Baumes and Assemblyman C. C. Smith, changing the existing rates as to state publications by making them adjustable to the circulation of the publisher. He said his committee is now drafting a supplemental bill to include display advertising of twenty-five works to the column inch for primary and election notices, tax notices and audits of financial reports to be published in dailies and weekly newspapers, with rates determined by the circulation.

This, he said, would give the people of the rural districts information that the present laws do not give and will increase the income of the publisher. The bills will soon be introduced and will have the backing of the newspaper associations.

OHIO AGENCY CHANGES NAME.
The firm name of J. G. Tritsch & Co., Columbus, Ohio, has been changed to W. V. Brown & Co. The management and personnel of the old agency remains the same. W. V. Brown, formerly manager of the Tritsch company, took over the agency in July when Mr. Tritsch joined the Toledo News-Bee, where he is now advertising manager.

~~EVENING~~ **GENERAL**
Leads All Los Angeles Daily Newspapers In Total Paid Circulation.
Government statement for six months ended September 30, 1922
average 145,953 daily
Representatives:
New York: Chicago:
H. W. Moloney G. Logan Payne Co.
604 Times Bldg. 401 Tower Building
6 No. Michigan Ave.

PEORIA ILLINOIS JOURNAL (EVENING) and TRANSCRIPT (MORNING)
Sold in combination at rates making these papers the best advertising buy in their field. H. M. PINDELL, Proprietor.
CHAS. H. EDDY CO., Inc.
National Advertising Representatives
New York Boston Chicago

Mr. Brown has been associated with the advertising business ten years, having been connected with college publications during his school days and later with the Columbus Citizen and the Tritsch agency.

NATION NAMES WASHINGTON CORRESPONDENT.
William Hard, recently with the Cosmopolitan News Service, has been appointed special Washington correspondent for the Nation, published in New York. His first article will appear in the Nation January 31, and will be called "Coaching Europe from Grandstand." It will be illustrated with sketches by Art Young.

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

LONDON MAIL ATTACKS TIMES
For years Lord Northcliffe's Times rumbled in deep bass the views Lord Northcliffe's Daily Mail echoed in shrill falsetto. Today Fleet Street is laughing at the Mail's attack on the Times, says a cable to the New York World.
The Thunderer, says the Mail, is growing "more pro-German every day" and "emulates Lloyd George by backing the cause of the Huns with increasing ardor." The Times opposes and the Mail favors the French occupation of the Ruhr. The Times is now owned by John Walter and Major John Jacob Astor. The Mail belongs to Lord Rothermere, Lord Northcliffe's brother.

IT IS A MACHINE

Hand Casting Boxes and Plate Finishing Apparatus may now be discarded.

The machine, the Pony Autoplate Machine, does the work of both. It makes plates faster, better, with less labor and waste, and in less space.

The Pony Autoplate Machine is low-priced; it is shipped fully equipped with motor and may be installed by your own office force; it is sold upon easy terms; it is made for a one- or two-press office.

WOOD NEWSPAPER MACHINERY CORPORATION
501 Fifth Avenue, New York City

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 BUFFALO EVENING NEWS

Edward H. Butler, Editor & Publisher

KELLY-SMITH COMPANY, Reps. Marbridge Bldg. Lytton Bldg. New York Chicago

FORMER A.P. EXECUTIVE AND INVENTOR, DIES.

Addison C. Thomas, who a quarter of a century ago was one of the most widely known newspaper men in the United States, died Tuesday after a



ADDISON C. THOMAS.

brief illness. He was seventy-one years old.

Mr. Thomas was for a long time superintendent of the central division of the Associated Press with headquarters in Chicago. In developing the present extensive leased wire system of the Associated Press, he played an important role. He first demonstrated the possibility of the

CORRIERE D'AMERICA

Luigi Barzini, Editor.

Illustrated Italian Daily, in tabloid size.

24 pages daily.

40 pages Sunday with rotogravure section.

Reaches all classes of Italians.

309 Lafayette Street, New York

THE NEW YORK EVENING JOURNAL

has the largest circulation of any newspaper in America.

The SAN ANTONIO LIGHT

The best advertising medium in South-west Texas. Has 50 per cent more paid circulation into the Homes of San Antonio than the second paper, and five times as much as the third.

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

NEWSPAPER MAN DIES WHILE ATTENDING PUBLISHERS' CONVENTION AT ALBANY.

William Masterman, vice-president and general manager of the Hornell, N. Y., Tribune-Times, died suddenly Tuesday at Albany, where he was attending the conventions of the New York Associated Dailies and New York State Publishers.

Mr. Masterman was born in South Danville sixty-three years ago. The device known as the cyclograph, a duplicating machine used by the Associated Press, also was one of his inventions. It was the first machine to feed ink from the inside of a cylinder, a principle now used in mimeographing. As an executive Mr. Thomas immediately directed the arrangements for handling the news of many stirring events. He was voted a medal of honor by the board of directors of the Associated Press.

WRITER AND PHILOSOPHER.

Max Nordau, German newspaper writer, author and philosopher, died at his home in Paris Monday, after a long illness. His literary activities were begun when he was fourteen years old. He worked at journalism even when taking a medical course and was a traveling correspondent later for leading German, Austrian and Hungarian newspapers.

Mr. Nordau's only means of existence recently is said to have been the remittance of a monthly salary from La Nacion, a Buenos Ayres newspaper, although he discontinued writing articles for this publication eighteen months ago.

SERVED UNDER LINCOLN.

E. L. Waltz, 85 years old, pioneer newspaper man of Fulton County, died recently at Delta, Ohio. Mr. Waltz was appointed postmaster of Delta by President Lincoln in 1861 and served in the Civil War with the 142d O.V.I. He founded the Delta Avalanche in 1876. He later sold the paper and started the Delta Atlas, which now is being operated by his son, C. R. P. Waltz.

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

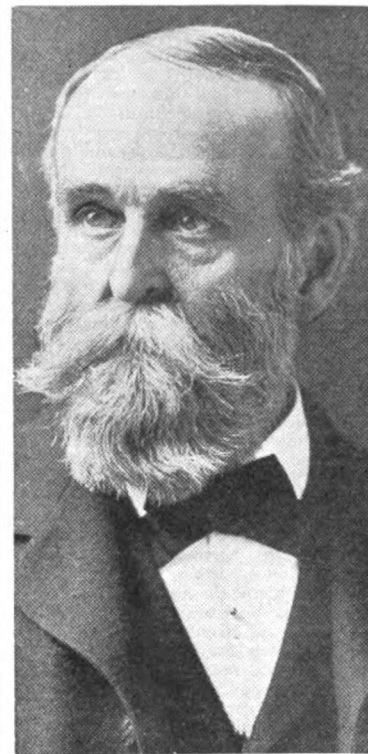
IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc. New York, Phila., Chicago, San Francisco

DEATH TAKES VETERAN NEWSPAPER MAN WHO HAD BEEN WITH TRIBUNE 50 YEARS.

Samuel Cushman Caldwell, for many years senior member of the staff of the New York Tribune, died Tuesday at his home in Pelham, N. Y., in his eighty-seventh year.

Mr. Caldwell took a sentimental satisfaction from the fact that the anniversary of his birth coincided,



SAMUEL CUSHMAN CALDWELL.

in the calendar, though not chronology, with the date of the founding of the paper with which he was associated for approximately half a century. He was born April 10, 1836, and thus was a boy of five years when, on April 10, 1841, the first copy of the Tribune was published.

His first journalistic work was as assistant editor of the Methodist. Three years later he joined the staff of the New York World, and in 1872 became associated with the Tribune. The late Whitelaw Reid had just been made editor of the Tribune following

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

Horace Greeley's nomination for the Presidency.

Mr. Caldwell was for a number of years night editor. He was made editor of the weekly and semi-weekly editions of the Tribune, and when in 1902 the Tribune Farmer, an illustrated agricultural weekly, was started by the Tribune he was made its editor. He edited the paper until 1911, when its publication was discontinued. Thereafter he was engaged in various capacities on the staff of the Tribune until his death.

Other Obituary Notes.

JOHN A. CORWIN, formerly for many years political expert for the Chicago Tribune, died Monday at his home in Los Angeles. During his service with the Tribune Mr. Corwin covered the United States in his travels and was in every entourage of distinguished statesmen, including McKinley, Harrison, Roosevelt and Cleveland. For twenty years he had been special agent of the United States Treasury Department, stationed in Los Angeles since last April. He was in seventy-fifth year.

P. C. GREENWELL, former correspondent of the Associated Press at Cleveland, Ohio, died in that city last week from pneumonia. Until fifteen years ago, when he retired, Mr. Greenwell has been connected with the Associated Press at Cleveland for about twenty years. At one time he was chief operator of the organization. He was about 63 years old.

GEORGE W. DORSETT, 67 years old, veteran New York newspaper man, died Monday at Port Jervis, N.

NEWSPAPER CENSUS

Washington, D. C.

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

DAILY NEWSPAPERS

Table with 2 columns: Newspaper Name and Percentage. Includes The Evening Star (84%), 2nd Newspaper (85%), 3rd Newspaper (84%), 4th Newspaper (82%), 5th Newspaper (18%).

SUDAY NEWSPAPERS

Table with 2 columns: Newspaper Name and Percentage. Includes The Sunday Star (78%), 2nd Newspaper (43%), 3rd Newspaper (27%), 4th Newspaper (90%).

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

THE DAY-WARHEIT
"The National Jewish Daily."

Member A.B.C.
 Main Publication Office: 188 East Broadway
 NEW YORK

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

J. Fifty-one years ago Mr. Dorsett entered the employ of the New York Herald as messenger boy, when the paper was located at Broadway and Ann street. He advanced into the advertising department and then into the news room. Later he went to the New York Telegram, where he became one of the associate editors. He retired a year ago after half a century of consecutive service on newspapers.

HENRY CLAY COULTAUS, 60 years old, for thirty years engaged in the art department of the New York Herald and the Evening Telegram, died Thursday at his home in Brooklyn. He entered newspaper work as a young man and attended political conventions in his work as cartoonist. He was taken ill with a cold on Christmas and pneumonia developed.

GEORGE COTTRELL, 69 years old, reporter for the Standard News Association since it was organized in 1895, died last Saturday at his home in Jersey City of pneumonia. He was born in Troy, N. Y., and started his newspaper career with the Standard News Association, covering Coney Island, two years later being transferred to the Jersey City territory.

WILLIAM T. WHITING, pioneer paper manufacturer of Potage county, died at his home in Stevens Point, Wis., recently after a short illness of pneumonia. Mr. Whiting was largely instrumental in establishing the first paper mill in Potage county, the Wisconsin River Paper and Pulp Company, and has served as president of that concern since its establishment.

THOMAS HARGRAVE SIMPSON, newspaper and publicity man, and vice-president and director of the Hudson River Bridge Association of

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

DAILY 2c—SUNDAY 5c
 Member A.B.C.
 Represented by PAUL BLOCK, Inc.
 New York Chicago Boston Detroit

MONTREAL LA PRESSE

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

WM. J. MORTON CO., Representatives
 NEW YORK, Fifth Ave. Building
 CHICAGO, Tribune Building
 TORONTO, 128 Bay Street

IL PROGRESSO ITALO-AMERICANO
 CAV. UFF. CARLO BARSOTTI
 Publisher and Editor
 Guaranteed NET 129,120
 Paid Daily Circulation
 THE LEADING ITALIAN ADVERTISING MEDIUM
 42 Elm Street NEW YORK CITY

New York, died Monday after a year's illness. He was one of the promoters of Gustav Lindenthal's project to bridge the Hudson at New York.

CHARLES E. NESENHORN, for twenty-three years a member of the staff of the New York American and Evening Journal, and one of the pioneers in snapshot photography in the newspaper field, died Monday after an illness of two years. Mr. Nesenhorn was born in Lake Constandt, Germany, May 7, 1867.

EDWIN H. CLOUGH, veteran newspaper writer, associated for forty years with Pacific Coast newspapers, died last week at San Diego. Since 1912 Mr. Clough had been identified in an editorial capacity with the San Diego Union and Evening Tribune. He was 69 years old.

LEVI K. ALDEN, 80 years old, the first carrier for the Janesville, Wis., Gazette when it was established in 1854, and one of the first printers on the Gazette, died recently. He was one of the oldest printers in Wisconsin.

WILLIAM MATHER, 65 years old, and for twenty-one years telegraph editor of the Chicago Tribune, died in Chicago recently after a short illness. He began newspaper work as a printer's apprentice at the age of fourteen.

GEORGE A. BRYANT, 73, who established the first Logan County, N. D., newspaper in 1886, died at his home in Napoleon of apoplexy. He leaves a widow, two sons and a daughter.

MRS. CAROLINE VANDEWATER, widow of Lott Vandewater, founder of the Hempstead, N. Y., Sentinel, died January 19 at her home in Hempstead. On February 10 she would have been 90 years old.

BRUCE REDDEN, father of Nelson B. Redden, news editor of the Columbus Ohio State Journal, died a few days ago at the age of seventy. He had been blind for a number of years.

JOHN T. WATTERS, 68 years old, father of John T. Watters, Jr., general manager of the Springfield, Ohio, Daily Sun, died suddenly last week at his home in Kendallville, Ind.

CHARLES A. GRAY, employed in the composing room of the New York World thirty-six years, died of pneumonia Thursday, at the age of 66 years.

MRS. HAZEL JORDAN REMER, former society editor of the Hibbing, Minn., Daily Tribune, died recently.

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
 TOPEKA, KAN.

THE JEWISH MORNING JOURNAL
 An American newspaper read by the more intelligent and prosperous class of Jews in New York City.
 A Newspaper Published Primarily for the Home.
 Member A.B.C.

TOO MUCH TEXT IN DAILIES, PALMER WARNS EDITORS.

(Continued from Second Page)

tinuances, and but six reductions. Mr. Kellogg spoke in executive session. The association heard Governor Smith advocate his plan for the proposed consolidation of state offices, bureaus and commissions into a small number of departments.

He did not discuss the problems of the newspaper publisher in his brief talk. He urged support of his plan in the interest of more efficient government. Sixty members were present, the largest attendance in many years.

Because the failure of many editors of the newspaper represented to attend in response to the general invitation, the organization of an editorial section of the association was referred to a committee, comprising N. F. Maddiver of the Niagara Falls Gazette, chairman; Burrows Matthews of the Buffalo Express and T. E. Brandage of the Lockport Union-Sun.

The committee will call a meeting of the editors of the state for a later date for organization. Frank Wood of the Rochester Times-Union, president of the advertising managers, announced that the meeting scheduled for today would be postponed to February 27 at the Onondaga Hotel, Syracuse, when a larger attendance is anticipated.

The association went on record as opposed to the bills of Senator Lowman and Assemblyman O'Connor, which aim at the nullification of the Donnelly Anti-Trust Law, and are said to be in practically the same form as the Meyer-Martin bills passed by the legislature last year and vetoed by Governor Miller. These bills would have permitted the photo-engravers' unions to dictate the price of the product of their labor. The legislative committee will oppose them.

Another bill, to be sponsored by L. A. Wilson of the vocational bureau of the state education department, relating to apprenticeship, was favored.

The association adopted the report of John W. Baker, chairman of the committee on education, with its recommendations for continued support of the Empire State School of Printing at Ithaca, which will enable the student capacity to be doubled. The election of officers resulted in

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.

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S. C. THEIS COMPANY SPECIAL REPRESENTATIVES
 NEW YORK CHICAGO
 366 Fifth Ave. 837 Marquette Bldg.
 S. C. Theis, mgr. W. S. Gratzwohl, mgr.
 We Specialize in the Representation of Grouped Dailies

The JOHN BUDD CO.
 Representing Newspapers of
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 Tribune Bldg., CHICAGO
 Chemical Bldg., ST. LOUIS
 McAlely Bldg., ATLANTA
 Securities Bldg., SEATTLE
 Examiner Bldg., SAN FRANCISCO
 Title Insurance Bldg., LOS ANGELES

the re-election of the present officers as follows:

- President, Frank Gannett of the Rochester Times-Union.
- First vice-president, Edward H. Butler, Buffalo Evening News.
- Second vice-president, Lynn J. Arnold, Knickerbocker Press and Evening News.
- Treasurer, Gardiner Kline, Amsterdam Recorder.
- Secretary, Charles H. Congdon, Watertown Times.

WITH WISCONSIN NEWS.
 John E. Cullen of Baltimore, has become associated with W. R. Hearst's Milwaukee paper, the Wisconsin News, of which J. H. Lederer is publisher and business manager.

Paterson's
 (N. J.)
 Growing Newspaper
the Morning Times
 gives you real Reader Influence.
 Representative
 STEVENS & BAUMANN, Inc.
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 New York Chicago
 Higgins Bldg. Holbrook Bldg.
 Los Angeles San Francisco

The Seattle Times

—Seattle's Only
Seattle Newspaper

—Carried nearly as
much advertising
in the year 1922
as all of its com-
petitors put to-
gether.

∴ ∴

*Ask Beckwith,
World Building.
He Knows!*

THE FOURTH ESTATE

Saturday, January 27, 1923

ESTABLISHED 1886

NEWSPRINT SUPPLY

Price, Quality and Service

are the three outstanding factors a publisher takes into consideration when buying Newsprint.

If thirty-five years of continued service to our customers is an indication of our ability to satisfy, we invite you esteemed inquiries covering your requirements over the balance of the year.

Visit us when you are in New York and let us talk it over.

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Suppliers of Newsprint and Rotogravure Paper.

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If you require any prompt tonnage, communicate with us.*



“EVERY DAY IN EVERY WAY”

Applied to business through the Advertising Columns of Newspapers, is working wonders

Gloomy discussion of “business conditions” some time back almost supplanted weather talk in conversational circles. Great as was the harm done, it is quickly being repaired.

A new era is dawning. Confidence and assuredness are developing to an amazing degree.

Strange as it may seem, the public's ability and willingness to absorb has exceeded the producers' sale and supply energy.

It takes tremendous buyer demand to overcome the inertia of seller timidity, but a bold, confident seller activity quickly sweeps away buyer hesitancy.

The manufacturer and the seller found it a bit difficult to get up speed again, but it is gaining every day, and we are further along Prosperity Road than many people realize. The advertising columns of newspapers not only reflect this condition, but have contributed greatly to it.

We firmly believe that those who have bravely and intelligently kept before the prospective buying public with telling advertising in the newspapers covering their markets are OUTDISTANCING COMPETITION.

We are the National Advertising Representatives of twenty progressive newspapers in that many fine cities of the United States.

We are equipped to lay before any interested advertiser or advertising agency a vast amount of up-to-the-minute information regarding the market opportunities and publicity advantages of those cities, whenever and wherever you say.

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LOS ANGELES

Securities Building
SEATTLE

NEWSPAPERS INCREASED IN IMPORTANCE IN 1922.

REACHED NEW HEIGHTS OF CIVIC AND COMMERCIAL RECOGNITION BY MEETING SEVEREST OF TESTS —NEW APPRECIATION OF THEIR RESPONSIBILITY.

The part played by newspapers in social and economic life never underwent keener scrutiny than during 1922. With a commercial situation that was entirely without parallel, the business men of the country turned to newspaper advertising as a marketing tool indispensable under the circumstances. As a sign, however, that the public is still closely watchful of its newspapers in both their news and editorial trends, the many criticisms and suggestions that were frequently made by persons both in and out of the newspaper business will provide newspaper editors and publishers with food for deep thought.

While the cold figures alone are enough to prove the achievements of the newspaper in a commercial way during 1922, so exact a summary of the newspaper's progress as a social factor is not available. The summary of opinions expressed on the newspaper both pro and con as it is given below, however, shows unmistakably that the American public holds its newspapers close to its heart and foremost in its mind. There will seem to be in the many ideas which are contained in the following references to articles which appeared in THE FOURTH ESTATE during 1922 ample assurance that public opinion will suffer no interference with the free, independent and clear thinking press.

The more detailed developments of the newspaper field during the year will be dealt with under divisional headings in this issue. Among those, however, that deserve particular mention are the development of radio and the newspaper's affinity for it, and the progress which was made in developing advertising service. Summed up the accomplishments of newspapers in 1922 were:

(1) The increased realization of their responsibility as molders of public opinion and definite progress toward the difficult discharge of that responsibility.

(2) Concrete demonstration of their commercial importance in developing markets for advertisers of all sizes and descriptions.

Following is a detailed summary of the many subjects affecting newspapers which arose during 1922:

Advertising lineage left magazines far behind. 5-12-2
 Adv men guests of Worcester Post Telegram. 5-37-1a
 Adv rates still too low; 2-18-18
 Aid Rotary Club prosperity campaign. 2-18-10
 All news not public utilities says Burlington, N.J., Enterprise. 1-7-22
 Amb Childs chides Amer press. 7-8-21
 American news praised by Higham. 6-24-15
 Amer papers' "push" appeals to Britisher. 11-11-17
 A move to halt a most insidious influence. (edl). 8-5-16
 Analysis shows fallacy of lower rate claims. 8-11-11
 Archbishop Hayes on press of today. 4-11-21
 Are closest allies of the pulpit. 6-17-11
 Are open to great improvement. 6-17-12
 Lady Astor urges press to aid cause of peace. 4-29-4a
 A self-imposed handicap on the news. (edl). 11-4-18
 Attacks on press resented by Hitchcock. 6-24-6
 Attitude of Cincinnati Enquirer and Indianapolis News on fake news. 1-7-18
 Alex Graham Bell and journalism. (edl). 8-4-16
 Best way to reach public says W F Brennan, bus mgr Natl Cash Register. 1-7-8
 Blind read easily with musical alphabet. 4-1-XIX
 Bonus bill fight directed by Munsey. 8-12-15
 Boom shows news business coming back. 7-22-10
 Boston Globe attributes crimes to Volstead Act. 4-22-4d

Brisbane gives his opinion of jrnism. 10-14-19
 Brisbane on power of press. 8-5-20
 British advertiser favors agency commission. 8-11-15
 Brooklyn Eagle tourists back from South America. 10-7-19
 Brooklyn Times press room flooded twice in week. 8-12-10
 W J Bryan says newsp encourage law-breaking. 4-1-9
 Dr Butler's comments on jrnism. (edl). 12-2-18
 Dr Butler's criticism answered by Louis Wiley. 12-16-8
 Buffalo Eve News refuses to divulge news sources. 10-28-26
 Buffalo stores stay sold on newsp. 2-25-10
 Edmund Burke statue pres City of Wash. 10-14-9
 Canada's early papers described. 12-9-25
 Canadian dailies fight drug traffic. 8-5-10
 Canadian weeklies fix minimum sub rates. 2-4-25
 Sen Capper describes opportunity for youth. 11-4-22
 Centralia, Ill., Sentinel awards loving cup to individual performing greatest civil service. 1-7-13
 Changing wkly to daily not a light task. 12-30-22
 Chicago Daily News favors modification of Volstead law. 4-1-6
 Chicago Tribune man "opened" Mudania. 10-21-6
 Chicago Tribune starts building and loan plan. 7-15-12
 Chicago Tribune in new invasion of Europe. 10-7-8
 Chicago Tribune planning new structure. 10-28-12

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1922 BIGGEST YEAR IN NEWS PRINT PRODUCTION.

TOTAL OF 2,540,000 TONS FOR NORTH AMERICAN MILLS, INCREASE OF 140,000 OVER 1920—SHIPMENTS KEPT UP WITH PRODUCTION GAINS—RECORD CONSUMPTION.

By R. S. KELLOGG, Secretary News Print Service Bureau.

The production of news print paper in North America hung up a new record in 1922, the total for the United States and Canada surpassing by some 140,000 tons the previous high mark of nearly 2,400,000 tons in 1920.

Of this total the United States produced 1,448,000 tons or 223,000 tons more than in 1921, when the output was reduced by prolonged strikes and also more than any previous year except 1920 when the total was 1,512,000 tons. In 1920, however, the product of the regular news print mills in the United States was supplemented by perhaps 80,000 tons from the so-called marginal mills, which did not contribute so heavily to the news print supply in 1922.

The rapid development of news print manufacture in Canada is strikingly shown by the fact that the output last year was 1,082,000 tons or over 200,000 tons more than the 1920

(Continued on Page VI)

PUBLISHERS RATES SOUND, VERDICT OF FOUR A's.

VALUES GIVEN ADVERTISERS WERE LARGELY RESPONSIBLE FOR INCREASES IN 1923 APPROPRIATIONS — MORE STANDARDIZATION WORK PLANNED BY ASSOCIATION.

By JAMES O'SHAUGHNESSY, Executive Secretary, the Four A's.

Most of the members of the American Association of Advertising Agencies would probably subscribe to the statement that the chief achievements of the association in the year just ended were in our accomplishments for standardization.

Many other things were done that had more of the dramatics in them. Some things were arrived at which were perhaps more immediately appreciated.

Any achievements for standardization of advertising methods and practices, however, are enduring things and benefit all.

They make for better profits and for continuing profits of the advertiser, and therefore of the publisher and the agency.

Standardization is peculiarly desirable in advertising operations, wherever it is possible to standardize. It means the saving of time and money.

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This, the Twenty-ninth Annual Review of THE FOURTH ESTATE, is the most comprehensive work of its kind ever published. It is a summary of everything of importance that happened during 1922 in the newspaper, advertising and allied fields, as reported in the many thousands of news items printed during the year.

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To make the Review's contents of the greatest possible value, a simple method of indexing has been worked out, which enables anybody desiring further details on any subject appearing herein to refer immediately to the original and more complete accounts as published.

For instance, the figures 1-7-8 mean that the item preceding them appeared in THE FOURTH ESTATE of January 7 on page 2.

By turning to page 2 in the issue of January 7, 1922—in the year's bound volume or files—there will be immediately found more complete details of the summarized item.

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 Chief source of edl influence. 4-29-31
 Christian Science Monitor change to eve pub explained. 2-18-3
 Cincinnati Commercial-Tribune spends fortune in equipment. 10-21-10
 City Hall beat a romp in New Bedford. 8-11-25
 Cleveland papers all exhibitors at Palace of Progress. 10-7-25
 Columnist falls on barren soil in colleges. 8-18-11
 Consolidation attains its highest plane. (edl). 7-29-18
 Consolidation means better newsp. 6-3-8
 Constant self-analysis recommended to editors. 12-23-17
 Coolidge looks to newsp for counsel. 9-2-6
 Copy boy takes Vanderbilt to task. 7-16-8
 Country ed compares city and rural jrnl. 2-4-15
 Credit Men of New York newspapers organize. 7-1-12
 Crime and publicity. 5-20-30
 Critics challenge the press. (edl). 1-7-18
 Critic unjust to Latin-American papers. 10-21-8
 Dailies increase in number; weeklies decrease. 1-14-12
 Daily newsp nearest ideal ad medium. 2-4-14
 Daily newsp enables country to think as unit says Brisbane. 3-18-19
 Dairymen urged to use newsp adv. 2-25-16
 Daugherty denies interference with freedom of press. 9-9-2
 Daugherty raps critics among press. 10-28-10
 Dept of Commerce news gathering serv great success. 11-11-16
 Dept of Commerce starts new news serv. 2-18-21
 Detroit ed tells how newsp are "read." 2-11-24
 Detroit News publishes ad of 8 pages. 3-11-26
 Do their job every day. 2-25-24
 Economy would salvage 700,000 copies daily. 11-4-2
 Ed analyzes personality of newsp. 5-13-29
 Ed answers charge newsp do not appreciate "good" news. 2-11-29
 Editors, Clemenceau and World understanding. (edl). 11-25-18
 Ed must not overstep bounds in crusading. 6-3-15
 Editors of large city dailies to organize. 4-22-6
 Editor's welcome to Clemenceau significant. 12-2-4
 Effects of type sizes on nation's eyesight. 12-30-25
 Enlarging type sizes not best way to facilitate reading. (edl). 1-14-18
 Englishman impressed by Amer newsp men accuracy and enthusiasm. 1-28-25
 Enter the woman sports writer. 3-18-29
 Essay deploring jazz editing wins prize. 7-29-17
 Arthur M Evans, Chicago Tribune addresses Medill School. 1-7-27
 Exempary Journalism. (edl). 4-22-18
 Expansion crowing evidence of prosperity. 4-22-5
 Federal Reserve head denies propaganda. 6-24-6
 Fine display of newsp at Florida state fair. 12-16-21
 Fine example of newspaper's flexibility. 8-26-6
 First telephone conversation was by newsp reporter. 1-14-24
 Five papers help print NY Times in pressroom crisis. 4-1-2
 Henry Ford on the country press. 3-25-24
 Form permanent body to effect postal relief. 3-18-2
 Freedom of press more than mere catch phrase. 5-6-6
 Freedom of speech is a beautiful principle but a siren as well. (edl). 5-20-16
 Free speech as Daugherty sees it. 11-4-5
 Fresh Air Fund of New York Tribune. 7-1-6
 Future of Navy publications doubtful. 3-4-10
 Sir Geddes gives U.S. newspapers boost on foreign news. 8-12-6
 Genoa conferees lean heavily on the press. 5-20-12
 Gospel used as feature in Topeka State Journal. 3-18-13
 Govt can break up newsp groups if need arises. 8-5-15
 Greeley a pupil of founder of Sandusky Register. 5-13-12

Growth without newsp impossible. 12-28-17
 Herbert F Gunnison on power of the press. 11-4-25
 Hackensack, N.J., Record clears mystery that baffles police. 1-28-8
 Halifax Herald turns 1921 to good use. 2-25-21
 Has jrnl sought level of its audience. 2-18-25
 Have donated \$950,000 worth of space to Bible. 3-18-13
 Hays dinner marks epoch in publishing industry. 4-29-2b
 Hearst officials in annual conf. 5-6-12
 Hearst policy is to enter only large cities. 10-28-11
 Hearst to expand his Empire State string. 7-1-2
 High school students average newsp readers. 3-18-28
 Housewarming of the Rochester Times Union. 8-12-16
 How dailies and weeklies may co-operate. 2-18-29
 How newsp have improved public taste. 12-2-16
 How to meet responsibility in newsp work. 4-1-XII
 Hughes rebukes jingo element among ed. 5-6-8
 Hull resents attack on Wisconsin newspapers. 8-26-6
 Ideal newsp essay contests in 'Frisco. 10-28-8
 Improved news serv between US and Norway. 5-13-24
 Influence of newsp eds 5-20-26
 Injunction lets Vicksburg, Miss., Sunday issue continue. 7-15-2
 Is edl opinion at low ebb (edl). 2-4-18
 City of Jacksonville pays for publicity. 3-4-21
 Japanese arms conferees pay tribute to press. 2-18-9
 Journalism in Australia and America. 7-8-21
 Keen newsp work at Smyrna fire. 9-28-6
 Keen thinkers needed in newsp work. 12-23-12
 Lack of newsp holds up election returns. 11-25-23
 Landis rules paper has right to protect distribution system. 3-4-8
 Legion party to scribes hit of conv. 10-28-15
 List of newsp having spec reps. 12-23-XI
 Live newsp City's best asset. 12-9-17
 Lloyd George fetches a copystretcher. (edl). 12-28-18
 London Mail & Times to be separated. 10-7-4
 Maintain rates now in effect says Burgess. 4-1-12
 Isaac Marcossion compares American and English. 1-28-12
 Mass vote agst censorship. (edl). 11-18-18
 Meeting official propaganda in foreign news. 8-12-12
 Men on copy desk can recreate confidence. 3-18-12
 Minister blames pub and public. 2-11-21
 Mistakes in the news of churches. (edl). 6-17-16
 Mistake to handicap newsp genius. (edl). 9-9-18
 Modern newsgathering's new triumph. (edl). 9-28-16
 More and better papers the attitude now. (edl). 10-14-16
 More newsp attention for schools urged. 12-23-12
 Morning papers in Indiana organize. 12-9-2
 Most important job of newsp today. 4-1-XVI
 Naval radio serv for press passes Senate. 2-25-6
 New Bedford Standard uses ads as news tips. 1-14-14
 New Orleans dailies to ban fund campaigns. 5-20-14
 New Orleans papers hear women sport writers. 10-7-18
 Newsgathering on higher plane. 9-30-10
 Newsp ads a real cure for unemployment. 4-1-5
 The newsp and criminal justice. 11-25-10
 Newsp and progress. 3-18-24
 Newsp and tariff. (edl). 4-8-18
 Newsp are the mirrors of life today. 11-4-10
 Newsp best buy the home can make. 12-16-17
 Newsp bus as a place to stay. (edl). 10-7-16
 Newsp credit men comes to bat. (edl). 7-1-18
 Newsp crime experts work on Hall case. 10-28-6
 News ed of century ago had hard task. 11-18-17
 Newsp get \$700,000 1923 raisin adv. 8-19-2

Newsp have power to cut crime in half. 11-18-11
 Newsp head list of three great sources of opinion. 9-2-12
 Newsp help raise funds for poor. 4-8-10
 Newsp in South are showing healthy gains. 4-22-7c
 Newsp interest in standard packaging. (edl). 12-30-18
 Newsp main dependence of retailer now. 5-18-16
 Newsp make-up still needs improvement. (edl). 10-7-16
 Newsp making as art to be expressed in new Chicago Tribune plant. 6-17-25
 Newsp men members of learned profession. 3-11-31
 Newsp men say bus is better. 4-8-4
 Newsp neglected power of educ. (edl). 9-30-16
 Newsp of NY urge British visit. 5-20-4
 Newsp of present equal to those of any time. (edl). 1-28-18
 Newsp typography could be improved. (edl). 2-4-18
 News reels not newspapers court funds. 7-15-21
 Newsp used to adv engineering. 11-18-16
 Newsp war in Detroit intensified. 8-5-2
 New test system proves julstic ability of aspirants. 8-11-11
 New York Call issued in tabloid. 7-15-12
 NY Dailies refute charges of blackmail. 6-3-10
 New York Evening Mail renews lease. 3-26-15
 NY Globe defeats scheme to intimidate. 2-25-2
 NY Globe offers its readers insurance at slight cost. 11-18-12
 New York Herald scribes compiling newsp anthology. 3-4-8
 NY papers help clean up crime by publicity. 4-29-4a
 NY Times ad censoring explained. 4-15-14
 NY Times bldg and loan assn formed. 12-28-11
 NY Times secures large space for new bldg. 10-7-4
 NY World sends staff man to Moscow. 4-1-9
 Word praised for story on Syracuse conv. 10-7-4
 NY World staff gets Xmas bonus. 12-30-26
 No reduction in price of paper in Poland. 4-1-21
 D W Norris ed Marshal'town, Ia., Times-Republican talks on newsp making. 6-27-12
 Noted ed had small circulations. 3-25-18
 Now is the time to provide basis for more volume. 4-22-4
 Ohio Cir Mgrs Assn discuss accident insurance. 4-29-20
 One paper list involves risks to all parties. 4-22-8c
 Only quality to sell. (edl). 3-25-18
 Open diplomacy urged by Hughes. 5-27-5
 Opportunity for women in jrnl. 1-21-12
 Origin of word "news" traced by student. 8-18-13
 Paris Figaro restrained from printing any eds pending its being taken over by new purchaser M Coty. 3-18-31
 Power of press seldom truly valued. 2-18-16
 Power of press discussed. 2-18-12
 Praise for newsp in safety work. 9-30-12
 A press agent for Congress suggested. 3-4-21
 Press and pulpit union proposed by John C Shaffer. 11-11-18
 Press bldg for Phila expos approved. 7-22-2
 Press confounds newsmanship with value says Dr N M Butler. 12-2-15
 Press must take government to people. 10-28-10
 Press of Europe far behind ours, says Koenigsberg. 7-22-8
 Press of India bars German advertising. 7-1-8
 Press palace planned for Philadelphia. 4-29-22
 Press powerful ally of pulpit and truth. 12-2-13
 Press praised by miners for fairness. 12-25-15
 Press urged to safeguard schools. 6-3-11
 Printers union tries to muzzle. 4-1-4
 Prohibition chief credits papers with aiding enforcement. 6-17-10
 Prospect higher cost for newsp making next yr. 11-26-25
 Providence News defies libel charges. 10-28-2
 Providence Journal gets bomb. 2-25-23
 Public to blame for edl changes. 12-23-16
 Public utilities urged to use. 4-1-9
 Pub alone in fight for principle. 5-6-9
 Publishers and editors flee hotel blaze. 4-29-6

Publicity head has faith in newsp. 6-6-95
 Public Ledger may invade Latin-American news field. 8-26-9
 Publishers Assn of NY pass circulation guarantee. 2-11-2
 Publishers call for baggage rate hearing. 9-9-2
 Pub not politicians now says Des Moines Register. 1-14-8
 Publishing costs rise, Inland Press reports indicate. 9-9-25
 Pulitzer air race endorsed by Army. 9-2-2
 Qualities that build news prestige. (edl). 8-5-16
 Railroads' plight blamed on lack of advg. 3-4-8
 Recognized by League of Nations. 2-25-6
 Responsibility of ed his best asset. 12-9-21
 Reporters' cards in Boston now important. 12-16-4
 Reporters ways have changed says veteran. 2-18-24
 Reporter tried for working denies guilt. 8-19-18
 Retailers start investigation. 3-11-2
 Rochester American makes auspicious start. 7-1-12
 Rochester American first to use smoke ad. 7-15-11
 Roma disaster a romance for reporters. 3-4-12
 Rural newsp conditions in Iowa. 12-2-12
 St Louis Globe-Democrat pays 100% stock div. 12-30-4
 St Louis Post-Dispatch est own offices in natl field. 12-30-9
 School page a real human touch. 2-18-28
 Scranton newsp field simmered down to a survival of fittest. 4-8-8
 Smaller list of Can dailies. 9-9-16
 Small town paper wonderful influence. 12-23-16
 Pete Snelson ans critics of press. 7-29-11
 South Dakota uses newsp to invite new residences. 3-18-20
 Southern newsp to adv under S.N.P.A. direction. 12-2-15
 Wickham Steed on Journalism has character. 2-4-31
 Melville E Stone answers raps at the press. 11-4-6
 Substitute Sunday morn ed instead of Saturday even. 2-4-25
 Success built on newsp advg. 3-4-14
 Superior, Wis., Telegram occupies fine new plant. 10-28-10
 Swindled out of \$800 because she could not read. 3-19-28
 Dr Alfred Sze, Chinese minister praises Amer jrnl. 2-4-80
 Tendency to cut edl hit by Wallace Odell. 12-9-6
 Tribute for THE FOURTH ESTATE in Congress. 12-9-6
 Universal medium because it is public habit. 2-25-13
 Urges support of decent papers. 12-9-15
 Used in colleges as history text books. 6-24-11
 Used to constantly widen field. 3-4-14
 John Walter and Major Astor buy London Times. 10-28-2
 War times bred bus type of ed. 4-8-12
 Washington Star installs dental clinic for employes. 4-1-9
 Wash Times prints 26-page local ad. 11-11-13
 Henry Watterson on the profession of jrnl. 1-21-29
 Weeklies to sell space in co-operation. 8-12-12
 What Houston, Tex., Chronicle did in 21 yrs. 10-28-12
 What the public wants depends upon what it is. 2-4-18
 What the student population reads. 2-18-24
 What the women reporters like to do best. 3-11-21
 When and how to start crusade. 3-25-8
 Why dailies are losing individuality. (edl). 12-9-18
 Why legs have ceased to be news. 2-18-10
 Why not poll readers on their murder appetite? (edl). 10-21-16
 Why the sporting page must not be sighted. (edl). 9-23-16
 Louis Wiley praises dailies of the present. 2-4-12
 Will come close to 1920 totals. 4-1-XII
 Will they blame the press for Hollywood. (edl). 2-18-18
 Will be big factor in Hays' job. 3-18-8
 "Wilson" prominent in fund raising. 4-8-23
 Win recognition in auto revival. 3-18-8
 Would have Australia exchange copy desk men with American. 2-11-17
 Yellow jrnl are re-named scarlet by Rev E D Jones, Detroit. 1-7-20
 Casper S Yost chosen pres American Society of Newspaper Editors. 4-29-4a

IMPORTANT TASKS ACCOMPLISHED BY S.N.P.A.

RE-ORGANIZATION WAS YEAR'S BIG ACHIEVEMENT—AGENCY RELATIONS INVESTIGATION AND START TOWARD FUND FOR JOURNALISM SCHOOL OTHER FEATURES.

By CHARLES I. STEWART, President, the S.N.P.A.

The Southern Newspaper Publishers Association activities for the year 1922 were more in the formulation of plans and in preliminary efforts, rather than in definite achievements. A new plan of organization was put into effect at the July convention. This convention also amended the constitution and by-laws, making it possible for the association to make rules and regulations respecting the practices of its members as to business matters that concern all newspapers, and to fix penalties for their enforcement.

This action grew out of a discussion of the relations between newspapers and advertising agencies, and the practices of newspapers to the handling of national advertising coming from sources other than recognized advertising agencies. The convention also authorized a survey of the situation pertaining to the relations between the newspaper and the agency, and the practices that should prevail as to the recognition of agencies and the handling of national advertising.

A special confidential committee has carried out the instructions of the convention and submitted a report, which has been published in the trade papers and which will be considered at the next annual convention.

The association has undertaken to raise an endowment for a school of journalism at Washington and Lee University, according to the plans formulated by General Robert E. Lee when he was at the head of that institution. Substantial progress has been made toward raising this fund.

The association has co-operated with other publishers' organizations with respect to postal legislation. It was also active and influential in representing the publishing interests while the tariff bill was under consideration, and is entitled to a large share of the credit for the final decision in the news print and wood pulp schedule of the new tariff law.

Representatives of the S.N.P.A. joined with other publishers' organizations in opposition to the effort to have the treasury department reverse its ruling respecting the cost of structure as invested capital.

The association is endeavoring to serve its membership in the various phases of the practical problems that confront the newspaper publisher. Its new plan of organization is endeavoring to give special consideration to newspaper accounting and traffic matters. It is seeking to build up in each state, if not a close organization, at least an understanding on the part of its members in each state as to labor matters.

It is endeavoring to have in each state the nucleus of an organization touching both state and federal legislative matters. It is endeavoring to make the organization a means for clearing information on mechanical problems and circulation methods and practices.

It is endeavoring to bring the association into closer touch with South-

ern manufacturers as users of newspaper space. It is also giving consideration to standards in the news and editorial departments and is making investigation as to the compensation to editors and reporters as compared with compensation in other departments. Just what the definite achievement along these different lines is to be depends upon the work now in an incomplete state.

NEWSPAPER ASSOCIATIONS

AMERICAN SOCIETY OF NEWSPAPER EDITORS THE MOST PROMINENT NEWCOMER.

Associations of editors, publishers and executives got down to brass tacks during 1922 and accomplished much tangible good for newspaper progress and efficiency. Resolutions adopted at conventions were made to mean something and were generally lived up to.

Most notable of the accomplishments of publishers' organizations during the year were the action of the American Newspaper Publishers Association in establishing an open shop division; the reorganization effected by the Southern Newspaper Publishers Association and the report of its committee on agency relations, and the increased membership by the Inland Daily Press Association and its remarkable campaign to discourage free publicity grafting.

Perhaps the most important of the several new organizations which were born during the year was the American Society of Newspaper Editors formed at the A.N.P.A. convention in April. This organization, including editors and managing editors of papers in cities of one hundred thousand or more, has in the short months of its existence given unmistakable signs of becoming a most powerful factor in American public affairs.

Alabama Press Assn conv; inspect Auburn Polytechnic Institute and Tuskegee Industrial Institute. 5-13-21
Alberta Press Assn conv; John Mackenzie pres. 9-23-6
A.N.P.A. urges ten per cent cut in use of paper. 8-26-2; for separate A.N.P.A. history see page XIX.
American Pub Conf presents aims to 23,000 pub. 4-8-12
Amer Soc Newsp Eds gains members; plans meeting. 10-14-10
Casper S Yost chosen to head Amer Society of Newsp Editors. 4-29-4a
Casper Yost tells aims of Amer Soc Newsp Eds. 11-4-12
Arkansas Press Assn golden jubilee conv; R O Schaefer pres. 6-17-4
Arizona Daily Newsp Assn conv; J W Westover pres. 9-2-10
Associated Bus Papers conv; discuss stabilizing bus; A O Backert pres. 10-14-8
Associated Ohio Dailies at Columbus. 1-21-4
Baseball Writer's Assn of Amer protests Cobb's batting average to Ban Johnson. 12-23-12
Black Hills Edl Assn to inspect mine. 5-6-15
British Columbia Press Assn conv; L J Ba'l pres. 9-23-6
Buckeye Press Assn conv, Columbus, O. 2-25-8
Bucks-Montgomery Press League 25th anniv. 3-25-8
California Press Assn annual outing. 6-27-6
Canadian Daily Newsp Assn conv; bars split commissions. 5-6-2
Canadian Daily Newsp Assn annual dinner. 5-6-12
Carolinas Adv Mgrs Assn mid-winter meeting, Columbia. 2-11-22
Carolina Adv Mgrs Assn meeting Columbia. 8-11-13
Golden jubilee of Carolina editors. 7-16-13
Archbishop Hayes addresses Catholic Writers Guild. 1-21-10

Central District Adv Assn of Colorado meeting. 3-11-9
Central NY Press Assn annual meeting; M V Atwood pres. 4-15-6
Circ Mgrs Assn of Greater NY meeting and inspection tour. 5-20-20
Circ Mgrs Assn of Greater NY annual outing. 5-27-2
Circulation Mgrs of NY State conv. 4-22-7
Colorado eds apts com. 3-4-6
Colorado Editors hold mid-summer meeting. 7-15-14
Connecticut Edl Assn annual meeting at New Haven. 1-21-16
Connecticut Edl Assn annual meeting; O S Freeman pres. 2-4-6
Conn Ed Assn dinner program and prize contest. 6-24-4
Conn Edl Assn dinner. 7-29-4
Conn Edl Assn outing, dinner, contest of weeklies. 8-5-6
Daily Newsp Adv Mgrs Assn of NY annual meeting; B T Butterworth re-elected pres. 5-18-25
Del-Mar-Via Assn annual meeting, Wilmington. 1-21-8
Del-Mar-Via Press Assn annual meeting at Wilmington; S E Shannahan pres. 2-4-4
Del-Mar-Via Press Assn endorses agcy relations and commission compensation. 2-4-22
Edl Conf of NY Bus Pub Assn elect George Smart chrm. 1-21-19
Florida Press Assn com aptd. 3-18-13
Florida Associated Dailies elect Edward Taylor pres. 8-19-3
Distinguished guests at dinner of Foreign Newsp corresp. 10-21-2
Georgia Press Assn mid-winter meeting. 3-18-24
Georgia Press Assn plans thirty-sixth annual meeting. 4-1-6
Georgia Press revises const, elects; Wm G Sultive pres. 7-29-10
3rd Dist Press Assn meeting Americus, Ga. 3-25-8
Golden Belt Edl Assn annual conv; Arren Baker pres. 5-6-20
Ill. Press Assn meeting; program. 4-22-2d
Illinois State Press Assn handles Natl adv for members. 6-24-11
Indiana Dem Editors meeting, Madison. 6-24-8
Inland Daily Press Assn annual meeting—Program. 3-18-2
Inland Daily Press Assn annual meeting Chicago; Frank H Burgess elected pres; members sentiment is that adv and circulation rates should not be reduced. 2-25-2
Inland Press members to attend AN PA meeting. 3-18-2
Busy session at Inland Press scheduled. 5-18-6
Inland Press Assn round table meeting; program. 4-29-4b
Discuss farm market at Inland Press meeting. 5-20-2
Inland hits space grafter hard blow. 13-9-10
Inland Press reports pub cost rise. 9-9-9b
ICMA program committee asks suggestions. 4-1-4
I.C.M.A. conv; return privilege discussed; J J Lynch pres. 6-17-2
IEA conv Chicago; discussion radio. 5-20-2
Intl Edl Assn conv, Chgo; program. 4-15-8
International Edl Assn conv; Hassal T Sullivan pres. 5-27-2
Inter-State Circulation Mgrs annual meeting, Allentown—Program. 9-18-5
Inter-State Circ Mgrs Assn conv; Royal W Weiler pres. 3-18-4
Iowa Press Assn annual convention, Des Moines. 1-21-26
Iowa Press Assn convention; Edw M Smith pres. 3-4-23
Iowa newsp men Monday conference. 10-21-15
Kansas Edl Assn conv program. 4-8-17
Kansas Edl Assn annual meeting. 5-6-7
Kansas Edl Assn annual meeting; Drew McLaughlin pres. 5-20-4
8th Dist Edl Assn of Kansas organizes; Jesse Napier pres. 1-28-24
Kentucky editors memorialize Watterson. 2-4-8
Maine Press Assn Conv; Frank B Nichols pres. 10-14-13
Maritime Wkly Press Assn conv; Don Fraser pres. 9-30-13
Miami, Fla., newspaper men and women organize. 8-12-4
Mid-West Circ Mgrs semi-annual conv, Kansas City, Mo. 2-11-21
Mid West Circ Mgrs Assn meeting Kansas City. 3-11-6
Mid-West Newsp Adv Mgrs Assn annual meeting adds Illinois, Wisconsin, Minnesota and Colorado to its field; H A Sprague elected pres. 2-25-8

Minnesota Edl Assn annual meeting. 2-4-10
Minnesota Edl Assn conv, Minneapolis. 2-18-14
Minnesota Edl Assn meeting—Wm. Verity, pres. 3-11-20
Mississippi Press Assn conv; Edgar G Harris pres. 5-27-18
Missouri Press Assn jrnal week. 4-23-8
Missouri Press Assn jrnal week at Univ of Missouri. 5-20-9
Missouri Press Assn elects D H Brown pres. 10-7-8
Missouri River Press Assn organizes; E S Danforth pres. 2-18-11
Montana to lure NEA members at conv. 3-11-12
Montana gives N.E.A. members royal welcome. 7-15-2
Montana editors meet before N.E.A. session. 7-15-2
Montana N.E.A. frolic ends. 7-29-16
Mont State Press elects; G M Moss pres. 7-29-10
Nat Amateur Press annual conv; W J Dowdell pres. 7-8-18
Natl Assn of Newap Exec conv; A L Shuman pres. 6-17-2
Natl Edl Assn cup awarded Herman Roe. 2-4-10
Natl Edl Assn to pub daily newsp on train. 2-18-17
Montana NEA Conv to be thoroughly unique. 4-22-2d
N.E.A. conv. 7-22-2; 7-22-10
Brimblecom now heads N.E.A. in own right. 7-29-4; Brimblecom Platform. 7-29-16
Natl Edl Assn editors to tour Montana prior to conv. 4-29-10A
N.E.A. conv program completed. 6-24-2
N.E.A. invitation for 1923. 7-1-20
Natl Edl Assn v-p aptd. 9-9-6
Natl Edl Assn to tour NY state. 9-30-12
Natl Edl Assn expects to meet in NY State in 1923. 11-25-2
Natl Negro Press Assn conv; J Finley Wilson pres. 8-19-6
Natl Pub Assn ask postal rate reduction; Horace M Swetland pres. 9-28-10
Nebraska Press Assn annual meeting, Lincoln—Program. 9-18-23
Nebraska Press Assn convention; J T O'Furey pres. 3-11-19
Prize competitions for Nebraska Press Assn. 3-25-11
Nebraska Press Assn members compete for prizes. 5-27-20
New England Daily Newsp Assn meets with New England Council AAAA at Boston; John R Rathom pres; Armstrong puts rebate remedy up to papers. 5-20-7
New England Newsp Adv Mgr Assn annual meeting; W L Witham pres. 1-28-23
New Jersey Press Assn annual meeting Trenton. 2-4-15
Rutgers College invites N.J. Press Assn. 4-1-20
New Jersey Press Assn sixty-sixth annual meeting; program. 5-20-27
Jersey Press elects E A Bristol pres. 7-1-2
New Jersey Press Assn to est newsp inst Rutgers Col; may start printing school. 12-2-2
Newspaper Men Old Timers' Assn annual reunion. 2-18-21 & 2-25-25
Newspaper Representatives Assn of Chicago elects officers—H K Clark, NY Sun & Herald, pres. 1-7-15
Issues annual ad directory. 1-7-15
names com. 2-4-14
News Photographers Assn of NY plans dinner. 5-20-12
News Photographers of NY elect; John Hemmer pres. 12-16-8
NY Associated Dailies meet at Albany Jan 17. 1-7-21
NY Associated Dailies Kaaterskill. 6-10-4
New York Associated Dailies wary of radio. 7-1-2
NY Bus Pub Assn meeting. 3-25-9
NY Bus Pubs Assn annual meeting; J H Bragdon pres. 11-4-9
NY City Pub urge British visit. 7-22-4
NY Press Assn conv date set. 5-13-2
NY Press Assn plans co-operative bulletin. 9-30-4
NY Press Assn meeting program. 6-24-4
NY State ad mgrs organize; Frank Wood pres. 11-18-8
NY State Circ Mgrs Assn semi-annual meeting Syracuse. 8-4-25
NY State Circ Mgrs Assn semi-annual meeting; program. 4-15-4
NY State Legislative Corresp Assn elects; Geo Van Slyke, pres. 1-21-10
NY State Press Assn elects; P A Blossom pres. 7-8-26
NY State Pub Assn est printing school. 2-11-2
NY Theatre press agents organize; Wells Hawks chrm. 12-2-8

North Carolina Press Assn meets at Winston-Salem. 1-14-4
 North Carolina Press Assn to meet at Shelby. 4-1-20
 North Carolina Press Assn 50th anniv meeting date set. 4-15-14
 N.C. Press Assn plans code of ethics. 4-22-13c
 North Carolina Press Assn fiftieth anniv; program. 6-17-7
 No Carolina Press 50th anniv conv; J B Sherrill pres. 8-5-10
 No Dakota Press conv. 8-5-6; accepts lower rate state printing. 8-19-13
 G W Stewart heads North Dakota association. 8-12-23
 Northern Minnesota Edl Assn at Sauk Center. 1-14-28
 Northern Minnesota Edl Assn annual meeting recommends code of ethics; A L La Frieniere pres. 2-4-8
 Northern Minnesota Edl Assn annual banquet. 6-10-4
 Northern Minnesota Edl Assn annual frolic. 8-19-11
 Northern NY Press Assn annual meeting at Watertown. 2-18-6
 Northern NY Press Assn annual meeting Watertown; F Dudley Corse pres. 2-25-8
 Northern New York Editors' outing. 7-15-14
 Northern No Dakota Press first conv. 8-5-4
 Northwestern North Dakota Edl Assn organized; F E Farrell pres. 4-1-8
 Ohio Associated Dailies annual meeting; G W C Perry pres. 1-28-2
 Ohio Circ Mgrs Assn meeting Columbus; program. 4-15-6
 Ohio Circ Mgrs Assn semi-annual meeting. 4-29-20
 Ohio Newswomen Writers conv in Columbus; Mrs W K Mathews pres. 11-18-12
 Oklahoma daily editors to organize. 6-10-10
 Oklahoma Press Assn meets with Employing Printers. 1-7-11
 Oklahoma State Press Assn conv; program. 5-6-8
 Oklahoma Press Assn annual meeting; Elmer Jesse pres. 5-20-6
 Temporary officers of new Oklahoma newspapers' organization. 7-1-27
 Ontario women writers meet in Toronto. 10-7-15
 David Williams heads Ontario Select Weeklies. 10-28-18
 Oregon Press Assn meets at Eugene. 1-28-14
 Oregon editors outing; radio discussed. 8-5-8
 Ozark Press Assn meeting at Carthage. Mo. 2-11-3
 Pan Pacific Conference plans meeting. 10-21-6
 Pennsylvania Associated Dailies conv. Wm. L. Taylor, pres. 1-21-13
 Pennsylvania Associated Dailies apts com. 2-18-17
 Pennsylvania State Edl Assn; Pennsylvania Weekly Assn; Pennsylvania Associated Dailies plan conv. 5-13-4
 Pennsylvania State Edl Assn and Pennsylvania State Wkly Assn joint meeting Harrisburg; program. 6-3-6
 Penn State Ed Assn and State Weekly Assn, Harrisburg. 6-24-8
 San Francisco newsp men organize Frederick G Bunch Post, Amer Legion. 1-7-20
 Sigma Delta Chi banquet. 2-25-19
 Sigma Delta Chi to help uplift standard. 8-4-21
 Sigma Delta Chi Univ of Washington annual spring banquet. 5-20-24
 Sigma Delta Chi Univ of Nebraska elects Harlan V Boyer pres. 6-3-8
 Sigma Delta Chi, Detroit chapter, plan winter program. 11-11-26
 Sigma Delta Chi conv; Ward A Neff elected natl pres. 11-25-16
 South Carolina Press Assn invites job printers to convention. 4-29-10a
 Southern Cal Edl Assn elects Paul W Moore pres. 11-25-4
 Editors in South Dakota and Nebraska to organize. 1-28-9
 South Dakota Editors annual meeting, Sioux Falls. 2-11-8
 South Dakota Press Assn. conv. E S Danforth elected pres. 2-25-8
 S.D. Press Assn adopts code of ethics. 4-4-11
 Prizes awarded in South Dakota contest. 8-26-11
 SNPA sets date for conv. 5-20-2
 S.N.P.A. members refuse Firestone agency. 6-3-6
 S.N.P.A. adopts new organization plan. C. I. Stewart elected pres. 7-15-2
 Plans new agency policy at convention. 7-8-3

Newmyer's plan to re-chart S.N.P.A. 7-15-2
 S.N.P.A. membership falls off. 7-15-17; re-organization plan approved.
 How S.N.P.A. will administer penalties. 7-29-8
 S.N.P.A. pres would raise news writing standards. 8-5-11
 Stewart near completion of reorganizing work. 10-7-12
 S.N.P.A. Committee favors cut in commission. 10-21-2
 S.N.P.A. members aid vigilance com. 11-18-23
 Sphinx Club dept store night. 8-11-8
 Sphinx Club annual ladies night. 5-6-23
 Sphinx Club opens season. 10-28-8
 Sphinx Club addressed by L T Russell. 12-2-6
 S Western Ia Edl Assn to meet at Council Bluffs March 24. 8-11-6
 Southwest Kansas-Republican Edl Assn elects Earl Fickert pres. 5-6-22
 Southwest Wash Press favors foreign higher than local. 7-8-12
 Tennessee Press Assn plans reorganization. 4-15-15
 Tex Circ Mgrs Assn annual meeting; W L Golden pres. 11-11-17
 Texas Daily Press League conv; Lowry Martin pres. 9-28-7
 Texas Edl Assn conv; N P Houx pres. 11-11-6
 Texas Newswomen Assn annual meeting Ft Worth; A E Clarkson pres. 2-18-22
 Texas Press Assn meeting; program. 5-6-4
 Three I Circulators change name; elect officers; Charles Chaffee pres. 6-17-2
 Tri-State Edl Assn conv; oppose direct com; John W Carey pres. 9-30-2
 Virginia editors 34th convention program. 7-15-6
 Richmond, Va., Adv Club entertains Virginia Press Assn. 1-28-4
 Washington State Press jrnal week. 1-21-4
 Washington State Press Assn jrnal week. 1-28-2
 Washington State Press Assn joint campaign to sell reader on adv. 8-25-4
 Washington State Press Assn plans broader activity. 5-13-18
 Washington State Press meeting; program. 7-1-4
 Wash State Press conv; program. 7-8-14
 Wash State Press disapproves agcy com. 7-22-4; plans Alaska dinner. 7-22-21
 Wash State Press proposes legis. 7-29-9
 Western Conf Edl Assn meeting Minneapolis. 2-25-6
 Western Conf editors to meet. 3-18-25
 Western Iowa Edl Assn annual conv at Council Bluffs. 4-1-5
 W.Va. Pub Assn conv; elects W G Tetric pres. 10-14-4
 White House Correspondents Assn annual dinner; Frank E Howe pres. 4-8-6
 Wis Press Assn meeting in Milwaukee. 8-4-21
 Wisconsin editors finish four day trip. 8-12-17
 Womens' Natl Journalistic Register meets in Chicago. 1-14-12

GENERAL

Joint meeting defers pressmens crisis. 3-4-2
 Will Hays dinner set for March 8. 3-4-2
 Form permanent body to effect postal relief. 3-18-3
 Kellogg reveals value of news print service work. 4-1-7
 American pulp and paper men in conv. 4-8-20
 Regional press bodies to meet during ANPA conv. 4-22-2
 Editors of large city dailies to organize. 4-22-6
 Hays suggested as director of country press. 7-1-2
 More purpose, less resolution needed. (edl). 6-24-16
 Over-organization may be problem. (edl). 7-29-18
 Rates cannot go down Wis dailies agree. 10-7-10
 Six press bodies to meet in Ann Arbor. 10-21-6
 Assn cost survey held legitimate. 12-23-21

FARM PAPERS

Henry Morgenthau, Jr, buys Amer Agriculturist. 4-29-15b
 American Agricultural Ed Assn annual meeting; Samuel Adams pres. 5-20-5
 Agricultural publications described to George Washington Univ students. 5-20-19

FIRM FOUNDATION FOR I.E.A. BUILT IN THREE YEARS.

LAST TWELVE MONTHS SAW PRELIMINARY PLANNING NEARLY CARRIED OUT — MORE THAN 1,000 ADDED TO MEMBERSHIP ROLL BY CAMPAIGN.

By HASSAL T. SULLIVAN,
 President International Editorial Association.

The International Editorial Association, Inc., with offices at 140 South Dearborn street, Chicago, enters its fourth year with the beginning of 1923. This year promises to show tangible results of the work during 1922.

For three years the officers of the association have been making the foundation for a substantial organization capable of doing the work for which the I.E.A. was organized. The year 1922 marked the close of this period of preparation and establishment.

One tangible indication of progress during the last twelve months was the membership campaign that has placed more than 1,000 new names on the roster of the association. Better, however, than the additional members was the spirit aroused by the 1922 convention and the subsequent campaign among the active membership. Previously, as is the case with many other organizations, especially of news writers, the work had been left almost entirely to the executive officers and the board of managers.

If the membership drive had not obtained an additional cent of revenue it was worth the effort because it made active workers of scores of members who previously had done nothing. The result was that the association ceased to be like a mechanical doll whose head only moves, and became an aggressive living thing spread all over the continent, and reaching into England, France, Australia, and the Philippines.

The board of managers also is working on the program for a longer and larger convention than those previously held.

The International Editorial Association regards 1922 as a satisfactory year, as it made possible development in 1923 that promises to be more rapid and substantial than growth in 1920 and 1921.

Ask Service Corner

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

1922 BIGGEST YEAR IN NEWS PRINT PRODUCTION.

(Continued from Page II)

record of 876,000 tons and 34 per cent more than in 1921.

In addition to these totals for the United States and Canada, 60,000 tons of news print was produced in Newfoundland and probably about 10,000 tons in the one mill in Mexico which makes news print, thus giving a production of 2,600,000 tons for the North American Continent.

Shipments from the mills during 1922 more than kept pace with the increased output, and while mill stocks are never large, the total at the end of the year was 11,000 tons less than at the beginning and equivalent to only about three days production.

The compilation of import figures has been so greatly delayed since the new tariff law went into effect on September 22 that it will be sometime before the total imports of news print from Europe into the United States during 1922 will be known. Apparently, however, the final figure will not exceed 100,000 tons, a decrease of twenty-six per cent from the 135,000 tons brought in from overseas during 1921. The heaviest importation of European news print was from August, 1921 to February, 1922, when the average was 14,500 tons per month. Since that date the monthly average has been materially less and it does not appear likely that the previous maximum will again be reached.

As the production figures suggest, the consumption of news print paper in the United States reached a new high record in 1922. In round numbers it was 16 per cent more than in 1921 and twelve per cent more than during the previous record breaking year of 1920. Publishers who report their monthly tonnage to the Federal Trade Commission and who use a large proportion of the total output exceeded their 1920 consumption by fourteen per cent; the 1919 consumption by twenty-two per cent, and the 1918 consumption by fifty-five per cent. Publishers stocks of white paper at the end of 1922 were equivalent to thirty-six days supply at the current rate of consumption.

Adding imports to domestic production and deducting exports there was not less than forty-four pounds of news print per capita available for consumption in the United States in 1922 compared with fifteen pounds in 1900.

Advertising was an important factor in determining the quantity of news print used in 1922, but still more influential was the large sizes of the daily and Sunday issues and growth in circulation. There are between sixty and seventy newspapers in the United States, each having a circulation in excess of 100,000 copies. During 1920 and 1921 these dailies averaged twenty-three pages each, and during 1922 they rose to 25 pages. For the same years the Sunday issues of these papers averaged seventy-nine, eighty and eighty-nine pages respectively.

There are more than 22,000 newspapers in the United States and Canada of which some 18,000 are monthlies and country weeklies while the circulation of the English language dailies is approximately 30,000,000 for the week-day issues and 20,000,000 for the Sunday issues.

The total volume of newspaper advertising in the leading cities in the United States showed a substantial increase in 1922 over 1921 but about five per cent decrease from

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NEWS PRINT YEAR BROKE RECORDS IN CANADA.

TREMENDOUS DEMAND BY U.S. RESULTED IN PRODUCTION EXCEEDING CONSUMPTION BY ONLY ONE PER CENT—GAIN IN EXPORT VALUE. DESPITE LOWER PRICES.

By **GEORGE M. MCKEE**,
President Canadian Pulp and Paper Association.

At the opening of the year 1922 the situation in the pulp and paper industry was not very cheerful although there were several factors of promise and encouragement for the coming year. The industry, like most other industries, had been passing through the reaction from the industrial boom of 1919-1920. The bottom of the depression had been reached and the reconstruction period was under way.

In the twelve months that have passed since that time, considerable progress has been made and much lost ground recovered. There have been readjustment and economies in operation; high-priced materials have been worked off and inventories written down.

There have been the desire and the necessity to get down to a solid basis which should serve as a foundation for the gradual return to prosperity which is so freely predicted by careful observers and the pulp and paper industry is in good shape to take full advantage of the return to better conditions. The year 1922 closes with the pulp and paper industry well on the way to normal and 1923 can be faced with a well-founded optimism.

Canada produces a great deal more pulp and paper than her population can use, hence the prosperity of this industry depends greatly upon conditions in other countries, particularly in the United States, which is our best customer for these products. In that country conditions are similar to those in Canada and the return to normalcy there has had a good influence upon the situation in this country.

Our exports to the United States have been considerably increased over the exports for the previous year, although the big reduction in prices have scaled down values. As far as quantities are concerned, our exports of pulp were almost double those of the previous year and our news print exports were greater by almost 40 per cent.

Financial and general conditions in the Scandinavian countries have also had their effect upon the pulp and paper industry in Canada, as these countries are our competitors in the United States markets, chiefly for chemical pulp.

The Canadian mills have had to face severe competition from the mills of Scandinavia and Finland. These countries, like ourselves, were badly hit by the slump of 1921 and had large stocks of pulp which they were forced to liquidate with consequent forcing down of prices.

We find that for the first nine months of 1922 the imports of sulphite pulp into the United States from Europe amounted to 237,000 tons compared with 71,000 tons in the corresponding nine months of 1921. However, the stocks in those countries are reduced and as political and economic conditions in Europe tend towards improvement these imports will decline to some extent, which will be to the benefit of the Canadian mills.

Improvement has been shown in all lines of the pulp and paper industry in Canada during 1922. Production has been greater than in the previous year by from 10 to 30 per cent. Our output last year and our production of news print increased by over 35 per cent; our exports of book and writing paper gradually increased during the year and while not equal to last year's figures, showed a steady progress.

The news print industry has done best from a production point of view. For various reasons there was in the past year a tremendous increase in the consumption of news print paper in the United States and the quantity used broke all records. As Canada supplies about one-third of this news print, our mills have been operating nearly to capacity during the greater part of the year.

Taking the Canadian and United States market as a whole, the production of news print has kept ahead of consumption by only about one per cent. Present indications are that this state of affairs will continue for some time and that Canadian mills will be kept busy during 1923.

The steady decline of prices for pulp and paper, which began in 1921 and continued into 1922, showed signs of coming to an end in the fall of

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NEWS PRINT

- Abitibi increases output to nearly 500 tons. 9-16-14
- Adv volume sets new news print records. 12-30-14; av Nov price. 12-30-14
- Albany men plan new mill at Brainard. N Y 1-14-21
- American Paper Mills put McCormack merchandise plan into practice. 11-11-13
- American pulp and paper men in conv. 4-8-20
- A.N.P.A. state committees to push conservation. 9-9-4
- April figures of news print consumption and production. 5-27-12
- April news print imports. 6-24-14
- Aug imports and exports. 10-28-14
- Backus-Brooks Co plans big mill at Rideout Bay. 9-16-14
- Be'go Paper Co, Ltd incorporated Montreal. 8-19-14
- Brazil considers subsidy for news print mill. 12-30-14
- Britain's imports rapidly increasing. 10-14-14
- Business in open best, declares Kellogg. 8-12-14
- Canada sending more to U.S. 4-1-4
- Canadian exports. 4-29-10b
- Canadian exports of news print paper. 10-28-14
- Canadian exports jump 22,000 tons in July. 9-2-15
- Canadian paper industry shows increase. 12-23-14
- Canadian Pulp & Paper Assn meets; Geo McKee pres. 1-28-21
- Canadian pulp and paper census; 100 mills operating. 12-16-14
- Chemical pulp tariff means higher paper. 4-29-10
- Competition from Scandinavia to be keen. 9-30-14
- Complete list of mills. 8-18-20
- Consumption table for Sept and Oct 1920-21-22. 12-9-14
- Congress to act on timber preservation. 1-7-10
- Consumption for twelve months ending March 31; statistical review. 5-6-14
- Consumption in US now about 7,650 tons daily. 4-22-27
- Controversy on just price of news print. 2-4-20
- De-Inking plant installed at Tomahawk, Wis. 4-1-9
- De-Inking process by U.S. lab. 6-24-8
- Differing points of view on news print market. 8-19-18
- Effect of coal strike on prod. 9-30-15
- European exports to the U.S. 5-13-14
- Federal Trade Commission September report. 10-28-14
- Federal Trade report for July. 8-26-14
- Finnish paper industry booms. 5-6-14
- Fire cuts I.P. capacity by sixty tons daily. 8-19-14
- Forest conservation. (edl). 1-21-18
- Freight rates on pulp reduced. 7-15-14

- From trees to newspaper in four hrs. 5-27-12
- George M McKee leaves Donnocona Paper Co. 9-9-14
- German papers cut size because of shortage. 1-7-7
- Great Northern output sold up for 1922. 12-9-14
- Hearst buys warehouse. 8-19-10
- Heavier demand developing. 3-11-2
- Heavy losses by fires in timberlands. 10-28-14
- Humber mills will add 400 tons daily. 12-9-4
- I.P. Co ground wood pulp mill at West Enfield destroyed by fire. 9-30-14
- I.P. raises transient orders to four cents. 8-12-2
- I P Company reports large loss for yr 1921. 1-14-2
- I.P. denies negotiations with union. 6-3-10
- Imports and exports for June. 8-26-14
- Imports and exports for March. 5-20-14
- Imports into Great Britain. 9-23-14
- Imports into Great Britain. 12-9-14
- Imports into U.S. since Sept 1920. 6-8-10
- Increases in news print consumption. (edl). 6-17-16
- Japanese market still inflated. 9-16-14
- Japanese news buy news print abroad. 10-21-14
- Jespersen process paper mill has \$800,000 fire. 10-28-14
- July imports of U.S. 9-23-14
- June cons and prod table. 7-29-14
- Ke.llogg reveals value of news print serv work. 4-1-7
- Long voyage doesn't harm foreign news print. 4-29-10
- Little danger of delay by rail strike. 8-5-11
- Lane director Maine fuel board. 8-26-14
- Maine Forestry Assn meeting and dinner. 1-7-10
- Maryland Forestry Assn meets in Baltimore. 1-21-21
- May report of Federal trade commission. 7-1-14
- May figures of news print consumption. 7-1-14
- New England States lax in reforestation. 12-30-14
- Newfoundland has large supply. 8-18-22
- Newfoundland plans to treble news print. 12-9-14
- New machines added in Canada. 7-22-14
- New mill Ft Williams, Ont. 7-29-14
- Newspaper pub appear before House com to urge passage Snell forestry measure. 1-14-6
- News print conv of A.N.P.A. possible. 9-9-2
- New steamship for Chicago Tribune paper serv. 5-27-29
- News print capacity of 8,848 tons a day; 3-18-20
- News print firm at three and one-half cents. 5-20-14
- News print imports. 7-22-14
- News print makers and unions sign agreements. 5-13-24
- News print serv bu statement. 4-8-20
- News print on select list east of Miss. 9-23-14
- News Print Paper Corp organized. 7-22-14
- News print shortage hits German pub. 12-28-14
- No inducement for manufacturer to add machines. 2-4-7
- No cause for alarm in paper prod. (edl). 9-23-16
- No news print shortage need be feared. (edl). 9-30-16
- No reduction in price of paper in Poland. 4-1-21
- Norway pulp and paper situation. 8-25-21
- NY dailies lose reserve in fire. 7-22-21
- NY dailies turn down paper saving. 9-23-2
- New York Forestry Work. 8-11-21
- NY Times sells its mill. 9-2-4
- NY World apts N H Botsford to supervise its mills. 5-6-14
- NY World consumes total output of its mills. 9-9-14
- Ogdensburg, N.Y., to have 80 ton mill. 12-9-14
- Pacific body of paper makers under Federal Trade Commission fire. 12-23-14
- Paper a problem of price rather than supply. 11-25-14
- Paper economies in NY are varied. 9-30-6
- Paper industry's losses in 1921 \$70,000,000. 4-22-27
- Paper industry turns to South for pulp. 8-26-14
- Paper made from straw. 9-2-14
- Paper makers see brighter side of bus. 4-15-20
- Paper makers take vote for separate agreement. 5-6-7
- Paper makers waiting for new stamped.

- Paper market notably quiet. 1-21-20
- Paper men ask rail cut. 2-4-21
- Paper men to combat news print importation. 2-4-7
- Paper mill production increasing. 4-29-10 (edl). 6-10-24
- Paper mills spend \$40,000 educating employees. 4-1-8
- Paper prices up with increasing demand. 7-8-2
- Paper shortage serious in Hungary. (edl). 8-19-15
- Paper strike no cause for panic. 4-29-2c
- Paper tariff conf at Washington. 1-28-21
- Peshitgo Pulp & Paper Co and Peshitgo Fiber Co reorganize. 5-13-14
- P'lenty of news print in sight from Europe. 7-1-14
- Poland's paper industry. 8-19-14
- Pres Dodge to report on paper industry. 4-1-18
- Price of import paper in Japan upsets market. 12-2-14; 3,789 cents average
- Oct price. 12-2-14; increase in consumption. 12-2-14
- Production double; 80 US and 16 Canadian mills. 4-29-10b
- Production for June. 7-22-14
- Prod table for Aug. 9-30-15
- Production table for seven mos of 1922. 9-2-15
- Prod table for 9 mos 1922. 11-4-14
- Prod table 8 mos 1922. 9-23-14
- Prod table for 10 mos 1922. 11-25-14
- Publisher-senators won't vote on tariff. 8-12-14
- Pulp arrives in Milwaukee from far north. 1-14-21
- Pulp men oppose Congress attitude on forestry. 1-7-16
- Quebec forests suffer heavy fire damage. 7-8-14
- Rail priorities sought. 7-29-2
- Reasons for optimism as to news print. (edl). 10-7-16
- Reforesting best assurance of pulp supply. 9-2-14
- Record shipment from Canadian mill to Phila. 1-21-20
- Remarkable expansion of industry in Canada. 9-23-14
- Reports of FTC and News print serv bu for Feb; imports and exports. 4-1-13
- Ryan joins News print Paper Corp. 10-21-14
- Scandinavia has 100,000 tons yrly for U.S. 8-5-14
- Scandinavian exports to all countries. 1-28-21
- Self-preservation vs paper conservation. (edl). 9-9-18
- Six months paper output shows 25 per cent increase. 7-15-14
- Southern pub active in opposing tariff. 2-11-25
- Stewart warns there is no shortage. 8-5-14
- Summary of February news print prices. 4-1-21
- Tariff puts news print joker in Treasury; definition of "standard news" not clear. 12-23-2
- The paper outlook. (edl). 5-6-18
- Three and a quarter price has disappeared. 4-8-9
- Uncle Sam has best mill in the world. 10-21-14
- U.S. and Can production five months 1922. 6-24-14
- US exports and imports from Europe. 4-Columbia. 1-7-10
- U.S. imports of wood pulp and pulp wood. 9-30-14
- U.S. prod, all kinds of paper, 7 million tons yrly. 9-28-14
- U.S. using more news print from abroad. 6-24-14
- US imports and exp Nov 1921. 2-4-21
- Volume of timber industry in British drops 75% since war. 4-22-27
- Weight average contract price during Dec for domestic mills car lot f.o.b. mills was 4.102; from Canada 4.018; for domestic purchase 3.666. 1-28-21
- What reforestation means to America. (edl). 5-27-14
- Who's going to add to sucker list? (edl). 7-22-18
- Wisconsin mills in no danger of closing; Green Bay mills may close. 8-19-14
- W R Hearst to set aside sale of Dexter Sulphite Paper & Pulp Co heard. 8-25-16
- Why paper breaks on news press. 1-28-20
- 1923 paper price depends on what you do now (edtl), 8-26-18
- 1921 consumption exceeds 1919. 2-11-21 29-10B
- 3.75 paper price for 1923 seems certain now. 10-21-14
- 3.75 price fixed for 1923 by Intl Paper Co and Great Northern. 11-4-14

NEWS PRINT YEAR BROKE RECORDS IN CANADA.

(Continued from Page VII)

1922 and prices tended to stiffen slightly at that time. Pulp prices increased \$5 to \$10 per ton and news print prices were raised \$5 a ton for the first quarter of 1923. This, together with the increasing demand for all grades of paper and

TABLE A—EXPORTS OF WOOD PULP FROM CANADA

	FIRST ELEVEN MONTHS 1922.			
	Mechanical Tons	Sulphite Bld. Tons	Sulphite Unbld. Tons	Sulphate Tons
January	28,608	12,470	11,120	9,807
February	13,222	8,715	10,145	11,437
March	19,525	9,842	14,988	14,415
April	6,448	8,149	8,317	8,162
May	11,912	16,835	11,277	12,575
June	37,556	11,919	21,500	13,109
July	26,873	13,312	24,679	12,887
August	39,758	15,033	17,355	12,658
September	36,968	11,410	28,154	13,503
October	26,435	18,075	18,411	14,088
November	32,961	12,686	26,398	14,546
11 mos. 1922.....	280,266	138,446	192,344	137,187
11 mos. 1921.....	185,954	61,420	107,738	87,498

The figures show the big increase in exports of pulp that took place in 1922 compared with 1921. Mechanical pulp exports increased 51 per cent, bleached sulphite, 125 per cent; unbleached sulphite, 78 per cent and sulphate 57 per cent.

Of our exports of mechanical pulp the United States took 163,336 tons, Great Britain 86,403 tons and France

TABLE B—CANADIAN EXPORTS OF VARIOUS GRADES.

	News print Tons	Kraft Wrapping Tons	Book Paper Cwts	Bond & Writing Cwts
	January	67,701	1,358	118
February	70,729	1,633	1,112	227
March	95,196	1,437	86	202
April	61,452	638	35	563
May	75,783	651	562	1,355
June	86,479	2,185	1,214	839
July	77,004	1,826	6,177	1,574
August	84,023	1,922	6,684	1,301
September	79,557	1,675	4,675	1,840
October	81,552	2,183	6,983	2,298
November	94,532	1,553	2,399	663
11 mos. 1922.....	874,008	17,061	30,045	11,112
11 mos. 1921.....	636,487	5,940	32,200	22,037

It will be seen that our exports of news print and wrapping paper are very much ahead of last year's figures for the corresponding period, news print being 37 per cent greater and wrapping paper 187 per cent greater. Book paper and bond and writing are behind last year's figures, due to competition and decline in demand for these classes of paper, but the figures show great improvement during the year and demand is picking up in these lines.

For news print our best customer was the United States, which took 805,663 tons, followed by Australia with 31,285 tons and New Zealand with 11,315 tons. Book paper went principally to Australia and New Zealand, with Great Britain a poor third. Bond and writing paper also went chiefly to Australia with Great Britain and New Zealand not far behind. Of Kraft wrapping paper, Great Britain took the largest share, followed by Japan and Australia.

Canadian pulpwood exports are naturally a factor in the situation and of this raw material we exported in the first eleven months of 1922, 925,588 cords, valued at \$9,523,366, compared with 1,047,174 cords valued at \$14,137,550 in the corresponding period of 1921. These figures also show the decline in the prices of pulpwood that took place during the year.

the improved outlook for business generally gives an optimistic outlook for 1923, and shows justification for the faith that the Canadian manufacturers had in the fundamental soundness of their industry.

Table A, herewith, details of our exports of pulp and paper will serve to show what progress has been made in that direction during the year, and to compare with the year 1921. Quantities are given where possible as the fluctuations in prices rather nullify the inference to be drawn from values.

28,565. Our best customer for sulphite pulp was the United States with 252,655 tons out of a total of 330,788 tons, followed by Great Britain, France and Japan in that order. Our exports of sulphate pulp all went to the United States.

Table B gives the exports of various grades of paper for the first eleven months of the year:

All the pulpwood was exported to the United States, which relies on Canada for a large amount of pulpwood annually in order to help out its depleted forest areas.

It has been said previously that quantities give a better idea of the size of the industry than values, owing to the fluctuations which the latter have undergone in the past twelve months. As a big factor in our export trade, however, we might here mention that the total exports of Canadian pulp and paper for the first eleven months of 1922 amounted to \$105,624,324 compared with \$98,319,087 in the corresponding months of 1921. These amounts were distributed between finished paper and pulp as follows:

11 months 1922—Paper..	\$68,203,506
11 months 1922—Pulp...	37,420,818
Total	\$105,624,324
11 months 1921—Paper..	\$69,394,793
11 months 1921—Pulp...	28,924,292
Total	\$98,319,087

Thus, in spite of the decline in prices the total value of our exports of pulp and paper increased by \$7,305,237 over last year, the value of our pulp exports being greater by \$8,496,526, while the value of paper exports were smaller by \$1,191,289.

During the year there have been various additions to existing plants and new plants put into operation. The early part of 1923 will see at least four new news print machines in operation, with others to follow during the year which will increase the capacity of Canadian news print mills to over 4,000 tons per day, or about one and a quarter million tons per year, a big stride forward from 1913, when our total production for the year was 350,000 tons.

There are also various additions to our producing capacity in pulp and fine papers under construction or planned, which should make the year 1923 one of record production for Canada and show this industry has established a firm hold in the country and a high place among the factors tending to its prosperity.

GREAT STRIDES IN FORESTRY SAVING DURING YEAR.

THIS WORK HAS BEEN BIGGEST ACHIEVEMENT OF PAPER AND PULP ASSOCIATION DURING YEAR — PRESIDENT HARDING LENDS DEFINITE AID TO MOVEMENT.

By Dr. HUGH P. BAKER, Secretary, American Paper and Pulp Association.

The development in the paper industry of a right appreciation of the need for a definite solution of the raw material problem, which in turn has been part of the development of a better contact between governmental bureaus at Washington and the paper industry in the country at large, is the biggest achievement of the American Paper and Pulp Association during the year 1923.

This raw material has a particular relation to the newspaper profession, for the American Newspaper Publishers Association has been an active participant, together with the American Paper and Pulp Association, and other organizations interested in the nation's forests, in the campaign to secure legislation which will protect existing forests, and cause new forests to be grown to take the place of those which are cut to provide the paper on which newspapers, books and magazines are printed.

Only a few days ago it was announced that a great paper company in Canada had been so far convinced of the practical value of technical forestry that it had turned over to its technical foresters for absolute control, some 900 square miles of pulp wood timber land.

The American Paper and Pulp Association representing a billion dollar industry and including the makers of writing and wrapping, as well as intermediate grades of paper, has taken the leadership among American mills.

The forest situation involves more than the newspaper field, for over 95 per cent of all paper made in the United States is made entirely or in part from wood, and news print in 1921 comprised less than one fourth of all the paper tonnage of United States industries in advocating the establishment of a national forestry policy, and its mills particularly in the East, are practicing what they preach by establishing technical forestry departments, and engaging in actual reforestation.

Mr. Harding's recent presidential (Continued on Page XXVIII)

SCHOOLS OF JOURNALISM

SURVEY SHOWS REMARKABLE RANGE OF ACTIVITY BY STUDENTS DURING YEAR.

Nothing has taken so firm a root in American college life as the school of journalism, a survey of university activities during 1922 discloses. The activities of more than a score of such schools are summarized in the matter tabulated below, and while this is by no means exhaustive it affords an illuminating insight into the importance which schools of journalism have achieved in our national life.

The haviest glance at schools of journalism and their activities demonstrates that they are constantly minimizing theory and maximizing practice. No editor, no publisher, no advertiser is too big for a place on the lecture program of a leading school of journalism. Further development of the school of journalism at the University of Missouri under the direction of Dean Walter Williams, president of the Press Congress of the World, was one of the great accomplishments of the year.

Practically every school of journalism provided actual work on daily newspapers for its students, either regularly or periodically. Never before were publishers so willing to turn over their newspapers to students, who have gained much practical experience through these close-ups into actual newspaper operation.

- Canterbury College, N.Z., starts course. 11-25-25
- Columbia students hear talk on power of the press. 10-28-29
- Co'umbia School of Jnlrm gets trade news serv. 11-4-7
- Co'umbia "red apple" competition. 7-22-12
- Columbia pays high tribute to Pulitzer. 4-15-21
- Pulitzer prize awards for 1921. 5-27-10
- Get together party of Pulitzer School. 6-8-6
- Pulitzer school installs wire news serv. 10-28-13
- Pulitzer prize winners plan world trips. 6-3-14
- Fifty-five graduate from Pulitzer School. 6-10-37
- Columbus College students visit Sioux Falls, S.D., Press plant. 12-9-19
- Univ of Detroit starts course. 11-4-26
- Emory Univ. Atlanta, Ga., students begin course. 4-1-20
- Univ of Florida students produce one issue Florida Metropolis. 4-29-29
- Georgia Tech adds new course. 9-23-29
- Univ of Illinois offers full jnl course. 9-2-12
- Indiana students issue newsp during state fair. 12-8-12
- Univ of Kansas students cover sports events. 4-1-17
- Kansas Univ contests for school publications. 5-13-14
- Univ of Kansas students cover Kansas Edl Assn conv. 5-20-18
- Jason Rogers' prizes awarded at Univ of Kansas. 5-20-29
- Dix Harwood in charge Lawrence College Jnl Dept. 6-3-25
- Louisiana State students edit Baton Rouge State-Times. 5-27-4a
- Marquette Univ opens classes. 7-29-27
- Medill school offers degrees. 2-25-22
- Ed tells Medill students how newsp are "read." 2-11-24
- J P McEvoy tells Medill students tricks of trade. 4-15-25
- Advanced reporting, writing and typography new courses at Medill School. 1-7-20
- Circ mgrs duty arduous Max Annenberg tel's Medill School. 1-7-24
- Rev Charles M Sheldon tells Medill School press does not preach in right way. 1-14-10
- Lee A White addresses Medill School on what the public wants. 2-4-22
- All-star jnlst array to address Medill school. 11-18-24
- Medill students hear Bertel O Henning. 3-11-25
- Medill students summer jobs. 7-22-25
- Medill students want newsp for library. Michigan asked to approp \$300,000 for jrn.srn bldg. 12-30-10

Univ of Mich plans four-story school. 12-9-10
 Univ of Minn enlarges school. 12-16-20
 Will Irwin addresses class at Univ of Missouri. 1-28-9
 Farm jrnal to be taught at Missouri. 3-18-25
 Journalism week at Univ of Missouri. 5-20-9
 Paul Miller Univ of Missouri wins prize offered by Wkly Review of the Far East. 1-7-28
 Univ of Missouri students to receive degrees. 4-22-22
 Dean Williams issues call for jrnlsn wk. 4-22-8
 52 graduates Univ of Mo secure positions. 4-29-28
 Univ of Missouri scholarships awarded. 4-29-15b
 Journalism Week at Univ of Missouri. 5-20-9
 Annual short course at Univ of Missouri. 4-15-6
 N.D. Agricultural College starts course. 4-15-20
 N.D. Agricultural College starts course. 4-22-6d
 N.D. Univ adds full course. 10-7-27
 Univ of N.D. class grows. 11-11-4
 No Dakota psychological tests. 7-8-29
 New home for jrnal dept at Ohio State Univ. 1-28-31
 Ohio State Univ journalism contest. 6-3-12
 Ohio State Univ awards medal to Philip D Porter. 6-24-10
 Ohio State Univ annual competition. 1-14-8
 Summer school under way at Ohio State. 7-15-10
 Early issues Okla papers presented Okla School of Jrnal. 2-4-29
 Univ of Okla enrolls 181 students. 10-7-31
 Oklahoma students get out Ponca City News. 5-20-4
 Univ of Oklahoma adds to staff. 6-17-18
 Oklahoma Univ compiles statistics. 7-15-28
 Univ of Okla students issue El Reno American. 3-18-25
 Charles H Betts addresses Syracuse students on the essentials of country success. 2-18-8
 Syracuse Univ students issue Norwich, N.Y., Sun. 5-20-23
 Country wkly course added by Syracuse Univ. 2-4-21
 Schls of Journ Syracuse Univ grads get news jobs. 8-5-13
 Univ of Texas students edit Austin Statesman. 5-27-4a
 Toronto Univ second short course closes. 9-16-23
 New course in ethics at Washburn College, Topeka. 2-11-8
 Wm Atherton Du Puy discusses feature writing at Geo Washington Univ. 1-31-20
 Univ of Washington students edit Seattle Star. 6-17-19
 Big journalistic figures studied in shack at Univ of Washington. 5-20-15
 William and Mary College adds course. 7-23-8
 Univ of Wis students edited one issue Prairie Du Chien Courier. 4-22-22
 Univ of Wis adds short course. 12-2-6

GENERAL.

Making profession of jrnal. (edl). 1-7-18
 W G Blyer elected pres Amer Assn of Teachers of Jrnal. 1-14-19
 Wickham Steed addresses students in London. 2-4-31
 Prof scores school of jrnal in high schools. 2-25-6
 The "insides" of a school of jrnal. 2-25-28
 Views on merits of jrnal school. 4-8-21
 Need study for jrnlsn success. 4-16-18
 Prejudice against college journalists fading away. 5-20-18
 Edl that won Pulitzer prize. 5-27-10
 News story that won Pulitzer prize. 5-27-10
 Cartoon that won Pulitzer prize. 5-27-11
 Public serv leads to success in pub. 5-27-18
 NY Herald to give prizes for stories by Pulitzer students. 6-3-31
 THE FOURTH ESTATE used as textbook at Purdue. 6-10-27
 College training great asset to reporter. 7-8-18
 Collegiate idea of producing a writer. 9-30-31
 American Assn of Teachers of Jrnal; Assn of American Schools and Dept of Jrnal; American Assn of College News Bureau and the Central Div of Natl Assn of Teachers of Adv annual meeting. Northwestern Univ. 12-22-4

RADIO

BECAME IMPORTANT FACTOR IN EDITING, CIRCULATION AND ADVERTISING.

Radio entered the newspaper business in 1922 on a firm basis. Its usefulness as a means of transmitting news was demonstrated during a severe sleet storm in Wisconsin. Its advertising revenue returns netted handsome returns for the newspapers that thought enough of the subject to specialize. Broadcasting stations were erected by more than half a hundred newspapers.

The interest that was created in the new form of amusement by the newspapers recorded returns in circulation building for many publishers. The value of the radio as a permanent circulation builder, however, remains in doubt, although radio pages have commanded attention equal to the interest that is manifested in the sports, automobile and theatrical pages.

The peak of newspapers' interest in radio is readily discernible after a perusal of the accompanying chronological table.

NY Globe est radio dept. 1-21-27
 Senate Naval Com favors giving press unrestricted use of naval stations. 1-21-30
 Chicago American radio school. 1-28-2
 Use of naval stations asked for news transmission. 1-28-11
 Radio Corporation of America accused before Senate com of seeking monopoly on press communications. 2-4-10
 Hoover takes steps to restrict radio broadcasting. 2-11-6
 Harding urges House com to pass radio bill. 2-18-4
 Big A.T. & T. news station for NY. 2-18-5
 Burlington Hawkeye installs wireless. 2-18-5
 Peoria Transcript gets news by radio. 2-18-15
 Naval radio serv for press passes Senate. 2-25-6
 Pittsburg Post pioneer in radio. 2-25-9
 Amateur Operators conv in Washington. 2-25-9
 News-getting by radio given real impetus. 3-11-4
 Natl Press Club radio night. 3-11-11
 Phila Public Ledger editor broadcasts to subscribers. 3-11-20
 Des Moines Register installs station. 3-11-20
 Rochester Times-Union installs station. 3-11-21
 Enthusiasts attend NY exhibition. 3-11-23
 Dallas News and Journal installs station. 3-18-4
 News put third on radio priority list. 3-18-4
 Press services ready to send by. 3-18-11
 Daily Oklahoman installs station. 3-18-12
 Muskogee Phoenix installs station. 3-18-12
 Raymond Francis Yates ed NY Mail Radio Review. 3-18-19
 Rates to come up again at Honolulu. 3-25-11
 Seattle Post-Intelligencer sends program 3,600 miles to steamer at sea. 3-25-11
 Canadian Farm Journal broadcasts radio news. 3-25-11
 Atlanta Constitution broadcasts crop reports. 3-25-25
 Harding's plan may pave way to use of Naval radio. 4-1-2
 Governor of Hawaii asks naval radio facilities for press messages. 4-1-4
 Sees newsp as chief radio broadcaster. 4-1-22
 Powerful but will never supplant press. 4-1-XXVI
 A.P. and I.N.S. use radio when storm hits wires. 4-8-2
 Navy radio bill passes; awaits Harding O.K. 4-15-2
 Brooklyn Eagle staff men on radio program. 4-15-4
 News by radio can be kept exclusive. 4-15-12
 Newark Ledger radio show a real winner. 4-15-14
 Mrs Wm R Hearst speaks over radio. 4-23-4
 Dean Williams sends summons by radio. 4-22-8
 Extended wave lengths asked for newsp. 4-22-10

Carl H Butman starts radio news service. 4-29-10
 Vancouver World installs set. 4-29-19
 Minneapolis Journal installs station. 4-29-22
 President signs bill extending radio service. 4-29-4a
 La Presse Montreal instals station. 5-6-2
 Edmonton, Alberta, Journal installs station; to use it to assist colonizing. 5-6-4
 Chicago Journal of Commerce starts serv. 5-6-6
 Minnesota editors discuss. 5-13-4
 First radio banquet at Univ of Missouri. 5-13-10
 Baltimore Adv Club radio frolic. 5-13-14
 How patent control of is divided. 5-13-19
 Atlanta Constitution demonstrates radio serv to readers. 5-13-23
 Publicity by radio planned for politicians. 5-13-25
 Pennsylvania newsp broadcast election returns. 5-20-15
 Boston Herald telegrapher wins world receiving record. 5-27-21
 To come up at Pan Pacific conf. 6-3-9
 Huntington, Ind., Press instals station. 6-3-25
 Hoyt Service adds radio dept. 6-3-27
 Lord Northcliffe expects radio to revolutionize newsgathering. 6-3-29
 Rochester Democrat Chronicle gives set to Univ of Rochester. 6-3-30
 Detroit News present symphonic ensemble. 6-10-26
 New receiving set without aerial. 6-10-28
 Why newsp of NY shun radio. 6-10-37
 Have newsp gone too far with radio? 6-17-16
 Newark reporter radios news from auto. 6-17-19
 Government to broadcast foreign trade news. 7-1-4
 As medium for advertising disapproved. 7-1-6
 Wisconsin State Journal broadcasts news. 7-8-13
 Minneapolis newsp discontinue broadcasting. 7-8-15
 Settles down to business basis. (edl). 7-8-18
 South Bend Tribune installs station. 7-15-15
 Calgary Albertan covers fair by. 7-22-8
 World-wide adoption U.S. code predicted. 7-29-4
 Federal experts see limitations. 7-29-4
 Louisville Courier-Journal installs set. 7-29-15
 Why pamper radio and slight auto? (edl) 7-29-18
 Important as newgatherer for country papers. 7-29-20
 Oregon editors discuss. 8-5-8
 Passaic News gives fight returns. 8-5-10
 Canton, O., News broadcasts. 8-5-19
 Toledo Blade broadcasts. 8-5-19
 News service for radio fans. 8-12-2
 Powerful radio links France and America. 8-12-4
 Advertising over radio received with hostility. 8-19-8
 Radio messages cheaper than telegraph. 8-26-3
 Correspondents on South American trip use radio. 8-26-31
 Galveston Tribune installs station. 9-2-18
 Three St Paul newsp quit broadcasting. 9-9-29
 NY Times radio a magnet for world news. 9-28-6
 Nine broadcasting stations operated by Canadian newsp. 9-23-12
 Phila Inquirer gets Atlanta fire by radio. 9-30-19
 Radio sets catch world's series on street corners. 10-7-20
 Fifty newpapers have stations. 10-28-24
 Chisholm, Minn., Tribune-Herald installs set. 11-4-4
 Dallas, Tex., News & Journal installs station. 11-11-24
 New device increases utility in newsp. 11-18-10
 NY World buys right to photo radio. 11-18-13
 Kansas City Star football radio thrills crowds. 11-25-8
 Amplifier installed in house press gallery. 12-2-6
 San Francisco Examiner traveling transmitter. 12-2-17
 New Zealand plans world circling radio. 12-9-8
 First message from Honduras received in the west. 12-9-15
 Thousands hear Harding message broadcast. 12-16-8
 Broadcasting to be curbed. 12-16-10
 London Daily Mail receives photo by radio. 12-30-20
 Esterville, Ia., Democrat gets subscription by radio. 12-30-21

LABOR

MANTON AWARD DISPUTE WAS YEAR'S BIG DIFFICULTY —GAINS FOR OPEN SHOP.

Although negotiations on the new contract between the American Newspaper Publishers Association and the International Typographical Union remained uncompleted at the end of the year, 1922 was comparatively quiet in labor developments, with some notable exceptions. Local agreements seemed to be renewed without great difficulty.

Establishment of an open shop division of the A.N.P.A. at its April meeting was probably the outstanding development from a national point of view, although the relations between the New York City publishers and Web Pressmen's Union No. 25 were acute many times during the year. The Manton decision, announced in April and upholding the publishers' authority to man and operate their presses at their discretion, was sullenly received by the union members and led to many embarrassments to the publishers during the year, notably that of the election night walkout of the pressmen on the New York World, which resulted in none of the evening newspapers issuing election extras.

Arbitration played an increasingly important part in smoothing the wrinkles from the labor situation, and many local disagreements were amicably adjusted by that means. The outstanding test of arbitration in the New York Manton award at first seemed to be discouraging, but as the year closed it became apparent that the publishers were on the way to enforcement of the decision and vindication of the principle of arbitration.

Pressmen's Union No 25 to arbitrate difference on new contract; Judge Martin T Manton arbitrator. 1-14-4
 Cleveland Commercial shops cut wages 10%. 2-4-13
 Meyer-Martin act proposed at Albany. 2-4-17
 Baltimore newsp plants est 44 hr wk. 2-11-4
 Open shop thriving at Tampa Tribune. 2-11-10
 Print by engravings in Paris printers' strike. 2-18-28
 New wage scales in 15 cities U.S. and Canada. 2-25-6
 Text of Judge Manton's award in NY pressmen's case; Jones reviews steps toward agreement. 2-25-page 1, second section.
 Real normalcy at last. (edl). 2-25-18
 Joint meeting defers New York pressmen crisis. 2-4-2
 Manton decision welcomed by publishers. 2-4-4
 Geo L Berry again president Intl Printing Pressmen Union. 3-4-11
 Chgo Tribune pays employes \$37,000 in sick benefits. 3-4-25
 Canadian printers get wage increase. 3-4-28
 Are printers in North more productive? 3-4-31
 Pressmen ask changes in press crew rules. 3-11-2
 Wages for employes in London press rooms. 3-11-2
 Troy, NY publishers ask printers wage reduction. 3-11-11
 A new vicious circle. (edl). 3-11-18
 Tex women agree to take up linotype course. 3-11-29
 NY publishers to enforce Manton award. 3-18-2
 Contempt of the courts. (edl). 3-18-18
 NY pub firm for principle. (edl). 3-18-18
 Conciliation advised by speaker at I.T.U. conference. 3-18-22
 Quebec printers strike. 3-18-25
 Arbitration with I.T.U. encounters old snag. 3-25-2
 Printing course at North Dakota Univ. 3-25-8
 Chief Justice McCoy fixes number of men on press in Washington; comparison of decisions. 3-25-12
 New agreements with pressmen announced. 3-25-12

Pressmen adopt Manton award by close vote. 3-25-12
 Labor is the joker. (edl). 3-25-18
 Five papers help print NY Times in press room crisis. 4-1-2
 Printers union tries to muzzle newsp. 4-1-4
 Wage cut for Chicago pressmen. 4-1-6
 A breach of faith. (edl). 4-1-18
 Ready to team up? (edl). 4-8-18
 Hartford Courant installs open shop. 4-15-12
 Walla Walla Bulletin and Union open shop. 4-22-8
 I.T.U. conv dat set. 4-22-12a
 Increased scales reported by 9 I.T.U. locals. 4-22-12b
 Open shop publishers enroll with 202 papers. 4-22-20
 Pressmen first in full use of arbitration. 4-29-4
 Local union contracts relieve labor worry. 4-29-6
 A.N.P.A. votes to set up open shop division. 4-29-13a
 Linotype school doing good work. 4-29-3b
 Arbitration principle gains during yr. 4-29-3b
 NY pressmen agree to obey foremen's orders. 5-13-2
 Billings, Mont., Gazette operating with non-union printers. 5-13-12
 Washington State Press Assn plans labor exchange. 5-13-18
 Papers in seven cities reach agreements with pressmen. 5-20-5
 Re-election of McParland by I.T.U. assured. 6-3-14
 Sioux City printers call of strike. 6-10-26
 Cameras and typewriters replace printers during strike. 6-17-14
 New agreements pressmen two cities. 6-17-23
 New York Times discharge of Moore upheld. 6-24-4
 McParland heads typos for another term. 7-1-23
 Lansing State Journal and Lansing Capital News open shop. 7-8-2
 Labor's rule in Australia hits newsp. 7-16-6
 Sandusky, O., printers strike. 7-15-31
 Govt now trains printers in old way. 7-22-25
 Renewal of pressmen's contracts. 7-29-6
 Wilmington, N.C., Dispatch open shop. 8-5-13
 I.T.U. loses 7,000 members in thirteen months. 8-19-5
 Billings, Mont., Gazette back to union shop. 8-5-13
 I.T.U. loses 7,000 members in 18 mos. 8-19-5
 Two agreements with pressmen in Macon, Ga., and Terra Haute, Ind. 8-19-9
 Periodical publishers and job plants in NY would cut printers. 8-19-80
 Och's assured of pressmen's loyalty. 8-26-6
 Arbitration dispute before I.T.U. conv. 9-9-2
 I.T.U. votes down 44-hr wk; conservatism faction wins out at Atlantic City. 9-16-3
 Printers' strike warded off in Montreal. 9-16-12
 Overtime subterfuge discredited again. (edl). 9-16-18
 I.T.U. yields no ground on contract with A.N.P.A. 9-23-2
 I.T.U. to vote on retaining News Writers' Union. 9-23-2
 Printers' strike averted in Montreal. 9-23-4
 Wilmington, N.C., Dispatch announces open shop. 10-7-20
 Typo union backs Internatl. 10-28-25
 Wilmington, N.C., Dispatch has open shop. 11-4-8
 Election day walk-out arouses pubs. 11-11-2
 More weird thinking by New York pressmen. (edl). 11-11-18
 Cincinnati typos want wage increase. 11-18-4
 Fewer I.T.U. members on strike. 11-18-13
 I.T.U. advocates change in Esch-Cummings Act. 12-2-2
 Nashville, Tenn., Banner delayed by pressmen's strike. 12-2-4
 Union halts competitors offer to help Wilmington, N.C., Dispatch when press breaks. 12-9-12
 Judge Learned Hand decides NY pressmen broke Manton award by election night walkout. 12-23-2
 New I.T.U. agreements in 7 cities. 12-23-4
 I.T.U. strike roll reduced 278 in month. 12-23-8
 Web Pressmen's Union No 25 elects David Simons pres. 12-23-22
 Union action on quality work causes DeVine shop to close. 12-30-12
 New York Times Union no longer under I.T.U. jurisdiction. 12-30-22

CIRCULATION

RADIO WIDELY WELCOMED, BUT READER INSURANCE FAILS OF ENDORSEMENT.

One of the healthiest signs developed during 1922 was the increased importance accorded the circulation manager and his work. The several large organizations of circulation managers practically without exception increased their membership during the year, and at least two of them expanded so as to take in more territory.

The leading features in circulation stimulation during the year were the increased use of contests, such as the "What Did You See Today" idea and the "Millionaire For a Day" stunt. The newspapers went after permanent circulation, not merely the kind that comes but to go.

For a time at least the installation of radio broadcasting sets and development of radio departments had a tremendous influence on circulation, although as the year closed it was by no means certain that radio was the permanent circulation getter it at first appeared to be.

Another significant phase of newspaper circulation during 1922 was the silent rejection, by American newspapers as a body, of the reader insurance idea. While a few papers undertook this obligation it was apparent that the general belief was that such a practice was both ill-advised and unnecessary. Reports from London where the insurance idea has been used to the limit by several of the biggest papers have within the last few months tended to vindicate the judgment of American circulation managers.

Wichita Eagle automobile contest. 1-14-21
 ICMA questionnaire on newsboys' welfare. 1-28-9; program committee ask suggestions. 4-1-4
 Publishers Assn of NY pass circulation guarantee. 2-11-2
 Mid West Circ Mgrs Assn semi-annual conv, Kansas City, Mo. 2-11-21
 Indianapolis Star serves up-state towns by motor truck. 2-18-21
 Corsicana, Tex., Daily Sun starts airplane delivery to oil field territory. 2-18-25
 Inland Daily Press Assn members sentiment is that adv and circ rates should not be reduced. 3-25-2
 Seattle Post-Intelligencer starts pink 5 a.m. edition. 2-25-2
 All day Newark Ledger going strong. 2-25-6
 Journal of Commerce suit against Chicago Tribune heard before Landis. 2-25-16
 London Daily Mail claims largest sale of any newspaper in world. 3-4-4
 Bill regulating sales price introduced at Albany. 3-4-6
 Landis rules paper has right to protect distribution system. 3-4-8
 Chgo Tribune wins "lucky name" suit. 3-4-25
 London newsboy has sold 113,000,000 Stars. 3-4-25
 NY State Circ Mgrs Assn semi-annual meeting Syracuse. 3-4-95
 Canadian weeklies fix minimum sub rates. 3-4-25
 Mid West papers maintain their prices. 3-11-6
 Mid West Circ Mgrs Assn meeting Kansas City. 3-11-6
 Inter-State Circ Mgrs Assn conv Allentown; program. 3-11-6; Royal W Weiler pres. 3-18-4
 Perishable selling. (edl). 3-18-18
 Baltimore Sun carrier file. 3-18-21
 Propose to tax newsboys \$1 a day for selling out-of-town papers. 3-25-8
 Not an obstacle race. (edl). 3-25-18
 How insuring of readers helps advertisers. 3-25-28
 In figures alone misleading. 4-8-4
 Paper sellers win fight. 4-8-20
 Circ figures are but part of the story. 4-15-4
 NY State Circ Mgrs Assn semi-annual meeting; program. 4-15-4; oppose reduction in sales price. 4-22-7
 New England Assn of Circ Mgrs conv; program. 4-15-19

Premiums back to stay says Stein. 4-22-15c
 Baker bespeaks support for committees. 4-29-6
 Circus circulation. (edl). 4-29-18
 Ohio Circ Mgrs Assn semi-annual meeting. 4-15-6 & 4-29-20
 Washington Times newsboys bands. 4-29-31
 Bull Dog edition prices increases starts rumpus. 4-29-13b
 "Circ Bungalow" of San Francisco Chronicle. 4-29-13b
 NY American wins dispute over bull dog price increase. 5-6-6
 Junior papers for carrier get results; list of those now published. 5-6-20
 Baltimore Sun newsboys band. 5-13-20
 Racine, Wis., Journal-News circulation prize campaign. 5-13-20
 Circ Mgrs Assn of Greater NY meeting and inspection tour. 5-6-20 & 5-20-20
 Lancaster, Pa., Examiner-New Era entertains newsboys and their fathers. 5-20-20
 Circ Mgrs Assn of Greater NY annual outing. 5-27-2
 Interstate Circ Mgrs Assn names committees. 5-27-4
 Radio sets as prizes. 5-27-8
 Vancouver World gives tips to carrier boys. 5-27-20
 Private delivery brings more subscribers in suburban field. 5-27-20
 Carrier boys play great part in newsp bus. 6-3-24
 I.C.M.A. conv; program. 6-10-2
 Three I Newsp Circulators Assn annual meeting; program. 6-10-4
 Three I Circulators change name; elect officers; Charles Chaffee pres. 6-17-2
 I.C.M.A. conv; return privilege discussed; J J Lynch pres. 6-17-2
 Spokane Spokesman-Review serves by motor. 7-22-20
 How circ is maintained on merit. 7-29-21
 Newsdealer deserves more consideration. 8-5-4
 Joint circ bureau of two Ottawa dailies. 8-6-10
 "Where is it" real circ test. 8-5-12
 Present methods of stimulating. 8-5-21
 How distribution is maintained at long distance. 8-12-21
 Phoenix, Ariz., Republican in remarkable one day drive. 8-12-28
 Tampa, Fla., Tribune delivers by boat, baggage and bus. 8-19-9
 I.C.M.A. apts committees. 8-19-11
 Spokane Chronicle mermaid contest. 8-19-21
 Newburgh, N.Y., News increases newsstand sales by follow-up. 8-19-21
 Lancaster, Pa., Examiner and New Era carrier boys meet Pershing. 8-19-21
 Circulation race taxes London newsp. 8-19-21
 Farm circulation for evening papers. 8-26-18
 London Mail offers prizes in glider contest. 8-26-2
 Inter-State circulation managers meeting program. 8-26-21
 Evening papers going after the farmer. 8-26-21
 Carrier boys earnings set dad up in business. 8-26-21
 El Paso Herald youngsters outing. 9-2-20
 Edl dept must deliver goods to hold suburban readers. 9-2-21
 Mid-West Circ Mgrs Assn conv. 9-9-16
 Real adventure in delivering up in Alaska. 9-9-21
 I.C.M.A. conv; distribution the big problem. 9-16-2
 Bismark, N.D., Tribune auto contest. 9-16-21
 Motor delivery of increasing importance. 9-23-29
 Nashville Banner carrier boys club pays big dividends. 9-30-20
 Schenectady Union-Star starts movie contest. 10-7-6
 Springfield Republican keeps circ pot boiling. 10-7-20
 Phila Public Ledger entertains carriers. 19-7-21
 Insurance offer enables London Mail to raise ad prices. 10-7-29
 A.B.C. declines to audit for free papers. 10-21-2
 NY mornings abol revision to save paper. 10-14-2
 Reader insurance on wane in England. 10-14-24
 Free distribution audit opposed by Inland. 10-21-4
 Ohio circ men have fine program. 10-21-10
 Central state circulators have fine program. 10-21-19
 A.B.C. Otto C Harn pres. 10-28-4. Make haste slowly, policy of dir. 10-28-20
 Make haste slowly, policy of dir. 10-28-20

Carolina-Virginia circ mgrs meet in Winston-Salem. 10-28-4
 Indianapolis Star offers \$10,000 home as prize. 10-28-18
 Eliminating the circ wastes. 10-28-20
 NY state mgrs elect F S Levy pres. 10-28-20
 Raleigh, N.C., Times conducts freckle contest. 10-28-20
 New England circulators dined by Theodore T Ellis. 10-28-20
 Mid-West circ men in twelfth annual session. 10-28-21
 California circ men do not favor giving away news. 10-28-21
 Economy would salvage 700,000 copies daily. 11-4-2
 Boston Post millionaire contest. 11-4-21
 Tex Circ Mgrs Assn annual meeting; W L Golden pres. 11-11-17
 NY Globe offers accident insurance. 11-18-12
 York, Pa., Dispatch regards news columns as best circ getter. 11-18-17
 Cleve and Press adds 5 a.m. edit. 11-18-17
 Tulsa World builds home circ with carrier boys. 12-2-17
 San Francisco Call adds 1,000 in ten-day drive by boys. 12-2-17
 Overdoing the premium sub plan. (edl). 12-2-18
 NY Daily News millionaire for a day contest. 12-9-17
 Route men sell themselves to subscribers. 12-9-21
 Birmingham News carriers add 1,200 new readers. 12-23-21
 Time to halt if big circ means waste. 12-23-XI
 Premium offers help build up ad volume. 12-30-21

NEWSPAPER PROMOTION

Atlanta Constitution praised for boll weevil campaign. 2-11-6
 Brooklyn Eagle organizes trip to Brazil. 4-1-8
 Boston American merchandises trade copy. 2-18-11
 Boston Post offers prize in jury stories. 2-24-23
 Boston Post special in record trip to Corsicana, Tex., Daily Sun starts airplane delivery to oil field territory. 2-18-25
 Detroit News bread baking contest. 1-28-31
 Faint heart as bad on dollar day as in love. 3-25-7
 Good newspaper work. (edl). 3-25-18
 Halifax Herald ghost fights shy of admirers. 3-11-8; run down. 3-18-4
 Halifax Herald's original Xmas catalogue idea. 12-30-10
 How a morning paper put its claims over. 11-11-10
 Invidious advg by newsps. (edl). 12-30-18
 La Prensa, N.Y., relieves unemployment. 2-11-30
 Long Beach, Cal., Telegram helps whole city grow. 9-23-9
 Minneapolis Star clothes needy newsboys. 3-4-25
 NY Daily News uses new wire pictures. 2-15-6
 NY Eve World starts two column human interest feature on page one. 4-3-10
 NY Herald exposes bucket shop conditions. 2-18-24
 New Orleans Times-Pic bldg material campaign. 10-14-18
 Newark Ledger radio show a real winner. 4-15-14
 One brand held sway in town until. 8-5-18
 Picture theatres as a source of advg. 12-16-12
 Progress in distributing the news. 3-4-11
 San Antonio Express uses dull summer days for market survey. 8-19-31
 Seattle Post-Intelligencer sends program 3,600 miles to steamer at sea. 3-25-11
 Sensible antidote for local dullness. (edl). 11-18-18
 Thrift theme a good producer of ad copy. 12-16-17
 Topeka Capital and State Journal aid actors and actresses stranded by fire in theatre. 2-25-6
 Winston-Salem Sentinel pink dollar day edition. 3-11-29
 Worcester Telegram powder and paint contest. 2-18-28

Spokane, Wash., Press splits edl columns with its readers. 4-23-20
 NY York World prints photo sent by wireless from Italy. 6-18-6
 Indianapolis Star grocery store exhibit. 5-18-20
 Shreveport, La., newsp aid flood sufferers. 5-20-21
 Capper publications send investigator to Europe's hunger spots. 5-20-24
 Boston Advertiser Adam and Eve stunt. 5-27-20
 Boston Post to buy hippopotamus. 5-27-21
 Antigonish spook was real says reporter. 6-8-18
 Dayton newsp stage home beautiful exhibition. 6-8-20
 NY American offers reward for solution of Ward case. 6-8-23
 Brooklyn Standard Union featureless Sunday issue. 6-10-3
 Charlotte, N.C., Observer aids buy home goods campaign. 6-10-22
 Aviator risks neck with royal photo. 6-17-19
 Phila Bulletin cup awarded marathon winner. 6-24-19
 New Bedford Standard freckle contest. 6-24-20
 NY World beach beauty prizes. 7-22-20
 Brooklyn Eagle party sails Brazil. 7-29-15
 Boston Post "what did you see" Ford contest. 8-5-11
 Cleveland Plain Dealer uses news film to build good will. 8-19-4
 NY Globe gives cash prizes in contest. 8-19-6
 Boston Advertiser will exhibit sky writing. 9-2-8
 "What did you see today" stunt a hit all over country. 9-16-21
 Washington Times world series in pantomime. 10-14-15
 Halifax Herald fishermen's race; Commodore Dennis at Gloucester, Mass. 11-4-2
 Frederick, Md., News & Post boosts its circ and prestige at county fair. 11-4-7
 Detroit News gets new record for picture newsgathering. 11-4-8
 Chicago Herald & Examiner unpedigreed dog show. 11-4-21
 Boston Post millionaire for a day. 11-4-21
 NY World entertains Clemenceau. 11-18-2
 Cisco, Tex., Daily News adds 80,000 to population for a day. 11-18-11
 Detroit News conducts food show. 11-18-11
 Detroit News airplane picks up and delivers pictures on fly. 11-25-4
 Milwaukee Journal food show. 11-25-12
 Minneapolis Journal stirs whole city to boost itself. 12-9-12
 NY Daily News millionaire for a day contest. 12-9-17
 New Orleans Times-Picayune helps build 2,300 homes. 12-16-10
 Kansas City Journal-Post offers \$1,000 movie essay prize. 12-16-20
 NY Hera'd seaplane nears end of long flight to Brazil. 12-22-15

PUBLICITY

"Free Publicity" as it works from inside. 10-21-6
 Public relations a new phase in bus. 11-11-23
 A sensible attitude on auto publicity. 11-25-18
 Actress defends right of publicity. 11-25-22
 Publicity as an aid to economic stability. 12-2-17
 American Defense Society set press bureau. 12-2-21
 Value of newsp space in pub util relations. 12-2-23
 Inland hits space grafters hard blow. 12-9-10
 NY papers duped again by smart press agent. 12-16-10
 Theatrical Press Rep Assn formed NY; Wells Hawks pres. 12-16-25
 Minn Edl Assn plans to curb free pub. 12-22-15
 Retail pub new field for specialists. 12-30-10
 Publicity needed by men's wear industry. 12-30-11
 Religious Press Bu of America, Chicago; syndicate new series. 2-18-22
 E C Powell chief ed press service dept of agriculture. 3-4-19
 Artists split on pub question. 3-11-19
 Department of Justice opens publicity branch. 4-29-30
 A good examp'le in New Orleans. (edl). 5-27-14
 Way to silence chronic space grafters. 6-24-21

CIRCULATORS PUT COMPETITION ON HIGHER PLANE.

BETTER METHODS AND HIGHER STANDARDS ACHIEVED BY INTERNATIONAL ASSOCIATION — PLANS TO ADD 400 NEW MEMBERS TO ORGANIZATION IN 1923.

By J. J. LYNCH.
 President, International Circulation Managers Association.

During 1922 the International Circulation Managers Association reached the peak of its development with a membership of about 600 circulators from every state in the Union and from Canada and Mexico. These members are from every type of paper in America, from the metropolitan newspapers of New York and Chicago down to the smallest.

This great continent-wide membership makes the I.C.M.A. the largest, most representative single organization in newspaperdom.

With such a large, active group of members we have been able better to achieve the object of our organization, which is: "the mutual enlightenment of its members and furtherance of the best interests of the circulation departments of news papers."

Through our bi-monthly bulletin, and especially the annual convention, we have for many years kept our members informed of the latest developments in the business of circulating newspapers.

The association acts as a clearing house for ideas on maintaining and promoting circulation, transporting papers, and making economies in the handling of departments.

Nineteen twenty-two saw almost a complete end to the roughneck methods of circulating newspapers and senseless competition that made the circulating of newspapers hazardous and disgraceful to circulators and extremely costly to owners. For this change in methods the I.C.M.A. modestly claims credit. When circulators get together to eat and drink and swap yarns and ideas they are not so apt to go back home and throw bricks at each other.

The I.C.M.A. has been instrumental in raising the standards of circulating departments, instilling ethics into the business, and compelling recognition of owners so that now circulators are on the same plane with other department heads.

1,000 MEMBERS IN 1923.
 Recognizing the fact that the larger the membership the more powerful and beneficial will the organization become we have started a drive that ought to bring our roster up to a 1,000 by the end of 1923.

CIRCULATION MANAGERS

Annenberg, J M—aptd cir mgr Philadelphia Public Ledger. 4-8-25
 Baker, Wiley B—aptd cir mgr Lexington Ky, Leader. 11-4-21
 Parks, John L—resigns as cir mgr Greenville SC, News. 5-27-20 & 6-24-21
 Beck, Harry—aptd cir mgr Pittsburg Post. 12-16-4
 Beck, Murray C—aptd cir mgr Worcester Mass, Post. 2-11-17 & 2-18-31
 Booth, Samuel B—resigns as cir mgr NY Booth, Ted—aptd cir mgr Grand Rapids Mich, Press. 6-3-20
 Globe. 9-16-4

Buck, W T—aptd cir mgr Greenville SC, News. 5-27-20 & 6-24-21
 Clark, Max H—resigns cir mgr Portland, Ore., Journal. 12-30-21
 Clancy, Edward—aptd cir mgr Fresno Cal, Herald. 7-1-19
 Cowherd, N W—aptd cir mgr Sterling Colo, Daily Advocate. 8-12-19
 Dudley, Roger—aptd cir mgr Springfield O, Daily News. 7-15-21
 Ely, Harry—aptd cir mgr Portland, Ore., Journal. 12-30-21
 Fowler, Fred D—aptd country cir mgr Cleveland Commercial. 9-2-19
 Gilpatrick, James N—aptd cir mgr Burlington Vt, News. 8-18-25
 Goodrich, C R—aptd cir dir Roanoke Va, Times and the World-News. 8-19-26
 Hinds, Thomas—aptd cir mgr Paterson NJ, Times. 12-2-17
 Hoffman, John T—aptd cir mgr Morgantown WVa, New Dominion. 4-15-11
 Hooley, R C—aptd cir mgr Cleveland Commercial. 8-5-21
 Hoover, Norman R—aptd cir mgr super NY World. 6-24-17
 Jackson, T C—aptd cir mgr Anderson SC, Tribune. 9-23-4
 Lunn, M E—aptd cir mgr Boston American. 12-16-4
 Lunn, Malcolm S—aptd cir mgr Boston American. 12-16-4
 Martin, Jr Henry P—resigns as cir mgr Des Moines Ia, Capital. 9-23-20
 Mathews, Elden—resigns as cir mgr Springfield O, Daily News. 7-15-21
 Matheny, C E—aptd cir mgr Cleveland Commercial. 8-19-19
 McNeil, J A—aptd cir mgr Santiago Chile, El Mercurio. 6-3-17
 Miller, G R—aptd cir mgr Burlington Ia, Hawk-Eye. 7-15-21
 Miller, G R—aptd cir mgr Burlington, Ia., Hawkeye. 12-23-21
 Pearce, Harry—aptd cir mgr Pittsburg Sun. 12-16-4
 Quilliam, C—aptd cir mgr Fort Worth Tex, Record. 8-25-25
 Reynolds, George H—resigns as cir mgr New Bedford Mass, Standard. 2-11-31
 Sargent, Paul O—aptd cir mgr Baltimore News and American. 6-3-20
 Scattergood, O O—aptd cir mgr NY Globe. 9-16-4
 Schartenberg, L—aptd cir mgr Atlanta Ga, Georgian and Sunday American. 6-10-22
 Shelton, W C—aptd cir mgr sup Washington Herald and Times. 11-25-8
 Snyder, Walter R—aptd cir mgr Huntsville Ala, Daily Times. 9-23-20
 Sturman, Raphael—aptd cir mgr Syracuse NY, Telegram and Sunday American. 10-7-21
 Tinker, Jr S E—resigns as cir mgr Philadelphia Public Ledger. 4-8-25
 Vonderlieth, Walter A—aptd cir mgr NY Christian Herald. 8-5-17
 Wagner, T J—aptd cir mgr Washington Herald and Times. 11-25-8

NEWSPAPER MEN

No review of a year's activities in journalism would be complete without sketching the accomplishments, adventures, hobbies, follies and foibles and what not of newspaper men. Extracts which may be classified under all of these heads will be found in a perusal of newspaper men's activities during 1922, and the list below is almost a gazetteer of the activities of the country's leading newspaper men during the last twelve months, as well as a remarkable insight into the personalities of several of them.

Willis J Abbot back from Europe. 9-2-9
 Gov Henry J Allen returns to desk on Wichita Beacon when term expires. 12-9-19
 Harry E Andrews, Los Angeles Times gets goat glands. 4-1-23
 Lord Atholstan a remarkable personality. 8-12-10
 Carlo Barsotti honored. 7-29-13
 John T Beem oldest news man in Amer. 10-7-15
 John T Beem 72 yrs in newsp work. 12-2-6
 Belfast News-Letter honors Hugh Boyd. 7-29-16
 Bennett estate estimated at \$8,500,000. 6-17-14
 Sir Wm Berry to be honored at dinner. 10-7-21
 Berryman's pen an institution at Washington. 7-1-15

Agostino de Biasi ed Il Carroccio, NY decorated by King of Italy. 5-27-4
 Frank LeRoy Blanchard dir pub relations Henry L Doherty & Co, NY. 4-1-7
 Blethen says Belgium is prosperous. 6-24-11
 Robert W Bligh, NY Herald, celebrates 88th birthday. 5-6-15
 Ralph Blumenfeld sensation in Fleet street. 7-15-15
 Scott C Bone welcomed in Washington. 8-25-7
 W D Boyce to circumnavigate Africa. 11-11-4
 Edw A Bradford honored by NY Times. 11-25-13
 Arthur Brisbane buys 57th st real estate. 9-9-20
 Arthur Brisbane buys more NY real estate. 6-10-20
 Brisbane acquires more property in New York. 8-12-14
 E S Bronson's portrait presented to Oklahoma Jral School. 6-17-5
 Dwight H Brown nearly blind edits and manages Poplar Bluff, Mis., American. 12-9-24
 Bush again heads Select Dailies. 8-26-11
 Geo T Bye, NY Wild, flying to Brazil, tells exper. 12-2-26
 Gardner Campbell out to put stop to free publicity. 8-12-17
 Oscar E Cesare, NY Times cartoonist, back from Russia. 12-2-26
 Clayton P Chamberlain, Hartford, Ct., Times, 85 yrs with paper. 4-8-31
 Henry Wallace Clendenin eighty-fifth birthday. 8-19-12
 John W Clift 50th yr in bus. 7-22-12
 Oscar C A Covvey with Phila Pub Ledger 42 yrs. 8-18-29
 Cox sails for Europe. 7-1-9
 Ralph W Cram Davenport, Ia., Democrat flies over Washington. 12-9-19
 Curtis, Hays and Wanamaker vie with Bryan. 8-11-8
 Cyrus H K Curtis on Brazil com. 8-5-18
 Cyrus H K Curtis home from Europe. 8-19-2
 Leonard Day hikes around U.S. border. 8-19-29
 De Young senses trend in Europe. 6-24-9
 Walter S Dickey realizes ambition of years. 5-27-8
 Draper says life of foreign correspondent not so high. 8-12-17
 Wm A Du Puy on special mission to Geneva. 8-11-9
 Wm D Eaton gives edl chair. 10-21-12
 Joseph Grey Elliott, Kingston, Ont., Whig, elected pres Ontario Educational Society. 5-6-23
 Wilbur Forrest gets Legion of Honor. 10-14-30
 Edwin S Friendly honored by NY Times. 10-21-4
 Ed F Gay on economic ills. 6-24-12
 Martin H Glynn gets greeting from Irish Free State. 8-11-8
 Ruba Goldberg buys \$60,000 residence. 4-8-18
 Richard Grozier in Europe. 9-9-16
 Albert G Hall, oldest Times employe, retires. 10-28-8
 "Big Jim" Hanbery decorated with D.S. C. 8-26-15
 Victor H Hanson, pub Birmingham News honored by Ala Polytechnic Institute. 6-18-25
 Major Mose Harris, San Antonio, Tex., Republic, celebrates 78th birthday. 8-6-25
 William Randolph Hearst and family sail. 5-27-13
 Hearst buys film studio site. 8-18-19
 Hearst to run for governor if call comes from party. 5-20-31
 Hearst talks plainly to England. 6-3-9
 Hearst ends trip in tribute to Barham. 6-17-5
 Hearst reticent bnt candidacy gains ground. 6-24-9
 Hearst to replace mother's gift to univ. 7-1-15
 Hearst acquires Com Benedict's yacht. 8-5-22
 Hearst to enter daily field in Rochester. 8-12-4
 Hearst invasion of Mid-West rumored. 8-12-9
 Hearst now in control of San Francisco Chronicle-Post. 10-7-28
 Hearst to build new home for Detroit Times. 10-21-4
 Hendricks retires after 85 years on the Sun. 7-1-19
 Marse Henry legend spiked. 3-11-12
 W P Hobby guest Pres Obregon. 7-29-17
 Hamilton Holt awarded Legion of Honor. 8-18-8
 Hamilton Holt decorated by Poland. 11-4-19

Clark Howell addresses American Legion. 8-26-24
Clark Howell on coal commission. 10-14-17
Hughes receives Gordian shears from scribes. 3-18-19
Edwin W Hullinger, U.P. corresp at Moscow expelled by Soviet Government. 5-20-22
Sir Alex Jeans, 50th anniv. 6-24-25
Howard Jeffreys on auto tour of world. 9-2-8
Richard Lloyd Jones, Tulsa Tribune, defies threats. 4-8-6
Kaufman tilts with Brisbane at meeting. 7-1-6
John Kelly thirty yrs on police news in Chicago. 9-2-13
George D Kinder, Ottawa, Ont., Putnam County Sentinel, seventy yrs in newsp work. 5-20-23
Rollin Kirby wins Pulitzer prize. 5-27-10
Congressman Charles L Knight resigns. 8-19-8
Koenigsberg returns from Europe. 7-15-13
Dietrich Lamade honored. 7-29-12
Louis Larivee heads liberal party press bureau. 8-26-4
George Horace Lorimer criticizes modern writers. 12-16-17
A Maurice Low knighted by King George. 6-10-12
Frank S Marinaro honored. 7-8-31
Don Marquis' play opens. 8-12-20
Frederick Roy Martin honored by British journalists. 8-26-2
Frederick Roy Martin home for A.P. dir meeting. 10-7-4
V S McClatchy in beard race. 4-29-13A
McClatchy starts another paper in Cal. 10-31-14
O O McIntyre back after six weeks in Europe. 10-7-18
McLean host to Hardings over week-end. 7-1-15
Charles Melton honored. 6-24-25
Bradford Merrill buys L.I. estate. 7-29-10
Kelton B Miller, ed Pittsfield, Mass., Berkshire Eagle, gives \$10,000 for game preserve. 4-1-19
Frank A Munsey sails for Europe. 6-17-17
Munsey not perturbed by Gooding's harassment. 8-12-14
Mr Munsey's ed; Mr Glynn's story. (ed). 8-19-18
Mr Munsey's proposal of political reform. (ed). 10-7-16
Frank A Munsey buys Louis Sherry's estate in Manhasset, L.I. 11-25-8
Victor Murdock again heads Federal Trade Commission. 12-9-19
Frank B Nichols, Bath, Me., Times 25 years a publisher. 8-12-20
Northcliffe buys Walter's common stock. 7-15-10
Northcliffe left plans for ad convention in London. 8-26-3
Frank B Noyes sails for tour of world. 10-7-12
Newton Noyes, Youngstown, O., reporter assaulted by Mayor Geo Reese. 11-25-9
Frank M O'Brien wins Pulitzer prize. 5-27-10
Adolph S Ochs on yacht afire. 8-19-6
Adolph Ochs defends press. 9-2-3
Edw T O'Loughlin honored by NY Journal staff. 12-3-19
Col Norris G Osborn recovering from operation. 9-30-17
Charles M Palmer expands business. 9-2-17
W J Pape paints out dark clouds. 4-29-6d
John H Perry honored by Buncuea Varilla pub Le Matin, Paris. 9-2-16
John H Perry received by Pope Pius. 9-23-27
John H Perry has \$100,000 to aid Florida to advertise. 11-11-18
H A Phillips 85th anniv. 7-29-15
Henry M Pindell goes into Inter-Parliamentary Union. 8-19-19
Henry M Pindell back from Europe. 10-7-19
John B Powell returns from Ireland. 8-26-12
George W Preston retires as pres Cincinnati Adv Club. 5-27-4
James D Preston in House press gallery 25 yrs. 4-1-16
T H Preston honored by Brantford Expositor. 11-18-26
Rathom recovered from operation. 8-19-6
Benj H Reese says reporters should measure up to assignments. 12-9-13
Ogden Mills Reid elected pres Ohio Society of NY. 4-1-7
Ogden Mills Reid sees improvement of Europe politically. 8-12-6
Harry Renaud ngt city ed NY Tribune writes "Eden and Return", moving picture. 1-7-12
Lord Riddell honored for work at Arms Conf. 2-25-19

Samuel Rocker honored at anniversary fete. 7-1-20
Lord Rothermere may manage Northcliffe Press. 8-26-2
Homer H Rowell 85th birthday. 8-5-9
W W Sanders, Garretton, S.D., News, in harness fifty yrs. 4-8-13
W W Sanders fiftieth anniv in newsp work. 8-19-9
A E Sansoucy named for Ogdensburg mayor. 8-26-19
W E Schei appeals for aid. 6-24-12
E W Scripps gives \$250,000 to Miami Univ. 6-10-8
E W Scripps yacht fined in Porto Rico. 12-16-6
Colin M Selph honored by St Louis friends. 8-25-7
C Shaffer gets Legion of Honor. 8-4-21
Kirke L Simpson wins Pulitzer prize. 5-27-10
Sproul chooses Harry S McDevitt for Gov Sproul of Pa to return to jnsam as contributor. 12-16-11
E J Stackpole gives monument to Harrisburg. 11-18-20
Henry Suydam honored. 3-4-26
Otis Swift finds news bars up in Russia. 7-15-12
H B Swope returns from Europe. 7-29-31
Edward J Thomas head of Norwalk Hour. 4-22-10
F I Thompson backs reporter under fire. 7-8-4
F I Thompson to leave shipping board. 10-28-18
Edward W Townsend reminiscences. 9-2-6
Wil V Tufford bustling secretary inland. 11-11-10
O G Villard home from Europe. 7-8-19
C R Walker assaulted with hickory club. 7-1-22
Wanamaker also was journalist of character. 12-16-12
Wm Allen White and Gov Allen clash. 7-22-31
Wm Allen White wins case. 12-9-19
R M Whitney says Latin-American papers play partisan. 8-26-23
Frederick W Wile to tour world for Phila Public Ledger. 5-6-15
Louis Wiley honored by Italy. 10-14-17
Junius Boyd Wood, Chicago Daily News, visits India. 4-1-3
Siegfried D Weyer risks airplane to interview ex-Kaiser's bride-to-be. 9-20-3
"Life" Young at 74. 8-5-12

GENERAL.

Court reporters send tribute to Landis. 3-18-16
Ed suggests way of saving NY State \$5,000,000. 8-18-17
An appreciation by Sen Penrose. 1-17-17
Ed Troy, N.Y., Record defies city council. 8-18-19
Reporter declines carldom. 8-18-19
Students enjoined to value themselves highly. 8-18-21
London dramatic critics must buy seats. 8-18-21
Injured reporter asks others be helped first. 3-18-22
"Penny" edl writer wins prize offered by Arms conferees. 8-18-26
Stars and Stripes Assn reunion planned. 8-25-10
Fighting Dakota ed has had stormy career. 8-25-23
Photographers penetrate Swiss guard. 4-1-7
Publishers and executives at A.N.P.A. conv. 4-22-3
Editors of large city dailies to organize. 4-22-6
Suggest honor to Watterson be national. 4-22-15a
Univ of Wis dedicates yr book to Prof Bleyer. 4-22-2d
British reporter interviews Ochs on world peace. 4-29-6b
Reception aboard the Majestic. 5-20-2
NY Daily News reporter begs to get material for story. 9-16-22
Argonaut mine story hot going for reporters. 9-22-3
Pittsburg coroner wants newsp men as investigators. 9-20-3
Real newss Europe's need, Marlin E Pew asserts. 10-7-4
I.T.U. to hope on retaining news writers. 11-4-6
Editors should be licensed says Victor Harlow. 11-4-7
Newsp men win at polls in election. 11-11-3
Journalism well rep in Congress. 11-18-4
A basic problem for news writers. (ed). 11-18-18
Journalist comes first in Chinese cities. 12-30-11
News writers' union no longer under I.T.U. jurisdiction. 12-20-22

Newsp men honored by Bulgaria. 6-24-11
Annuities delay Bennett memorial home. 6-24-11
City pays final tribute to Guy Barham. 7-1-6
New Budget head is newspaper man. 7-1-10
New York Times man brings \$10,000 Bielski ransom back to Mexico City. 7-1-9
Many Oklahoma editors seek state office. 7-1-8
Marines hosts to scribes at Gettysburg. 7-8-4
Irish war corresp surmounts big obstacles. 7-8-20
Philadelphia judgeship. 7-15-10
Journalistic drama of Chas R Miller. (ed). 7-22-18
NY American March dedicated to Hearst. 8-19-12
Only hard work won him fame says Munsey. 9-2-4
Will the 80,000 news writers organize? 11-4-6
French writer opposes free speech. 7-1-13
Supreme Court Justice John H Clarke resigns. 9-9-15

NEWSPAPER MEN IN PUBLIC OFFICE

Gov Sproul of Pennsylvania urged as successor to Sen Penrose. 1-7-15
Mayor Hylan suggests W R Hearst as senator. 1-21-19
Ambassador Herrick not candidate for senate. 1-21-19
Journalists in public office. (ed). 1-28-18
Fred B King nominated postmaster, Gloversville, NY. 1-28-30
Senator Capper boomed as leader Farm Bloc. 2-4-19
Philip Troup, New Haven Union, boomed for U.S. Senate. 3-25-10
Choice of Capper upsets senate precedent. 8-4-26
Geo E Lockwood aptd secy Rep Natl Com. 4-4-2
B F Irvine, ed Portland, Ore., Journal declines to be candidate for governor. 4-1-5
Alfred Holman, San Francisco Argonaut mentioned as minister to Greece. 4-8-3
Frank Jaqua aptd postmaster at Humblot, Ia. 8-11-14
Capper explains farm bloc aims. 4-8-18
J W Featherstone postmaster Staples, Mo. 4-8-19
Edgar Stivers postmaster Dodge Center, Minn. 4-8-19
S J Backus postmaster Algona, Ia. 4-8-19
F H Denimore postmaster Worthington, Minn. 4-8-19
Omar K Benedict postmaster Tulsa, Okla. 4-29-12a
James M Cox declines to run again for governorship of Ohio. 5-20-17
Charles Sessions postmaster at Topeka. 9-16-19
J B Sherrill, ed Concord Tribune aptd member of legislature. 11-25-19
Millard E Meloy, postmaster Winlock, Wash. 5-27-29
Paul W Thiele, postmaster Grandview, Wash. 5-27-29
Willis Swank, postmaster Cheney, Wash. 5-27-29

NEWSPAPER PRICES

There was no general trend upward or downward in the selling price of daily newspapers during the year, although the majority of price changes which took place were reductions. The most interesting feature under this topic during the year was the experiment of all newspapers in Springfield, Mass., cutting their price to one cent.
Birmingham Age-Hera'd. 6-10-34
Birmingham Age-Herald cut increases circ. 7-8-23
Birmingham, Ala., Age-Herald reduces to 3 cents daily and 5 cents Sunday. 6-10-34
Buffalo Commercial cuts price 1 cent to dealers. 6-24-4
Canandaigua, N.Y., Measenger from 2 cents to 3 cents. 2-11-80

Chicago Tribune reduces price European ed to 25 centimes. 1-28-20
Chicago Tribune (European edition). 1-28-29
Cleveland Commercial from 3 to 2 cents. 7-22-2
Cleveland Commercial. 7-22-2
Fairbanks, Wash., News-Miner. Raises ad rates. 2-25-15
Leading topic before I.C.M.A. 6-3-2
London Times reduces sales price. 3-11-8
London Times. 8-11-8
Montgomery, Ala., Advertiser. 1-14-15
NY Call reduces from 5 to 3 cents. 4-8-10
One-cent selling price a costly experiment. (ed). 12-30-18
All Springfield, Mass., newsp cut to 1 cent. 4-8-2
St. Louis dailies. 2-4-2
St Louis Post-Dispatch, Globe-Democrat, Star and Times reduce to 2 cents; Dispatch and Globe-Democrat and Sunday ed of the Post 5 cents. 2-4-2
Worcester Telegram-Gazette increases Sunday to 8 cents. 2-11-25
Worcester Telegram Gazette. Raises Sunday prices. 2-11-30

NEW PAPERS

Although the recently published survey of the Ayer Newspaper Annual shows that the number of daily newspapers in the United States in 1922 were eleven less than in 1921, the following list of new papers whose births were chronicled in THE FOURTH ESTATE during the year indicates that there are still plenty of journalists eager to get into publishing "on their own." It is noticeable that the accompanying list contains the names of many cities of importance and that the new enterprises were fairly well distributed throughout the country.

Albany Evening News. 10-7-3 & 10-14-13
Antlers, Okla., Pushmataha County News. 7-16-6
Baltimore Post. 10-7-24
Beverly Hills, Cal., Gazette. 11-18-3
Canadian Bar Review. 8-26-31
Carthage, N.Y., Press. 5-20-24
Champaign, Ill., Herald. 11-18-14
Chicago Deutsche Press. 8-19-30
Clarendon, Va., Citizen. 5-13-17
Columbus, O., Community News. (church wkly). 5-27-25
Corriere d' America, NY City. 12-30-4
Culver City, Cal., Call. 11-18-3
Delmar, Ia., Journal. 12-30-7
Deutsche China Nachrichten. 12-16-16
Dougherty, Ia., Four Counties Gazette. 5-18-10
Eastland, Tex., Chronicle. 12-16-8
El Centro, Cal., Times. 8-26-26
Ellensburg, Wash., Capital. 8-5-19
Fresno Bee. 10-21-14
Gacney, S.C., Cherokee Times. 7-29-11
Goldboro, N.C., News. 9-11-4
Houston Dispatch. 5-6-9
International Falls, Minn., Eve Tribune. 11-4-2
Iowa City Republican. 8-18-17
Iowa Swedish-American Post. 12-30-4
Jeanette News-Dispatch. 2-25-21
Kansas City Evening News. 5-12-3
Key West, Fla., Key Wester. 8-5-12
Lubbock, Tex., Morning Avalanche. 12-9-20
Mankato, Minn., Telegram. (wkly). 11-4-21
Mattituck, N.Y., Reporter. (wkly). 8-26-25
Montevideo, Minn., New Citizen. (wkly). 12-16-4
Narodne Novine. (Croatian paper in Milwaukee). 9-16-16
NY Woman's National News. (wkly). 12-23-8
Noblesville, Ind., Times. 7-29-11
Noosack, Wash., Sentinel. 4-22-4
Norman, Okla., Record. 8-5-13
Ocean Park, Cal., Chronicle. 11-18-2
Ohio Jewish Chronicle. (wkly). 8-11-28
Olympia, Wash., Journal. 8-19-25
Orlando, Fla., Winter Park Post. (wkly). 2-18-8
Owns Cross Roads, Ala., Pine Knot. (wkly). 4-29-19
Paterson, N.J., Times. (morn). 11-4-7
Pawhuska, Okla., Osage Journal. 6-10-27
Peekskill Star. 6-27-6 & 6-24-31
Pittston, Pa., Press. 8-12-4
Port Richey, Fla., Press. 6-17-14
Pottsville, Pa., Morning Paper. 10-28-2 & 11-4-4

Rochester Sunday American. 6-10-2 & 6-17-3
 Rochester Journal. 9-16-8
 San Diego Eagle. (wkly). 8-26-12
 Santa Monica, Cal., Progress. 11-11-6
 Sapulpa Star. 2-4-18
 Sawtelle, Cal., Sentinel. 11-18-3
 Scranton Sunday Telegram. 6-17-25
 St. John, N.B., Daily Journal. 6-1-25
 Syracuse American. 9-16-8
 Syracuse Telegram. 9-28-2
 Toronto Shing Wah. (Chinese daily). 12-30-11
 Uro, (Russian paper). 1-7-6
 Venice, Cal., Journal. 11-18-3
 Walla Walla, Wash., Salamander. (hospital wkly). 8-26-11
 Walla Walla, Wash., Times. 10-21-13
 Washington, Pa., Observer & Farmer. 6-17-4
 Washington State Journal. 8-19-25
 West Palm Beach Post. (afternoon edit). 9-2-8
 West Palm Beach Record. 9-3-8
 Wilkes Barre Sunday Telegram. 6-17-25
 Wilson, Okla., Morning Gazette. 12-23-8
 Wister, Okla., Democrat. 7-15-19
 Yelm, Wash., Nisqually Valley News. 4-23-20

Mahnomen, Minn., Free Press. 4-22-8
 Mt. Vernon, N.Y., Examiner. 8-13-30
 Minoqua, Wis., Times. 1-28-10
 Minot, N.D., Farmers Press. 11-25-19
 Napavine, Wash., Lewis County Independent. 5-27-5
 New York Negro Daily Times. 10-28-31
 No Muskegon, Mich., Peninsular Clarion. 11-11-19
 Pryor, Okla., News. 12-2-16
 Port Huron, Mich., Press. 5-6-31
 Richmond, Quebec, Times-Guardian. 8-12-30
 Riverside, Wash., Tribune. 5-27-5
 Rock Island, Ill., News. 12-3-16
 Sud Deutsche Press. 9-9-24
 Utica, N.Y., Telegram. 1-14-6
 Windsor, Ont., Telegram. 10-21-21
 Winona, Minn., Leader. 4-22-29

LITIGATION

Important libel suits were not numerous in 1922, one feature of the year in the courts being the victories scored by newspapers in legal skirmishes with the Ku Klux Klan. Court actions of various natures are included in the tabulation below.

Guy W Beardsley appeals dismissal of complaint against Kelmer patent medicine firm. 1-14-22
 NY Supreme Ct says pub is liable for slacker list error. 1-21-4
 Muskogee, Okla., Phoenix sued for omitting merchant's ad. (edl). 1-23-18 & 1-28-23
 Chicago Tribune suit against Mayor Thompson. 1-28-29 & 2-4-4 & 2-11-13
 NY Times wins copyright suit brought by Phila Public Ledger. 1-28-4
 One cent verdict against Washington Post. 2-4-4
 Pathe brings suit on news reel censorship. 2-11-23
 George R Chester sues NY Eve Journal. 2-11-25
 Newark Ledger sued by restaurant concern for libel. 2-18-6
 Decision upholds copyright on directory. 2-18-9
 Paris Figaro restrained from printing any edis pending its being taken over by new purchaser, M Coty. 2-18-31
 NY Globe defeats scheme to intimidate. 2-25-2
 Atlanta Georgian sued by Ku Klux Klan officials. 2-25-8
 Court upholds O'Connell suit against Anti-Saloon League periodical. 2-25-9
 Journal of Commerce suit against Chicago Tribune heard before Landis. 2-25-16
 W R Hearst to set aside sale of Dexter Sulphite Paper & Pulp Co; heard. 2-25-16
 St Louis Post-Dispatch wins libel suit. 2-25-20
 Los Angeles Express wins Ku Klux Klan suit. 2-25-23
 Article can poke fun without libelous. 3-4-23
 Chicago Tribune wins "lucky name" suit. 3-4-25
 Decision allows stockholders claim agst publs. 3-11-23
 Providence News sued by A B and R Knight, Inc. 4-1-13
 Public accountant seeks injunction. 4-1-19
 News may carry race results Chicago judge decides. 4-8-4
 Montreal Superior Court holds La Patrie responsible for adv libel. 4-8-31
 US Supreme court declines to review Phila Public Ledger suit against NY Times. 4-22-4
 NY Sun-Herald wins suit against paper company. 4-29-10
 Engravers' Union injunction is reaffirmed. 4-29-12A
 Suit over Town Topics. 4-29-14b
 Newsp used as brief in court. 4-29-2c
 NY American wins dispute over bul dog price increase. 5-6-6
 Pawhuska, Okla., Capital sued for publishing letter from reader. 5-20-14
 U.S. court rules on use of Fruit of Loom trade mark. 10-14-4
 Robt L Beekman sues Providence News; trial deferred. 11-11-21
 Providence Journal sued by coal dealer for \$20,000. 11-4-22
 Okla Pub Co sued for \$100,000 for alleged libel by city registrar. 11-4-22
 Otto Marx & Co wins \$1,250 from Birmingham News for commission on sale. 11-11-9
 New court action in Nonpartisan League dispute. 11-11-14
 Chas H Phillips suit agst Birmingham Reporter dismissed. 11-11-6

MERGERS

The trend toward consolidation which has been particularly noticeable within the last five years continued during 1922, and although the majority of those which took place concerned newspapers of hardly more than local importance, the merger of the Detroit Journal with the Detroit News gave evidence that even in the largest fields publishers prefer consolidation to taking the risk of over-newspapering a field.

Aberdeen, Scotland, Free Press & Journal. 11-11-25
 Alamogordo, N.M., News & Cloudcroft. 3-26-31
 Bradentown, Fla., Herald & Journal. 9-2-8
 Bremerton, Wash., Daily News & Evening Searchlight. 4-22-7
 Cashmere, Wash., Record & Tribune. 4-22-23
 Cleveland, O, Lakewood Press & Courier. 3-15-15
 Coney Island, N.Y., Times & West End Journal. 9-2-30
 Coronado, Cal., Strand & Saturday Night. 11-18-10
 Crowley, La., Signal & Progress. 3-11-24
 Detroit, Mich., News & Journal. 7-29-2
 Duncan, Okla., Banner & Eagle. 9-30-6
 Erie, Pa., Dispatch & Erie, Pa., Herald. 1-28-30
 Finley, N.D., Farmers Press & Steele City Observer. 9-23-29
 Fort Wayne, Ind., Journal-Gazette & Press. 9-2-2, 9-23-7
 Loveland, Co., Herald & Reporter. 7-29-13
 New York Bolletino Della Sera & Il Popolo. 10-21-23
 N Y Jewish Tribune & Hebrew Standard. 12-16-4
 New York Medical Journal & Medical Record. 4-22-20
 Northwood, Ia., Anchor & Worth County Index. 12-16-10
 Oak Bluffs, Mass., Vineyard Herald & Gazette. 6-8-19, 7-1-29
 Petersburg, Va., Progress & Index Appeal. 2-11-24
 Utica, N.Y., Herald-Dispatch & Observer. 5-18-15 & 7-1-29
 Waterbury, Ct., American & Republican. 5-25-7
 Wolf Point, Mont., Herald & Reporter. 8-26-11

SUSPENSIONS

Aroostook, Me., News. 7-30-15
 Berlin Cuxhaven Tageblatt. 9-9-25
 Canadian Municipal Journal. 8-19-11
 Canton, China, Press. 10-21-18
 Corsicana, Tex., Commercial. 8-5-18
 Crowley, La., Progress. 2-25-21
 Daytona, Fla., Halifax Journal. 11-11-16
 Flint, Mich., Eve Tribune. 4-29-10b
 Fort Wayne, Ind., Sunday News-Sentinel. 9-2-9
 Guard, Kan., Appeal to Reason. 11-11-16
 Hamilton, O., Butler City Democrat. 11-11-9
 Iowa Unionist. 7-1-31
 Johnstown, Pa., Ledger (Sunday edition). 7-8-28
 Laurel, Del., Leader. 4-22-14

J D Lowman sues Geo D Boole estate for \$50,000 connection with Seattle Post-Intelligencer sale to W R Hearst. 11-18-9
 Federal Trade Commission complains agst Curtis Pub Co contracts with agents. 11-25-4. (Supreme Court upholds Curtis agcy system 1-4-23)
 Le Matin wins suit brought by Le Humanite. 12-2-4
 Aberdeen, S.D., American & News exon of libel in Bell case. 12-3-9
 Fort Worth Press sued by City of Koase for alleged libel. 12-9-14
 Standard Hat Co sues Truly Warner for \$100,000 libel. 12-9-16
 Tulsa Herald sued by R H Wilson for \$100,000 for alleged libelous edl. 12-9-24
 Haverhill, Mass., Record sues bus agent Shoe Workers Protective Union for criminal libel. 12-9-25
 Rock Island Argus sued for \$50,000 by H D Blakemore. 12-16-11
 Iowa Falls Citizen wins suit brought by K.K.K. 12-23-6
 Official county newsp not a public office, North Dakota court decides. 12-23-17
 Providence News indicted for crim libel in Beekman case. 12-30-23
 NY Daily News wins suit against it by Meyer Pargman. 6-3-14
 NY Globe sued for breach of contract. 6-17-9
 Two Newark dailies win suits. 6-24-9
 Strike adv law upheld in Wisconsin. 6-24-18
 Mayor wins twelve cent verdict. 7-1-8
 McCormick threatens to sue papers using g and story. 7-1-22
 London, Ky., paper wins suit over right to employ children. 7-1-26
 Wholesale libel suits get poor start in Texas. 7-8-10
 Ticker services not liable for errors. 7-8-10
 C V Sanders, Houston Press, vs Col Mayfield. 7-22-6
 Il Popolo, NY, sued. 7-22-15
 Tombstone libel the latest. 7-22-25
 NY Daily News sued by Marion Davies. 7-29-31; suit dismissed. 8-5-8
 Vicksburg blue law drive ends. 7-29-2
 Libel verdict against Reno State Journal. 7-29-22
 \$30,000 action brought against Beaver, Pa., Argus. 8-12-25
 Priest's suit against Houston Post dismissed. 8-19-23
 Marcus Garvey brings action against four newsp. 8-26-11

LEGISLATION

Little adverse legislation, either national or local, was encountered by newspapers during the year. The Ramseyer "anti-gambling" bill, which was generally regarded as menacing the freedom of the press and which was so diligently opposed by the American Newspaper Publishers Association, finally fell before an enlightened public opinion. When the year closed a proposal to limit the sale of Sunday newspapers in the District of Columbia was broached, but there seemed to be little likelihood of its becoming a law.
 One of the features of THE FOURTH ESTATE's treatment of newspaper and legislative relationship during the year was a series of articles by John H. Perry, head of the Perry-Lloyd Jones syndicate and president of the American Publishers, on the subject "Why U.S. Newspaper Law Should be Codified."
 Ramseyer anti-lottery bill opposed by newspapers slated for hearing. 1-7-4
 Chicago asks court to dissolve Ford injunction which provides interference with sale of Dearborn Independent in Chicago. 1-14-6
 Anti-gambling bill attacks freedom of press. (edl). 1-14-18
 Why U.S. newsp law should be codified. 5-13-18; 5-20-13; 6-3-18; 6-24-18
 Alabama ed hear libel law relief plan. 5-20-6
 Tariff bill debate bring accusation by senator against newspaper. 7-1-9
 Brunt of senate wrath borne by Munsey. 8-5-4
 Gooding's attack not likely to get very far. 8-12-11
 Sunday blue laws Piqua, Ohio. 8-19-18
 Windsor, Ont., cannot bar Detroit Times under present laws. 9-16-2
 Sale of Sunday newspns menaced. 12-16-2

EDITORS IN COURT

Jake Cohen ed Memphis Labor Review held as violator Chicago injunction in shopmen's strike. 9-9-31
 G V Sanders, Memphis Press, held for contempt of court as result edl defending fellow ed. 9-23-9
 C E Jeffries, Morris, Okla., News charged with criminal libel. 9-30-23
 T J Johns, Miles City, Mont., American charged with criminal libel. 9-30-24
 Geo S Maynard, Nome Nugget, acquitted after arrest for printing contents of telegram found in street. 10-14-17
 B M Fremble, Staten Is and Advance, summoned for political edl. 10-14-21
 John H Roberts, ed Montreal Axe found guilty by Quebec legis ature. 11-11-26
 Virgil E Evans, ed Huntsville, Ala., News, wins \$75 verdict. 11-11-29
 Wm C Moore, NY, arrested on complaint E L Doheny. 12-2-81
 James E Stiles, Nassau County, N.Y., South Side Observer, acquitted of complicity in bank theft. 12-9-22
 John Looney, former pub Rock Island, Ill., News, indicted, charged with conspiracy to commit murder. 12-9-25
 Charles Bright, Brownsville, N.Y., Special, 15 days jail and \$250 fine for operating bus line contrary to injunction. 12-16-6
 Rod A Day, Durango, Col., Democrat, freed in murder case. 12-16-16
 Gregorio Perfecto, former ed La Nation, Manila, acquitted in Supreme Court of defaming Philippine senate. 12-23-24
 Mng ed Sandusky Star-Jrnl fined \$100 for contempt. 3-4-27
 Race tip service stopped. 3-11-23
 Detroit racing paper raided again. 3-18-11
 John Andrews and P L Aarhus, Fargo, N.D., Courier-News charged with libel. 4-8-20
 James F Sullivan freed on bribery charge. 4-15-21
 Rod S Day editor Durango Herald shoots William L Wood. 4-29-31
 Paavo Myallari ed the Industrialisti, Finnish language Socialist newsp arrested in Duluth. 5-13-10
 Horatio Bottomley sentenced to prison. 6-3-17
 Wm P Deardon fine remitted. 8-5-9
 Haitian editors arrested. 9-9-24

RECEIVERSHIPS

German-American Pub Co, Chicago in receiver's hands. 2-11-25
 Wilmington, N.C., Dispatch. 4-1-12
 A C Vail rec for Yakima, Wash., Valley Amer Weekly. 11-11-15
 Beaufortaine, O., Index-Republican bought by F M Johnson for \$12,000. 12-23-11

NEWSPAPER INSURANCE

Waterloo, Ia., Courier insures employes. 1-7-24
 Detroit News sells travel accident insurance policies. 1-7-25
 Harrisburg Telegraph insures employes. 1-21-30
 Aberdeen, S. D., American and News insures staff. 1-29-10
 London Mail, Chronicle and Express extend reader insurance. 2-18-28
 Insurance campaign begun in Topeka. 3-4-8
 Passaic Herald insures employes. 3-11-20
 How insuring of readers helps advertisers. 3-25-28
 London Daily News insures families of readers. 4-8-25
 Ohio Circ Mgrs Assn discuss accident insurance. 4-29-20
 Wakefield, Mass., Item and Item Press insures staff. 5-6-9
 London dailies insurance is big burden. 5-20-12
 Over one hundred papers insure their employes. 9-9-18
 Worcester Telegram offers accident insurance. 9-9-16
 Reader insurance on wane in England. 10-14-24
 Atlanta Constitution pays first claim. 6-17-20
 New York Globe offers accident ins. 11-18-12

WIRE SERVICES

Expansion is the word that describes the year 1922 among the press associations. There was not one which did not increase its facilities and equipment during the year. The Cosmopolitan News Service was a newcomer. The established services made their first use of radio in April.

One notable accomplishment of the Associated Press during the year was the completion of its double trunk wires from coast to coast and further progress toward double trunking from Lakes to Gulf. Under the administration of President Frank B. Noyes and associates, who so long have served it, the Associated Press expanded its newsgathering facilities in all corners of the earth and also increased its membership.

A.P. names corresp at new bureaus in Va, No and So Carolina. 9-30-27
 Frederick Roy Martin sails home from Europe. 9-23-17
 A.P. directors meet. 10-7-12
 A.P. new members:
 Benton, Ill., Eve News. 2-18-19
 Bloomsburg, Pa., Press. 12-9-8
 Bradentown, Fla., Herald. 12-9-8
 Buena Vista, S.D., Tribune. 12-9-8
 Deadwood, S.D., Tribune. 12-9-8
 Eustis, Fla., Lake Region. 2-18-19
 International Falls, Minn., Tribune. 12-9-8
 Iron River, Mich., Reporter. 2-18-19
 Lodi, Cal., Sentinel. 12-9-8
 Longview, Tex., Leader. 12-9-8
 Mexia, Tex., Eve News. 2-18-19
 Mexia Telegram. 2-18-19
 Mount Vernon, Wash., Herald. 12-9-8
 Newport, Ark., Independent. 12-9-8
 Rapid City, S.D., Journal. 12-9-8
 San Juan, Porto Rico, La Correspondencia. 12-9-8
 Washington, Ia., Journal. 12-9-8
 Winona, Minn., Morn Leader. 2-18-19
 A.P. members pleased with new summary serv. 12-9-12
 Texas A.P. Ed meeting and banquet Galveston. 12-9-13
 A.P. to add more double track serv. 2-18-4
 A.P. directors meeting. 2-18-5
 A.P. nominates directors. 2-4-4
 A.P. directors meeting February 15. 2-11-4
 Associated Press ed of Ohio guests of Cleveland pub. 2-25-16
 Geo W Marble elected pres Kansas & Western Mo Assn of A.P. papers. 2-11-24
 A.P. members only to attend luncheon. 3-18-4
 Ohio Associated Press Editors annual meeting; Joseph Garretson re-elected pres. 4-1-7
 A.P. and I.N.S. use radio when storm hits wires. 4-8-2
 Beneficiaries of A.P. pension fund receive \$18,722.88. 4-22-9
 A.P. coast to coast trunk wires doubled. 4-22-14
 The Associated Press. (edl). 4-22-18
 Two busy days for A.P. conv; A.P. and executives. 4-22-4a
 Ports of officers and dirs A.P. 4-22-6a & 7a
 Candidates for office in A.P.; Ports. 4-22-10a
 Lieutenants of Martin in A.P. management. 4-22-12a
 47 papers added to A.P. roster in yr. 4-22-13a
 Double leased A.P. wire service large cities. 4-22-13a
 Past and present of A.P. Part 1. 4-22-8d
 A.P. E. Lansing Ray, chosen director; other officers re-elected. 4-22-8
 More expansion a head of A.P. this yr. 4-22-4
 Associated Press; an inspiring compliment. (edl). 4-22-18
 A.P. past and present; part 3. 5-20-25
 Michigan Associated Press Edl Assn discusses election serv. 6-3-4
 A.P. ex com meets. 6-24-6
 Ohio A.P. Editors plan for election. 6-24-28
 A.P. moves So Div offices to Atlanta. 6-24-14
 Bismarck Tribune adds A.P. 6-24-19
 New A.P. Assn in So Dakota. 6-24-22
 New A.P. body formed in North Dakota. 7-1-10
 Connecticut A.P. chief honored by state editor-members. 7-1-10
 Youngstown Telegram surrenders A.P. franchise. 8-5-8

Canadian Press, Ltd, adds French news report. 9-30-29
 Canadian Press, Ltd, annual meeting; program. 4-29-7c
 Canadian Press, Ltd, expands scope of serv. 5-6-2
 Canadian Press, Ltd, Maritime Div annual meeting. 9-2-8
 Consolidated Press apts J P Yoder NY ed. 8-19-20
 John Edwin Nevins aptd ed Consolidated Press. 8-18-8
 C.V. Newsp Serv organized by Cornelius Vanderbilt, Jr. 5-20-21
 Federated Press chief goes abroad for material. 7-1-11
 Marlin E Pew mgr I.N.S. returns from Europe. 9-30-17
 I.N.S. bureau changes. 9-30-27
 I.N.S. Conn bureau in chg R T Bulkley; H M Allender resigns. 12-30-26
 I.N.S. apts David M Church London mgr; Frank E. Mason Paris mgr; Siegfried Weyer Berlin mgr. 1-21-81.
 I.N.S. moves in new building. 1-7-2
 I.N.S. moves to 21 Spruce St. 8-25-8
 NY State News Assn banquet. 3-18-20
 New Jersey News Serv, Asbury Park, organized. 3-18-25
 P & A photos est European branch. 11-4-29
 Karl A Bickel genl mgr U.P. 10-21-3
 U.P. broadens scope of foreign serv. 12-9-25
 U.P. makes Basil Capparell gen mgr central div; A F Harrison sales mgr NY office. 2-4-19
 Hugh Baillie news mgr U.P. entertained. 4-1-13
 Charleston, W.Va., Daily Mail installs U.P. 4-8-2
 United Press establishes State Bureau at Charleston, W.Va. 4-15-20
 W W Hawkins pres U.P. returns from Europe. 5-13-24
 United Press Peking bureau in charge of Minneapolis man. 7-1-19
 Universal News Serv moves to Pulitzer Bldg. 3-25-8
 Universal News Serv to expand on Pacific Coast. 3-25-29
 Wash Intelligence Bureau organized. 12-2-20

GENERAL.

Queries must be strictly along news lines. 10-28-11
 Speaking of overhead, think of this. (edl). 12-23-18
 Press services ready to send by radio. 8-15-11
 Seizure of cables curtails service. 8-12-8

NEWSPAPER GROUPS

Further organization of newspapers into groups, largely to achieve more efficient selling of advertising by territories or to advertisers desiring to cover large cities was a feature development during 1922. Notable in this field was the further expansion of the Hearst string and the organization of the North American Newspaper Alliance, a co-operative feature producing and distributing association of large newspapers all over the country.

American Newsp League chosen temporary name for what later became National Newsp. Inc. 1-28-15
 Natl Newsp. Inc permanently organized to sell color adv. 2-4-2
 Cleveland Plain Dealer and Buffalo Express join art gravure group. 3-18-17
 100 large dailies join feature alliance. 7-1-12
 North American Newspaper Alliance organized. 6-17-16
 Seventy Iowa papers join in weekly mag feature. 7-8-8
 Wisconsin dailies form league. 7-29-8
 N.A. Newsp Alliance apts Loren Pickering genl mgr. 8-5-2
 Govt can break up chains of papers if occasion arises. 8-5-15
 Don Seitz warns agst chain papers. 9-16-4
 Allied Newsp, NY, opens San Francisco office. 9-16-19
 Scripps-Howard acquire Scripps-McRae League; Col Milton A McRae retires. Roy W Howard buying his int. 11-4-2
 Hearst nears two-score market in publications. 11-4-8
 Texas Daily Press League forms ad bureau. 12-2-26
 Texas Daily Press League to merchandise Lone Star State. 12-23-11

REMARKABLE YEAR IS REPORTED BY I.N.S. CHIEF.

MORE GENERAL PUBLIC DEMAND "ALL THE NEWS" LED TO NEW ACCOMPLISHMENTS — DOUBLED RESOURCES GAVE IT INCREASED FACILITIES FOR SERVICE TO CLIENTS.

By M. KOENIGSBURG,
 President of International News Service.

The year 1922 is epochal in the history of International News Service. It marked the establishment of this newspaper institution as the greatest leased wire service for evening newspapers.

At the close of the day's work on the last day of 1922, International was sending out the world's news to American newspapers selling ten and a half million copies every day. That epitomizes the achievements of this organization better than any statement of its conspicuous news beats or than the expansion of its field.

Men and women everywhere want every shred of the news today. Thirty million Americans read newspapers carrying International News Service despatches because day in and day out International has furnished the news quicker, better, more accurately, and more completely than any other news agency.

Maintaining throughout the year its record for speed and accuracy, International never let down its standards of dependability and reliability.

International beat the field of world correspondents at Genoa, scored conspicuously with news of the Turkish advance and burning of Smyrna, scooped everybody on the war in China, was first with the news of Ireland, and the dramatic overthrow of the old Italian government.

With resources more than doubled, International News Service looks to a new year which will surpass anything it has ever accomplished in the previous years of its existence. Now as ever, its slogan "Get it first—but first get it right!" shall be its solemn pledge of progress and faith.

NEWSPAPERS SOLD

Alamosa, Colo., Journal. 3-25-9
 Albia, Ia., Union. 4-22-26
 Anderson, S.C., Tribune. 9-23-4
 Ardmore, Okla., Press half int sold to J A Floyd. 3-4-24
 Athens, Ont., Reporter. 8-26-13
 Augusta, Me., Kennebec Journal. 12-2-2
 Austin, Tex., Statesman. 7-8-12
 Austin, Minn., Mower County News. 9-30-17
 Baker, Ore., Herald. 9-2-6
 Barnesville, O., Enterprise. 4-8-12
 Baldwin, L.I., Record. 6-27-18
 Beaver, Pa., Argus & Radical. 8-11-9
 Bentonville, Ark., Weekly Democrat. 4-22-12a
 Birmingham Age-Herald. 10-21-4
 Blackwell, Okla., News & Sun. 5-6-8
 Boonton, N.J., Weekly Bulletin. 9-2-18
 Boston Telegram. 7-22-2
 Bradentown, Fla., Herald half int sold. 8-12-27
 Bradentown, Fla., Journal. 9-2-8
 Brandon, Tex., News. 12-9-26
 Bristol, Pa., Gazette. 9-28-24
 Bridgeport, Cal., Chronicle-Union. 12-2-6
 Brockton, Mass., Times. 8-12-29
 Butte, Mont., Gazette. 12-30-4
 Canton, Kan., Monitor. 3-11-12
 Casper, Wyo., Tribune. 9-2-6
 Cedar Rapids, Ia., Republican. 9-28-8
 Chariton, Ia., Leader. 9-9-28
 Charleston, S.C., American. 11-4-2
 Chatham, Ont., News. 12-30-15

Chatham, Ont., Weekly Banner-News. 12-30-15
 Clarkston, Wash., Republican. 12-30-13
 Cleveland Mail Bag. 10-23-24
 Clinton, Ia., Mirror. 9-23-29
 Colorado Springs Gazette. 11-14-28
 Coronado, Cal., Strand. 11-18-10
 Coronado, Cal., Saturday Night. 11-18-10
 Coronado, Cal., La Jolla Journal. 11-18-10
 Crystal Springs, Miss., Meteor. 10-14-25
 Dog World Pubg Co., Chicago. 12-23-11
 Dover, Del., State News. 2-18-16
 Drumright, Okla., Daily Post. 7-29-11
 Edwardsville, Ill., Republican. 6-6-7
 Elgin, Ore., Reporter. 11-11-19
 Elgin, Neb., Review. 12-9-8
 El Paso, Tex., Herald. 8-11-2
 Eufaula, Ala., Citizen. 11-4-2
 Fenton, Ia., Reporter. 4-1-22
 Fort Worth, Tex., World. 12-30-3
 Franklin County, Ala., Times. 4-29-21
 Fresno, Cal., Herald. 2-4-2
 Frost, Tex., Star. 12-9-25
 Fullerton, Cal., News. 12-16-6
 Garrison, Tex., Weekly News. 11-18-8
 Goodwell, Okla., Independent. 2-11-26
 Glenwood, Wis., Tribune. (wkly). 9-16-25
 Grand Ledge, Mich., Times. 12-16-8
 Harvard, Neb., Courier. 12-23-4
 Harvard, Neb., Courier. 8-5-13
 Harveyville, Kan., Monitor. 2-11-12
 Havana, Cuba, Telegram. 4-29-7b
 Herman, Minn., Review. 9-9-25
 Hinton, W.Va., News & Leader. 4-8-8
 Hudson, Mass., Sun. 8-26-12
 Huntington, La., Journal & Globe. 9-30-27
 Imboden, Ark., Journal. 5-20-17
 Imperial, Cal., Enterprise. 11-18-9
 Indianapolis, Ind., Times. 6-10-28
 Jacksonville, Fla., Metropolis. 6-8-8
 Jordan, Mont., Gazette. 12-2-8
 Kansas City, Mo., Post. 5-20-2 & 5-27-8
 Kansas Homestead. (wkly). 11-4-31
 Kennebec, S.D., Prairie Sun. 9-30-25
 Keokuk, Ia., Gate City. 5-6-4
 Kington, O., Tribune. 3-18-16
 Klamath Falls, Ore., Herald. 2-18-4
 Lacon, Ill., Home Journal. 2-18-9
 LaFayette, Ala., Sun. 12-9-6
 La Salle, Ill., Post. 6-3-31
 Leasakesville, Miss., Green County Herald. 12-16-3
 Leesburg, O., Citizen. (wkly). 11-18-2
 Lennox, S.D., Independent. 10-26-19
 Lincoln, Neb., State Journal. 6-24-23
 Lisbon, Ia., Herald. 12-23-6
 London Daily Mail. 9-23-4
 London, Ont., Advertiser. 9-23-4
 London, Ont., Advertiser. 11-11-9
 London Times. 6-24-31
 London Times. 10-28-3
 Lorain, O., Journal. 8-26-20
 Los Angeles, Cal., Express. 6-10-30
 Louisville New Farmers Home Journal. 11-18-23
 Loveland, Colo., Herald. 7-29-13
 Manchester, N.H., Mirror. 5-20-4
 Mansfield, O., News. 2-18-5
 Mantorville, Minn., Express. 9-16-31
 Marine, Ill., Telegram. 2-18-29
 Marion, Ia., Sentinel. 12-9-20
 Marion, O., Tribune. 5-27-5
 Marquette, Kan., Tribune. 4-22-14
 Marysville, Pa., Journal. 8-12-28
 Mechanicsville, N.Y., Hudson Valley Times. 7-8-20
 Meridian, Miss., Star. 11-18-3
 Mertens, Tex., Progress. 12-9-26
 Miami, Okla., News. 8-4-24
 Middletown, Del., New Era. 11-26-16
 Middletown, N.Y., Herald half int sold to R S Carver. 3-18-2
 Milton, Ore., Eagle. 2-26-15
 Minden, Neb., News. 5-27-27
 Missouri Homestead. (wkly). 11-4-31
 Montclair, N.J., Herald. 2-25-8
 Montezuma, Wash., Vidette. 11-14-29
 Montezuma, Kan., Press. 3-11-21
 Morton, Wash., Mirror. 3-11-21
 New Bedford, Mass., Standard & Mercury. 2-11-31
 New London, Wis., Press. 2-4-13
 Norristown, Pa., Times. 12-30-3
 North End, Quebec, Messenger. 9-30-10
 Oskaloosa, Ia., Times. (wkly). 8-11-18
 Oakland Post Enquirer. 9-2-2
 Oelwein, Ia., Iowan. (tri-wkly). 12-23-10
 Okmulgee Democrat. 11-4-7
 Quebec Chronicle. 11-18-4
 Orange, Tex., Leader. 5-13-28
 Oshawa, Ont., Reformer. 8-12-28
 Oswego, N.Y., Times. 6-24-15
 Paris Telegram. 3-11-11
 Passaic, N.J., News. 2-4-10
 Passaic News. 10-28-6
 Pensacola Journal. 9-28-2
 Peru, Ind., Chronicle. 8-25-11
 Phoenix Girard, Ala., Journal. 11-25-8
 Placerville, Cal., Mountain Democrat. 7-1-20
 Portland, Ind., Commercial-Review. 5-6-26
 Pottstown Ledger. 9-16-27
 Princess Anne Marylander & Herald. 9-25-25

- Providence Tribune. 7-8-9
- Quebec Chronicle. 12-16-7
- Racine Agriculturist. 11-4-7
- Rapelje, Wis., Advocate. 9-30-81
- Randolph County, Ill., Chester Tribune. 10-28-15
- Rapid City, S.D., Journal. 12-23-4
- Reno, Nev., State Journal. 8-12-11
- Rockaway, L.I., News. 2-11-30
- Rockport, Tex., Pilot. 11-11-6
- St. Clairville, O., Gazette. 4-8-19
- St. John, N.S., Journal. 12-9-27
- St. Louis Star; Frank Potts Glass buys an int. 12-30-6
- San Anselmo, Cal., Hera'd. 12-2-26
- San Francisco Call-Post. 10-7-22
- San Fernando, Cal., Sun. 12-2-11
- Santa Monica, Cal., Outlook. 11-18-8
- Sioux Falls, S.D., Commercial. 4-8-4
- South Solon, O., Advance. 4-22-27
- Snohomish, Wash., County Tribune. 5-27-29
- Springfield, O., Sun. 4-8-4
- Springfield, O., Sun. 5-13-27
- Steele County, N.D., Observer. 9-23-29
- Sulphur, Okla., Times. 11-25-2
- Tablequah, Okla., Democrat Leader. 11-4-13
- Troy, Ala., Messenger. 11-25-4
- Tulsa, Okla., Tribune half int to J H Perry. 6-3-2
- Tuscaloosa, Ala., News. 10-7-24
- Utah Farmer. 5-20-26
- Utica, N.Y., Herald-Dispatch. 4-22-6
- Utica, N.Y., Observer. 4-29-3c
- Venice, Cal., Herald. 7-1-23
- Vermillion, S.D., Plain Talk. 2-11-2
- Washington Herald. 11-13-3
- Waterbury, Ct., American. 3-25-6
- Waterloo, Ia., Dairy Farmer. (semi-monthly). 8-26-2
- Waterloo, Ia., Times-Tribune. 4-8-22
- West Point, Miss., Times-Herald. 4-15-26
- Wichita Falls, Tex., Record-News. 4-3-4
- Wilmington Dispatch. 8-19-11
- York, Pa., Dispatch. 8-19-2
- Youngstown, O., Telegram. 3-11-3
- Zanesville, O., Dispatch. 7-1-9

SPECIAL EDITIONS

- Albert Lea, Minn., Tribune Xmas number. 12-22-6
- Amsterdam, N.Y., Recorder club edition. 2-25-31
- Beaumont, Tex., News fall number. 9-30-24
- Carthage, Mo., Eve Press anniv number. 4-8-25
- Casper, Wyo., Tribune industrial edition. 3-4-23
- Clarksburg, W.Va., Telegram fall fashion number. 10-14-29
- Columbus, O., State Journal stadium edition. 11-4-5
- Columbia, Tenn., Maury Democrat auto number. 4-22-12
- Concord, N.H., Patriot new home edition. 10-14-20
- Decatur, Ill., Review school section. 2-11-31
- Elgin, Ill., Courier historical number. 9-9-27
- Elk City, Okla., Southwestern Press Xmas edition. 12-23-11
- Eric, Pa., Dispatch-Herald 102nd anniv edition. 11-4-8
- Frederick, Md., News-Post installs booster. 3-11-24
- Gloversville, N.Y., Herald historical edition. 9-16-13
- Great Falls, Mont., Tribune auto and fashion number. 3-25-25
- Hackensack, N.J., Bergen Record new home edition. 9-23-9
- Halifax Morning Chronicle Arcadia edition. 7-1-23
- Houston Chronicle rotogravure edition. 9-23-23
- Huntington, Ind., Press industrial edition. 11-11-4
- Johnstown, Pa., Tribune industrial edition. 10-14-10
- Kingston, Ont., Daily Standard dollar day ed. 2-11-27
- Lexington, Ky., Herald twenty-fifth anniv. 3-11-21
- London Times Fourth of July number. 7-8-81
- Mobile, Ala., Register trade review. 9-16-23
- Muskogee, Okla., Times-Dem state fair edition. 10-14-14
- New Years Number Chicago Journal of Commerce. 1-7-13
- Niles, O., Register booster edition. 12-30-10
- Oklahoma Tribune Christmas edition. 1-7-25
- Passaic, N.J., Herald fiftieth anniv number. 6-10-30

- Pittsburg, Kan., Headlight issues rotary club number. 11-4-23
- Portland, Ore., Journal 20th anniv ed. 8-25-25
- Prairie du Chien Courier 75th birthday ed. 3-18-25
- San Antonio, Tex., Light pioneer edition. 11-11-8
- San Francisco Chronicle prints 226 page Shriner's edition. 7-1-26
- Santa Monica, Cal., Outlook issues rotary club edition. 11-18-8
- Scranton, Pa., Scrantonian 26th anniv number. 4-8-20
- Sioux Falls, S.D., Commercial News farm equipment. 5-27-29
- South Orange, N.J., Record Easter edition. 5-20-19
- Staten Island Advance automobile ed. 2-25-16
- Topeka Capital building edition. 4-8-25
- Washington Times food show supplement. 2-11-22
- Washington Post Rotary Club number. 3-18-2
- Washington Times auto tabloid. 6-24-19
- White Plains, N.Y., Daily Reporter auto edition. 3-25-20
- Wilmington, N.C., Morning Star state edition. 9-30-29
- Winston-Salem, N.C., Twin City Sentinel Rotary Club ed. 4-1-XXVI
- Winnipeg Free Press 50th anniv. 11-18-20
- Winston-Salem, N.C., Sentinel Masonic edition. 7-8-14
- Ypsilanti, Mich., Ypsilanti-Press dollar day edition. 11-18-12

ANNIVERSARIES

- Chippewa Falls, Wis., Gazette first anniv. 11-11-22
- Dover, Del., State News twenty-first anniv. 6-8-24
- Enid, Okla., Daily Eagle celebrates 29th yr. 10-7-3
- Garland, Tex., News 35 yrs old. 4-22-4d
- George Riley Hall Henryetta, Okla., Free-Lance 20 yrs with paper. 12-23-17
- Gloversville, N.Y., Herald 25th anniv. 4-8-22
- Gonzales, Tex., Inquirer celebrates 60th anniv. 7-1-29
- Janesville, Wis., Gazette seventy-seventh anniv. 8-19-5
- John H Harrison ed Danville, Ill., Commercial-News 25 yrs with paper. 11-25-13
- London Sunday Times 100 yrs old. 11-4-95
- Nashua, Ia., Reporter twenty-eighth anniv. 9-23-15
- NY Daily News three years old. 7-8-21
- NY Tribune 81st anniversary. 4-8-13
- Passaic Daily News has forty-fifth birthday. 8-12-13
- Passaic, N.J., Herald fiftieth anniv. 6-10-20
- Phila. Evening Bulletin 75 years old. 4-29-6b
- Seattle Union Record fourth anniv. 6-8-31
- Seattle Times silver jubilee. 7-29-17
- Toronto Daily Mail golden jubilee. 7-29-11
- The Washington Star at seventy. (edl). 5-20-16
- Wichita, Kan., Eagle 50 yrs old. 4-22-4d
- Wichita, Kan., Eagle celebrates golden anniv. 10-7-2
- Winnipeg Free Press 50 yrs old. 11-18-20
- Yankton, SD., Daily Press and Dakotan forty-seventh anniv. 5-20-19

ENGRAVING

- NY Photo-Engravers return after strike; no wage change. 1-14-6
- Meyer-Martin act proposed at Albany. 2-4-17
- Print by engravings in Paris printers' strike. 2-18-28
- American Photo Engraving conv date set. 4-15-14
- Engravers' Union injunction is reaffirmed. 4-29-12a
- Scale in NY under fire. 12-2-10
- Electrotypers to receive same pay until Oct 1. 6-27-4
- Powers goes absr for new color process. 7-29-10
- Amer P.E. Assn elects; Adolph Schuetz pres. 8-5-11

INDUSTRIES ALIGN TO CONSERVE FORESTS.

NEWSPAPER PUBLISHERS AND PAPER MILLS WORKED IN HARMONY DURING 1922 TO OBTAIN LEGISLATION, AND MANY INDEPENDENT STEPS FURTHERED THE AIM.

By WARREN B. BULLOCK, Secretary, National Forestry Program Committee.

The year 1922 was a great year for forestry in the United States, if not in fact, the greatest yet known by this country.

The final telling blow of the year was the message of President Harding to congress on December 8, when he said:

"We must encourage the greatest possible co operation between the federal government, the various states, and the owners of forest lands, to the end that protection from fire shall be made more effective and replanting encouraged."

Forestry sentiment is growing nationally, as evidenced by the fact that 1922 opened with the devoting of an entire week to a study of this problem by the agricultural committee of the house of representatives, on the Snell bill, sponsored by the national forestry committee, which included the American Newspaper Publishers Association, the National Lumber Manufacturers Association, the Association of Wood Using Industries, and several more local organizations of wide influence.

The hearings by congress on the forestry question were the most extensive ever devoted to forestry by any organization, private or public, and the facts developed will result in eventual national action for the establishment of a national forestry policy.

The Chamber of Commerce of the United States named a forestry committee, which traveled 1,000 miles visiting all of the country's lumber producing regions, as to the effort of the organized business interests of the country to learn the facts, upon which a future national forest policy could be predicated.

New advance steps were taken by the paper industry of the United States toward providing a future permanent supply of raw material; by the development of the national campaign for better forestry knowledge by the paper mills. The woodlands section of the American and Pulp Association, tentatively formed in the fall of 1920 as an organization of the foresters and woods superintendents in the paper industry, became a permanent organization, and a recognized factor in the organized activities of the paper makers of the country.

The Bogalusa Paper Company of Bogalusa, La., a subsidiary of the Great Southern Lumber Company, announced as 1922 neared its close, that it was such a believer in forestry that it had turned over the state authorities for technical forest management, 53,000 acres, upon which timber will be grown under state law, to provide a permanent raw material supply for its paper mill. This is the biggest forestry step taken by any of the southern states members of the American Paper and Pulp Association.

In Canada, Price Bros. & Co., a great news print making organization, has turned over to the absolute con-

(Continued on Page XXX)

SPECIAL AGENCIES

Directors of special representatives nad newspapers having special representatives were issued by THE FOURTH ESTATE April 22 and December 23, 1922.

- Chas A Abrahams succeeds late E L McArthur at Montreal. 12-2-2
- A broad view of future aims of specials. 4-22-15c
- Alcorn-Seymour moves to Marbridge Bldg. 4-15-27
- Tribute to Paul Block by staff on 21st anniv his founding of bus. 1-7-21
- Paul Block, Inc opens London office. 3-11-15
- Bruns & Webber starts in NY. 6-10-34
- Col Mortimer D Bryant made Brig-Gen. 4-16-15
- Cone, Hunton & Woodman adds A W Pinnell to staff. 3-26-15
- Con, Hunton & Woodman opens St Louis office. 5-13-2
- Chicago special to give ball for charity. 4-1-8
- Geo B Donnelly opens office in Phila. 3-11-15
- Facts are first tool of spec agcy selling. 12-23-XIV
- Fralick & Bates move Chicago office to 605 N Michigan av. 11-25-18
- George W Gibbs est Geo W Gibbs, Inc. 1-21-15
- Hamilton-DeLisser opens Chgo office, 127 N Dearborn. 4-22-23
- I A Klein opens Chicago office. 2-18-15
- I A Klein moves to 50 E 42nd st. 4-1-2
- List of spec rep and their newsp. 12-23-III
- Lorenzen & Thompson apte Fred L Hall on Pacific Coast. 6-6-15
- Lorenzen & Thompson open Detroit office, Kresge Bldg. 12-9-31
- J E Lutz, Chicago moves to Tower Bldg. 1-21-6
- J P McKinney & Son moves to 19 W 44th st. 4-22-7
- M C Mogenson & Co, Inc, San Francisco, takes over W R Baranger Co. 3-18-27
- Nicoll & Ruthman move to 342 Madison Ave. 4-8-26
- G Logan Payne Co apte F C Veon, Los Angeles. 6-24-21
- G Logan Payne Co admits Cornelius Vanderbilt, Jr, as director. 12-2-4; to Powers & Stone establishes agcies NY and Chicago. 1-21-14
- Powers & Stone moves to Aeolian Bldg. 3-18-27
- Powers & Stone open Boston office. 6-17-9
- Rep Assn of Chicago elects F E Crawford pres. 12-23-IV
- Schlesinger & Brant organize in NY. 8-19-9
- Select Country Newsp Assn, Inc est by Joseph F O'Neill. 2-25-15
- Semi-Annual Directory of Special Rep and newsp having rep. 4-22-3c
- Seraphine & McDevitt incorporated under name Geo A McDevitt Co, NY. 2-4-15
- Six Point League to hear A H Deute. 3-18-27
- Six Point League election; Ralph R Mulligan joins. 6-3-2
- Lee L Spach joins I A Klein. 3-4-16
- Specials usually like their jobs and here's why. 4-22-10c
- Special rep a prosperity builder. (edl). 9-9-18
- Stevens & Baumann open offices in Los Angeles and San Francisco. 11-18-14
- represent London Times in U.S. 12-2-6
- R E Ward Special Agcy incorporated. 4-22-9
- John B Woodward est Detroit office. 5-6-9
- Young & Ward est in Chicago. 1-28-27

REPRESENTATION (NEW)

- Baltimore Times to Howland & Howland. 12-30-13
- Bluefield, W.Va., Telegraph to E Katz Special Ad Agcy. 10-21-20
- Brockton, Mass. Times to E. Katz Special Agcy. 10-28-18
- Champaign, Ill., Evening Herald to G Payne Co (Western), Payne, Burns & Smith (Eastern). 11-4-4
- Cleveland Commercial to Powers & Stone. 3-18-14

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Dublin, Ga., Courier-Herald to Frost, Landis & Kohn. 8-19-26
 Edenton, N.C., News to Frost, Landis & Kohn. 9-30-6
 El Centro, Cal., Imperial Valley Press (Pacific Coast) to M C Mogenson & Co. 11-18-19
 Fresno, Cal., Bee to O'Mara & Ormsbee. 10-21-20
 Huntington, Pa., News to Thos F Clark Co. 9-30-6
 Manchester, N.H., Mirror to Powers & Stone. 8-12-2
 Naugatuck, Ct., News to Richard W Cooke.
 NY Journal of Commerce to Conger & Schaefer (Pacific Coast). 8-19-26
 Oswego, N.Y., Palladium to Frank R Northrup (National). 1-28-14
 Oswego, N.Y., Times to David J Randall. 8-5-27
 Paterson, N.J., Times to Stevens & Baumann. 11-11-13
 Peekskill, N.Y., Star to Frank R Northrup. 9-23-26
 Reno, Nevada, State Journal to Benjamin & Kentnor. 10-7-26
 Rochester, N.Y., Journal and Sunday American to Payne, Burns & Smith (Eastern) G Logan Payne Co (Western). 9-16-12
 Scranton, Pa., Sunday Dispatch to Thos F Clark & Co. 8-11-27
 Tampa, Fla., Sunday Citizen, Brooklyn Rural Messenger, Disabled American War Veteran Weekly to Chas F Clark Co. 7-8-26
 Winston-Salem, N.C., Journal to Benjamin & Kentnor Co. 6-8-12

CHANGES IN REPRESENTATION

Aberdeen, Wash., World, Walla Walla, Wash., Bulletin, Wenatchee, Wash., World, Yakima, Wash., Herald-Republican (Eastern) from Prudden, King & Prudden to Verree & Conklin. 8-11-27
 Amarillo, Tex., Tribune from American Press Association to Frost, Landis & Kohn. 4-8-15
 Atchison, Kan., Globe (Eastern) from Ward & Lewis to Prudden, King & Prudden. 8-8-27
 Billings, Mont., Gazette from Benjamin & Kentnor to Prudden, King & Prudden. 12-2-26
 Booth papers of Mich., Grand Rapids Press, Flint Daily Journal, Saginaw News-Courier, Jackson Citizen Patriot, Bay City Times-Tribune, Muskegon Chronicle, Ann Arbor Times associated in Western representation with Washington Star, Indianapolis News, Detroit News, Baltimore News & American, Montreal Star by J E Lutz. 1-21-26
 Bridgeport, Ct., Post-Telegram from John Glass (Western) to I A Klein. 4-1-18
 Calgary Alberta from Chas E Miller (Eastern) to Gilman, Nicoll & Ruthman. 9-16-21
 Cedar Rapids, Ia., Republican from La Coste & Maxwell to G Logan Payne Co. 10-14-6
 Cincinnati Inquirer from John Glass to I A Klein. 8-4-14
 Cleveland News and Sunday News-Leader (National) from Paul Block to Seraphine & McDevitt. 1-28-14
 Colorado Springs, Col., Gazette from John M Branham Co to Prudden, King & Prudden. 7-15-26
 Columbus, O., Dispatch (Eastern) from I A Klein to O'Mara & Ormsbee. 8-26-10
 Columbus, O., Dispatch from John Glass (Western) to O'Mara & Ormsbee. 2-18-27
 Danville, Ill., Press (Western) from Allen-Klapp Co. to J K Groom. 11-18-27
 Dayton, O., News & Springfield News (Western) from John Glass to I A Klein. 2-18-27
 Denison, Tex., Herald from Payne, Burns & Smith to E Katz Special Agcy. 6-10-80
 Douglas, Ariz., Dispatch from Robt E Ward to G Logan Payne Co. 8-19-26
 Doylestown, Pa., News from American Press Assn to S G Lindenstein. 8-26-10
 Durham, N.C., Herald from Frost, Landis & Kohn to E Katz Special Agcy. 9-23-2
 Florida Group of Newspapers, Daytona News, Deland News, Gainesville Sun, Lakeland Telegram & Orlando Sentinel from Robt E Ward to Frost, Landis & Kohn. 3-25-21
 Fresno, Cal., Herald from Wm J Morton Co. to Benjamin & Kentnor Co. 5-18-27
 Gary, Ind., Post-Tribune from Frank R Northrup to Knill-Burke. 7-15-26

Huntsville, Ala., Times from American Press Assn to Frost, Landis & Kohn. 2-18-27
 Johnson City, Tenn., Chronicle from American Press Assn to Frost, Landis & Kohn. 5-13-27
 Kansas City Journal & Post (Eastern) Lorenzen & Thompson (Western) Verree & Conklin. Also Kansas City Post-Journal (Sunday edition). 7-15-26
 Keokuk City, Ia., Gate City from Payne, Burns & Smith to M C Watson. 7-15-26
 Lakeland, Fla., Star-Telegram to Frost, Landis & Kohn. 10-14-6
 Long Island City, N.Y., Star from Ralph R Mulligan (Eastern), C J Anderson (Western) to Hamilton-De Lisser. 9-2-8
 Norristown, Pa., Herald from George B David Co. to J P McKinney & Son. 9-23-2
 Nyack, N.Y., Journal from Jas O'Flaherty to Geo B David Co. 12-9-2
 Oakland, Cal., Post-Enquirer from Cone, Hunton & Woodman to Prudden, King & Prudden. 11-25-27
 Oakland, Cal., Post-Inquirer from Bert Butterworth (Pacific Coast) to M C Mogenson & Co. 6-3-26
 Omaha Bee (Western) from John Glass to Prudden, King & Prudden (National). 8-11-27
 Orlando, Fla., Sentinel from Robt E Ward to Frost, Landis & Kohn. 2-18-27
 Paducah, Ky., Sun from Payne, Burns & Smith to Alcorn-Seymour Co. 2-18-27
 Paris, Tex., News from American Press Assn to Frank R Northrup. 9-23-2
 Phoenix, Ariz., Republican from Robt E Ward to Williams, Lawrence & Cramer Co. 8-19-26
 Pittsburg Press from John Glass (Western) to I A Klein. 4-1-18
 Pittston, Pa., Gazette (Eastern) F Smith Special Agcy (Western) A R Keator to Hamilton-De Lisser. 10-28-19
 Pottstown, Pa., Ledger from American Press Assn to S G Lindenstein. 9-16-21
 St Louis Globe-Democrat from R J Bidwell Co (Pacific Coast) to C Geo Krogness, headquarters San Francisco. 2-4-15
 St Thomas, Ont., Times-Journal from Finucan & McClure (Western) to Stevens, Gibbs & Baumann (National). 1-28-14
 South Bend News-Times from Cone, Hunton & Woodman to Lorenzen & Thompson. 9-30-27
 Superior, Wis., Telegram from Story, Brooks & Finley to Hamilton & De Lisser. 7-8-12
 Warren, O., Tribune from Ralph R Mulligan (Eastern), C J Anderson (Western) to Alcorn-Seymour Co. 7-15-26
 Waterloo, Ia., Tribune from E Katz Special Agcy to Cone, Hunton & Woodman. 4-22-9
 Waterville, Me., Sentinel from Julius Mathews to Powers & Stone. 7-29-26
 Wilmington, O., News-Journal from Robt E Ward (Eastern) A E Clayden (Western) to John W Hunter. 12-3-26
 Winston-Salem, N.C., Journal from Bryant, Brunson & Griffith to Benjamin & Kentnor. 6-24-14

FOREIGN COR.

Overseas Writers first anniv. 6-10-4
 All serene now after Hague skirmish. 6-24-8
 Corresp carry light. (edl). 6-24-16
 Express appreciation to Arms Conf com. 1-21-14
 Win praise of Sec Hughes. 2-18-16
 Assn de la Presse Anglo-Americaine Paris increases membership. 2-25-24
 Assn of Foreign Press Correspondents annual dinner, W F Bullock pres. 3-4-8
 Overseas writers appoint board managers. 3-11-4
 Overseas writers open banquet season. 8-18-8
 Foreign writers numerous at Tacna-Arica parley. 5-20-26

WORLD PRESS CONGRESS

Dean Walter Williams home from Honolulu. 2-4-4
 Meeting. 8-18-19
 Record of proceedings in book form. 9-23-10
 Spain wants next meeting. 10-14-13

PRESIDENT HARDING

Active participation in the movement which succeeded in procuring for the press the privilege of using naval radio stations and his favorable attitude toward publishers' efforts to procure relief from war-time postal rates were outstanding features in President Harding's relationships with the newspapers. In many other ways he gave evidence that the newspapers and newspaper men are still a chief interest with him.

Apts Lillian Russell special emigration investigator. 1-14-19
 Congratulates oldest employe Marion Star. 1-7-28
 Congratulates James A Easton new owner Canandaigua, N.Y., Messenger. 1-21-21
 Letter to Seattle Press Club on model paper. 1-28-11
 Re-elected chrm Marion, O., Star. 2-4-4
 Nose for news still sharp. 2-11-4
 Apts Melville E Stone Naval Academy Bd of Visitors. 2-11-19
 Urges House com to pass radio bill. 2-18-4
 Stays up until 4 a.m. to write speech. 2-18-23
 Guest of Natl Press Club. 8-11-4
 That Newsp Sense. (edl). 8-11-18
 Correspondents trail Harding to Florida. 3-18-13
 Plan may pave way to use of Naval radio. 4-1-2
 Lillian Russell reports on emigration trip. 4-1-11
 Gives reporters the slip. 4-1-XXVIII
 Newsm man made marshal by Harding. 4-8-6
 Ed in White House needs no bosses. 4-8-21
 Sensation over engraving bu shake-up has not yet died down. 4-8-6
 Drops in as Lasker dines capital scribes. 4-16-8
 Another ed places stamp of approval on Harding as president. 4-22-13d
 Invited to attend AACW conv. 4-29-10
 Harding's traits as editor. 4-29-81
 Fails to get place on Newsw Golf Club team. 6-8-11
 President Harding and the newsp. (edl). 6-10-24
 May end his talks to reporters. 6-10-27
 Favors postal rate reductions. 6-24-8
 Editor again on visit to Marion. 7-8-18
 Member new NY Newspaper Club. 8-19-15
 Resents surveillance of scribes. 9-2-3
 Why not fewer hours for our Presidents? 9-16-18
 Take hand in tax muddle. (edl). 9-16-18
 Harding, the bonus, and the daily press. (edl). 9-23-16
 Joins Amer Society of Editors. 11-25-2
 Casts ballot in Natl Press Club election. 12-28-15

WASHINGTON COR.

Clinton W Gilbert author of Mirrors of Washington. 9-16-12
 Vacancies in ranks of capital scribes. 12-3-19
 House press seating re-arranged 12-16-6
 Cabinet members Gridiron dinner. 12-16-14
 White House Corresp Assn annual dinner. 12-23-26
 Senators humble chesty scribe golfers. 7-1-10
 Probert replies to Rascoe. 7-22-7
 Press gallery assailed by Heflin. 8-5-2
 Reed and Sproul visit Senate reporters. 8-19-8
 John Mez of Frankfurter Zeitung arrives in Washington. 1-14-6
 Chauncey C Brainerd, Louis William Strayer and William G Hughes killed in Knickerbocker theatre disaster. 3-4-2
 Edwin Hood is daddy of them all. 2-18-12
 White House Corresp meet; elect Russell Young pres. 3-11-19; annual dinner; Sen Frelinghuysen offers his yacht. 4-8-6
 Trail Harding to Florida. 3-18-13
 Karger gives glimpse of official life. 8-18-25
 Washington Newspaper Golf Club organized; William E Brigham pres. 4-29-15b

POSTAL

A.N.P.A. protests second class rate increase. 2-11-2
 Natl Pub Assn protests proposed rate increase. 2-11-4
 Sec Mellon's attitude toward newsp. (edl). 2-11-18
 Six trade bodies act to have rate relieved. 2-18-2
 Will Hays dinner set for March 8. 3-4-2
 American Publishers Conf meets on Kelly bill. 11-25-4
 Second class postage volume falls off. 12-9-2
 Foreign mail ruling for newsp modified. 1-21-27
 Congress favors removal NY post office. 1-28-2
 Hays given farewell by jnlsts. 3-4-30
 Campaign for lower mail rates on in Britan. 8-11-22
 Form permanent body to effect postal relief. 3-18-2
 Longworth will present postal relief bill; American Pub Conf to meet. 3-25-2
 Speed newsp mail Bartlett orders. 4-1-4
 Out-Haying Mr Hays. (edl). 4-1-10
 Newsp clippings will keep postmaster-general posted. 4-1-20
 American Pub conference presents aims to 23,000 pub. 4-8-12
 To help yourself. (edl). 4-8-18
 Publishers heartily support American Publishers Conference. 4-15-8
 Hope of postal relief bright says Thomason. 4-29-10
 Australia cuts postage rates on papers to U.S. 5-18-4

POSTAL RATES

Pressmen's Union asks Harding to reduce second class rate. 1-14-4
 Concerted fight on mail rates is planned. 2-25-2
 Ahead, and in step. (edl). 2-25-18
 Pub unity is made plan to Congress. 4-1-5
 House passes bill fixing proof sheets postage. 4-22-4
 A.P.C. meets to spur action on Kelly Bill. 12-9-4
 Relief thwarted by house committee; A.P.C.'s efforts balked. 12-16-2
 A call to arms on the postal situation. (edl). 12-16-18
 Bill for postal rate relief presented. 6-17-9
 Harding and Cabinet favor postal reductions. 6-24-8
 Wiley urges support for postal reduction bill. 7-1-4
 Postal relief to wait until Dec. 7-1-4
 Conference still pushing mail rate relief. 7-15-4
 Would fix mail rates to fit circulation. 7-15-4
 Mail weighing plans near completion. 7-22-11
 P.O. further plans for mail weighing. 8-5-6
 Best fight postal law by easy stages. (edl). 8-19-18
 Rossdale knows post office inside out. 6-17-8
 Publishers line up for hearing. 8-19-2

MAIL TUBES

Restoration discussed by Postmaster Gen Hays and Joint Com. 1-7-6
 Pneumatic mail tubes needed in all big cities. (edl). 1-7-18
 Congress authorizes Hays to make contract for NY restoration. 1-14-2
 Philadelphia asks return of. 2-11-2
 Burleson's hand still seen. 2-25-2
 Senate acts to restore tubes in NY. 3-11-4
 Senate votes in favor of tubes for NY. 3-25-2
 Will prevent robberies says Congressman Rossdale. 4-15-28
 Mulvihill backs fight for tubes in Phila. 4-29-2c
 Are restored by Congress. 5-20-15
 Philadelphia asks mail tubes restoration. 7-1-28
 To be restored in NY and Phila. 7-29-4
 Phila resents delay. 9-9-2
 Serv in NY to be resumed in Oct. 9-16-17
 Pneumatic mail tube serv resumed. 10-7-29
 Delay in Phila restoration. 13-30-3

NEWS VALUES

For the convenience of editors and students of journalism the following summary of ideas expressed as to useful. Repeated criticisms of interesting. Repeated criticisms of news treatments indicated that a trend away from sensationalism may result.

- Events have but fleeting news value. (edl). 1-7-18
- Writers must use correct names in copy. 1-7-28
- News from Washington attracts everyone. 1-14-21
- Hints from NY Eve Post style book. 1-14-25
- Newsp not duty bound to pub all news. (edl). 1-21-18
- Boston Herald discusses what is news; value varies according to community. 1-21-25
- Evil influences in the news. 1-28-29
- Editors measure news by human interest value. 2-25-10
- Details and specialization make them interesting. 3-11-9
- News put thrift on radio priority list. 3-18-4
- Too much horror halts digestion. 3-18-15
- "Playing up" of trifles hit by British critic. 3-18-17
- Editors urged to cultivate public taste. 3-18-28
- Losing patience with news questionnaires. 3-25-9
- News libraries add character to newsp 3-25-10
- Strong defense of race news by ed. 3-25-18
- Truly a fool question. (edl). 3-25-18
- Headlines still "sell" better than cuts. 3-25-29
- Montreal newsp bans fight news. 4-1-7
- Dignifying nonsense. (edl). 4-1-10
- Varied uses of Boston Herald ship news. 4-8-12
- Up to ed to raise tone of news pages. 4-8-16
- Suppression of news condemned. 4-8-21
- Unjust accusations. (edl). 4-15-18
- Sly censorship on world news hit by Pew. 5-27-3
- News literature as often as anything else is. (edl). 6-3-16
- Criminals fear newsp publicity, reformed crook says. 6-3-24
- Do we use only negative news of the negro? 6-3-28
- Jazz headlines twenty-five yrs ago. 6-3-28
- News values of books. 6-24-10
- Hughes stresses importance of truth. 6-24-25
- Readers evince desire for "good" news. 7-8-14
- Ontario premier calls for cleaner news. 8-5-6
- S.N.P.A. pres would raise news writing standards. 8-5-11
- Foreign news on broader scale. 8-5-14
- Justice for all the real test of news. 9-9-12
- Teacher psycho-analyzes reporters' motives as they write news. 9-9-14
- Maine election teaches news values. 9-28-15
- Accuracy worth all it costs. 9-28-25
- Prominence given divorce serious evil. 11-4-6
- Editor wants reform in gathering foreign news. 11-4-9
- NY Times 'when and how' on murders. 11-11-12
- Prof says press should show punishment of crime. 11-11-12
- Election returns and the voting machine. (edl). 11-11-18
- Sports writing deserves best it can get. 11-18-3
- Publishing the news, good and evil. 11-18-11
- Simplicity best aim in diction. 11-18-13
- Voting machines enable election extra speed. 11-25-8
- Marvin H Creager tells defects in reporting. 12-9-9
- Dr Nicholas Murray Butler compares newness and value of news. 12-9-15
- Why U.S. news is neglected by British press. 12-9-25

FEATURES

Western Newsw Union, Publishers Auto-caster Service, offer loving cup in South Dakota wkly newsp contest. 1-14-8

Canton, O., Daily News Sunday school supplement. 1-21-20

Cosmopolitan News Serv starts in NY. 2-25-10

Earl C Reeves aptd news editor Cosmopolitan News Service. 3-4-10

Columists falls on barren soil in colleges. 3-18-11

Gospel used as feature in Topeka State Journal. 3-18-18

Key West, Fla., Citizen human interest column. 3-18-31

King Features entertains publishers. 4-3-12

How readers greet Bible in daily press. 4-15-12

Bluefield, W.Va., Telegraph prints Bible serially. 5-18-19

Creator of Hall Room boys tells where he got idea. 5-20-21

Publishers called for baggage rate hearing. 9-9-2

Canadiana, Ltd, organized in Ottawa. 9-9-20

Newsp show strong front at baggage rate hearing. 9-16-2

NY Times and Chicago Tribune buys Lloyd George memoirs. 9-23-4

Edgar Guest night in Indianapolis sets record. 9-23-18

Publishers case on baggage rates before F.T.C. 10-14-10

Baggage rate approved for supplements. 12-2-2

New Vanderbilt alliance with London Times. 12-9-6

NY World publishes Coue's own book. 12-16-4

Lloyd George may keep memoirs out of dailies; NY Times and Chicago Tribune cancel contracts. 12-23-2

John C Wetmore starts motor news serv in Los Angeles. 12-23-8

A.N.P.A.

Fights for right to print what is news opposing anti-gambling bill. 1-14-4

New features this yr for conv. 4-8-2

Hiding Our Light. (edl). 4-15-18

Wide range of activity for convention week. 4-22-9

Welcome Publishers! (edl). 4-22-18

Major issues to come before ANPA. 4-22-3b

Officers of ANPA conv. 4-22-3b

Week calendar. 4-22-3b

Bureau of advg big dinner. 4-22-4b

Officers and dir ANPA with portraits. 4-22-6b & 7b

Begins 37th yr of service. 4-22-10b

ANPA Necrology. 4-22-10b

Paul Patterson chosen president. 4-22-2

Baker bespeaks support for committees. 4-22-6

Hope of postal relief bright says Thomason. 4-22-10

Sound Outlook. (edl). 4-22-18

Publishers must join fight on freight rates. 4-22-24

Reports the following committees: federal taxation, linotype schools, bureau of advg, forestry matters, advertising agents, miscellaneous and radio. 4-22-28

Adv bureau now spans continent. 4-22-6a

ANPA fights to set up open shop division. 4-22-13a

Tax committee recommends bureau on federal taxation. 4-22-4b

Sketch of Paul Patterson; Port. 4-22-1c

Adler warns. 4-22-2c

Paper strike no cause for panic. 4-22-2c

Committee on labor matters for ANPA Reports of agents committee to ANPA. 4-22-3c

Members who passed away during yr. 4-22-3c

Bureau of Advertising and radio discussion. 4-22-4c

Convention asks amendment of revenue law. 4-22-4c

Convention sidelights. 4-22-4c

Pubs and executives at conv. 4-22-5c

Convention lessons. (edl). 5-6-18

Patterson goes limit in freedom of speech. 5-18-4

Ad Bureau com named. 5-20-6

A.N.P.A. state committees to push conservation. 9-9-4

NY dailies turn down paper saving. 9-23-2

Kellogg reappointed chrm special standing committee. 7-1-22

News print committee attacked in Senate. 7-29-2

News print conv of A.N.P.A. possible. 9-9-2

STAFF CHANGES

Aagaard, Luther I—aptd mgr Nevada Ia, Representative. 1-28-19

Abbot, Willis J—aptd ed Christian Science Monitor. 2-4-2

Aleshire, Morris B—aptd art dir Chicago Tribune. 10-7-26

Alexander, E V—aptd bus mgr Bell, Cal, Herald. 11-11-19

Allison, J C—aptd bus mgr Marysville Cal, Appeal. 8-13-14

Ambler, Ray—resigns as mgr Odebolt Ia, Chronicle. 11-4-19

Anderson, A H—aptd mer and pro mgr Syracuse, NY, Herald. 10-21-17

Anderson, Martin—resigns as mng ed Wichita Falls Tex, Record-News. 10-28-17

Anderson, Martin—aptd ed Austin Tex, American. 10-7-17

Ardell, Herbert S—aptd asst ad mgr NY Times. 4-22-6B & 5-20-5

Auer, George J—aptd rotor mgr NY Tribune. 9-30-4

Barbanell, Solon—aptd ed-in-chief Brooklyn Citizen. 12-30-2

Barber, E H—resigns as ed Shostone Idaho, Journal. 9-2-19

Barnfield, E H—aptd fin ad mgr San Francisco Journal. 7-1-19

Barrett, James W—aptd city ed NY World during absence John H Gavin. 11-25-19

Barrett, P M—aptd mng ed Wichita Falls Tex, Record-News. 10-28-17

Bassett, Wallace E—resigns as ed Bridgeport Ct, Telegram. 2-18-30

Beaudry, R—aptd ed Quebec Can, Le Soleil. 9-30-22

Bennett, Roy C—resigns as assoc ed Manila Daily Bulletin. 8-11-31

Bentley, Robert W—resigns as mng ed Tampa Fla, Tribune. 8-12-8

Benton, Guy—aptd Sunday ed Indianapolis Star. 2-25-19

Bigler, Charles L—aptd mng ed Neodesha Kan, Sun. 1-14-19

Bitner, Harry M—aptd edl and cir mgr Detroit Times. 4-22-6B

Bitzing, Earl K—aptd chief edl writer Fargo, N.D., Forum. 12-22-26

Bliss, William T—aptd tel ed NY World. 6-13-25

Bliven, Bruce—aptd assoc ed NY Globe. 1-28-19

Bloom, John H—aptd bus mgr Fargo ND, Courier-News. 4-22-18a

Bosler, Max—aptd news ed Peoria Ill, Journal. 1-7-19

Bowman, W E—aptd mng ed Newark NJ, Star-Eagle. 9-3-19

Bradley, Thomas C—resigns as mng ed Canandaigua NY, Messenger. 5-13-29

Braucher, William—resigns as sports ed Springfield Ill, State Register. 10-21-17

Breitenstein, William G—aptd city ed Great Falls Mont, Leader. 8-19-19

Bresnahan, John F—aptd bus mgr NY World. 10-21-17

Bresse, Horace A—aptd pub Spooner Wis, Advocate. 8-25-25

Brown, Heywood—aptd dramatic critic NY World. 4-1-5

Brown, Alexander—retires as pres Syracuse NY, Journal. 3-4-19

Brown, Clinton—aptd pro mgr Kansas City Journal and Post. 11-4-19

Brown, Clinton—aptd pro mgr St Louis Times. 8-11-19

Brown, George Rothwell—resigns as special writer Washington Post. 6-10-28

Buckley, Norman R—aptd bus mgr Wichita Falls Tex, Record-News. 5-20-21

Bunnell, Milie—retiring as pub Duluth News-Tribune. 11-18-31

Bunnell, Myron—aptd pub Duluth News-Tribune. 11-18-31

Burke, John T—aptd mng ed Providence RI, News. 6-10-32

Burke, Merton E—resigns as mng ed NY Daily News. 10-21-17

Burrill, Harvey D—elected pres Syracuse NY, Journal. 2-4-19

Busey, Harry—resigns as mng ed Springfield O, Sun. 6-10-25

Cameron, Frank W—aptd ed Naches Wash, News. 4-22-19

Canavan, Joseph—resigns as city day ed NY Herald. 11-11-19

Cargill, A B—aptd bus mgr Milwaukee Sentinel. 12-23-15

Cargill, A B—aptd bus mgr Milwaukee Sentinel. 12-9-19

Cassill, Harold F—aptd city ed Spokane Wash, Chronicle. 6-17-17

Cassino, J Allen—aptd city ed Bradford Pa, Era. 10-21-17

Chandler, William—aptd news ed Seattle Post-Intelligencer. 7-8-19

Claire, Bernard C—aptd ed Monroe Wis, Times. 9-23-17

Clark, Frank—aptd mng ed Albany Knickerbocker Press. 4-22-19

Clark, Lawrence D—resigns as mgr Bisbee Ariz, Daily Review. 4-8-2

Clemens, Will M—mng and assoc ed Knoxville Journal. 12-16-19

Clemens, Will M—aptd mng and assoc ed Knoxville Tenn, Journal and Tribune. 12-16-19

Clogston, Charles W—resigns as mng ed Denver, Colo., Express. 9-9-19

Cloud, Dan—resigns as ed Montesano Wash, Vidette. 11-11-19

Coakley, John P—trans to Washington by Detroit Journal, Toledo Blade and Newark NJ, Star-Eagle. 9-2-19

Cody, M B—resigns as mng ed Stratford Ont, Beacon. 8-26-19

Cohen, Harry—aptd ed Virginia Minn, Daily Virginian. 8-11-19

Collins, James S—aptd asst tel ed NY World. 5-18-25

Conn, Edward L—aptd ed-in-chief Japan Times and Mail. 4-22-4b

Cook, E E—aptd ed-in-chief Scripps-Howard Ohio group. 12-30-4

Cook, John C—aptd bus mgr NY Globe. 9-16-4

Cook, Leo P—aptd mng ed Sheboygan Wis, Press and Telegram. 1-28-19

Corbin, John—aptd dramatic ed NY Times. 10-21-17

Cottrell, Jesse S—resigns as Washington corresp Memphis News-Scimitar and New Orleans Times-Democrat. 4-15-30

Cowles, John—aptd pub Des Moines Register & Tribune. 12-23-IV

Cowley, Leonard M—aptd city ed Fort Collins Colo, Express. 7-29-19

Craig, James—aptd dramatic ed NY Eve Mail. 10-7-30

Crandall, C H—acting mng ed St John's Journal. 12-9-27

Cressy, Kendall B—aptd gen mgr Boston Advertiser. 6-10-28

Crist, E V—aptd pub Anderson SC, Tribune. 9-28-4

Cushing, H D—aptd gen mgr & ad dir American Legion Weekly. 3-4-19

Cutlip, Jr James E—aptd Sunday ed Charleston WVa, Gazette. 4-15-19

Dalziel, Lord—retires as chrm and mng ed London Daily Chronicle. 12-9-2

Dare, Mrs Sadie Wilkie—aptd gen mgr Newspaperman. 10-21-17

Davenport, H B—resigns as city ed Peoria Ill, Journal. 3-18-19

Dawson, Geoffrey—aptd ed London Times. 12-9-6

Dawson, Thomas F—aptd mgr Washington by Christian Science Monitor. 4-15-19—resigns as mgr Washington by Christian Science Monitor. 9-16-16

DeMent, G M—pub Montgomery Ala, Southern Poultry Journal. 7-15-19

Dever, James E—aptd ngt city ed NY World. 11-25-19

Dever, James S—aptd ngt city ed NY World. 5-18-25

Ditmer, C E—resigns as ed Wabash, Ind, Plain Dealer. 12-30-19

Diver, Joseph P—aptd Philadelphia bus mgr Newark Del, Ledger. 5-27-15

Dixon, Frederick—resigns as ed Christian Science Monitor. 2-18-5

Dowd, Jr W C—aptd gen mgr and asst to pres Charlotte NC, News and Chronicle. 5-6-15

Easton, J A—aptd mech and bus mgr Syracuse NY, Telegram and Sunday American. 10-7-21

Eddy, Allan—aptd ed Glens Falls NY, Post-Star. 4-1-6—aptd news ed Syracuse NY, Herald. 4-22-19 & 5-13-30

Edwards, Paul C—aptd ed-in-chief Pacific coast group Scripps-McRae League. 10-28-17

Elliot, Howard—resigns as mng ed Minot ND, Farmers' Press. 12-9-19

Ervin, Charles W—resigns as ed-mgr New York Call. 12-16-26

Eyre, Lincoln—aptd Berlin corresp Paris ed NY Herald. 12-2-2

Fairman, Roy E—resigns as ed Glens Falls NY, Post-Star. 4-1-6

Fairman, Roy E—aptd mng ed Gloversville NY, Morning Herald. 2-25-19

Farrell, Dan—aptd city ed Fremont Neb, Tribune. 5-6-19

Fell, Albert W—aptd pres and pub Hudson NY, Republican. 6-13-14

Fernald, L D—aptd asst gen mgr Nast Publications. 4-22-19

Filson, Lestel—aptd mng ed Joliet Ill, Herald. 2-25-19

Findlay, William—resigns as bus mgr Toronto Globe. 4-15-15 & 6-3-17

Fishback, George—resigns as Sunday ed Indianapolis Star. 2-25-19

Fisk, James W—aptd bus mgr Milwaukee Journal. 10-14-XXVII

Fitzpatrick, J F—aptd mgr Chicago office Boston American. 10-31-17

Fitzpatrick, William J—resigns as city ed Boston Herald. 9-9-4

Flaherty, R H—aptd Western mgr NY Tribune. 6-10-25

- Flynn, George—resigns as ad mgr Minneapolis Daily News. 4-1-21
 Flynn, John T—aptd mng ed NY Globe. 1-28-19
 Flynn, Michael—aptd mng ed Washington Herald. 11-26-6
 Flynn, William—aptd tel ed NY Globe. 1-28-19
 Fowley, W C—aptd class ad mgr Long Island City Daily Star. 2-4-19
 Fox, Claude—aptd mng ed Glens Falls NY, Post-Star. 6-13-30
 Friendly, Edwin S—aptd bus mgr NY Herald and Sun. 19-7-2 & 10-21-4
 Fullmer, Nathan O—aptd bus mgr Salt Lake City U. Desert News. 6-24-17
 Fulton, E D—organize and manage new fin and acct dept Boston Advertiser. 10-7-17
 Galbreath, Helen C—aptd special writer Providence Journal. 3-4-19
 Gardner, A A—resigns as mng ed Poughkeepsie NY, Star and Enterprise. 5-27-15
 Garrison, S L—retires as ed and proprietor Boonton NJ, Weekly Bulletin. 9-9-14
 Garstin, Bert N—aptd gen mgr Lansing Mich. Capital News. 6-17-17
 Gates, Edward L—aptd tel ed Johnstown Pa, Ledger. 11-25-19
 Gates, H L—resigns as Sunday ed NY Herald. 10-17-17
 Gibbons, J H—aptd night ed Billings Mont, Gazette. 8-26-23
 Gibson, Blaine—resigns as ed Anaheim Cal, Herald. 9-16-19
 Gingrich, O N—aptd mgr merch dept St Louis Post-Dispatch. 12-30-11
 Gilbert, Kenneth—resigns as news ed Seattle Post-Intelligencer. 8-19-19
 Gill, A Floyd—aptd city ed Washington Herald. 11-25-6
 Glass, Jr Frank P—aptd ngt tel ed NY World. 11-25-19
 Gleisner, John—aptd mng ed Baltimore Post. 10-14-26
 Goodsill, M M—resigns as ed Galesburg Ill, Eve Mail. 2-11-15
 Gordon, Irwin Leslie—resigns as asst city ed Philadelphia Eve Ledger. 9-23-27
 Gordon, John—acting asst ngt ed NY World. 11-25-19
 Gould, Howard—aptd city ed Boston Herald. 9-9-4
 Grayson, Michael—writing special columns for NY Sun. 9-16-20
 Greenough, William—aptd night city ed Boston Herald. 11-18-19
 Greig, Carlisle N—aptd pub mgr Cleveland Plain Dealer. 1-28-14
 Gregory, E F—resigns as ed East Stanwood Wash, Press. 8-26-19
 Griffith, E C—aptd sup of adv Washington Times. 8-12-17
 Grimm, Herbert—resigns as news ed Charleston WVa, Gazette. 4-15-19
 Griswold, Frank B—aptd fin ad mgr NY Times. 4-29-6B & 5-20-5
 Gruber, Andrew J—resigns as bus mgr Fort Wayne Ind, Journal. 9-9-15
 Gunderson, G N—aptd class ad mgr Baltimore News and American. 1-28-19 & 2-4-16
 Hadley, Earl J—resigns as asst mng ed NY Globe. 6-3-21
 Hadley, E J—aptd asst mng ed NY Globe. 1-28-19
 Halsey, Herbert D—resigns as asst treasurer mgr-pur agt NY Sun-Herald. 5-27-15
 Hammond, Frank—resigns as ed and pub Fremont Neb, Tribune. 5-6-19
 Hansen, Percy—aptd city ed Jamestown ND, Daily Alert. 11-23-19
 Hapgood, Norman—aptd ed Hearst's International. 2-11-25
 Harber, Paul T—aptd pub and gen mgr Rome Ga, Tribune-Herald. 8-5-6
 Hart, Alfred J—resigns pro mgr San Francisco Journal. 12-23-17
 Hasbrouck, J E—aptd mng ed Bloomington Ill, Pantagraph. 5-18-17
 Hatch, F M—aptd gen mgr cir South Bend Ind, Tribune. 1-7-25
 Hause, Frank—aptd city ed NY Daily News. 10-21-17
 Hazen, J B—resigns as pro mgr Boston American. 8-5-17
 Hedrick, T K—aptd pub mgr Chicago Daily News. 5-27-15
 Hemming, C H—aptd ed Deming, NM, Headlight. 8-5-17
 Herman, Leon E—aptd bus mgr Memphis Press. 2-4-4
 Hill, George Griswold—aptd Washington corresp Pittsburgh Dispatch. 3-4-19
 Hill, William H—resigns as state ed Wilmington Del, Morning News. 4-15-12
 Hilt, Edward H—resigns as mng ed Youngstown O, Telegram. 5-6-19 & 8-19-19
 Hinshaw, Melvin—aptd mng ed Muscatine Ia, Journal. 8-5-17
 Hoby, Elizabeth—aptd asst soc ed Pittsburgh Gazette-Times. 1-14-19
 Hoeckley, Albert H—aptd mng ed New Bedford Mass, Times. 8-26-27
 Hollmus, Ellis C—resigns as city ed Jacksonville Journal. 8-19-19
 Horn, Raymond W—aptd tel ed Aberdeen SD, Journal. 6-17-17
 Hudson, Charles—resigns as city ed Spokane Wash, Chronicle. 6-17-17
 Hughes, Wallace T—resigns as v p and assoc pub Louisville Courier-Journal and Times. 5-20-30
 Hussey, Frank R—aptd bus and adv mgr Chicago Evening Post. 4-22-19
 Hutchinson, Walter D—resigns as city ed Arkansas City Kan, Traveler. 6-8-17
 Hurwitz, Abe—aptd mng ed Jacksonville Journal. 7-1-8
 Inglis, Edwin B—resigns as Sunday ed Bridgeport Ct, Post. 2-18-30
 James, Albert O—resigns as ed-mgr Reed City Okla, Osceola County Herald. 11-11-16
 Jewett, C T—aptd mng ed Terre Haute Ind, Star. 7-8-19
 Johnson, Chester A—aptd ed Bisbee Ariz, Daily Review. 4-8-2
 Johnson, Mabel—aptd ed Biwabic Minn, Times. 11-18-19
 Johnson, Oscar M—aptd asst mng ed Jacksonville Journal. 7-1-8—aptd mng ed Tampa Fla, Tribune. 8-12-8
 Kane, Carl J—aptd mng ed Lakewood NJ Times and Journal. 12-16-19
 Kennedy, William P—aptd ad mgr Providence RI, News. 8-12-4
 Kent, Russell—aptd Washington corresp Knoxville Journal and Tribune and Memphis News-Scimitar. 4-15-30
 Kernahan, William E—aptd class ad mgr NY Journal. 10-21-2
 Kerr, H B—aptd news ed Akron O, Beacon Journal. 3-4-19
 Kerr, Harry B—aptd mng ed Springfield O, Daily Sun. 10-7-26
 Kerr, Philip—resigns as dir London Daily Chronicle. 2-18-12
 King, Fred B—resigns as mng ed Gloversville NY, Morning Herald. 2-25-19
 Kipp, Rev Lewis T—resigns as city ed Montreal Star. 12-16-19
 Kline, John H—aptd ed Kenne NH, Sentinel. 1-7-19
 Koons, Jr J L—aptd foreign ad mgr Cincinnati Post. 7-29-19
 Knickerbocker, Harry H—resigns as bus mgr NY Globe. 9-16-4
 Kurtz, M Earl—aptd bus mgr Warren O, Daily Chronicle. 6-24-26 & 7-1-26
 Lane, French—resigns as mng ed Peoria Ill, Journal-Transcript. 7-22-19
 Laube, Clifford—aptd asst city ed NY Daily News. 10-21-17
 Lawler, J S—aptd pro mgr NY World. 8-19-19
 Lawrence, Florence—aptd Sunday ed Los Angeles Examiner. 5-20-9
 Lawton, John H—aptd bus mgr Mt Vernon NY, Argus. 7-15-19
 Lehbras, Larry—resigns as asst city ed Chicago Daily American. 5-20-17
 Leiter, O C—aptd mng ed Portland Ore, Telegram. 7-22-19
 Lester J Clark aptd pub Seattle Post-Intelligencer. 1-7-4
 Levand, M M—resigns as bus mgr Kansas City Post. 6-17-17
 Lewis, Burr—aptd bus mgr Reed City Okla, Osceola County Herald. 11-11-16
 Lewis, B J—aptd cable ed NY Globe. 1-28-19
 Lieberman, Julius—aptd mng ed Milwaukee Sentinel. 12-9-15
 Liggitt, Walter W—aptd mng ed New York Call. 12-16-26
 Locklin, H L—aptd mgr Deming, NM, Headlight. 8-5-17
 Lockwood, Bruce—aptd mng ed Johnstown Pa, Ledger. 9-23-17
 Loomis, Guy D—aptd assoc ed Manila Daily Bulletin. 3-11-31
 Lorenz, A J—resigns as city ed Louisville Herald. 4-29-4
 Lowell, Francis R—resigns as bus mgr Johnstown Pa, Ledger. 9-23-17—aptd gen mgr Allentown Pa, Chronicle News. 10-7-17
 Lynd, Ralph A—resigns as news ed Deming NM, Headlight. 8-5-17
 Lynn, Robert M—resigns as mng ed Richmond Va, News-Leader. 9-23-27
 Major, William—aptd asst city ed Chicago Eve American. 1-28-19
 Malton, A R—aptd bus mgr Toronto Globe. 6-3-17 & 6-24-17
 Mantle, Robert Burns—aptd dramatic ed NY Daily News. 10-7-17
 Markham, Joe L—aptd bus mgr Butte Mont, Eve Post. 5-6-19
 Marksbury, J W—aptd ed Portsmouth O, Sun. 4-8-19
 Marquis, Don—aptd special friter NY Tribune. 9-2-27 & 9-16-20
 McCabe, R C—aptd ed Syracuse NY, Telegram and Sunday American. 10-7-21
 McCaw, R H—aptd city ed NY Globe. 1-28-19
 McCloskey, Walter—aptd ngt city ed Boston Globe. 11-18-19
 McCreary, O E—resigns as night ed Johnstown Pa, Ledger. 9-30-17
 McCurdy, C A—aptd chrm and mng ed London Daily Chronicle. 12-16-11
 McDaniel, C G—aptd bus mgr Oakland Fla, Claremont Press. 1-21-19
 McGill, Charles J—aptd city ed Providence RI, News. 8-12-19
 McLean, David J—aptd dir head Brooklyn Citizen. 12-30-2
 McMahon, B J—aptd ed East Stanwood Wash, Press. 8-26-19
 McPherson, T Floyd—aptd gen mgr Jacksonville Journal. 7-1-8
 McQueen, Joseph M—aptd news ed Olympia Wash, Recorder. 7-22-19
 McVey, William J—aptd asst city ed Wilmington Del, Every Evening. 5-27-15
 Melton, Quimby—resigns as gen mgr Jacksonville Journal. 7-1-8—aptd southern mgr Allied Newspapers Inc. 10-14-17
 Meyer, Einar F—aptd gen mgr National Newspapers Inc. 4-22-9
 Moehlman, Henry—resigns as class mgr Baltimore Sun. 5-20-17
 Montgomery, A J—resigns as mgr Washington bu Christian Science Monitor. 4-15-19
 Moore, Alexander M—aptd bus mgr Radio Life. 6-3-27
 Morgan, Paul J—aptd mer and pro mgr Indianapolis Star. 8-19-10
 Morrow, Walter A—aptd ed McAlester Okla, News-Capital. 2-4-18
 Morse, Bryan—aptd sports ed Washington Herald. 11-25-6
 Moscrip, John—aptd mgr copy and pro depts Washington Post. 10-21-17
 Moses, I I—aptd pub Phoenix-Girard Ala, Journal. 11-15-8
 Muirhead, F A—aptd city ed Morris Minn, Tribune. 9-16-19
 Murphy, Robert G—aptd news ed Charleston WVa, Gazette. 4-16-19
 Myers, C W—aptd bus mgr Portland Ore, News. 10-14-XI
 Neikrug, Louis M—aptd bus mgr Paterson NJ Times. 11-18-19
 Nelson, Dr John—aptd mng ed Martins Ferry O, Times. 11-18-19
 Newell, Charles H—aptd v-p Dallas Dispatch. 12-23-26
 Nolan, Chester—aptd class ad mgr Omaha World-Herald. 11-4-19
 Norman, Harold B—aptd news ed Reed City Okla, Osceola County Herald. 11-11-16
 Northup, Joseph—aptd city ed Los Angeles Times. 2-25-19
 Obern, Earl R—aptd fin ad mgr Los Angeles Herald. 12-9-29
 ODonnell, Hugh A—aptd asst bus mgr NY Times. 10-14-2 & 10-21-4
 Ogden, Rollo—aptd ed NY Times. 11-25-19
 Olympius, Shirley—aptd gen mgr Rochester NY, American. 9-9-13
 O'Rourke, Harry—aptd ngt ed Cleveland News-Leader. 7-29-19
 Orr, Byron W—aptd ed merc paper Louisville Herald. 11-4-12
 Payne, G Logan—aptd pub the Washington Times, the Herald and Sunday Times-Herald. 11-25-6
 Payne, Philip A—aptd mng ed NY Daily News. 10-21-17
 Pearson, Benjamin—aptd mer mgr Worcester Telegram and Gazette. 1-7-19
 Peat, H—resigns as mgr Kamooops Ont, Standard Sentinel. 9-30-29
 Phillips, Mildred E—resigns as Sunday ed Syracuse Post-Standard. 2-25-19
 Pierrot, George F—aptd asst mng ed American Boy. 11-4-19
 Platz, E L—aptd ed Shoshone Idaho, Journal. 9-2-19
 Poppendeck, Jr John—resigns as bus mgr and mng ed Milwaukee Sentinel. 11-25-6
 Powell, John B—aptd mng ed Bridgeport Ct, Telegram and ed Bridgeport Sunday Post. 2-18-30
 Raymond, Ralph—aptd city ed Duluth News-Tribune. 12-30-19
 Reed, Ellis Emmons—aptd city ed Middletown NY, Herald. 6-10-25
 Reid, Mrs Ogden Mills—aptd v p NY Tribune. 12-9-2
 Reilly, W N—aptd tel ed Spokane Wash, Chronicle. 6-1-17
 Reinhardt, C G—resigns as pol ed Philadelphia Bulletin. 8-5-10
 Reynolds, Conger—resigns as mng ed European ed Chicago Tribune. 10-7-17
 Reynolds, N E—resigns as ed Cokesville Wyo, Register. 9-9-19
 Richards, Raymond—resigns as city and mng ed Billings Mont, Gazette. 8-26-23
 Roberts, William W—leaves Bridgeport Ct, Sunday Herald. 8-26-27
 Rogers, E C—aptd pub Rochester NY, American. 9-9-13 & 9-23-17
 Rogers, G V—resigns as gen mgr NY Tribune. 10-28-4
 Rosenthal, Roy G—aptd ed Montezano Wash, Vidette. 11-11-19
 Roth, Edward A—aptd asst city ed NY World. 11-25-19
 Roy J Wilson—aptd feature ed Cleveland Commercial. 9-9-19
 Ruckman, Charles S—aptd ed and pub Fremont Neb, Tribune. 5-6-19
 Rumbf, J Benjamin—resigns as asst city ed Wilmington Del, Every Evening. 5-27-15
 Runyan, James J—aptd city ed Stillwater Minn, Gazette. 12-2-19
 Ryan, Thomas L—aptd asst gen mgr St Louis Star. 6-10-25
 Sammons, Maurice F—resigns as city ed Utica NY, Observer. 8-11-19
 Sanchez, Arnold—aptd office mgr NY Times. 10-14-2 & 10-21-4
 Scott, Angelo C—aptd city ed Iola Kan, Daily Register. 1-4-19
 Scott, W T—resigns as mng ed Portland Ore, Telegram. 7-22-19
 Scharpa, C E T—aptd hd auto dept NY Mail. 12-23-8
 Seelye, William E—aptd mng ed Poughkeepsie NY, Eagle-News. 5-27-15
 Seitz, Don—aptd pub NY World. 10-21-17
 Senter, John T—aptd ed and mgr West Point Miss, Times-Herald. 4-15-26
 Sessions, Charles—resigns as mng ed Topeka Kan, Capital. 11-25-26
 Setchanove, Robert J—aptd display ad mgr Long Island City Daily Star. 2-4-19
 Shaffer, John C—aptd gen mgr Chicago Evening Post. 4-22-19
 Sheperston, R M—aptd city ed Peoria Ill, Journal. 2-18-19
 Shinnock, H A—resigns as Washington corresp AP. 4-15-15
 Shipman, Louis Evan—aptd ed of Life. 5-20-24
 Shryock, James N—aptd class ad mgr Chicago Daily News. 5-27-15
 Smith, E N—resigns as city ed Anderson SC, Tribune. 9-23-4
 Smith, H R—aptd mng ed Canandaigua NY, Messenger. 5-13-29
 Smith, Ruel P—aptd Sunday news ed NY World. 5-13-25
 Smith, Russell E—Resigns as mer & pro mgr Indianapolis Star. 8-19-10
 Smith, Jr Willard R—aptd ed DeWitt Ia, Observer. 5-20-17
 Snelson, P B—aptd mng ed Billings Mont, Gazette. 5-13-28
 Snivicy, S W—resigns as mng ed Terre Haute Ind, Star. 7-8-19
 Spainhour, L E—aptd tel ed Billings Mont, Gazette. 8-26-23
 Spender, J A—resigns as pol ed London Eng, Westminster Gazette. 2-18-4
 Sperry, C Alex—resigns as mng ed Bridgeport Ct, Star. 2-18-30
 Spewack, Samuel—aptd Moscow corresp NY World. 4-1-2
 Spitze, G A—aptd mng ed Madison Wis, Star-Mail. 7-15-19
 Steed, Wickham—resigns as ed London Times. 12-2-6
 Steiner, Irene—aptd soc ed Pittsburg Dispatch. 1-14-19
 Steinke, Bill—aptd cartoonist Newark NJ, Ledger. 8-4-20
 Sterling, Joseph—aptd Long Island ed Brooklyn Eagle. 4-15-19
 Stettenbenz, Miles De Verne—aptd mng ed Philadelphia Public Ledger. 8-19-6
 Stouffer, W W—aptd gen mgr Louisville Eve Post. 7-8-19
 Stratton, Cliff—aptd mng ed Topeka Kan, Capital. 11-25-26
 Sullivan, Mark—resigns at natl pol writer NY Eve Post. 12-30-20
 Suppes, Walter R—aptd mng ed Johnstown Pa, Ledger. 11-25-19
 Suydam, Henry—aptd Washington corresp Brooklyn Eagle. 2-18-4
 Swan, Herrick—aptd city and mng ed Billings Mont, Gazette. 8-26-23
 Swank, T J—aptd asst day ed Cincinnati office A P. 5-20-17
 Swing, Raymond Gram—aptd mgr European staff Wall St Journal. 4-29-19
 Tanqueray, William—aptd mng ed Selma Ala, Times-Journal. 4-29-19
 Tippen, John—aptd mng ed Pensacola Fla, Journal. 10-14-17
 Townes, Deane H—aptd ed Anaheim Cal, Daily Herald. 9-16-19
 Trotti, L M—aptd city ed Anderson SC, Tribune. 9-23-4
 Tunks, William C—aptd mgr Vancouver BC, World. 9-16-20
 Van Gordner, F S—resigns as bus mgr

NEWSPAPER PLANTS, NEW

Warren O, Daily Chronicle. 6-24-26
Van Loon, Hendrik W—aptd edl writer
Baltimore Sun. 2-11-6
Wagener, Clarence W—aptd pub dir

Aberdeen, S.D., Journal in new home. 12-2-22
Astoria, Ore., Budget. 10-14-30
Baton Rouge, La., State-Times new home. 8-5-13
Benton Harbor, Mich., News-Paladium

Plans for Graphic Arts Exposition at Boston. 1-28-10
Cutler-Hammer brings out new electric bulletin. 2-4-11
British tissue makers are ready for American bus. 2-11-29

Port Chester Item installs Dup'x. 11-25-6
Ford furnishes power for Luling, Tex., Signal in emergency. 11-25-95
Largest presses being built by R Hoe & Co. 12-9-6

PRESS CLUBS

Assn of City Hall Reporters of NY dinc. 3-11-31
Atlanta Press Club organizes; Fuzzy Woodruff pres. 6-10-6
Atlanta Press Club celeb French indep. 7-8-29

NEWSPAPER FIRES

Extensive erection of fireproof buildings in 1922 and the three preceding years resulted in cutting materially losses by fire.

Astoria, Ore., Astorian. 12-28-11
Astoria, Ore., Budget. 12-28-11
Aurora, Neb., Sun. 12-9-14

EQUIPMENT

Lanston Monotype Machine Co; Wm C Magee leaves to join Barton, Durstine & Osborn. 1-7-17; make Barrett adding machines. 1-31-22
Mergenthaler Linotype Co organization for NY Dist holds conv. 1-7-28

Rochester, N.Y., Press Club looking for permanent quarters. 3-18-29
 Seattle Amateur Press Club elects Francis Specht pres. 9-9-19
 Seattle Press Club honors Richard Seelye Jones. 9-2-27
 Tub Alumni annual reunion dinner; program. 5-13-31
 Tub Alumni annual dinner. 6-3-9
 Ten Nights Club annual reunion. 4-15-18
 Toronto Women's Press Club plans home. 12-16-16
 Women's Press Club of Pittsburg Valentine party. 2-18-14
 Women's Press Club of NY annual breakfast at Waldorf-Astoria. 3-4-26
 Women's Press Club of NY awards Pulitzer scholarship. 4-1-8
 Winnipeg, Manitoba, Press Club organized; Hal Stead elected pres. 4-8-20
 Winnipeg Press Club dinner to prominent journalists. 9-30-29

CHANGES IN SIZE

Corning, Kan., Gazette to six twenty inch columns. 1-14-14
 Chattanooga, Tenn., Times from 7 col 18 ems to 8 col 12½ ems. 2-18-14
 Mayfield, Ky., Times to 3 col 12 ems. 4-8-21
 Greensboro, N.C., News changes to 12½ ems. 4-16-15
 Charleston, S.C., American to eight columns. 12-9-15
 Clinton, Ia., Advertiser to eight column page. 12-9-26

OTHER CHANGES

Johnston, Pa., Ledger susp Sunday edit. 7-8-29
 Cleveland News adds morning edition. 7-22-2
 Cleveland Press adds morning edition. 7-22-2
 Oklahoma News enlarges state news. 7-22-20
 C H Prescott retires Biddeford Journal. 7-29-30
 Birmingham Age-Herald; Mrs Lewis B Barrett publisher. 8-5-19
 Indianapolis News owned by heirs of Charles W Fairbanks following death of Delavan Smith. 9-9-4
 Louisville Post changes corporate name to Louisville Post Co. 9-9-15
 Memphis News-Scimitar discontinues Monday paper. 9-23-10
 Birmingham Age-Herald increases stock. 9-23-20
 Huntsville, Ala., Telegram reorganizes. 9-23-22
 Knickerbocker Press to add eve daily in Albany. 10-7-3
 Scripps one-cent tabloid for Baltimore. 10-7-24
 Coeur D'Alene, Idaho, American wkly to daily. 10-14-30
 Bronx Home News begins as 7-day publication. 11-4-2
 St Louis Globe-Democrat buys Missouri Homestead and Kansas Homestead. 11-4-81
 Phila Sunday Item plans expansion. 11-18-81
 Fort Worth Star-Telegram increases capital. 12-2-24
 Jewish Tribune, NY, buys Hebrew Standard. 12-16-4
 Fayetteville, N.C., Observer adds Sunday edition. 12-16-11
 Fairbanks, Alaska, News-Miner Co reorganizes; W F Thompson pres, mgr and ed. 12-28-6
 Dallas, Tex., Dispatch names Chas H Newell v-p. 12-28-26

ACCOUNTING

Accounts systems for use of pub a standard method. 1-7-16
 Fair value and proper depreciation important items in tax returns. 1-23-12
 Excess profits in invested capital. 3-4-28
 Concerning upset price per subscriber. 2-11-12
 Hoke Smith advises on circulation structure costs. 2-18-8
 Entry of items in income tax. 3-4-18
 Inform yourself at once concerning income tax time limit. 8-11-18
 Taxes and insurance fields for economics. 4-15-6
 Activities of accounting dept staff. 4-29-4b
 Tax information for smaller pub. 6-8-19
 Income tax statements. 6-10-29
 Overcoming the intricacies of want ad bills. 6-17-19
 Exemption of bad debts in income tax. 7-29-16

Decision on circ cost tax ruling soon. 9-16-2
 Assn for newsp auditors to organize. 9-30-10
 Way of making report on depreciation. 9-30-19
 "Step Rate" best insurance plan for bus. 10-7-13
 Auditors' soc idea receives support. 10-21-19
 Stock dividends urged upon publishers. 10-28-12
 Decision near in circ structure. 11-4-13
 Time to prepare for a probable surplus tax. 11-11-14
 Proper method of acting for news print. 12-9-16

DINNERS AND BANQUETS

J W Milligan, Bradford Era host to staff. 1-7-21
 Sphinx Club bankers night Waldorf Astoria. 1-7-26
 Amen Corner dinner in honor Edw P Mitchell. 1-14-2
 Fall River Chamber of Commerce discusses press; Dr Talcott Williams and Melville E Stone speakers. 1-14-15
 Rep Club of NY annual dinner. 1-21-18
 Poor Richard Club dinner and old times circus. 1-21-16
 Connecticut Edl Assn annual banquet. 1-21-16
 Montreal Gazette entertains staff. 2-4-6
 New Jersey Press Assn annual dinner. Trenton. 3-11-10
 New York Adv Club dinner. 2-11-14
 Publishers Assn of NY and Natl Publishers Assn plan dinner for Will Hays. 2-18-2
 NY Women's Press Club press day, February 25. 2-18-14
 Pub and adv fields unite to dine Wm H Rankin. 2-18-15
 NY Adv Club annual banquet and show. 2-25-15
 Sigma Delta Chi banquet. 2-25-19
 Phila Public Ledger annual dinner. 3-4-10
 Poor Richard's Club birthday party. 3-4-14
 League of Adv Women birthday dinner. 3-4-14
 Speakers announced for Hoyt dinner. 3-18-12
 Kansas City Star alumni dinner, NY. 3-25-7
 Testimonial dinner for Herbert Houston. 3-25-7
 Associates honor Charles W Hoyt. 3-25-7
 NY Tribune staff dinner. 3-25-90
 Friends honor Herbert Houston. 4-1-7
 Three Columbus staffs join to make merry. 4-1-18
 NY Newspaper Womens Club dinner. 4-1-23
 NY World staff annual dinner. 4-8-4
 Wall Street Journal staff dinner. 4-8-16
 Committee for publishers' dinner to Will Hays. 4-15-14
 26th annual reunion dinner NY Morning Advertiser Alumni. 4-15-15
 YMCA advg class annual banquet. 4-15-31
 Impressive list of speakers for Hays dinner. 4-22-2
 Dinner in honor H E Krebbel, music critic NY Trib. 4-22-21 & 5-13-22
 K C Star Alumni to dine at Delmonico's. 4-22-27 & 4-29-25
 NY Eve Telegram staff celebrates first anniversary in new home. 4-29-21
 Hays dinner marks epoch in publishing industry. 4-29-2b
 ANPA bureau of advg dinner featured by John W Elwood. 4-29-3c
 NY World quarter century men hold reunion. 5-18-23
 Batten Co pays tribute to W H Johns. 5-20-8
 Hattiesburg, Miss., American dines staff and friends. 5-20-13
 Annual round-up Capper publication staff. 5-27-13
 Worcester Post staff guests of publisher. 6-10-26
 NY Sun Alumni Assn annual dinner; Stephen Mather pres. 6-20-22
 German Press Club, NY 86th anniv. 10-14-18
 NY papers and Red Cross dine Lord and Lady Mountbatten. 12-2-19
 Nebraska newsp men honor George S Foxworthy. 12-23-19
 NY American staff honors George J Auer. 12-23-19
 Savannah News family reunion. 12-30-8
 Boston Telegraph and Lynn Telegram-News staffs dine F W Enwright. 10-30-19
 Frank A Munsey host to Gov-elect Smith 12-30-19

KU KLUX KLAN

Officials sue Atlanta Georgian. 2-25-8
 Los Angeles Express wins suit. 2-25-22
 "Imperial Wizard" W J Simmons may not answer NY World. 3-25-8
 Newsp ad probed. 7-8-24
 Salem, Ore., Capital-Journal attacks. 8-5-15
 F J LaZelle ed Cedar Rapids, Ia., Republican & Times threatened. 9-30-21
 Gov Henry J Allen, pub Wichita Beacon continues Klan fight. 11-18-19
 Gov John M Parker aroused over Klan story. 11-25-2
 K.K.K. body in Iowa Falls, Ia., disbanded after attack by Iowa Falls Citizen. 12-23-6

CODE OF ETHICS

Northern Minnesota Edl Assn recommends adoption. 2-4-8
 Dean Colin Dymont code adopted by Oregon State Edl Assn. 2-11-8
 Honest confession out in Oregon. (edl). 2-11-18
 Code drawn up by Ohio State Univ jrn students. 2-18-8
 S.D. editors draw up code. 3-4-11
 South Dakota Press Assn code; text. 8-25-18
 Ohioan compiles code at Ohio State Univ. 4-1-12
 Planned by N.C. Press Assn. 4-22-13c
 E J Ottoway of Port Huron Times Herald places newsp work on professional basis. 11-4-11

VISITORS

Thomas H Grozier, Sidney Morn Herald, returns to Australia. 3-25-2
 Syud Hossain former ed Allahabad, India, Independent speaks in NY. 4-1-11
 Visit of British journalists to weld intimacy. 5-6-6
 J M O Illott, Wellington, New Zealand, trip around world. 5-20-5
 W Lints Smith genl mgr London Times. 11-18-14
 Clemenceau won early fame as jnlst. 11-25-12
 Antonio R Barcelo owner of La Democracia. 11-25-19
 H S Ferris, English jnlst and author, returns on the Cedric. 12-9-26
 Ralph Blumenfeld says Americans are well informed. 5-27-25

MARKETS

Markets in Ecuador discussed by Pan American Adv Assn. 8-11-23
 Two factors that make spring look good. (edl). 2-18-18
 Clogged stocks retard profits for everybody. 3-25-9
 Marketing age now with us. 4-1-4
 Buying power of the U.S. by counties. 4-1-XXVI
 Florida ready for fine yr. 4-1-XXVIII
 Market analyses to tell story during 1922. 4-1-XXXII
 More confidence among farmers good sign. 4-1-XXXII
 Prosperity must be attained on falling market. 5-6-11
 Cooking up competition for the chain store. (edl). 6-8-16
 A challenge to our marketing acumen. (edl). 6-10-24
 Hubs of states almost all in small towns. 8-19-8
 Million retail merchants in U.S. only 4% organized. 11-18-7
 Ed nails one fatal leak in distrib. 12-9-13
 Agcy man gives idea on distrib. 12-23-IX
 Farm market is waiting to be asked. 12-23-XX
 Seller's timidity is worse than buyer inertia. 12-28-XXII

CABLES

Postal and Western Union deny ordering new Atlantic cables. 2-11-28
 New NY to France cable planned by Commercial. 3-25-8
 Yap cable bill sent to senate. 2-25-9
 Opening of Barbados cable relieves pressure. 8-19-8
 Irish cable seizure delays news only slightly. 8-19-16
 Pan-Pacific news needs probed. 9-9-4
 New cable plan links Italy to U.S. direct. 12-23-26

MERCHANDISING CO-OPERATION

Dubuque Telegraph-Herald installs adv serv dept. 1-28-27
 Value of trade route lists to salesmen. 2-11-13
 Winnipeg Free Press offers prizes to clerks. 2-18-21
 Roanoke, Va., Times-World issues Ad-Visor. 3-4-14
 Fine line drawn between kinds of co-operation fair and unfair. 8-25-23
 Springfield, Mass., Union starts retail paper. 4-29-20
 Regional Press Secretaries discuss with A.A.A.A. 4-29-7b
 To be discussed at A.A.C.W. conv. 6-8-7
 Portland, Ore., Journal trade news. 6-3-11
 Merchandising serv; how far shall it go? Part I. 6-8-15; Part II. 6-10-18; Part III. 6-17-18
 Feature of N.A.N.E. program. 6-17-6
 Oregon Journal issues electrical trade paper. 7-1-31
 Abuses of co-operation that still exist. Part I. 7-1-15; Part II. 7-8-15
 Lowell Courier-Citizen and Leader starts retail paper. 7-8-24
 Merchandising is White Hope for adv. Part I. 7-23-15; Part II. 7-29-12
 Merch papers in need of improvement. (edl). 8-5-16
 Develops new account for Louisville Herald. 8-5-18
 Greater interest being shown in retail papers. 8-5-19
 Market surveys fixed part of sales expense. 8-12-14
 Puts its retail trade paper on paid basis. 8-12-28
 New York Journal makes survey a fine art. 8-26-8
 Cleveland Press conducts merchandise contest. 8-26-31
 San Francisco Bulletin issues retail paper. 9-9-25
 And now for the local advertiser. 9-16-25
 Milwaukee Journal retail merchandising counsel. 9-28-19
 Fairchild expands serv along merchandising lines. 10-28-19
 H C Adler denounces advg "service." 11-11-8
 Elgin, Ill., Courier starts retail paper. 11-11-24
 Distrust of each other costly to retailers. 12-9-16
 Use advg to cut retail costs. (edl). 12-9-18
 Wis Daily Newswp League issues retail paper. 12-16-20
 Rochester, N.Y., Democrat & Chronicle starts retail paper. 12-23-8
 Co-operation is much overdone says J K Groom. 12-23-XVI

ATTACKS ON EDITORS

R L Moore, Drumright, Okla, Post flogged by masked men. 2-4-8
 A Philip Randolph NY threatened. 9-9-23
 Haverhill, Mass., Record opposes attack by five hundred members Shoe Workers Union. 11-4-22
 Attempt to frame Austin Haines, ed Des Moines News. 11-4-29
 Maximilian Harden wounded. 7-8-4
 Wendler defies tar and feathers. 7-22-28

BILLBOARDS

Must go. 3-11-14
 Minnesota ed rebels at billboards. 3-25-9
 No advertising signs in California forests. 3-25-15
 Regulation of poster ads; tax proposed. 4-1-22
 Great Barrington, Mass., to regulate. 4-1-XX
 Springfield, Mass, plans to restrict. 4-1-XXVIII
 No more billboards on Columbus, O., highways. 4-29-2b
 Green Bay, Wis, to remove advertising signs. 5-18-14
 Cedar Rapids, Ia., Ad Club endorses restriction. 5-27-6
 Render Minnesota highways unsightly. 6-3-15
 Offensive signs discarded in England. 6-17-7
 A lesson France can teach. 7-29-25
 Geo C Diehl, pres Amer Auto Assn, denounces billboards. 11-18-31
 Will not be tolerated in Deer Lodge natl forest. 12-2-27

Tools of copy writing. 11-18-22
 Two A.A.A.A. members disagree as to ethics. 6-8-2
 Two viewpoints in selling of advg. 10-7-14
 Two words in trade name worth \$82,000,000. 6-8-8
 John Wanamaker edls continuc. 12-23-11
 Washington apple growers to spend million. 8-19-24
 Western Council, Amer Assn of Adv Agcies discusses newsp relations. 1-28-2
 Western Elec Co schedules Xmas advg. 10-2-26
 What advertisements do for the reader. 2-25-18
 What newsp and agcies have achieved in seventy-five years. 6-17-31
 What the space buyer thinks about. (edl). 9-2-18
 When and where to use popular trade names. 7-29-14
 Why Cal has faith in printed word. 11-11-10
 Why newsp is merchants best bet. 4-8-22
 Why use outdoor ads and not newsp. 1-28-28
 Why Wrigley stays in the mouths of America. 6-17-25
 Wisconsin dairymen to advertise. 4-29-29
 Wisconsin interests to spend millions for dairy advertising. 7-1-22
 Womans intuition discounted 50% by F E Fehman. 5-6-25
 Wrigley says newsp adv made bus good in dull yr. 2-18-27
 1922 real newsp yr in sales plans. 4-1-XIV
 1922 a yr of rebuilding via newsp. 9-30-4

ADVERTISING ASSOCIATIONS

Increased efficiency in advertising through increased service for their members was the keynote of the policy of the various advertising organizations during 1922.

The American Association of Advertising Agencies brought itself closer to the daily newspaper and advertising fraternity in many ways, notably through its campaign to advertise advertising.

The Associated Advertising Clubs of the World closed the year in a much stronger position than ever before. A reorganization plan had been in mind for sometime, but the convention at Milwaukee decided that only minor adjustments were necessary. In this connection it is interesting to know that the Advertising Club of New York, which had considered withdrawal from the A.A.C.W., finally decided to remain.

One of the great accomplishments of this association has been its expansion of the national vigilance committee and its stimulation of better business bureaus, which are at present the country's most powerful element in minimizing misleading and fraudulent advertising. The association's educational department has established itself on a basis that makes itself felt in every corner of the United States where there is an advertising club.

Amer Assn of Adv Agcies exec com meets. 1-14-21
 AAAA executive board changes places of meeting. 4-15-2
 NY Council A.A.A.A. elects Roy S Durstine pres. 8-17-10
 Amer Assn Adv Agcies conv expects big 1923 volume; elects John Benson pres. 10-14-4
 Sound basis for prosperity Will Hays tells AAAA. 3-25-6
 Ad folks ready for Milwaukee conv. 5-27-6
 Atlantic City invites A.A.C.W. for 1923. 6-3-8
 Canadian Ad Club leaves A.A.C.W. 6-3-27
 Adv clubs pour into Milwaukee. 6-10-2
 Mackintosh ends fifty thousand mile tour. 6-10-6
 A.A.C.W. conv; Lou Holland pres. 6-17-2
 Natl Adv Com meets with Buffalo bus men. 1-14-23
 Adv Council Chicago Assn of Commerce elects W. Frank McClure chrm. 1-21-15
 Program for AACW conv. 5-20-2

Change in AACW title suggested. 2-25-31
 A.A.C.W. educational program. 6-17-10
 Mackintosh addresses Baltimore Club. 8-4-14
 National Commission AACW educational campaign. 4-15-28
 Milwaukee prepares for AACW convention. 3-11-4
 California Adv Serv conv; to help small agcies. 4-1-XI
 Nat com AACW meeting Cincinnati. 4-1-XVI
 Program arranged for AACW conv. 4-8-14
 Propose ten dollar fee for overseas AA CW members. 4-8-14
 A.A.C.W. re-organization plan presented by Mackintosh. 6-17-11
 Natl Commission A.A.C.W. elects W Frank McClure chrm. 6-17-13
 A.A.C.W. vice-pres by districts. 6-24-12
 London prepares for A.A.C.W. conv. 7-22-8
 J A Hall resigns as Educ director A.A.C.W. 8-5-14
 Holland names A.A.C.W. committees. 8-5-28
 Earle Pearson chosen educational director A.A.C.W. 8-26-10
 Cherington heads Educational Committee A.A.C.W. 10-7-6
 P T Cherington new educ dir A.A.C.W. 10-14-21
 London preparing for A.A.C.W. meeting in London. 11-11-4
 New cumulative reference book of A.A.C.W. vigilance com. 12-28-XII
 Assn of Natl Advertisers Chicago meeting; program. 4-8-17
 New sentiment strong among ANA conv. 5-6-2
 Assn of Natl Adv conv; G B Sharpe pres; discusses pub co-operation with advertisers and ad censorship. 11-26-2
 Associated Retail Advertisers conv; emphasize the newsp. 6-17-6
 H S Scoyoc heads Can Adv. 10-21-18
 Direct Mail Ad Assn conv; Louis Balsam natl sec. 11-11-4
 N.E. Assn of Ad Clubs conv told N.E. lags behind at Prov conv. 12-2-15
 Ohio-Penn Industrial Ad Assn organizes; J C Bowman pres. 11-25-16
 Pacific Coast Adv Clubs Assn conv; program. 5-20-31
 Markets in Ecuador discussed by Pan American Adv Assn. 2-11-23
 Pilgrim Publicity Assn annual meeting; Chester I Campbell pres. 5-6-26

ADVERTISING AGENCIES

Arnold Joerns Co moves Chicago office to 26 E Huron St. 5-6-13
 Arnold Joerns; F Donald secy. 10-14-27
 Batten clients convene in NY. 2-11-13; tribute to W H Johns. 5-20-8
 Batten Co's Thanksgiving social. 12-2-27
 Geo Batten Co elects Chas J Babcock v-p. 12-30-15
 Bauerlein Ad Agency starts in New Orleans. 4-29-3b; asks SNPA for recognition. 5-20-29
 John Blaauw Ad Agency and Glen H Hipple Ad Agency, Tacoma, merge. 12-16-27
 Blackman Co, J K Fraser pres; O H Blackman retires, remaining as director. 1-7-16
 Karl F Boldt Co. Dubuque, Ia., starts; Security Bldg. 12-16-27
 Lucien M Brouillette starts agency, Chicago. 12-30-11
 Buzzell & Fox, Detroit, starts, Genl Motors Bldg. 12-2-27
 California Adv Serv Assn conv; to help small agcies. 4-1-XI
 Campbell-Ewald, Detroit, in new home. 8-5-9
 Campbell-Ewald Co opens Canadian office. 11-11-27
 Albert Frank & Co apts W Frank McClure head Chicago office. 9-30-8
 Frederick H Cone elected pres Andrew Cone Adv Agency, NY. 2-18-19
 Critchfield & Co, Chicago, re-organizes; Scott Smith pres. 2-11-30
 Dolman & Hopkins Adv Agency, San Francisco starts. 2-25-15
 Dorland moves to larger quarters. 3-4-15; adds to service capacity. 3-11-10
 Erwin, Wasey & Co, Chicago, increases staff. 11-18-17
 Fairall & Battenfield, Inc, Des Moines, starts at Century bldg. 12-9-27
 Ferry-Hanly Adv Co elects Alan R Martin v-p. 6-18-27
 Firestone assails the agency. 5-6-4
 Richard Foley Adv Agency, Phila re-organizes; Charles H Eyles pres. 2-25-14
 Will of Richard A Foley provides advg scholarships. 3-4-24

Goodcell-Parton agcy est San Francisco. 1-28-25
 Griffin & Johnson, Inc, NY starts; Henry F Griffin pres. 4-1-18
 Hancock Payne, Phila in larger quarters. 1-14-23
 Harvey Adv Agcy starts in Atlanta. 1-21-20
 Paul Hawke joins Carroll Agency. 7-1-26
 W S Hill Co. Pittsburg, reorganizes; opens main office in NY. 4-1-XI
 Chas W Hoyt honored. 3-11-20
 Hoyt's Serv, Inc increases building facilities. 8-25-14
 Selling impulse stirred Hoyt to achieve. 4-1-XXIV
 James Agcy, NY elects J Alan Fletcher pres. 2-11-15
 James Adv Agcy, NY moves to 120 W 42nd. 3-25-14
 Jenkins, Back & Killian est in Chicago. 1-21-14
 Jenkins, Back & Killian, Inc, Chicago, changes name to Jenkins, Farson & Waiberg, Inc. 9-30-27
 J Roland Kay, Chicago elects directors. 2-4-15
 Knickerbocker Universal Adv Agency starts bus. 1-14-15
 Lambert & Feussle, NY, start at 17 E 49th st. 12-9-27
 Walker Lee opens agcy Atlanta. 7-29-23
 List of agents recognized by ANPA; changes of rating; cancelled; manager's report; new members; active and associate; consolidations; suspensions; resignations; associate membership; financial statement. 4-29-6c
 Littlehale Adv Agency, New York incorporates; P B Littlehale pres. 3-18-21
 Lyon Adv Serv, NY changes name to Lyon Adv Agency. 2-25-14
 Lord & Thomas organizes British Company. 4-8-26
 Charles H Mackintosh opens agcy in Chicago. 9-9-6
 W R Massengale honored. 7-22-4
 Mayer named president of Vanderhoot agency. 7-15-6
 W P McDonald starts agcy at Columbus, O. 3-18-15
 Nelson Chesman & Co moves to 180 W 42nd. 1-21-26
 NY State Pub Assn endorses agcy relations and commission compensation. 2-4-22
 F W Nichols Co, Chicago, expands. 9-23-26
 Number of adv agcies. 4-1-II
 Number of agcies. 10-14-II; revised list of world. 10-14-V
 New Zealanders' impressions of. 7-22-13
 O'Connor & Fyfe, NY dissolved. Norman A Fyfe & Co organized. 1-23-31
 Rankin, Cooper, Higham and R C Smith affiliate. 9-16-17
 Rankin est new merchandising bd. 1-21-14
 Robbins & Pearson Ad Agency affiliates with Aircraft Guild. 11-4-15
 Ruthrauff & Ryan celebrate tenth anniv. 1-14-19
 Rural pub answers the agcy. 12-23-6
 Sacks Company, Inc, NY open Atlanta office. 9-3-6
 Schoenfeld, Scherer & Di Fant organizes. 2-18-11
 John Clark Sims, Phila, moves 218 So 16 St. 7-22-27
 Snitzler-Warner Company, Chicago open Mexican branch. 5-27-23
 Southern Assn of Adv Agcies meeting; discuss trade assns. 5-13-30
 Tech Pub Assn, Pittsburg, changes name to Bissell & Land, Inc. 12-30-27
 The adv agcy from the inside. 10-14-XXII
 To be guests of Worcester Telegram-Gazette. 5-13-3
 United Adv Corp sales conv. 9-23-17
 V-C Ad Agency opened by Barron Collier and Cornelius Vanderbilt, Jr. 12-9-2
 Wallerstein-Sharton Co started at 70 W 40th st, NY. 11-11-27
 Walter & Holtje Adv Agency, NY starts. 4-1-19
 Western Adv Co, St Louis, sells accounts to Yost, Gratiot & Co. 4-15-15
 Westwood Co starts, 220 W 42, NY. 8-5-9
 William Rea v-p. A Proper and staff. 1-28-28
 Worldwide Adv Corp; H A Aherm resigns as v-p. 7-8-20
 Wright Adv Co, Pittsburg, merged with W S Hill Adv Co. 1-14-15

AD CLUBS

Advertising Crafts Club starts in Phila. 2-18-26
 Advg Masons form publicity Lodge No 1,000 of F & A.M. 11-4-7
 Albany, NY, Ad Club incorp. 10-14-27

Appleton, Wis., Ad Club installs; F G Associated Ad Clubs of Iowa conv; Joseph Langford pres; members of Nebraska ad clubs admitted into membership. 9-23-16
 Associated Ad Clubs of Texas conv; E W Bateman pres. 6-17-9
 Atlanta Ad Club installs; Winston Harvey pres. 7-8-29
 Baltimore Ad Club elects W Dwight Burroughs pres. 9-30-6
 Baltimore ad clubs com aptd. 10-21-27
 Battle Creek, Mich., Ad Club organizes; Frank Fluke pres. 4-8-27
 Birmingham Ad Club members asked to support Ala amendment. 10-21-13
 Chicago Women's Ad Club elects; Bernice Blackwood pres. 7-8-8
 Clarksburg, W.Va., Ad Club elects; J Monroe Boyer pres. 6-24-4
 Cleveland Ad Club elects; Geo A Rutherford pres. 6-24-6
 Cleveland Ad Club outing. 7-22-26
 Columbus, O., Ad Club elects J D Bratton pres. 5-13-27
 Columbus, O., Ad Women organize. 11-11-30
 Crookston, Minn., Ad Club elects Oscar Fredericks pres. 6-3-11
 Dept Ad Clubs of Texas meeting in Houston. 11-18-11
 Des Moines Ad Club elects; Ed F Corbin pres. 6-24-4
 Des Moines Ad Club seeks effect of newsp adv on public. 12-16-14
 Detroit Aircraft Club organized; Frederick Dickinson chrm. 11-11-9
 Duluth Ad Club has perfect record eliminating frauds. 5-20-24
 Fond du Lac Ad Club organized; E A Pittingill pres. 1-28-28
 Great Falls, Mont., Ad Club sets pace for retailers. 3-25-29
 Green Bay, Wis., Ad Club elects H E Capehart pres. 5-27-8
 He'n M Hill pres. 5-13-8
 President Holland guest of League of Ad Women. 7-1-27
 Honolulu Ad Club elects Ed Towse pres. 5-6-4
 Houston Ad Club elects Dale C Rogers pres. 6-3-21
 Johnstown, Pa., Ad-Press Club elects Henry D Corbin pres. 6-10-4
 Junior Ad Club of NY plans show. 2-25-27
 Kansas City Ad Club elects; Henry S Frazer pres. 6-24-24
 League of Ad Women dinner dance. 3-18-15
 League of Ad Women tenth anniv. 3-25-15
 League of Ad Women campaign to adv advertising. 5-20-28
 League of Adv Women, NY, open season. 9-16-16
 League of Adv Women NY tenth anniv. 9-23-4
 League of Ad Women annual meeting; Edw F Le Bart addresses Green Bay, Wis., Ad Club. 10-21-10
 Loomis elected pres L.A. Club. 7-15-11
 Lowell, Mass., Ad Club starts. 3-18-26
 Lowell, Mass., Ad Club elects Frank Richard pres. 4-8-19
 Mason City, Ia., Ad Club discusses competitive prices. 3-25-14
 Minneapolis Ad Club; Louis Burgess pres. 4-22-8
 Moyle pres. 7-8-4
 New ad club formed in Wausau, Wis. 3-4-14
 New Eng Adv Clubs conv in Providence. 11-18-6
 New Orleans Ad Club elects Gratz True pres. 5-27-12
 NY Ad Club open house. 1-14-24
 Employment serv for NY Ad Club members. 1-14-14
 NY Ad Club considers withdrawal from A.A.C.W. 1-21-14
 NY Ad Club to remain in A.A.C.W. 9-4-8
 Ad Club of NY apts nominating com. 4-8-18
 Million dollar home for NY Ad Club. 4-29-7b
 Ad Club of NY gets golf trophy. 4-29-6
 NY Ad Club signs 150 to go to Milwaukee. 6-3-4
 NY Ad Club special train to Milwaukee. 5-20-22
 Clifton D Jackson aptd sec New York Club. 7-15-29
 Adv Club of NY opens winter season. 9-23-8
 NY Ad Club to continue build fund. 10-28-18
 NY League of Ad Women to help adv advertising. 2-18-11
 Ohio State Univ students form club. 2-25-15
 Phila Ad Women's Club elects; Katherine Flanagan pres. 7-29-4
 Pittsburg Ad Club elects J E Wright pres. 5-27-22

Plain talk from Hunt to clubs that hesitate. 6-17-6
 Poor Richard Club annual dinner and old time circus. 1-21-16
 Poor Richard Club annual meeting; Charles A Stinson pres. 5-27-22
 Publicity Lodge of Masons formed by members of NY Ad Club. 1-28-8
 Representatives Club of NY annual meeting; O S Kimberly pres. 5-20-2
 Richmond, Va., Ad Club; R H Thomas pres. 4-22-2
 San Francisco Ad Club elects; Shirley Walker pres. 12-30-6
 Seattle Ad Club elects; W G Mohr pres. 7-8-26
 Seattle Ad Club wires cash prize. 10-21-13
 Sioux Falls, Ia., club formed. 10-28-25
 Sioux Falls Ad Club to join A.A.C.W. 11-11-14
 Spokane, Wash., Ad Club Easter ball. 4-1-XXVII
 South Eastern Div A.A.C.W. conv; David W Webb pres. 11-4-5
 St Louis Ad Club selects com. 12-9-10
 Washington Ad Club installs; Laurence E Rubel pres. 6-24-4
 Williamsport, Pa., Ad Club helps merchants cut costs. 8-19-5
 W K Woodbridge elected pres NY Ad Club. 5-12-2
 Women's Ad Club of Chicago addressed by Maud F Holahan. 2-25-4
 Worcester Club elects Hastings pres. 7-15-22

AD MANAGERS

Alexander, Edgar M—aptd ad dir NY Eve Journal. 9-30-2
 Alwood, Lester Raymond—aptd sales and ad mgr Everton Engraving Co, Detroit.
 Anderman, William E—aptd foreign ad mgr Detroit Times. 4-8-19
 Anderson, Ralph P—aptd ad mgr Anglo-California Trust Co, San Francisco. 7-1-26
 Andrews, Roy W—aptd ad mgr Syracuse NY, Post-Standard. 6-10-25
 Appar, P L—resigns as natl ad mgr NY Sun. 6-3-27
 Arnsneau, E G—aptd dir of ad Seattle Post-Intelligencer. 4-29-25
 Ballou, Walter L—aptd ad mgr O'Gara Coal Co, Chicago. 4-15-27
 Barlow, John A—resigns as ad mgr Remington Arms Co, NY. 11-4-27
 Bassford, James C—aptd ad mgr F B George Co, Chicago. 12-16-27
 Beeman, Otis—aptd ad mgr Advance Automobile Accessories Corp. 12-16-27
 Bergen, H R—resigns as ad mgr B T Babbitt, NY. 3-18-27
 Berry, Edward D—aptd ad dir United Typothetae of America. 2-11-14
 Benson, J C—aptd ad mgr Farmers' National Magazine, Washington. 5-20-29
 Bishop, A U—aptd ad mgr Rich & Co, Atlanta. 12-9-27
 Blair, R W—aptd ad mgr Simmons Co. 10-21-27
 Bock, W S—aptd ad mgr Minneapolis Daily News. 12-9-19
 Bodman, Harold—aptd ad mgr Thompson-Barlow Co, NY. 5-20-29
 Bodine, H Oliver—aptd mgr ad and sales Herbert & Huesgen Co. 4-29-15b
 Bowers, N R—aptd ad mgr Oswego NY, Times. 8-5-17
 Boylan, Frank J—aptd ad mgr Chicago Polish National Daily. 4-8-19
 Brandon, H J—aptd ad mgr Minneapolis Daily News. 4-1-21
 Brennan, C J—resigns as ad mgr Minot ND, News. 10-28-17
 Brennan, Hugh—aptd ad mgr Eskimo Pie Corporation, Chicago. 10-21-22
 Brewer, William A—aptd ad mgr Sacramento Star. 8-19-19
 Brownell, A H—resigns as ad mgr Philadelphia Commercial Car Journal. 3-4-19—aptd mgr NY Christian Herald. 5-13-17
 Burns, Thomas F—returns as ad mgr NY Eve Mail. 12-23-19
 Bul, Norman E—leaves as ad mgr Washington Herald. 9-16-18
 Carey, A M—aptd ad mgr International Studio. 11-11-19
 Carrington, R A—aptd ad mgr Oakland Post-Enquirer. 9-30-17
 Carrington, Jr Richard A—promoted to ad dir Omaha. 3-18-19
 Carroll, Leon L—resigns as ad and sales dir Samuel Stores, Inc. 4-8-27
 Caruthers, Jr F D—resigns as ad mgr Standard Mail Order Co. 3-18-27
 Cary, C W—aptd ad serv mgr Pittston Pa, Gazette. 12-16-19
 Cedarleaf, E N—aptd dir of ad Walton & Spencer Co, Chicago. 5-13-27

Chanin, Leo—aptd ad mgr Greensboro NC, Daily Record. 4-18-19
 Chester, Whipple Yale—aptd ad mgr Miami Okla, Record-Herald. 10-28-26
 Christen, Helen A—aptd ad mgr Lion Dry Goods Co, Toledo. 12-9-27
 Clark, Allan H—aptd ad mgr Twinplex Sales Co of St Louis. 9-23-7
 Curry, E F—aptd ad mgr American Chic Co. 1-7-27
 Cushing, George W—resigns as ad mgr Hudson Motor Car Co. 1-7-27
 Cowherd, N W—aptd dir ad and cir Oregon Herald. 2-18-20
 Davit, F R—aptd ad mgr Minneapolis Daily Star. 12-23-19
 Dewar, Jr A L—resigns as ad mgr Welch Grape Juice Co. 1-28-22
 Eadie, A R—re-aptd ad mgr Hotel Review. 7-15-19
 Erlandson, R S—aptd ad mgr Journal of National Education Association, Washington. 4-15-27
 Edelman, C J—resigns as nat'l ad mgr St Louis Star. 12-9-13
 Edelman, C J—aptd nat'l ad mgr St Louis Star. 6-10-25
 Erickson, John E—aptd ad mgr Fairbanks, Morse & Co, Chicago. 5-27-27
 Fellows, Waldo E—aptd ad mgr Columbia Motor Co, Detroit. 6-24-26
 Fleming, William E—resigns as ad mgr Welsh, U S G—aptd ad mgr NY Tribune. 4-29-19
 Flynn, George—resigns as ad mgr Minneapolis Daily News. 4-1-21
 Fish, Robert—aptd ad mgr Lightoller Co, NY. 5-27-27
 Ford, R J—aptd class ad mgr Springfield, Mass., Republican & News. 12-30-28
 Fox, Chester B—aptd local ad mgr NY Herald. 12-30-19
 Fairbanks, Morse & Co, Chicago. 5-27-27
 Friedman, Louis—aptd ad mgr Samuels Shoe Co, St Louis. 4-1-19
 Frohman, Louis—resigns as ad mgr Durant Motors, Inc, Rochester. 8-5-26
 Frost, E G—resigns as ad mgr Davis Sewing Machine Co, Dayton. 3-25-27
 Geneva Forrest R—returns to Des Moines Register & Tribune as ad mgr. 12-23-19
 Getlin, Nat S—aptd ad mgr DeKalb Ill, Chronicle. 8-18-19
 George A Riley natl ad mgr Perry-Lloyd Jones. 11-25-4
 Glasson, Rex F—aptd ad mgr Gray Motor Co, Detroit. 3-4-27
 Giles, Ernest N—aptd local ad mgr St Louis Star. 6-10-25
 Gillespie, David J—aptd ad dir Columbia. 12-23-XXIII
 Goldman, Harold L—aptd class ad mgr NY Herald. 12-30-15
 Goodfellow, M P—aptd ad exec NY American. 12-9-27
 Gottschaldt, Allan C—resigns as sales and ad mgr Selig Co, Atlanta. 2-4-26
 Grace, Harry A—aptd ad mgr Westinghouse Lamp Co. 1-28-22
 Greenfield, Henry—aptd ad mgr NY Jewish Daily Forward. 7-15-19
 Gruber, Andrew J—aptd ad mgr Lima O, News. 12-16-19
 Gruber, A J—aptd mgr Lima, O., News. 12-16-19
 Guy, Harry D—promoted to ad mgr Dallas Tex, Morning News. 6-10-25
 Hamilton, L Patton—aptd asst sales and ad mgr Hudco-Ford Co of America. 10-21-27
 Hamilton, Peter—aptd ad mgr Houston Tex, Press. 7-15-19
 Hamilton, Clarence W—aptd pub mgr American Finance Co, Dayton O, 1-21-27
 Hampton, J H—aptd ad mgr Jacksonville, Fla., Journal. 12-23-19
 Hampton, J H—aptd ad mgr Jacksonville Fla, Journal. 12-23-19
 Harrison, E P—aptd ad mgr Welch Grape Juice Co. 1-28-22
 Hauck, Roland L—resigns as ad mgr Palo Alto Cal, Times. 9-9-26
 Haun, Ray H—aptd ad mgr Cleveland office Capper Farm Press. 12-6-27
 Hevey, Edward V—aptd ad mgr New York Independent. 9-30-17
 Hills, R E—aptd ad mgr Winchester Repeating Arms Co, New Haven. 12-2-27
 Hiller, H C—aptd ad mgr Norfolk Va, Post. 10-14-19
 Hogg, K K—aptd ad mgr Hyatt Roller Bearing Co, Detroit. 9-2-26
 Holahan, Mrs Maud Forbes—aptd ad mgr Indiana Limestone Quarrymen's Assn. 10-21-27
 Hubbard, H P—resigns as ad mgr Springfield Mass, Daily News. 6-3-27 & 6-10-35

Hutchinson, H J—aptd dir of pub Hugh C McLean Publications, Toronto. 6-3-14
 Hyde, Amy Roettig—aptd ad mgr Union Bank of Chicago. 4-8-27
 Hyman, H R—aptd ad counsel Stutz Motor Car Co, Indianapolis. 3-25-27
 Hyman, H R—aptd ad dir Stutz Motor Car Co of America, Indianapolis. 9-2-26
 Ingram, Albert L—aptd ad mgr Hurley Co (instalment houses), NJ. 3-4-27
 Jackson, Paul F—resigns as ad mgr Scientific American, NY. 4-8-26
 Johns, William F—aptd ad mgr Minneapolis Journal. 9-9-19
 Johns, William F—aptd western ad mgr Hearst's International Magazine. 7-7-27
 Johnston, Ernest S—resigns as ad mgr Washington Times. 1-21-19
 Johnson, Gilbert—resigns as ad mgr International Proprietaries, Inc. 11-4-27
 Johnston, Samuel P—aptd ad mgr Los Angeles Examiner. 7-15-19
 Johnson, Ernest S—re-aptd ad mgr Washington Post. 9-16-18
 Jordan, George H B—aptd ad mgr Ely & Walker Dry Goods Co. 4-1-19
 Joyce, Gerald Stanley—aptd ad mgr Gloucester Mass, Evening Star. 8-13-14
 Joyce, Robert E—aptd ad mgr Washington Times. 1-21-19 & 3-18-4 29-23
 Judges, Fred B—aptd ad mgr Carman Shop (women's apparel), Seattle. 5-20-29
 Keeler, L L—aptd ad mgr Bachman Chocolate Mfg Co. 8-11-27
 Kelsey, Howard W—aptd pub dir Elliot-Fisher Co. 2-25-30
 Kembrey, C M—aptd ad mgr Studebaker Sales Co of Phila. 6-23-26
 Keneally, H B—resigns as sales and ad mgr Grolier Society, NY. 12-23-27
 Keough, Edmund E—promoted to ad mgr American Writing Paper Co, Ho.yoke. 7-1-26
 Ketchum, Charles R—resigns as ad mgr Capper's Weekly. 11-4-19
 Kleppner, Otto—aptd ad mgr Prentice-Hall, Inc, NY. 8-11-27
 Kingsley, W Harold—aptd pub mgr Dort Motor Car Co, Flint. 10-14-27
 Koons, John—aptd pub mgr Cincinnati Automobile Club. 1-28-22
 Laing, W T—aptd ad mgr Capper's Weekly. 12-9-8
 Lauc, Herman—aptd New England ad rep NY World. 12-30-19
 Laue, Herman—resigns as ad mgr and pub dir US Shipping Board. 5-27-15
 Lawrence, C E—resigns as ad mgr Van Slyck & McConville, St Paul. 7-8-26
 Leavenworth, Ralph—re-aptd ad mgr Standard Parts Co, Cleveland. 2-4-26
 Lehman, Hart—aptd ad mgr D Auerbach & Sons, NY. 4-8-27
 Leslie, Harold D—aptd ad mgr American Agricultural Chemical Co. 11-25-27
 Levin, Leo L—aptd ad mgr Salt Lake City Deseret News. 6-24-17
 Linder, Clarence R—aptd ad mgr and gen mgr Detroit Times. 8-4-12
 Lord, George Frank—aptd ad mgr Chevrolet Motor Co. 2-18-14
 Lukens, Alfred B—resigns as natl ad mgr NY Jewish Daily Forward. 9-30-13
 Lynch, Ross E—aptd ad mgr Tin Decorating Co, Balto. 3-4-27—resigns as ad mgr Tin Decorating Co, Balto. 4-15-27
 Lyon, Marion Jean—aptd ad mgr Punch. 9-2-6
 MacNaughton, Lucille—aptd ad mgr J W Jenkins Sons Music Co. 12-16-27
 MacOwen, Joseph A—resigns as natl ad mgr Boston Herald and Traveler. 3-4-15
 Mahor, Glenn E—aptd ad mgr Washington Herald. 9-16-13
 Marshall, Harold F—aptd ad mgr Dwight P Robinson & Co, Inc, NY. 10-14-27
 Mattson, Ivar—aptd ad mgr Butterick Producers. 1-7-19
 Marshall, Clare R—aptd ad mgr Des Moines Clear. 12-23-IV
 McClure, W Frank—resigns as ad mgr American Bond & Mortgage Co. 9-2-26
 McColgan, William—aptd ad and merc mgr Wisconsin Daily Newsw League. 7-1-26
 Medcraft, K—aptd ad mgr M J Brandenstein & Co, San Francisco. 12-9-27
 Merciles, Lester—aptd ad mgr La Prensa. 3-4-20
 Miele, Elizabeth A—aptd ad mgr Civic Pilot Newark, NJ. 11-18-27
 Milliken, C S—aptd ad mgr London Daily Mail. 11-4-19
 Mills, Ray C—aptd ad mgr Boston Advertiser. 7-1-25
 Miller, Foster D—aptd dir ad and sales Fisher Co. 2-25-30

Miller, Wallace A—aptd ad and pub mgr Norwich Union Indemnity and Phoenix Indemnity, NY. 6-3-27
 Mitcheltree, Russell—aptd pub and ad dir United Retail Candy Stores. 3-18-27
 Monell, D M—resigns as pub dir Elliott-Ogren Motor Car Co, Milwaukee. 3-4-27
 Moore, Folsom—aptd mgr Bisbee Ariz, Daily Review. 4-8-2
 Moyer, Ben L—aptd New England foreign ad mgr NY Daily News. 4-8-19
 Newmark, J H—aptd ad mgr Durant Motors Co, NY. 5-20-29
 Noroton, Stanley—aptd ad mgr Fresno Cal, Bee. 11-4-19 & 12-9-19
 Othen, John—resigns as ad mgr Jacksonville Fla, Metropolis. 11-25-19
 Pace, Anderson—aptd ad mgr Tin Decorating Co, Balto. 4-15-27
 Pace, Jr Edwin H—resigns as ad mgr Universal Auto Co, Hartford Ct. 10-14-27
 Parker, Watt L—aptd ad mgr Selznick Enterprises. 2-25-30
 Peifer, Robert E—aptd ad mgr Atlantic City Press and Union. 12-3-19
 Pelletier, E Le Roy—aptd ad mgr Rick-backer Motor Co. 12-16-27
 Penney, W R—aptd ad mgr San Francisco Call. 11-18-19 & 12-9-19
 Penney, L J—aptd ad mgr Hendersonville NC, News. 9-30-17
 Peterson, B B—aptd ad mgr Burgess-Nash Co, Omaha. 3-18-27
 Phillips, Joseph L—aptd ad mgr A J Freiman, Ltd, Ottawa. 7-29-19
 Plumb, John A—resigns as ad mgr Syracuse NY, Post-Standard. 6-10-25
 Putnam, Edward Hall—aptd ad mgr Atlantic Terra Cotta Co, NY. 1-7-27
 Putnam, L L—aptd ad mgr Santa Rosa Cal, Republican. 8-13-19
 Reichman, Ferd—aptd ad mgr Wichita Beacon. 12-23-19
 Reicker, William—aptd ad mgr Norfolk Neb, Daily News. 9-16-19
 Reynolds, James C—resigns as ad mgr Wichita Kan, Beacon. 7-1-26
 Ringwalt, Dorothy—resigns as ad mgr Burgess-Nash Co, Omaha. 2-18-27
 Riley, George W—promoted to ad mgr Joseph & Freiss Co, Cleveland. 3-25-27
 Rogers, Duncan—aptd ad mgr Ipswich Mills 1-14-27 & 2-25-30
 Rose, Norman S—aptd ad mgr Christian Science Monitor. 3-18-15
 Rosenthal, B J—aptd ad mgr Oakland Motor Registration News. 8-26-26
 Rosewater, Victor—aptd pub dir Philadelphia Sesqui-Centennial Exposition. 3-11-19
 Rydell, Louis—resigns as ad mgr Variety. 3-11-10
 Schroeder, F O—promoted to ad mgr Wichita Kan, Beacon. 6-10-35
 Sequin, H A—aptd ad mgr Racine Wis, Times-Call. 1-14-19
 Shafer, Don Cameron—resigns as ad mgr International General Electric Co. 6-3-27
 Sheeler, Roy C—aptd ad mgr John Lucas & Co, Phila. 12-16-27
 Sims, George Claiborne—aptd ad mgr Anderson SC, Tribune. 9-28-4
 Simpson, C W—aptd ad mgr Art Metal Construction. 5-20-29
 Sirkey, Louis—aptd ad mgr NY American. 10-7-26
 Smith, C Monroe—aptd ad mgr Electric Railway Journal & Bus Transportation. 12-23-27
 Smith, Harold J—promoted to ad mgr Hurler Machine Co, Chicago. 10-28-26
 Smith T H—aptd ad mgr Mitchell Motors Co, Racine, Wis. 9-9-26
 Snowden, John W—aptd ad mgr Spanish edition of Vogue. 3-4-20
 Sproule, J Bruce—aptd ad mgr Portland Ore, News. 11-18-19
 Stem, George L—resigns as ad mgr Norfolk Neb, Daily News. 9-16-19
 Storey, Darwin J—aptd ad mgr Crosby Bros D G Co. 12-30-6
 Stringer, A C—resigns as ad mgr Advance Automobile Co, Chicago. 10-14-27
 Stuart, F B—aptd ad mgr Syracuse NY, Telegram. 10-7-21
 Swevey, Clarence E—aptd ad mgr Oil Industry, NY. 1-21-27
 Taylor, Merle C—resigns as ad mgr Omaha Daily Times. 4-15-19
 Thomas, Richard H—aptd ad dir Richmond Va, Times-Dispatch. 4-1-9
 Titus, R B—aptd dir Rochester NY, Journal and American. 11-18-19
 Towner, L H—aptd ad mgr Augusta Ga, Chronicle. 1-14-19
 Tritsch, J G—aptd ad mgr Toledo News-Bee. 9-9-28
 Van Dresser, A P—resigns local ad mgr NY Herald. 12-30-19

Vanceave, L B—aptd ad mgr San Bernardino Cal, Sun and Telegram. 9-30-17
 Waddell, A G—aptd ad mgr Durant Motor Co of California. 5-6-27
 Wadsworth, Joseph H—aptd ad mgr Sperry Flour Co, San Francisco. 11-4-11
 Wagner, Frederic—aptd natl ad mgr Los Angeles Express. 11-4-19
 Waldron, E W—leaves as ad mgr Washington Post. 9-16-6
 Walker, C Alan—aptd dir of ad and sales Smith-Booth-Usher Co. 4-8-27
 Walsh, A L—aptd ad dir Thomas A Edson, Inc NJ. 8-11-27
 Wells, Ralph H—aptd ad mgr Shaw-Batcher Co, California. 9-11-27
 Weigel, Amos H—resigns as ad mgr Glass Block, Duluth. 4-15-27
 Wilhoite, J L—aptd ad mgr Chattanooga Times. 12-9-19
 Wilkin, Ray T—aptd ad mgr NY Daily News. 1-28-19
 Winslow, Joseph C—aptd ad mgr Graver Corporation, Indiana. 10-21-29
 Winter, James R—resigns as ad mgr Kansas City Post. 6-17-17
 Woodman, Earle—aptd natl ad mgr Boston Post. 3-18-19
 Woodward, William G—resigns as ad mgr NY Tribune. 12-16-2
 Wunder, George F—aptd ad mgr Atlas Portland Cement Co. 1-21-27
 Young, Edward W—resigns as ad mgr Linder Co, Cleveland. 12-16-27

TRUTH IN ADVERTISING

Thirty-seven better bus bu heads meet in St Louis. 2-4-15
 Vigilance work being directed by Henry D Robbins. 2-11-15
 Jerome Simmons aptd counsel natl vigilance com. 2-18-16
 Fraud in ad copy eliminated by club work. 2-26-18
 Better adv. (edl). 2-25-18
 Vigilance work gains power every day. 8-11-14
 Violation of advg law is charged in Austin, Tex. 8-11-15
 Seek to curb misleading adv in Britain. 8-18-16
 Let ads be truthful. 8-18-16
 Government sleuth joins vigilance com. 8-18-16
 New council to work for higher standards. 8-18-16
 Newsp is eliminating misleading adv. 3-28-26
 Century Consolidated Oil Co investigated. 4-8-6
 W P Green heads vigilance committee. 7-8-8
 To hunt down blue sky dealers. 7-29-8
 Los Angeles Record drives out fake promoters. 8-5-15
 Spokane Ad Club taboos misleading copy. 11-11-16
 S.N.P.A. members aid vigilance com. 11-18-23
 Fake newsp adv run to earth by vig com in Chicago. 12-9-11
 Brooklyn joins in vig work. 12-16-6
 Great technical aide to truth in advg. 12-16-18
 Snares in stock schemes to trap unwary. 12-16-18
 Bureau censures Boston stores' advg. 12-23-25

ADVERTISING INSTRUCTION

Course in mathematics of adv at Boston Univ. 1-21-27
 A task for pub in every town. (edl). 2-11-18
 Chgo Y.M.C.A. adds new instruction course. 3-4-15
 Rankin tells students how to make selling talk take. 3-25-4
 St Joseph College hears how to learn adv. 4-1-XXVII
 Adv Club of NY closes yr with dinner. 4-8-14
 Galveston Ad Club plans instruction. 5-20-8
 Summer school at N.Y.U. 6-24-28
 Associated Ad Clubs of Iowa short course. 8-19-6
 Blanchard again conducts NY Y.M.C.A. course. 9-23-18

NATIONAL ADVERTISING

Newsp advg took place of salesmen for Cuticura soap. 11-11-27
 Public spirited ad brings suspension from stock exch. 11-18-24
 A.N.A. content to forego rate topic at conv. (edl). 12-3-18
 Knit Goods Mfrs of Amer plan natl campaign. 12-9-21
 What advg has done for meat packing industry. 12-9-25
 Linnard Hotels System plans \$125,000 campaign. 12-9-29
 Three big silk advertisers report prosperous 1922. 12-23-18
 Many new firms in the natl class. 12-23-19
 Columbia Graphophone Co to resume adv. 4-1-5
 Hart Schaffner & Marx increase newsp space. 4-1-XIV
 How advertisers would increase space values. 4-1-XXVIII
 California will adv for wider market. 4-1-XXII
 Shredded Wheat adv at new high mark. 4-1-XXVII
 California cold cut newsp fruit bus. 4-1-XXVIII
 Coffee trade to use more space during 1922. 4-8-14
 Assn of Natl Advertisers Chicago meeting; program. 4-8-17
 Mistakes in translation cost US adv losses in Mexico. 4-8-24
 Results sending advertisers to newsp. 4-22-6c
 Natl Petroleum Marketers' Assn plan national campaign. 4-22-14d
 Newsp sentiment strong among A.N.A. conv. 5-6-2
 Firestone assails the adv agcy. 5-6-4
 Southwestern Millers League plans \$25,000 campaign. 5-6-20
 Natl Wholesale Jewelers' Assn plan \$300,000 educational campaign. 5-13-21
 Big phonograph release dates in conflict. 5-29-27

CHURCH ADVERTISING

Rev Lewis Jacobson, Sioux City, Ia, advocates for churches. 1-14-31
 Church adv. (edl). 1-21-18
 Ad fills Nebraska church pews regularly. 2-4-14
 Helena, Mont., churches to adv. 2-18-21
 Use of display space recommended. 2-25-14
 Church publicity men sold on newsp. 11-11-7
 Episcopal church favors paid advg. 11-18-9
 Nebraska minister finds adv church pays. 6-8-28
 Sunday schools told to "dig up" news. 7-1-10
 Newspaper display ads fill Rochester church. 8-26-23

CLASSIFIED ADVERTISING

Robert R. O'Brien bus mgr Council Bluffs, Ia., Nonpariel addresses real estate men. 5-27-18
 Want Ad gavel novel feature A.A.C.W. conv. 6-4-9
 Selling the classified page to supplement display ads. 9-29-25
 "Better Copy" contest to improve want ads gets results. 10-7-21
 Apartment renting aid for readers boosts profits and prestige. 10-7-25
 Classifying the unclassified want ad. 10-7-29

COMMUNITY ADVERTISING

San Diego campaign a success. 1-7-15
 Phila to adv its ports by movies. 1-7-19
 Albany aldermen appropriate \$5,000. 1-14-26
 NY Associated Dailies put rate for state adv on commercial basis. 1-21-2
 Adv of cities now a necessity. 2-25-9
 Cinn to launch campaign. 3-11-31
 Jersey City Commerce Chamber to adv city. 3-18-16

Duluth, Minn., Chamber of Commerce plans campaign. 3-25-15
 Wilmington, Del., Chamber of Commerce to adv. 4-1-IX
 Adv of communities gains impetus. 4-1-XIX
 Indianapolis put before world in new light. 4-16-4
 Planned by real estate boards. 4-22-4
 Suggests South vie with West in publicity. 4-22-11c
 Florida raising \$100,000 fund. 5-13-30
 Newsp of Washington boost state. 6-3-7
 Advertising to aid Kansas wheat growers. 6-3-30
 Wisconsin to ask funds for advg. 11-4-18
 Tacomans seek fund to boost home town. 11-11-6
 St Paul to be advertised by Town Criers. 11-11-16
 Wisconsin urged to spend approp in home papers. 12-2-16
 Tacoma to be advertised nationally. 12-3-31
 Advg for Florida is urged. 12-9-4
 New advg group organized in Wisconsin. 12-16-4
 Oregon to rival Cal as advertiser. 12-16-6
 Criers plan to sell St Paul. 12-16-8
 Northwest plans more intense advg. 12-16-15
 Wisconsin will adv its resorts. 12-23-6
 State of Montana advertisers to tell truth. 12-30-13

FINANCIAL ADVERTISING

Sheboygan Press Telegram says bankers there do not adv. 1-7-15
 Bank campaign justified says banker. 2-4-14
 Forward step in bank publicity. 2-18-17
 It builds bus. (edl). 2-25-18
 Firm adv million for building loans. 2-25-20
 Surprise brings bank many new depositors. 3-25-25
 Cleveland Financial Advertisers Assn annual meeting; program. 5-18-4
 AAAA hears bankers attitude on adv. 5-18-28
 Fin adv men organize Fin Adv Serv Assn. 10-14-30
 Misleading bank advg protested. 12-30-9

GOVERNMENT ADVERTISING

Shipping Board outlines \$900,000 campaign. 1-7-2
 Lasker answers criticisms Shipping Bd methods. 1-28-4
 Herman Laue replies to Lasker. 2-4-11
 80,000 prospects for U.S. ships developed in four months. 3-18-4
 Romance of sea in Shipping Bd publicity. 2-25-24
 Surplus stocks advg to be resumed. 3-4-15
 James W Boring Shipping Bd adv mgr. 3-18-3
 Shipping Bd ads approved by American Legion. 3-18-14
 Omaha, South Bend, Newark and Seattle made trout cities. 4-8-17
 M B Claussen resigns from Shipping Bd. 5-6-23
 Who put 'stick' in ship bd adv? 6-24-28

PUBLIC UTILITY ADVERTISING

Natl Electric Light Assn members urged to adv. 5-20-17
 Defensive copy not only need. 10-14-XXXI
 American Gas Assn told how to use newsp. 11-18-21
 Pub Util Adv Assn organize; W P Strandborg pres. 11-11-29
 What to sell. (edl). 11-18-18
 "Nothing to say" attitude due for discard. 11-25-13

RAILROAD ADVERTISING

For your prospect list. (edl). 8-4-18
 Great Northern, Northern Pacific and Burlington join in campaign to adv northwest. 12-9-2
 Railroad adv's latest impetus. (edl). 12-16-19

PUBLISHERS RATES SOUND VERDICT OF FOUR A'S.

(Continued from Page III)

It is a big thing to remove or even to reduce any waste in advertising operations even though the waste affected seems very small. Advertising operates on a narrow margin. A constructive advertising agency, as exemplified in the American Association of Advertising Agencies earns in the net, average, not fully three per cent. Any business operating with such precision demands standardization in all things with which it deals and which are capable of being standardized. In our dealings with publishers we have made great progress in reducing the number of false motions. This means getting more of the advertiser's dollar into the publisher's till and consequently more returns on each dollar the advertiser puts out. That in turn helps to make advertising appropriations grow larger. We have reached the point with publishers where we expect to be able to discuss early in the new year the findings of a comprehensive study of classification in rates. It may then appear that further simplification in that direction is necessary. This applies to the handling or classifying of rates and not to the question of whether the publication space is worth the rate. Over the whole field we observe that publishers' rates are extremely sound. It is unquestionably a fact that in no other field of business operations are the sale quantities truer in quality or sounder in price than they are in advertising rates in this country today. The publishers of the entire country are to be complimented and we are frank to say that we attribute much indeed of the magnificent development of advertising appropriations for 1923 to the solid values the publisher gives to the advertiser. In other words, the present great volume of advertising appropriations could not have been possible if publishers' rates did not provide such a safe and profitable investment to the advertiser.

RATES

Fairbanks, Wash., News-Miner to \$6.00 per inch per month. 2-25-15
 Do not lower rates. (edl). 2-25-18
 Analysis shows fallacy of lower rate claims. 3-11-11
 Retailers start investigation. 3-11-2
 Sowing the whirlwind. (edl). 3-11-18
 What cut rates would do to advertisers. 3-11-18
 Merchants own figures prove rate economies. 3-25-4
 Ralph Blumenfeld says costs prohibit reduction in Eng. 3-25-19
 Rate issue met in Britain as it is here. 3-25-22
 O'Shaughnessy supports newsp rates to merchants. 4-1-2
 Maintain rates now in effect says Burgess. 4-1-12
 Urey Woodson on humiliating confession on adv rates. 4-22-9
 Discriminatory rates becoming acute issue. 5-13-8
 Armstrong puts rebate remedy up to papers. 5-20-7
 S.N.P.A. members refuse Firestone plan. 6-3-6
 Little Rock Democrat abol sliding scale. 7-3-23
 Springfield, Mass., Union increases 15 cents a line. 8-19-2
 Allentown Call refuses to cut rates. 8-16-6
 Paterson Press-Guardian refuses to cut rates. 9-16-6
 A.N.A. to content to forego rate topic at conv. (edl). 12-2-18

COLLEGE PAPERS

Aberdeen, S.D., American and News offers prizes to student journalists. 1-31-30
 Arkansas Univ Traveler names editors. 7-8-24
 Big Nine Press Assn organized; Charles Evans pres. 12-30-4
 Central Interscholastic Press Assn conv Madison. 12-2-9
 College papers Univ of Iowa Daily Iowan
 College papers Univ of Wash stud papers resume. 7-22-29
 College men enthous over edl wk. 12-15-15
 Corey H Ford, ed at Columbia Univ asked to withdraw. 11-18-21
 Daily Princetonian elects sophs to edl bd. 12-16-10
 Eastern Intercollegiate Newsp Assn meeting Ithaca; E J Smith pres. 6-20-15
 Floyd W Taylor elected ed-in-chief Columbia Univ Spectator. 4-22-12a
 Illinois Daily Illini model student daiy. 12-16-15
 Ill school eds to exchange experiences. 2-11-24
 Intercollegiate Newsp Assn of Middle Atlantic States semi-annual meeting. 5-18-27
 Interschol Press Assn grows. 6-24-18
 Iowa College Press Assn meeting. 4-8-28
 Iowa apts Frank D Hicks news editor. 7-8-25
 Journalism Day at South Dakota College. 9-30-18
 NY Univ News announces staff. 6-10-10
 Univ of Michigan daily to expand. 6-10-22
 NY Univ Daily News result of merger of the NY Univ News and the New Yorker. 5-27-21
 Ohio State Lantern names staff. 11-11-25
 Okla Interscholastic Press Assn meeting in Norman. 11-4-10
 Rocky Mountain Collegian changed to semi-wkly. 4-1-IX
 Sigma Delta Chi election; Leland F Peterson mng ed Ski-U-Mah. 4-29-31
 S.D. Press Assn conv; P Duncan pres. 11-4-14
 South Dakota high school press body formed; Paul Kreuger pres. 11-11-9
 South Dakota High School Press Assn and No Central Intercol Conf Press Assn plan meet. 12-16-13
 The Ghost, official pub George Washington Univ has been temporarily suppressed. 1-7-29
 Univ of Minn press bureau. 7-22-29
 hot weather record. 8-5-19
 Univ of Wisconsin Daily Cardinal thirtieth anniv. 6-3-29
 Western Conf Edl Assn conv Minneapolis; George Dworshak pres. 5-27-6

BETTER BUSINESS BUREAUS

Bureau started in Montreal. 9-23-29
 Better bus bureaus and ad clubs meet. 10-21-4
 Finley-Hanover Adv Co, Seattle, to complain to grand jury. 12-2-20
 Better Bus Bureau election; Frank J O'Brien pres. 11-11-6
 Executives confer in St Louis. 1-28-25
 F X Wholley explains proper methods of adv to Washington Y.M.C.A. 1-28-15
 Bureau to be est at Houston. 2-4-10
 Thirty-seven bus bu heads meet in St Louis. 2-4-15
 Town Criers to estab bu in Providence. 2-4-25
 Bureau to be est in NY. 6-18-19
 Bureau to be est in Oklahoma City. 6-20-27
 Stops fake ads. 6-17-18
 Bureau for New York. 6-24-14

AD FRAUDS

William Vincent Jackson prosecuted by NY World. 1-28-25
 Muscle Shoals ad fake exposed. 2-11-15
 Fake cut price ads menace to newsp. 2-25-13
 Wilmington aldermen act agst fake advg. 2-4-15
 Hair advg tonic draws \$100 fine. 3-11-22
 Newsp campaigns have cleaned up stock fakes. 4-16-21
 Oil fakirs turn to mails when refused by newsp. 12-9-22
 NY World send four ad fakirs to jail. 12-16-25

Close Contact with the Advertising Agency—

That is what keeps foreign lineage ahead of last year's, last month's and last week's.

It is what enables the publisher or advertising manager to know that he isn't missing anything.

It is as essential to efficient newspaper planning as the line gauge is to the printer.

THE ADVERTISING AGENCY NUMBERS of THE FOURTH ESTATE

provide subscribers with unparalleled facilities for tracing and identifying advertising agencies all over the world.

These lists and the information concerning advertising agencies that accompanies them have become established by the usage of many years as invaluable, standard works, constantly in use by newspapers and national advertisers.

The FIRST 1923 Issue Now Being Prepared

Offers a timely opportunity for newspapers and agencies to reach the national advertiser before his 1923 advertising plans have fallen into a settled groove from which he may not be able to deviate for another nine or ten months.

Space Reservations Should Be Made NOW

THE FOURTH ESTATE
 232 WEST 59TH STREET, NEW YORK

NEWSPAPERS ABROAD

H Wickham Steed ed London Times entertained by NY newspaper men. 1-7-21
 Two British assn of jrnl may amalgamate. 1-7-25
 Horatio Bottomley retires as ed John Bull. 1-7-29
 Paris newspaper men must have passports to attend court proceedings. 1-7-29
 Echo National founded by Georges Clemenceau. 1-14-2
 Paris Gaulois and Figaro to merge. 2-4-18
 Soviet government gets new hold on press. 2-11-4
 Military guard posted at Dublin Freeman's Journal. 2-18-9
 Bulgaria honors James D Bouchier of London Times. 2-18-17
 Nottingham, Eng., Journal enters 213 yr. 2-18-20
 Lively doings in newsp game in Ireland. 2-25-8
 Adv grab by Stinnes stirs German press. 2-25-15
 Wickham Steed and Lord Lee match wits. 2-25-16
 London Daily Mail claims largest sale of any newspaper of the world. 3-4-4
 Paris Hera'd men return to work. 3-4-8
 Amer girl wins Pall Mall Gazette prize. 3-4-24
 Paris eds find duel unnecessary. 3-11-28
 Possibilities of newsp campaigns in Ireland. 3-11-31
 Effort to unite British jrnl societies unsuccessful. 3-25-6
 Hard going for newsp in Germany. 3-25-8
 Rate issue met in Britain as it is here. 3-25-22
 Victory for newsp pub in Paris strike. 3-25-25
 New paper in Italy backs Wilson against Orlando. 3-25-28
 British newsp pay tribute to Spender. 3-25-29
 Dublin Freeman's Journal fired by incendiaries. 4-1-6
 English dailies in Paris real prodigals. 4-1-9
 Off on the wrong foot. (edl). 4-1-10
 Are French dailies better than American? 4-1-16
 Cost thousands of rubles to post Russian paper. 4-8-10
 Stead memorial a ministry of friendship. 4-15-11
 Newspapering on firing line in Rand revolt. 4-22-24
 News print consumption in Hungary drops 75 per cent since war. 4-22-27
 Dublin Freeman's Journal working despite raid. 4-29-19
 Winston Churchill claims insurance from London Daily News. 5-6-20
 London Daily Herald in financial trouble. 5-13-8
 New law guards news sources in Austria. 5-13-14
 London dailies insurance is big burden. 5-20-12
 Armed guard to protect staff of Dublin Freeman's Journal. 5-20-31
 Manila Times uses THE FOURTH ESTATE. 9-9-16
 Parlois times for German press. 9-9-24
 Cuxhaven Tageblatt Germany est 1822 suspends. 9-9-25
 Britain itself may buy Northcliffe dailies. 9-16-4
 Why Manchester Guardian is so often quoted. 9-23-5
 E Hulton & Co, London, opens NY office. 9-23-19
 El Universal, Mexico City, raided by reporters. 9-23-20
 No disgrace for Japanese papers to be scooped. 9-30-18
 German subsidy not working well. 10-14-14
 Coty puts life into famous Figaro. 11-4-20
 Aberdeen Journal and Free Press merge. 11-11-25
 DeValera cohorts attempt to intimidate press. 11-11-27
 Major John Jacob Astor and John Walter buy London Times. 11-11-2
 Advg held at top prices in Britain. 11-11-24
 English dailies inclined toward Amer ideas. 11-18-14
 Le Matin wins suit brought by Le Humanite. 12-2-4
 Amer dailies at Tientsin reorganize. 12-2-8
 Threaten to muzzle Italian papers. 12-9-6
 Norway adopts Amer newsp methods. 12-9-29

Crime barred from newsps in Japan. 12-9-22
German China News (Deutsche China Nachrichten), Shanghai, first German news in China since war. 12-16-16
Gabriele de Annunzio to pub daily news in Italy. 12-23-24
Northcliffe estate made big profit in London Times sale. 12-23-23
Grip of Stinnes holds German papers fast. 5-27-22
Dublin Freeman's Journal comes back strong. 6-3-22
Madrid deplores lack of news facilities. 6-10-22
Does European press falsify America? 6-24-10
Why dailies of London are national. 6-24-15
American daily for New Zealand. 6-24-22
Lithuanian dailies attacked. 6-24-24
Charge Lloyd George sold titles. 7-8-20
Three Berlin newsps reappear. 7-8-22
English printers accept wage reductions. 7-20-6
Hawaiian papers printed in many tongues 8-5-18
German papers censored. 8-5-21
Peeraiges as pap to journalists condemned. 8-5-15
Berlin Lokal Anzeiger feels hand of censor. 8-5-22
Circulation race taxes London newsps. 8-19-21
England's great men rivals in seeking London Times. 9-2-6
Chilean papers dependent upon foreign countries for news print. 9-2-15

NORTHCLIFFE PRESS

The death of Lord Northcliffe in August caused the newspaper world a profound sense of loss and resulted in the splitting up of his interests. Lord Rothermere, his brother, now has the Daily Mail, Associated Newspapers and Amalgamated Press. The London Times was bought by John Walter and Lord Astor.

Lord Northcliffe entertained by Gov Gen of Java. 2-11-19
Wickham Steed and Lord Lee match wits. 2-25-16
Lord Northcliffe reported gravely ill. 3-4-4
London Times reduces sales price. 8-11-8
Northcliffe tour adds new correspondents. 3-18-19
Northcliffe out of Newsp Proprietors' Assn. 5-6-2
Northcliffe, the printer, and Genoa. (edl). 5-20-16
Lord Northcliffe expects radio to revolutionize newsgathering. 6-8-22
Lord Northcliffe sued for libel by two directors of company. 6-17-2
Northcliffe ill, but puts over deal. 6-24-21
Northcliffe's heart weak. 7-22-20
Hope for recovery abandoned. 7-29-2
Lord Northcliffe may be succeeded by nephew. 8-19-2
Lord Northcliffe's death. 8-19-4
Lord Northcliffe's career. 8-19-16
How Lord Northcliffe press interests are divided. 8-19-17
Our new perspective on Lord Northcliffe. 8-19-18
Big Northcliffe dailies may be separated. 9-9-6
Lord Rothermere buys Daily Mail control. 9-23-4
Rothermere will make readers stockholders. 10-14-12

FOREIGN LANGUAGE PAPERS

La Nazione, Wilmington, Del., resumes publication. 1-14-8
Il Progresso Italo-Americano adds Sunday gravure section. 2-18-28
Ohio Jewish Chronicle starts in Columbus. 3-11-26
Greek newsps for Washington. 6-24-17
Il Popolo, NY, sued. 7-22-15
El Tiempo, Panama, adds Eng lang section. 7-29-4
More than fifty foreign language newsps in Chicago. 8-19-31
Foreign Lang Pub Assn in new home 110 E 42nd st. 10-14-21
Shing Wah, Chinese daily, starts in Tor. 12-30-11

GREAT STRIDES IN FORESTRY SAVING DURING YEAR.

(Continued from Page VIII)

message was specific in its declaration for a permanent forest policy for the nation, the step desired by the paper industry and the newspaper publishers, and legislation is pending in congress establishing such a policy. The accomplishment of the year for forestry is not to be credited entirely to the paper industry. It has been the work of the newspaper editors of the country to sell the forestry idea to the nation and to force the forestry situation into the lime light. The paper industry, however, has because of its having in its associations and in mill organizations practical, though technical, foresters, been able to lead in the formulation of a workable forest policy. It has helped to put organized industry back of the campaign which the newspapers have then taken to the public, to the ultimate advantage not alone of the paper or the publishing industry, but of the entire public who will benefit by the improving of the forests of the whole country, for industrial and recreational uses, and also serving as reservoirs for water, for power and portable uses.

If 1923 can see the successful completion of this campaign, the paper and publishing industries, really subdivisions of one great super-industry, will have done a great piece of constructive work for the whole nation.

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

THE DEAD

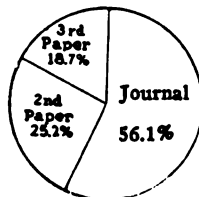
Abbott, Rev Dr Lyman—ed-in-chief Outlook. 10-28-30
Ahry, Louis E—with Wm Dennison & Co. 4-29-12b
Akin, Benjamin—vice-pres Hulscher-Rothemburg. 6-10-38
Axtell, O B—ed Mellette, SD, Tribune. 3-4-28
Bacon, Frank—star of "Lightnin'"; once a newspaper man. 11-25-30
Bagnall, Cecil T—ed & pub Turner Falls, Mass., reporter. 7-8-80
Bailey, William Franklin—Washington vet newsps man. 9-23-30
Baird, John A—former city ed Louisville Times. 11-18-30
Baldwin, Merrick R—pres Rotary Club. 2-25-12
Bangs, John Kendrick—author & humorist. 1-28-30
Barrett, Capt E F—pub Butte, SD, Signal. 8-11-30
Barrett, Edward Ware—ed & proprietor Birmingham Age-Herald. 7-15-30
Barry, L Frank—market ed NY Jnl of Commerce. 11-11-30
Barta, Rudolph S—owner US Feature Serv. 2-4-16
Bean, David—owner Waterloo, Ont., Chronicle. 1-28-30
Bechtol, Harold E—mng ed Newspaper Enterprise Assn. 3-25-30
Billson, Chas J—vet special rep. 7-8-12
Binder, Hilton S—associate ed Toronto Mail & Empire. 5-6-10
Bingham, Millard F—inventor & manufacturer of printers' rollers. 1-7-30
Bixby, Tams—pub Muskogee, Okla., Phoenix. 1-21-21
Bleyer, Henry W—vet Milwaukee newsps man. 1-28-30
Bligh, Robert W—"Dean of Amer newsps reporters." 12-30-30
Bode, W A—owner & ed Alton, Ill., Jnl. 1-7-30
Bowby, Col C J—vet Nebraska ed. 5-6-10
Brainerd, Chauncey C—with Brooklyn Eagle. 2-4-2
Brainerd, Mrs. Chalncey C.— literary genius. 2-4-2
Brainerd, Erastus—pub & ed-in-chief Seattle Post-Intelligencer. 12-30-30
Brown, David C—reporter NY City News Assn. 7-1-12
Bryant, Noah—founder Bryant Paper Mills. 6-18-22
Bunphy, Jas W—formerly pub Boston Advertiser & Record. 1-7-30
Burgoyne, W B—ed & proprietor St Catherine, Ont., Daily Standard. 1-14-30
Callahan, Daniel—formerly with NY City News Assn. 1-28-30
Campbell, John O A—founder Bellefontaine, O., Republican. 3-11-30
Canfield, Mrs Elizabeth Gordon—writer of children's stories. 4-15-11
Capus, Alfred—prominent French ed & writer. 11-4-30
Carraway, Leake—mng ed Little Rock Democrat. 2-18-24
Cary, Henry N—genl mgr Chgo Newspaper Publishers Assn. 11-25-30
Cashman, Judge E P—ed & pub Vicksburg, Miss., Eve Post. 2-18-24
Cashman, Jas Gordon—founder Vicksburg, Miss., Post. 2-25-12
Chase, Walter E—head of proofroom NY World. 12-30-30
Childs, John A—pub Evansville, Ill., Index. 7-29-30
Chivington, John L—city ed Chattanooga Times. 9-2-30
Cholmely-Jones, Col R G—head of War Risk Insurance Bur. 2-25-12
Clark, Edwin—pub first daily in Minneapolis. 5-6-10
Coffin, Capt Geo A—marine artist for NY Eve Jnl. 2-11-17
Cone, Andrew—founder & pres Cone Ad Agcy. 2-11-16
Cooper, Frank J—founder of Cooper Ad Agcy. 2-11-16
Cottrell, Edgar H—well-known in prt industry. 3-11-30
Coulter Wm J—pub & owner Clinton, Mass., Daily Item. 1-7-30
Coyle, Terence—80 years with NY Eve Telegram. 5-20-30
Crow, Wm E—senator editor. 8-5-30
Crozier, Wm P—with Cincinnati Enquirer. 3-25-30
Cutter, Wm McClellan—first stenographic reporter in Calif.
Dare, Harrison Craig—ed Newspaperdom & Transportation. 9-30-30
Daritt, E F—former pub Le Sueur, Minn., Sentinel. 2-25-12
De Foe, Louis V—dramatic critic NY Morning World. 8-18-10

Depuy, Clarence C—founder Amer Poultry Advocate. 3-11-30
Diez, Roderigo—ed Pan-American Union at Washington. 6-17-30
Dobbs, Wm F—manager ad dept Danbury, Ct., News. 8-19-30
Dodds, John J—mng ed Brownsville, Pa., Telegraph. 1-28-30
Drake, Frank C—genl art dir NY World. 2-25-12
Dunham, George E—ed & pub Utica Press. 11-4-30
Dupree, Frank—writer, author and playwright. 2-11-17
Du Toit, E E—pub Chaska Herald. 6-3-30
Eddleman, David J—founder Muskogee Times-Democrat. 11-2-30
Edmondson, Wm Thompson—mng ed Montgomery Times. 10-14-30
Fairbrother, Arthur L—edl staff Providence Jnl. 1-7-30
Fassett, C N—associate ed South Bend Tribune. 2-20-30
Fergusson, Mrs. Mary Stanton—ed Children's Arrow. 4-29-12b
Field, Hamilton Easter—art critic Brooklyn Eagle. 4-15-11
Firey, Carl R—cartoonist & edl writer on Tobacco Leaf. 6-10-28
Fisher, John—member cir staff NY World. 2-25-12
Fletcher, Chas H—pres Centaur Co. 4-15-10
Foley, Richard A—head of Richard A Foley Ad Agcy. 2-11-16
Ford, John—ed Asia. 4-22-22
Fox, John W—with Brooklyn Citizen. 4-22-22
Fox, Richard K—ed & pub Police Gazette. 11-18-30
Frank, August—vice-pres Natl Pub Co. 2-4-16
Galbraith, Thomas—financial ed Toronto Mail & Empire. 5-6-10
Geary, Mannis J—superintendent NY Herald composing room. 8-4-28
Gollomb, Louis Cliff—with NY American. 4-25-11
Goss, Samuel George—founder Goss Printing Press Co, Chgo. 7-8-22
Gould, Edw Earl—formerly with N.Y., Herald. 4-29-12b
Grabill, Capt John H—ed Woodstock, Va., Shenandoah Herald. 2-18-24
Gregg, Clark—one time ed & owner Clermont, O., Courier. 1-7-30
Hammill, Frank—ed Spooner, Wis., Advocate. 3-4-28
Harber, W K—pub Benton, Mont., Press. 8-5-30
Harnsworth, Alfred Chas William (Lord Northcliffe)—owner London Times and Daily Mail and a hundred other British publications. 8-19-4
Harrie, Irving Hancock—asst ed Leslie's Weekly. 3-18-10
Harrington, Wm H—former ed Salt Lake Herald. 1-14-22
Hartman, James E—mng ed Davenport, Ia., Times. 7-8-30
Hastings, Wilmont R—pres Hastings & Sons Pub Co. 4-15-10
Hawke, John T—proprietor Moncton, NB, Standard. 8-4-28
Hedderly, J Ben—owner Houston, Va., Record-Advertiser. 8-4-28
Heisler, Emanuel F—pub Kansas City, Kan., Sun. 6-3-30
Helbronner, Jules—former ed-in-chief Montreal La Presse. 1-28-30
Herblin, Louis A—ad man of Columbia Mag. 2-4-17
Herr, Chas F—founder Butler, Pa., Record. 5-6-10
Hill, Crawford—former owner Denver Republican. 12-30-30
Hogan, Chas Franklin—cir mgr Jersey City Jnl. 12-9-30
Holmes, John G—one time city ed NY Eve Post. 12-2-30
Hooper, Horace Everett—pres Encyclopedia Britannica, Inc. 6-17-30
Hopson, Wm A—pub Paterson, N.J., Call. 3-18-10
Hovey, Wallace—mng ed Leavenworth, Kan., Post. 4-8-30
Hudiburg, Will N—edl staff Town Topics 8-11-30
Hughes, Wm G—local ad mgr Wash. Star. 2-4-2
Inglehart, Rev Ferdinand C—ed Christian Herald. 7-29-30
James, Richard H—vet Calif newspaper man. 1-7-30
Jenkins, E C—part owner & genl mgr Mansfield, O., News. 8-12-30
Johnson, Harland H—mng ed Ann Arbor, Mich., Times-News. 7-15-30
Joyce, J St George—vet Quaker City newsps man. 6-10-38
Kapp, W C—ed Centerville, Mo., Jnl. 2-25-12
Keach, Chas Henry—bus mgr Waterbury, Ct., American. 6-24-30

Kellette, John Williams—with NY Herald. 8-12-80
 Kelley, Jas Douglas J—former dir NY Herald. 5-6-10
 Kelly, Harry—handling wires on Intl News Serv. 2-25-12
 Kessler, Hugo—ed Staten Island Post. 6-17-30
 Kilgallen, Jas L—former mng ed Indianapolis Times. 12-9-81
 Knowlson, Arthur—ad mgr in Brooklyn territory for NY Herald. 9-9-80
 Krebe, Wm E—associate ed New Orleans Item. 1-7-30
 Laidlow, Mrs Albert H—society ed Spokane Spokesman-Review. 7-15-81
 Law, James—proprietor Edinburg, Scotland, Scotman. 2-4-17
 Leach, E Lynn—cir mgr Minneapolis Tribune. 7-22-30
 Lee, Chas—ed Barnesville, O., Enterprise. 3-11-17
 Lewis, F W—Associated Press operator on Chattanooga News. 11-4-80
 Lightner, Col Ezra Wilberforce—edl writer of Pittsburg Dispatch. 2-25-12
 Longstreet, Tyler—president Newspaperdom. 11-4-80
 Lukens, Jr, Perry—well-known NY newsp rep. 12-9-80
 Mackern, Justin Samuel—promotion mgr ad dept Memphis Press. 8-5-80
 Madura, Frank—pub Western, Neb., Star. 2-25-12
 March, Edward Clark—edl advisor of Harper & Bros. 9-30-80
 Maxwell, Robert W—sports ed Philadelphia Eve Public Ledger. 7-8-80
 McArthur, Edward L—Canadian special rep. 10-7-28
 McCarty, Harry—ed Nicholasville, Ky., Jnl. 4-15-11
 McCormick, Wright—reporter NY Times. 9-9-80
 McCutcheon, R B—founder Longton, Kan., News. 4-29-12b
 McIntyre, J A—founder Hibbing, Minn., Daily Tribune. 1-7-80
 McKenna, Arthur J—asst city ed NY Tribune. 4-15-10
 McLean, Andrew—ed Brooklyn Citizen. 12-9-30
 Miller, Chas Ransom—ed-in-chief NY Times. 7-22-6
 Miller, Jas N—founder Sac City, Ia., Sun. 5-27-30
 Miller, Wm Bruce—ed Paris, Ky., Citizen. 2-4-28
 Mitchell, Chas S—ed-in-chief Washington Herald. 1-14-30
 Montague, Peter J—ad mgr Stern Bros. 2-25-30
 Moore, Lillian Russell—wife of Alexander P Moore pub Pittsburg Leader. 6-10-38
 Morrison, Addison M—founder Mankato, Minn., Jnl and Minneapolis Lake District Advocate. 5-20-80
 Munoz, Victor—sports ed Diario de La Marina. 7-29-80
 Murphy, John George—former owner & ed San Angelo, Tex., Standard. 6-24-30
 Myers, Warren A—former pub Springfeld, O., Sun. 12-30-80
 Newton, Frank—reporter Brooklyn Eagle. 2-11-20
 Nicholas, Harry Gardner—mng ed Seattle Post-Intelligencer. 2-18-24
 Oliphant, Tom—genl press rep for Sam H Harris. 5-27-30
 O'Reilly, Lawrence J O—chief lieut to Wm R Hearst. 2-4-16
 Orr, David Alonzo—mng ed Chambersburg Valley, Pa., Spirit. 6-20-80
 Otley, J H—former owner McCall's Magazine. 3-11-80
 Owen, Chas Hunter—edl writer Hartford Courant. 4-29-12b
 Parker, Henry Edw—exc of Hanff-Metzger. 2-11-16
 Patterson, John H—head of Natl Cash Register. 5-13-22
 Patton, H W—owner & ed Los Angeles Capital. 6-3-30
 Penfield, Frederic Courtland—jnlt, economist and diplomatist. Ambassador to Austria-Hungary during the late war. 6-24-30
 Phelps, Elbridge G—established Ada, Okla., Star. 2-18-24
 Perrine, J N—part owner Oil City, Pa., Derrick. 1-14-30
 Perry, Commodore Geo Washington—pub Chillicothe, O., Scioto Gazette. 6-17-30
 Pringle, Robert A K C—former Canadian Paper Controller. 1-28-80
 Publow, William Angus—secretary Butterick Co. 10-14-30
 Raabe, Otto L—asst secy R Hoe & Co. 12-30-30
 Robinson, Jas A—formerly market ed Minneapolis Tribune. 2-18-24
 Roche, Michael J—former sports ed St Paul Pioneer Press. 2-25-80

The Milwaukee JOURNAL FIRST—by Merit

1922 Total Advertising



Journal	16,266,970 lines
Other two Milwaukee papers combined	12,751,416 lines
The Journal leads the other two papers by.....	3,515,554 lines

1922 National Advertising FIRST

Journal	3,051,885 lines
Other two Milwaukee papers combined	2,793,543 lines
The Journal leads the other two papers by.....	1,258,342 lines

1922 Local Display Advertising

Journal	10,069,652 lines
Other two Milwaukee papers combined	8,479,936 lines
The Journal leads the other two papers by	1,589,716 lines

1922 Classified Advertising FIRST

Journal	3,145,433 lines
Other two Milwaukee papers combined	1,477,937 lines
The Journal leads the other two papers by	1,667,496 lines

PROVED AGAIN!

Rogers, Camillus P—owner Suffolk, N.Y., Bulletin. 4-29-12b
 Rosier, Oscar—head of Oscar Rosier Ad Agency. 1-28-80
 Rowe, A L—former pub Memphis Herald. 1-14-22
 Rowe, Eugene P—ed & pub Barberton, O., Leader. 6-10-38
 Saunders, George—well-known corresp of London Times. 9-16-80 & 10-21-30
 Scott, Morris—well-known newsp cartoonist. 12-80-30
 Schooley, Mathew H—founder Homestead, Pa., Daily Local News. 1-28-80
 Seaman, Mrs. Robert J (Nellie Bly)—noted writer. 2-4-16
 Seifert, Moses—writer for Jewish NY Daily News. 2-11-16
 Shearer, Chas Jacob—conducted ad agency in Tucson, Ariz. 9-9-80
 Sill, William Raymond—dramatic critic & theatrical mgr. 12-9-80
 Simes, Rowland J—oldest employe NY Herald. 1-14-80
 Simmons, Harwood J—vice-pres & mng ed El Paso Times. 11-4-80
 Simons, Edw H—former telegraph ed NY Eve Telegram. 2-11-17
 Simpson, Henry Gover—former owner & pub Northport, L.I., Journal. 8-19-80
 Sims, George R—well-known jnlt & playwright. 9-9-30
 Slep, Harry—founder Altoona Mirror. 6-24-30
 Smith, Delavan—pub Indianapolis News. 9-2-10
 Smith, Richard—managing ed Indianapolis News. 9-9-6
 Smith, Wm Fell—with Pittsburg Dispatch. 4-8-80
 Snowden, C A Col—formerly ed Chgo Times. 1-7-30
 Somerville, Roy Vernon—ad mgr Punch. 7-29-80
 Spindola, Rafael Reyes—vet Mexican newsp ed. 1-21-21
 Stanforth, J M—London cartoonist. 1-28-80
 Stanton, Robt A—with Red Book Corp. 2-18-10
 Stetson, Frank A—White House corresp International News Service. 11-11-80
 Stevens, Frederick C—formerly with Bridgeport Post. 2-4-28
 Stivers, Col H C—ed Superior, Wis., Telegram. 6-17-80
 Stokes, Chauncey M—former ad mgr Chgo Trib. 1-7-80
 Strayer, Louis William—with Pittsburg Dispatch. 2-4-2
 Studer, August C—pub Montclair Times. 6-17-30
 Sturgis, Clarence E—ed Boston Herald. 7-15-30
 Sudduth, Hugh Thomas—writer of edls for NY newspapers. 7-8-80
 Sutphen, Chas K—treas, mgr & dir Pittsburg Dispatch. 7-15-30
 Timoney, Albert P—vice-pres Frank Presbrey Co. 1-21-21
 Thomas, Anna Provost—oldest newsp woman in Wash. 2-18-24
 Thornton, Col Wm—financial ed St Louis Globe-Democrat. 12-30-80
 Townsend, Isaac—former NY Herald dir. 2-25-12
 Tuohy, Michael F—court reporter Hartford Courant. 2-18-24
 Vail, Harvey J—founder Pasadena Star-News. 12-22-30
 Van Lent, J C—ed Muscatine, Ia., News-Trib. 4-29-12b
 Villiers, Frederic—famous war corresp. 4-8-80
 Wallace, Rothvin—asst night ed NY World. 11-18-30
 Wanamaker, John—dept store advertiser. 12-16-12
 Ward, Robt E—NY & Chgo special representative. 2-25-80
 Watson, Sir Maj-Genl David—owner Quebec Chronicle. 2-25-12
 West, John Briggs—founder St Paul, Minn., West Pub Co. 8-25-80
 Wheeler, Dr Edw J—ed Current Opinion and founder Literary Digest. 7-22-30
 Wheelock, Mrs Kate French—ed St Paul Pioneer-Press. 9-16-30
 Wheeler, Wm—pres Wheeler Ad Agency. 1-28-80
 Wicken, Elmer H—ed Elmore, Minn., Eye. 3-4-28
 Wilson, Erasmus—dean of Pittsburg newsp men. 1-21-21
 Wolf, Renold—dramatic ed NY Telegraph. 1-7-80
 Wood, Albert B—news ed St Paul Dispatch. 11-4-30
 Wright, Genl Luke E—vice-pres Memphis Commercial Appeal. 11-25-80
 Yancey, Richard H—foremr ed Nashville Banner. 6-24-80
 Yokel, Berthold—newspaper circulation expert. 10-21-80

INDUSTRIES ALIGN TO CONSERVE FORESTS.

(Continued from Page XV)

trol of its forestry department, 900 miles of pulp wood forest. This area, north of Lake Superior, has been shown by extensive investigation, to have become more productive of a forest crop under the handling of its timber through scientific management than would have been the case under ordinary logging methods. The Spanish River Company, a Canadian property, has placed eight to ten townships, or over 300 square miles of pulpwood forest, under the control of its forestry department.

The Mead Pulp and Paper Company of Dayton, Ohio, controlled largely by the same interests which are back of the Spanish River Company, has conducted extensive experiments in the artificial reforestation of the Ohio valley region with poplar and other hard woods, readily adaptable for pulp making.

MANY ENLISTED IN WORK.

The Chateaugay Pulp and Paper Company of Chateaugay, N. Y., ordering 150,000 Norway spruce trees, gave the state of New York's conservation department the largest single order for trees for artificial reforestation placed during 1922.

There are in the paper industry eighty men whose forestry work and training is such as to entitle them to membership in the woodlands section of the American Paper and Pulp Association. Many more, undoubtedly, are in this work, but not organization members.

Forest clubs have been organized in New York City and in Maine, for the getting together monthly of technical foresters, actively practicing their profession. Those in Maine are largely engaged in work for paper companies.

At least three Maine paper companies, are practicing actual reforestation using chiefly spruce for pulp wood, but some pine. They are the Orono Pulp and Paper Company of Orono, Me., the Eastern Manufacturing Company of Bangor, Me., and the Pejebscot Paper Company of Brunswick, Me.

In New York three important paper companies at least are practicing technical forestry, and artificially planting cutover lands. These include the Chateaugay Pulp and Paper Company, Chateaugay, N. Y.; Finch, Pruyne & Co., Glens Falls, N. Y., and the St. Regis Pulp and Paper Company, St. Regis, N. Y. In addition, the forest lands of the Racquette River Paper Company of Potsdam, N. Y., looked ahead so many years ago that George W. Sisson, Jr., president of the company, formerly president of the American Paper and Pulp Association, sent his son to Cornell University to take a technical forestry course. This son is now head of the forestry department of the father's company.

A PROBLEM FOR THE EAST.

Reforestation is most notably a development of the eastern states, where the timberland was logged off before the lake state forests were touched, and the need has consequently been felt in the eastern states much earlier than in the west.

More and more attention is being paid to forestry in the lake states. Iowa announces the planting of several small tracts the past year.

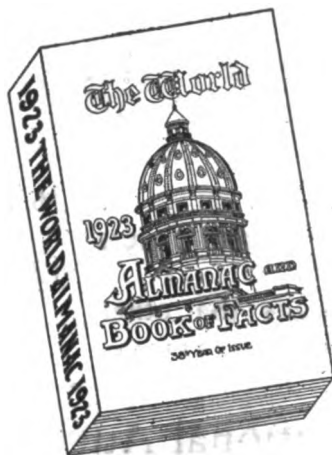
In Northern Wisconsin a technical forester, Dr. Hugh P. Baker, executive secretary of the American Paper and Pulp Association, with two associates, one a technical forester, has in the last months of the year purchased 1,600 acres of land of which 1,100 acres will be artificially refor-

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FACTS OF THE YEAR

EUROPE'S DEBT TO THE UNITED STATES

THE BONUS AND NEW TARIFF BILL

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Progress of the League of Nations. President Harding's Veto of the Bonus Bill.

Labor Problems, strikes and wages. Balance sheet and expenditures of the United States Shipping Board.

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ested, and the balance, 500 acres of land along four miles of frontage on three lakes, will be devoted to the establishment of the first forestry camp for boys in the United States.

Camp Misike, as it will be known, will not be a new forest school, but a boys' private camp with a forestry training for its background. The purchase for next spring's planting of 12,000 pine and spruce trees marks the beginning of the first private reforestation to be done on an extensive scale in the middle west. Over a million trees will be planted in furtherance of this project.

The lumber industry, which has not yet felt the pressure of the depletion of the forests so seriously as has the paper industry, is, nevertheless, paying more and more attention to forestry.

Several regional associations of the lumber industry now have technical foresters in their executive offices. O. T. Swan, formerly of the United States forest service, is with the Wisconsin-Michigan Hardwood Workers, as secretary, and J. C. Nellis also of the federal forest service, has been with a lumbermen's association in North Carolina. Several other similar organizations have retained technical foresters.

The most important recent development, however, is the decision of the California redwood lumbermen to place their great western forests under forestry management, under a highly trained forester, to insure a continuous production of redwood lumber, without depletion of the forests. This development, involving as it does the national sentiment for the

preservation of western tree giants, is a most significant forward step.

California pine operators have adopted a policy of handling their timberland operations in accordance with the advice of foresters of federal service, particularly in the delicate problem of bursh disposal.

A development of the year was the addition of a technical forester to the staff of the American Forestry Association, to give technical assistance to the members, and others calling upon the association for advice.

The American Tree Association is a new national organization, with a somewhat broader scope, though with generally similar ideals, which will take over by agreement with the American Forestry Association the public educational work formerly done by the latter organization.

Many of the important developments of the year have undoubtedly been omitted in this review, but the achievements recorded will amply justify the belief that 1922 set a new record of forestry accomplishments.

The year just closing was marked by extensive forestry legislation in many of the states, particularly steps toward lifting the tax burden on growing trees which now discourages many who would otherwise develop cut over lands. The year to come is full of promise for definite legislation both in states severally and in congress to establish a national forestry policy co-ordinating the work of the nation, the states, and private timberland owners.

1922 BIGGEST YEAR IN NEWS PRINT PRODUCTION.

(Continued from Page VI)

the 1920 record figure. The newspapers fared much better than the magazines in the advertising field, since the volume of advertising in the National periodicals was only four per cent more in 1922 than in 1921 and was still thirty-four per cent behind the 1920 total.

The total value of newspaper and periodical advertising in the United States in 1922 was probably \$800,000,000 with \$700,000,000 of it in the newspapers. The large volume of advertising, both periodical and newspaper, planned for and to be expected during 1923 is a matter of common knowledge. It looks as if the time were not far distant when the total yearly expenditure for advertising by means of the printed page in North America would be one-billion dollars.

Paper manufacturing in North America is also a billion-dollar industry with the production of news print making up a very respectable proportion of the total investment and further notable developments under way. The new machines to come into news print production during the first six or eight months of 1923 will have a capacity of 600 tons of paper daily, carrying the total capacity of the industry beyond 9,000 tons daily, of which some 5,000 tons is in the United States and more than 4,000 tons in Canada. Still further extensions are under consideration, so that the newspaper publisher wherever he may be in North America during 1923 should be able to get all the paper he needs without going overseas for any portion of his supply.

Abstract of report made at the annual meeting of the News Print Service Bureau in Montreal, January 26, 1923.

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TARVIA
IMPORTERS & TRADERS NATIONAL BANK
WALLACE SILVER
CARBOSOTA
NEW-SKIN
BERNHARD ULMANN CO.
(ART NEEDLEWORK PRODUCTS)
"QUEEN-MAKE" WASH DRESSES
BARRETT SPECIFICATION ROOFS

What we've done for Others we can do for You.