

**SYMPHONY ORCHESTRA SOLOIST**



Jacques Gordon

Jacques Gordon will be the soloist at the third Symphony concert given this season under auspices of the New Trier Township Orchestral association. The concert is announced for Wednesday evening, January 24, in the New Trier High school auditorium.

The "Little Symphony" orchestra is under the direction of George Dasch and has become extremely popular with north shore music lovers. Wednesday's concert is certain to attract a crowded auditorium.

**Newspaper Advertising Is Supreme, Company Asserts**

The New York Sun's financial department announces that Vivaudou, Inc., has become the exclusive selling agent for the product of the Mineralava Company for the next twenty-one years. The Sun says: "Under this contract the Mineralava Company agrees to spend a minimum of \$1,000,000 a year in advertising. The Vivaudou company is reported to have earned upward of \$3 a share on its 300,000 shares of stock last year, and company officials express confidence that 1923 will show an increase in earnings from the regular business as compared with 1922. In addition it is estimated the new contract will add in earnings as much as \$3 a share on Vivaudou stock, which was today selling in new high ground, above 16."

The attractive value of newspaper advertising space was never more forcibly illustrated than in the unusual success won by Mineralava Beauty Clay which has just entered into a contract agreeing to spend \$1,000,000 a year in advertising through a period of the next twenty-one years. Much of the success won by Mineralava has been due to newspaper advertising, and the greater portion of the large expenditure contracted for, will be devoted to the newspapers of this country. The Mineralava company has recently made exhaustive tests of advertising in the leading newspapers of twelve cities, as a result of which they have determined that they will get quicker and better returns from newspaper campaigns in the cities and towns than would be possible through any other mediums.

**BURGLARS MAKE RECORD**  
Nelsonville, O.—Two unknown men committed four burglaries here in 48 hours and made their escape.

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**Utilities Advertising Association.** Members of the association include advertising men of the electric light and power, manufactured gas, telephone and electric railway industries, representatives of the various state committees on public utility information and representatives of the national associations of the various branches of the utility industry. The object of the Public Utilities Advertising Association is to promote the use of, and make better the advertising of the utilities of the country. The Public Utilities Advertising Association will go to the annual convention of the Associated Advertising Clubs of the World at Atlantic City in June with a complete program of its own and will also participate in the general sessions of the convention.

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**COLLEGES SHOW BIG GROWTH IN DECADE**

**Publishers' Association Gives Figures**

Figures showing the surprising growth in the attendance at the universities and colleges of the United States during the last decade were submitted at the recent convention of the Subscription Book Publishers' association to emphasize the vastly enlarged field of the subscription book business.

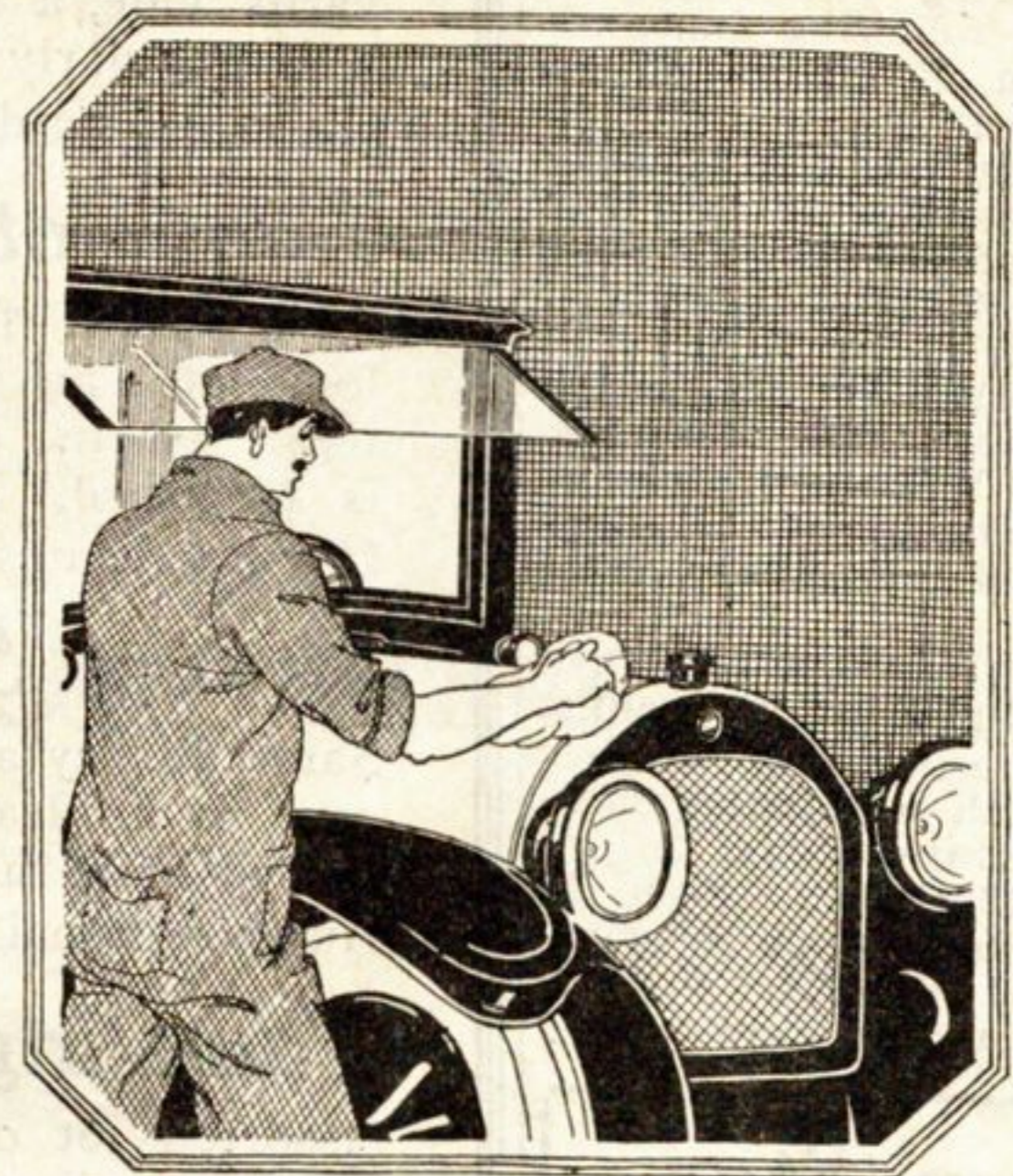
Columbia University, it was pointed out, grew from an enrollment of 6,073 in 1913 to 25,734 in 1922; University of California from 6,402 to 17,599; University of Chicago from 6,402, to 12,439; University of Michigan from 5,582 to 10,623; University of Wisconsin from 5,748 to 10,484; University of Minnesota from 5,701 to 9,854; University of Illinois from 5,200 to 9,493; Ohio State University from 3,928 to 7,817; Harvard University from 5,015 to 7,744; Yale University from 3,229 to 3,896; University of Colorado from 1,306 to 3,569; Princeton University from 1,543 to 1,967.

Growth of smaller colleges was shown to be: Amherst from 465 in 1913 to 500 in 1922; Leland Stanford from 1,650 to 2,333; Tufts from 1,051 to 2,128; Washington and Jefferson from 361 to 519 and William and Mary 184 to 729.

"These figures," said M. J. Kinsella, a publisher of Buffalo, N. Y., "are astonishing in the light they throw on the rapidly widening scope of education. Though Columbia leads the colleges, the most pronounced upward trend in the educational movement is to be noted in the Middle West and West where a number of universities have far outstripped the famous eastern institutions whose origins date back, in some instances, to colonial times.

"Higher and more general education is imposing responsibilities on subscription book publishers whose books are not intended to satisfy the momentary caprice of the public but are of permanent educational value. They must publish not only more books but better books to keep pace with the rising tide of education in this new era of the nation's intellectual advancement."

**Utilities' Ad. Men Join National Advertising Body**  
The National Commission of the Associated Advertising Clubs of the World, at a recent meeting in Chicago, admitted to membership the Public



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