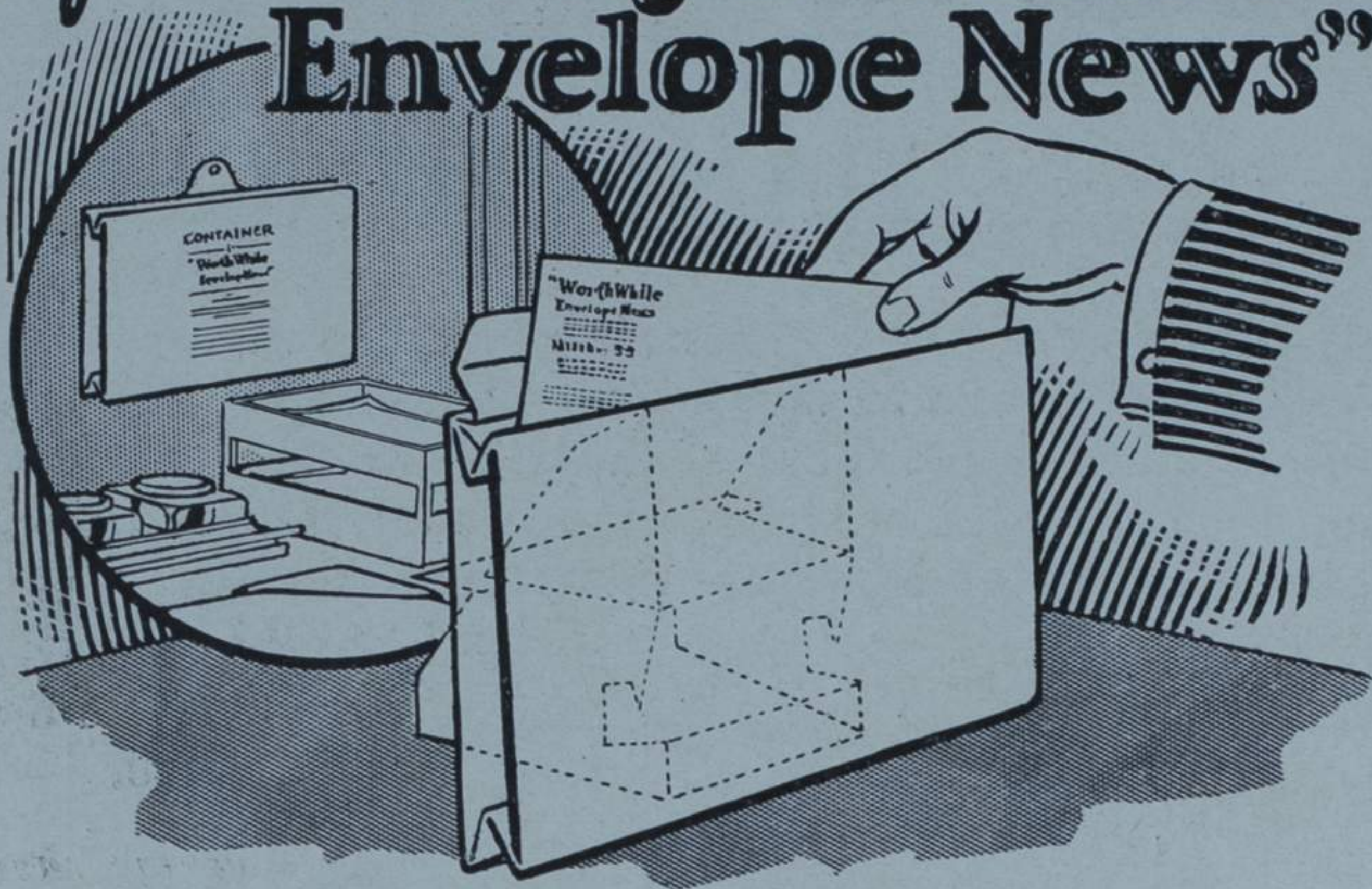


# Your "Worth While Envelope News"



— and now this Upright Desk or Wall container to keep it more handily in front of you.

Each issue of our "Worth While Envelope News" is crammed with facts of infinite value to you. Don't take the edge off its usefulness by putting it away so carefully that you can't find it!

So that you'll have it handy, we are sending out the special desk container which keeps it upright on your desk or can be used as a wall hanger.

Keep it within arm's reach and we'll guarantee it will pay a rich return on the trifling parking space which it takes up.

*If you have not received your container — or worse — if you're not on the "Worth While" mailing list, write us at once. And ask for free Price List No. 27 that tells you about the 600 separate styles that make up our array of*

TWENTY MILLION ENVELOPES IN STOCK — FOR INSTANT SHIPMENT

**The Western States Envelope Co.** South Water from Clinton to Ferry Sts. Milwaukee Wisconsin

## "NPJ" ROUND TABLE (CONTINUED)

### JUDGING FIRST PAGES IN CONTESTS

In judging first-page contests, I use the following scale, with 100% as the highest possible average, and the classified percentages the highest possible for each sub-division: (In response to numerous requests as to my "system.")

General Appearance .....	20%
News Value of Contents .....	20%
Heading and Text Typography .....	15%
Head-Construction* .....	15%
Preparation of News* .....	15%
Economy of Production .....	15%
	100%

\* Refers to writing, grammar, balance, etc.

—J. L. M.

## ASSOCIATION PROGRESS

### HOME PAPER WEEK IN KANSAS

The Kansas Press Association gained international newspaper publicity through its recent enterprise. The observance included a proclamation by the Governor, sermons in churches on the community newspaper, meetings of chambers of commerce and civic clubs with programs dealing with the home paper, a radio program by one of the most powerful stations in the State, displays of books or articles on the press by city and town libraries, and displays in windows of newspaper offices. One of the most interesting and useful features of the week was the holding of prize contests for essays by school pupils on subjects connected with the home paper.

### Dates for Printer: Publishers

#### September

- VIRGINIA PRESS ASSOCIATION, 10-12, Clinton Forge.
- INTERSTATE CIRCULATION MANAGERS' ASSOCIATION, 15, Wilmington, Del.
- INTERNATIONAL ASSOCIATION OF ELECTROTYPERS, 17-19, Congress Hotel, Chicago, Ill.
- TRI-STATE EDITORIAL ASSOCIATION, 24-26, Sioux City.
- GEORGA PRESS ASSOCIATION, 21-24, West Point and Tallulah Falls.

#### October

- INLAND DAILY PRESS ASSOCIATION, 13-14, Sherman Hotel, Chicago.
- AMERICAN ASSOCIATION OF ADVERTISING AGENCIES, 7-8, New York.
- ASSOCIATED BUSINESS PAPERS, INC., 13-15, Chicago.
- ASSOCIATION OF NATIONAL ADVERTISERS, 16-18, Washington.
- NATIONAL ASSOCIATION OF STATE PRESS MANAGERS, St. Louis, Mo.
- UNITED TYPOTHETAE OF AMERICA, 19-24, Edgewater Beach Hotel, Chicago.
- DIRECT MAIL ADVERTISING ASSOCIATION, 28-30, Boston.
- OHIO CIRCULATION MANAGERS' ASSOCIATION, 28, Columbus, O.
- TEXAS EDITORIAL ASSOCIATION, 3-5, Brownsville.
- UNIVERSITY PRESS CLUB OF MICHIGAN, 29-31, Ann Arbor.
- ILLINOIS PRESS ASSOCIATION, 1-3, Urbana, State University.

#### November

- AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION, 12-14, White Sulphur Springs.

#### December

- TEXAS EDITORIAL ASSOCIATION, 3-5, Brownsville.
- KANSAS DEMOCRATIC EDITORIAL ASSOCIATION, 28, Wichita.

### Association Elections

ASSOCIATION OF NEWSPAPER SYNDICATES—President, David Lawrence, Current News Features, Inc.; vice-president, George Matthew Adams, George Matthew Adams Service; secretary, H. H. McClure, Associated Newspapers; treasurer, Thomas W. Gerber, United Features Syndicate Organization Committee: Mr. Lawrence; Christy Walsh, Christy Walsh Syndicate; William Johnson, Johnson Features, Inc.; Maximillian Elser, Jr., Metropolitan Newspaper Service; V. V. McNitt, McNaught Syndicate, Inc.; Harry Staton, New York Herald Tribune Syndicate; F. B. Knapp, New York World Syndicate; Mr. Adams; C. T. Brainerd, McClure Newspaper Syndicate; and Mr. McClure. Present at the organization dinner: William Clayton, R. M. Cleveland, Readers' Syndicate; David Lawrence, Lemuel F. Parton, Current News Features, Inc.; Clinton T. Brainerd, McClure Newspaper Syndicate; John Van Biber, D. P. Syndicate; E. W. Gilland, Newspaper Information Service, Washington, D. C.; F. J. Murphy, McNaught Syndicate, Inc.; Leslie Fulenwider, C. D. Russell, Famous Feature Syndicate Inc.; Christy Walsh, J. F. Hanratty, Christy Walsh Syndicate; W. H. Johnson, Johnson Features, Inc.; J. E. Watkins,