



John A. Boyer



Eric J. Duebner



Numa L. James

that goes double for sales insurance. Advertising in a newspaper is service to your readers and deserves just as much attention as news. An advertising salesman should approach a business man as his advertising manager, just as interested as he is in making sales in his store."

There is a rich vein of advertising money which most newspapers have not touched, James told the publishers. He explained that manufacturers appro-

priate advertising money for each of its sales territory on the basis of a percentage of each item sold, but that unless the local man placed the advertising most of that money was not used. He pointed to large drug and grocery ads in metropolitan newspapers, assuring his audience that major portions of such ads are paid for by the manufacturer. He advised working with the retail dealer and the area sales manager to secure such advertising for the local papers.

Following the afternoon's program some of the publishers were taken on a tour of wheat variety test plots at the State Branch Experiment Station. Visiting ladies were guests at an afternoon tea at the home of Mrs. Herbert Rudd with Mrs. Epp as assisting hostess. Mr. Rudd lead the visitors to the state experiment farm.

Dr. David L. MacFarlane, president of Emporia State Teachers College, was the speaker at the evening dinner. Dr. Charles L. Haughey of Tribune was toastmaster and Claude A. Welch, superintendent of Greeley County Consolidated Schools, introduced the speaker.

**Below—Officers of the Southwest Editorial Association. Left to right they are: retiring president, Otto A. Epp of the Greeley county Republican; president, Paul W. Payton of the Bucklin Banner; vice-president, Sam Shade of the Kiowa News; treasurer, LeRoy Allman of the Dighton Herald; and secretary for his 17th term, Earl Fickertt of Peabody.**

Dr. David L. McFarlane

