

History of Cartoon Instruction Series

How To Market Your Ability

by
Charles N. Landon

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edited by
John Garvin



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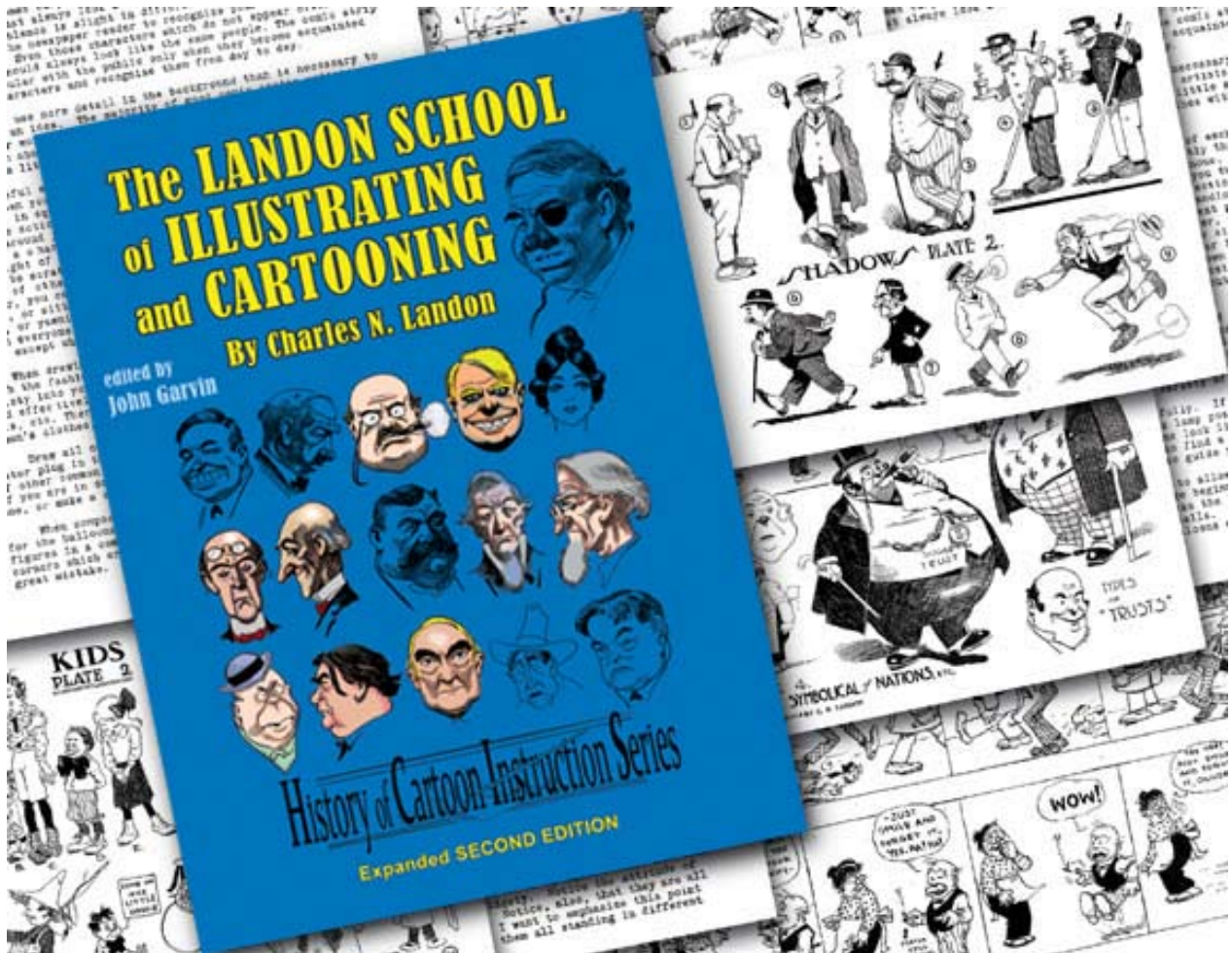
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Preface

When students graduated from his cartoon correspondence course, C. N. Landon would mail them a copy of *How To Market Your Ability*, a small booklet that gave tips on finding work. I found a copy of the booklet in 2009 and originally intended to include the material in the second edition of my book on Landon's course: *The Landon School of Illustrating and Cartooning*.



www.enchantedimages.com

But in the end I decided not to include it because the material wasn't illustrated and I felt it would probably be of interest mostly to scholars and completists. As a service to those same scholars and completists, I'm publishing Landon's marketing booklet digitally and offering it as a free download from the Enchanted Images website.

Since I'm plugging the book, here's a link to a short documentary I completed which gives a brief introduction to Landon's course and its importance to the world of cartooning:

Landon Documentary

JOHN
GARVIN

How to Market Your Ability



Prepared by
The Service Department of
THE LANDON SCHOOL
National Building
CLEVELAND, O.

How To Market Your Ability

EVERY cartoonist who is ambitious to succeed should possess, in addition to well developed drawing ability, a thorough knowledge of the business side of his profession. He should be well informed about the different markets, their requirements, and how to approach them.

This booklet has been prepared exclusively for Landon students to assist them in marketing their drawings and in securing positions.

The facts and information in these pages have been gathered from reliable sources. A number of successful cartoonists who have "been through the mill" have contributed valuable advice. Editors and art department managers have also offered suggestions of practical value to students.

By following these instructions carefully, you will be spared the guess work and stumbling encountered by those who have not had the benefit of carefully prepared data on this subject.

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CLEVELAND, OHIO

Foreword

As a rule, the average student of cartooning is anxious to begin to sell his work just as soon as possible. This desire is a natural one, but should never lead the student to offer drawings for sale that do not fully meet the requirements of the publications or markets to which the work is submitted.

Be sure that your drawings will meet standard requirements. Your work must be ORIGINAL. Your pen lines should be clean and sharp to insure good results when the drawings are reproduced. Be sure that heads, expressions and figures are carefully drawn; that the rules of action, shading and composition are fully observed. Remember that all lettering must be carefully drawn so that it can be read easily when the drawing is reduced. In general, the directions in the lessons of the Landon Course should be carefully observed in order that your work may be free from technical errors, and that the ideas expressed in your drawings may stand out clearly.

The beginner should *exercise patience* in preparing his work for market. It would be poor business for a manufacturer to offer his product before it is finished, or for a merchant to try to sell goods that are poorly made. In the same measure it is poor policy for a cartoonist to submit work that is not carefully drawn. Such work stands little chance of being accepted and can only establish a reputation for the artist of being a careless worker.

Do not be satisfied with your work until you are certain that you have done your best. Do it over and over again, if necessary, to eliminate all possible errors so that when you have finished it your drawings will represent your very best effort. Then, and not until then, should you submit it to a publisher or other markets.

Not infrequently the beginner bases his judgment of newspaper requirements upon work appearing in newspapers which he feels is inferior, or at least not any better than his own. This prompts him to "try out" his own work by submitting his drawings to publishers. It is not a wise idea to judge your ability on a comparison with work which may not strike you as superior in any way, for while some crude work "gets by" today, the standards of drawing are constantly changing. The old

slap-stick style of comic drawing is passing. An idea expressed by clean, snappy drawing, based upon the principles taught in the Landon Course of cartooning, will get the attention of editors today far more quickly than a crude comic drawing expressing the same idea.

While we are on the subject of ideas, bear in mind that careful consideration must be given to this feature of a cartoon. Ideas must have a point and must be ORIGINAL. Never attempt to use ideas that have been used before; and remember, too, that they must be based upon good-natured humor and free from offensive features.

Finally, don't become easily discouraged if, after fulfilling the above requirements, your work comes back with word that it is unavailable. There may be a number of logical reasons why your work cannot be used by that particular editor or publisher. The next step is to try another. Many of the best known cartoonists of today were unsuccessful in their first attempts to sell their work or secure a position. They kept on plugging away, always mindful that success in their chosen field was worth the effort. If you follow this principle it won't be long before your drawings will begin to appear in print. Your battle will be won, and the road to *success* will be free from obstacles.

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The Cartoonist's Markets

Assuming that you have successfully mastered the fundamentals of cartooning and that you are commencing to produce practical, marketable drawings, your first problem will be, where is the best market for my work?

In this connection it is well to keep in mind one of the very first fundamentals of successful salesmanship; namely, study the various markets.

There are numerous outlets for the work of the cartoonist, each one having its particular needs and requirements. Do not submit drawings or apply for a position before making a careful study of the cartooning field.

The following chapters present a comprehensive outline of the scope and requirements of the different markets and the various ways of approaching them.

The Newspaper Field

Newspapers are by far the largest users of cartoons. The number of artists employed by a newspaper depends upon its size. Some newspapers of small circulation cannot afford to employ a cartoonist regularly but purchase cartoons now and then. Then comes the class of newspapers whose circulation is large enough to warrant the employment of one cartoonist. The number of artists employed increases with the size of the newspaper. Many of the large dailies in leading cities employ from fifteen to twenty and even more newspaper artists who work under the direction of an art department manager.

Newspaper syndicates also offer employment to a large number of cartoonists. A newspaper syndicate is an organization which supplies cartoons and comic drawings to newspapers in various cities. The work of cartoonists employed by syndicates appears in a number of different newspapers on the same day. Many small newspapers which cannot afford to employ an artist can thus secure the work of well known cartoonists for daily use in their columns. Upon first thought it would seem that newspaper syndicates would stand in the way of opportunities for many young cartoonists, but such is not the case. The above mentioned fields and many others will be described in the following pages.

Newspapers with "One Man" Art Departments

Throughout the United States and Canada there are a large number of newspapers whose art requirements do not warrant the employment of more than one artist. Many of the famous cartoonists of today started on newspapers of this type.

A position of this kind affords the artist a truly wonderful opportunity for growth and development. While the principal duties of the one who fills this position is to draw a daily cartoon, he is also called upon occasionally to draw sketches of accidents, diagrams, maps or a courtroom sketch. He also draws comic sketches at business and political conventions, and at local sport events, such as baseball and football games. On occasions when such newspapers

print photographs of men and women who figure in the day's news, the artist is required to draw a border or "layout" with pen and ink.

At first thought, it may seem that after turning out a cartoon a day it might be somewhat difficult to find enough time to do other art work. As a matter of fact, it does not take much time to fulfill other requirements except when an important news event occurs. The duties of a cartoonist in such a position are extremely interesting. The variety of work required affords an opportunity to acquire a broad knowledge of drawing. Editors of large newspapers are constantly watching the work produced by cartoonists on smaller newspapers. Such positions offer an excellent steppingstone to larger opportunities.

The ability to handle the requirements of a "one-man" newspaper art department is of valuable assistance in securing a position. Elsewhere in this booklet you will find information on how students of cartooning can secure such special knowledge quickly and thoroughly.

Daily and Sunday Newspapers

We will next consider newspapers of larger circulation which publish both daily and Sunday editions and which employ from two to five artists. On such newspapers the cartoonist produces a cartoon daily, or occasionally he will make a series of sketches of prominent men at a business or political convention. Sometimes he is called upon to draw a comic page for the Sunday edition.

On the large daily and Sunday newspapers published in big cities, a staff of from ten to twenty-five artists is employed, each one of whom is a specialist in some particular line of work. Such departments are under the charge of an art department manager who employs all of the artists and who is responsible for the quality of their work. In such art departments, one man will confine his entire time to producing a cartoon each day, which generally is featured on the front page or on the editorial page of the newspaper. Another cartoonist will devote his entire time to sport events. Still another will produce a full page of comic sketches of local people and events which appear in each Sunday's issue under the same title or heading. Such pages have become very popular. The comic pages of the Sunday comic supplements are produced by members of the staff or are purchased from a newspaper syndicate. Other artists are employed to draw comic sketches of various types. Such art departments also employ men who are specialists on layout work, new assignments, story illustrations, etc.

The Newspaper Syndicate

A newspaper syndicate is an organization which employs a number of cartoonists, writers, illustrators and experts along different lines to prepare material for a number of newspapers. This material is sold, or to use the technical term, "syndicated," to newspapers which cannot afford an art department of

their own, or which use this service in addition to cartoons drawn by members of their own staff.

It may seem to the beginner that syndicates, in furnishing a number of newspapers with cartoons and comic drawings, limit the scope and opportunities of the cartoonist by eliminating positions on papers. Such is not the case, however, for with the advent of the syndicate, the public demand for cartoons and comic drawings has been greater than ever before with the result that a constantly increasing number of cartoonists is being employed. Many newspapers have been helped by syndicate services to grow large enough to employ their own artists. To have "local cartoons" is the ambition of every newspaper editor.

When John Mergenthaler invented the linotype (a machine which sets type automatically and does the work of five men) printers in general were opposed to it. They thought they were all going to lose their jobs. Since the coming of the linotype, however, more printing is being used and more printers are being employed than at any other time in history.

Syndicates have afforded employment to a large number of cartoonists; in fact, instead of handicapping the cartoonist, they have proved a tremendous factor in increasing the demand for cartoons of all types.

The art department of a syndicate is made up of artists who produce many types of cartoons including daily, political or editorial cartoons, human interest cartoons under the same title, comic strips, sport cartoons, full-page comics for Sunday comic supplements and comic sketches of many other different types.

Most syndicate art departments work directly under an art department manager whose position and responsibilities are much the same as the manager of the art department of a large daily newspaper.

Some syndicates pay cartoonists on a straight salary basis, while others pay a salary, plus a percentage of the profits on the sale of their work. Some cartoonists prefer to receive a fixed amount per week, while others prefer the advantages which result from participating in the profits from the sale of their cartoons. The wider the distribution and sale of his cartoons, the larger the cartoonist's income will be.

Cartoonists who are employed by large daily newspapers and syndicates to produce comic strips and daily series of cartoons enjoy comparative freedom in regard to working hours. Many of them live miles away from the location of the newspaper or syndicate which employs them. When a cartoonist secures a position of this kind, however, it is best to keep in regular contact, at first, with his art department manager or editor in order to become thoroughly acquainted with the requirements and the scope of his position.

On most of the large newspapers which employ a number of artists, the cartoons and comic drawings which they produce appear exclusively in that newspaper. A few of them syndicate their cartoons, comic strips and Sunday comic pages to other newspapers.

Trade Journals and House Organs

Industrial publications are commonly termed "trade journals" and are published in the interest of an industry or profession. Such publications offer opportunities to cartoonists, particularly to those who have some knowledge of various trades. Life insurance publications, agricultural journals, railroad magazines and periodicals devoted to the interests of the automobile, lumber, clothing and other industries all come under this classification. Such publications are often illustrated with comic sketches and cartoons.

Cartoons in trade journals must, of course, be of particular interest to the industry for which they are published. The cartoonist who supplies such work must know something about the industry upon which his cartoons are based. Caricatures of men who are prominent in the trade, as well as sketches made at conventions, banquets, etc., are often used.

A "house organ" is another type of publication which is issued by large manufacturers for distribution among employees or those interested in the product which a manufacturing company offers.

The first published drawings of many cartoonists appeared in publications of these types.

The Motion Picture Industry

Almost every one has seen the funny animated cartoons which appear on the screen in motion picture theaters. The preparation of these films requires thousands of drawings which are made by artists called "animators." One artist works out the scenario or plot and makes a number of drawings to show the principal situations. Animators then make the connecting drawings by tracing. In each drawing the action is changed just a little. It takes half a dozen or more drawings, for instance, to show a figure running or walking. After all the drawings are completed and arranged in the right order, they are photographed, one at a time. When the film is flashed rapidly on the screen the effect is of continuous motion.

When animated cartoons first appeared there was a big demand for this type of motion picture. This was largely due to the fact that they were a novelty. Many studios and producing companies were organized to make animated cartoons. The demand for this type of motion picture has decreased considerably, and comparatively few studios and producing companies are now making animated cartoons. While a number of schools have exploited the advantages of learning this type of work, recent developments have proved that other fields of cartooning offer far better opportunities.

The following opinion regarding present conditions in the motion picture field is of value because it is expressed by one of America's foremost motion picture cartoonists:

"Regarding your inquiry about the future possibilities in motion pictures for comic artists, I do not believe there will be any great demand for them. The reason is this: First class animated cartoons

for entertainment purposes are very expensive to make owing to the great number of drawings which have to be made and the process work which has to be done on them before they are ready for the camera. Exhibitors will only pay a limited amount for them because they are simply "filler" and not "feature" stuff. There will undoubtedly be opportunities now and then for a fellow to break into the game and make a fairly good salary but I would advise that he direct his efforts to other branches of cartooning if he desires to remain in the cartoon field."

Cartoons for Advertising

The use of cartoons in advertising of all kinds has grown rapidly in recent years. Advertising experts realize that cartoons are a valuable form of advertising. The fact that the attention of the public is always attracted by a humorous drawing has caused a steady increase in the demand for cartoons for booklets, folders, street car cards and advertisements appearing in newspapers and magazines.

Large firms and manufacturers employ an advertising manager who plans advertising campaigns for his firm. Advertising agencies in the larger cities plan the advertising for many nationally known products.

By getting in contact with local firms who use different forms of advertising, or with advertising managers or agencies, many cartoonists have found a market for their work.

Retail and department stores are frequent users of cartoons in their newspaper advertising. Cartoons are often used by stores in their display windows to attract attention.

Finding Your Market

Before attempting to find a market for your work, make up your mind what type and style of cartoon work you would rather do. Then look about for a market for that type of cartoon.

Study the different markets carefully. Don't start out by sending your drawings to the wrong market, for to do so is like trying to fit a round peg into a square hole.

In the following chapters you will find definite instructions and advice on how to go about securing a position and how to sell your drawings. Lists of newspapers, syndicates and other publications are offered with other hints and information for your guidance. You will also find forms of letters to use when applying for a position or when submitting drawings by mail.

Samples—How to Prepare and Submit Them

After you have determined upon your market, your next important step is to place your work before the prospective purchaser or employer in proper form.

Whether you are applying for a position or offering your drawings for

sale, your ability will be judged largely by the samples of your work. Quality and neatness are the two important factors.

Let your drawings speak for themselves. Excuses or letters of explanation will do you no good if the drawings themselves are not acceptable.

Don't write that you would like a position just so you can get on a newspaper and thus learn more rapidly. Remember that a newspaper never pays a salary to an artist to enable him to get experience. You must be able to produce drawings that can be used.

As a matter of policy, never write long letters to editors. Remember that they are busy with their daily duties and do not have time to read them.

Clean off all surplus pencil marks and notations from the face of the drawings. Make each one appear neat and attractive. Leave at least an inch or two of white space around your drawings.

Avoid using a large, conspicuous signature for it is a mark of amateurism. Put your signature in small letters at the bottom of the drawings and leave off the year numbers. Be sure to make your drawings with black India ink, and use a good quality of heavy paper or bristol board.

If you submit your drawings by mail, have them neatly and securely wrapped. One prominent art department manager when asked how he liked to receive drawings by mail stated as follows:

"Cartoons should always be sent *packed flat*, not rolled. There is no reason why they should not be folded once, unless the artist objects to this on his own account. Each one should be plainly labeled with the name and address of the sender. Since it is expensive and hardly necessary to send what is usually a bulky package by first class mail, a letter should be sent to the editor of the syndicate *under separate cover*, announcing that strips or cartoons are being sent, again giving the full name and address of the sender. *Always enclose sufficient postage to pay for the return of the drawings.*"

Drawings can be sent Parcel Post provided you do not enclose a letter with them. Drawings should be packed between sheets of corrugated board. Any stiff board which will prevent the drawings from breaking or bending can be used. Parcel Post mail can be insured. The expense of insuring a package of drawings is small. It is best to take your drawings directly to the postoffice and have them weighed. Then with your drawings enclose the same amount of postage which is required to send them. The enclosed postage will pay the cost of returning them if they are not available. Address the package plainly in ink. It is a good idea to print the address. In the upperleft hand corner of the package also print your own name and address.

Make your letter to the editor brief and to the point. Note the following suggestion for form of letter to use. This letter can be varied according to the type of work submitted.

Date

Name

Street

City and State

Dear Sir:— Att'n Art Dep't Manager

Under separate cover, I am sending youdrawings of
a comic strip called
which I have originated.

Will you kindly look them over and see if they are suitable for
your needs? If you can use this strip in your service, I can con-
tinue to produce cartoons on this subject, with the same characters.

If you cannot use them please return them to me, using the en-
closed postage for that purpose.

Yours respectfully,

Name

Address

Finally remember that an editor may examine and pass upon a number of
drawings in a week's time. Much of the work submitted is so amateurish
that it cannot be used. Make *your* samples stand out from all the others.
Be sure that your drawings are the kind the editor is in the habit of using. By
following these instructions you will stand a good chance, whether you are ap-
plying for a position or are offering your drawings for sale.

.Applying for a Position on a Newspaper

When applying for a position on a newspaper it is advisable, whenever
possible, to call on the editor in person, rather than to apply for a position
by mail.

Try your local newspapers first. If you live in a community which is not
large enough to enable the local paper to employ an artist, try the neighboring
towns or the nearest "big city" papers. Before applying for a position, secure
copies of the newspapers and read them carefully for a few days. Pay par-
ticular attention to the types of cartoons that appear in their columns. Your
local newsdealer can secure copies of almost any newspaper at small cost.

The type of drawings you offer as samples will depend upon the size of
the newspaper to which you apply. In applying to newspapers, except those
in the larger cities, it is always a good idea to prepare ten or fifteen cartoons
based upon subjects of *local interest*. Good cartoons of this type always appeal
to a newspaper editor. With these drawings include a few cartoons on sports,
a few caricatures of prominent men in local politics, and two or three layouts.
A well-balanced section of drawings will show the editor that you are able
to fulfill the requirements of his newspaper. Do not make the mistake of sub-

mitting a large number of drawings. It will take less of the editor's time to look at a few which are carefully selected and he can judge your ability just as well.

After your samples are ready, call on the editor or publisher and state simply that you have some cartoons you would like to show him. It is sometimes a good idea to call the editor or publisher on the telephone and ask for an appointment. State that you would like to have him see you as you have some cartoons you would like to show him.

Editors of newspapers which employ artists or buy cartoons are generally looking for new material and are glad to encourage beginners. Although there may not be a vacancy at the time, if you show an editor some good work you may rest assured that he will not forget you, for good cartoons are an important feature of every newspaper. After the time is set for an interview, be sure to be there exactly on time. Express yourself briefly along the following lines: "I have here some original cartoons I would like to have you look at. I am a beginner and am looking for an opportunity to get a start in this particular profession." After looking over your samples the editor will likely make some comment on them. Pay close attention to what he has to say to you. Never offer excuses for your work. Let him be the judge of its merit. If it is not the best you can do, the fault is your own.

When applying for a position on a large newspaper which employs a number of artists, try to offer some work which differs from that produced by members of the art staff. If the newspaper to which you apply has a famous cartoonist who is drawing daily cartoons on national and political subjects, don't submit work along the same lines. Offer some one-column comic drawings and two- or three-column cartoons based upon original ideas which will show the art department manager that you have ability which can be used to good advantage. If the newspaper syndicates its cartoons to other papers, submit a comic strip or a series of two- or three-column human interest cartoons. Even though the ideas you submit are not available, the art department manager may make a place for you on the staff if your work convinces him that you have ability. If this is impossible at the time, he will keep your name and address on file. State that you would like to have the privilege of coming back with some more work. Keep that editor continually aware of your existence by sending to him a number of drawings at least once a month. This will serve a double purpose: first of all, you will be attracting that editor's attention to your work and, what is more important, you will sooner or later send him some that will strike his fancy. That will start you.

If it is necessary for you to apply for a position by letter, make your application brief and to the point and follow the instructions on "how to prepare and submit samples." Note the following suggestion for the type of letter to use when applying for a position by mail.

If the newspaper is a large one, address your letter to the Art Department Manager, otherwise address it to the Editor.

Editor of (name of paper)

Date

City and State.

Dear Sir:—

Under separate cover I am submitting a number of drawings to show you the type of cartoon work I am able to produce.

It is my desire to follow this profession in the future, and I am looking for an opening in newspaper work. I am more interested in the opportunity which (name of paper) may offer than in the starting salary.

I amyears of age and (short personal paragraph)

After you have examined my work, please return it to me, using the enclosed postage for that purpose.

Trusting that you may be able to use my services in the near future, I am

Very respectfully,

Name

Address

Above all, do not allow yourself to become easily discouraged if you fail to secure a position from your first interviews. Try another newspaper. You may have to try several newspapers before you will be given an opportunity, but one thing is certain. An opportunity is bound to come to the fellow who sticks to it.

Applying for a Position with a Newspaper Syndicate

Newspaper syndicates supply various types of cartoons and comic drawings to newspapers in all parts of the United States and Canada. All cartoons which they issue are of general interest to newspaper readers everywhere. Cartoons and comic drawings which are of particular interest to the people in one locality only, have no place in a syndicate.

When applying for a position on a syndicate, do not submit political cartoons which are biased and favor one political party or faction. Cartoon ideas should be based on subjects of general interest, such as national and international affairs, strikes which have a far-reaching effect, etc. Bills before Congress which affect all tax payers, the corn and cotton crops, timely events such as the holidays, all offer good subjects. If your aim is to specialize on sport cartoons, be sure to base your ideas on subjects of national interest in the sport world. By constantly reading the sport news you can get ideas which will be timely and of general interest.

Syndicates offer by far the best opportunities for cartoonists who draw comic strips and series of daily human interest cartoons of different sizes.

In submitting samples of your drawings, you must make sure that your *ideas are original*. Use a simple style of drawing which is free from fine lines. When submitting a series of comic strip, send at least from twenty to thirty drawings in order that the editor or art department manager can judge the merit of your ideas as well as the quality of your drawing. By examining a number of drawings, he can determine your ability to originate ideas which

are constantly good. It should be borne in mind that when a new comic strip or series of cartoons is started in a syndicate service, it must be of sufficient merit to impress the editors of various newspapers with its value as a newspaper feature. The manager of a syndicate art department must know the artist can keep up "the pace" and to continue to produce good work; otherwise it would be a serious mistake to offer a new series to newspapers in general.

Your chances to secure a position with a syndicate are unusually good if you present something new and different. There is a tendency among beginners to follow the style and ideas of some of the successful cartoonists of the day. This is merely copying and will not get you very far with a syndicate. Create a set of original characters or a new idea that will appeal to a wide class of readers. Syndicates will always consider that class of material.

If possible, submit your work personally to the art department manager. If you are applying for a position with a syndicate in some distant city, follow the instructions explained in the preceding chapter on "Samples—How to Prepare and Submit Them."

Let the art department manager determine what your work is worth. Accept what he offers at the start. By producing good work, you will soon establish a following among newspaper readers in all parts of the country.

As the sale of your cartoons increases, your salary grows larger in proportion. The work of many cartoonists who are employed by syndicates has become extremely valuable and their pay is far greater than that which an individual newspaper can afford.

It is hardly necessary to mention the fact that the beginner should never try to impress an editor or art department manager that his own work is good. Let him be the judge. Promising cartoonists have spoiled their chances of a splendid career by thinking too well of their own work. Follow the suggestions and advice of the art department manager and by continually striving to improve your work it will not be long before you will be able to gain recognition and suitable compensation.

How to Establish an Independent Cartoon Studio

Many cartoonists—both men and women—have met with unusual success by establishing independent cartoon studios. This method of marketing cartoons is preferred by many because it offers an ideal opportunity for creating a business of their own. This plan makes financial returns possible which are limited only by the ability and resourcefulness of the cartoonist himself.

Some independent cartoonists work at home and others rent a small room in an office building or share an office and telephone with someone else. After preparing a number of attractive samples of your work, proceed to go after business. It is advisable to offer drawings which will be of particular interest to the market or customer whom you approach.

There is hardly a business or commercial house today that does not spend considerable sums of money in advertising and publicity. Manufacturers publish catalogs, folders and booklets in which cartoons can be used to good ad-

vantage. Street car cards are used extensively for advertising purposes. Many houses publish bulletins, house organs and other publications which could be well illustrated by cartoons.

There are a number of ways of securing work. The following suggestions have all been tried by independent cartoonists and have proved successful.

1. Take your city telephone directory and from it make up a list of the leading business houses and manufacturers who advertise to some extent. Some cartoonists have found it of advantage to mail a clever announcement of the opening of a studio. Your announcement card should be distinctive and have a clever little cartoon on it. Your name and address should be included. If you have a telephone, put the number on your card.

Make personal calls on the leading firms and manufacturers in your town who use advertising. If they have an advertising manager, be sure to see him personally. Otherwise call on the head of the firm. Explain how cartoons in their printed matter will add to its effectiveness. Offer to prepare a set of pencil sketches, with suggestions, without cost to them.

Explain the advantage in dealing with a cartoonist who is right there on the spot. Pencil sketches can thus be submitted for an O.K., a plan which obviously offers advantages over having it done by an out-of-town artist.

2. Some cartoonists have found it advantageous to insert a small one- or two-inch single-column advertisement in their local newspaper. Such an ad. might read as follows:

C O M M E R C I A L C A R T O O N I N G

"Jazz-up" your printed matter, advertisements, house organs, sales bulletins and direct mail literature with snappy, original cartoons. Very moderate charges.

JOHN SMITH, Commercial Cartoonist.

Studio
244 Blank Street,

Phone
Columbus 322.

Have the newspaper set it up in neat type and ask them to give you a good position on the page. Arrange to have your little ad. run for several days. It is a good idea to continue to insert the same ad. occasionally, and thus keep your name before the public.

After you have secured some work to do for several advertisers, you can borrow the cuts and have some proofs made. These can be submitted to other advertisers with a letter, calling attention to the facilities of your studio to turn out efficient work.

3. Get acquainted with the editors of your local newspapers and offer to submit cartoons to them on local subjects. During the political campaigns many of those who are just starting out as cartoonists have made arrangements to produce daily cartoons for a period of a week or two for local newspapers. As a rule, either the Democratic or Republican campaign committee is willing to pay for such cartoons. There may be a number of occasions throughout the

year when local cartoons will be in demand. A *good idea* almost always sells a cartoon or comic drawing.

The cost of the drawing and the additional cost of engraving may be offered as reasons why newspapers in small cities and towns cannot use cartoons. In many instances beginners have offered cartoons which contain ideas of enough merit to convince the editor that it would be well worth while to publish the cartoon regardless of cost. Watch the news of the day carefully. Whenever something of strong local interest takes place make a cartoon about it and submit it to the editor of a local newspaper as soon as possible. Always submit such cartoons while the event with which it deals is still fresh in the minds of newspaper readers. Many beginners have followed this practice and have had a number of cartoons accepted. Aside from the money they have made, it has brought them a great deal of publicity and has established their reputations as cartoonists .

4. Always keep in touch with local printers and arrange to have them recommend you to their customers. If there is an engraving house in your town, offer to do special work for them. Engraving firms sometimes employ artists to do commercial work, but are not equipped to turn out cartoon drawings. The good will and patronage of the above firms will be of help to you.

5. Motion picture theatres frequently use cartoons for lobby displays and newspaper advertising. Big sketches of famous stars drawn with ink and brush make striking posters and attract much attention. Make up some samples on large sheets of paper and submit them to local movie theatres.

6. Perhaps there is a house organ or two published in your locality. See to it that your name is kept on file with these firms so that they can call on you when they are in the market for cartoon work.

How to Earn Money in Your Spare Time as a Free Lance Cartoonist

The term "free lance" is applied generally to cartoonists who work at home and offer their drawings to publications in different cities. Some free lance cartoonists are employed in other occupations and devote only their spare time to cartoon drawing. It is obvious that those who are employed in the daytime cannot go after business in the same way as does the cartoonist who conducts his own studio and gives all of his time to this work. The work of the free lance cartoonist, however, parallels in many ways that of the cartoonist who has established his own studio. Both can use to excellent advantage the following suggestions for disposing of their cartoons.

There are many trade journals published for different industries to which any cartoonist may contribute. Before submitting cartoons to the publications it would be best to look over copies at your public library or write directly for them. A list of such publications is included in this book. If the publications you secure do not contain cartoons, bear in mind that almost all publications are willing to use them if they get drawings which express ideas of particular interest to their field.

Beside those magazines which may use cartoons of the type above described there are many other publications which purchase comic drawings with jokes printed beneath. Many of the newspaper syndicates purchase one-column comics. Such drawings should be made four inches wide and about five or six inches deep. It is best to make them all of a uniform size. A margin one inch wide should be left at the top and sides of each drawing and about two inches at the bottom. The name and address of the artist should be written on the upper left hand corner with pencil. The jokes should be written beneath the drawing with pencil. Such drawings, when made for newspaper use, should be drawn mostly in outline and black or with very simple shading. The jokes, of course, must be original. Sometimes a play on words can be used as a basis of such jokes as in illustrating the expression "Something Bound to Occur," showing a little dog running along with a tin can tied to his tail. Another expression, "Bear and Forbear" could be illustrated with a mother bear and four cubs.

Although the work of many prominent artists and cartoonists appears regularly in some of the comic weekly and in the monthly magazines, the beginner has an equal chance with the more experienced artists. Many national publications encourage beginners to submit drawings to them. If drawings are not accepted by the first publication you send them to, try another. It often happens that drawings are sent to two or three publications before they are accepted. It should always be remembered that a drawing which may not strike one editor as being acceptable, may be just exactly what another may want.

It is a good idea to spend some spare time occasionally in your local public library to look over journals and magazines of all types. Most libraries also keep a number of different newspapers on file. Study them all carefully, and make notes on the types of cartoons they are using. While it is a fact that some of them employ their own cartoonists, most publications are willing to purchase cartoons and comic drawings from independent artists *if the idea is good*.

Publishing Cartoons of Prominent Men

Here is a plan which has proved successful in many cities. There are a number of leading citizens in every community who would not be averse to seeing their pictures in the papers along with those of many of their friends. See the editor of the local newspaper and make him a proposition whereby you will supply him with a series of cartoons of the town's leading business and professional people absolutely free of cost to the newspaper.

Here is the plan: Get a photograph of several of the prominent local men and draw a cartoon of each one showing him engaged in his favorite occupation or hobby. Draw the face directly from the photograph so that the likeness may be easily recognized. The body should be made small in proportion to the head, and placed in a funny position. If the local editor prefers to use them single-column size, the drawings should be made four inches wide and five or six inches deep. If the drawings appear two columns in width, make

your drawings eight inches wide by ten or twelve inches deep. After you have made up four or five drawings these will be your samples.

Next call on the men whose pictures you have drawn and show them the cartoon. Offer to have it appear in the local paper provided he will pay for the drawing and the cost of the etching. It will, of course, be necessary to make arrangements with a local engraving house, or one in a nearby town, to make the etchings and estimate the cost of each etching. You can fix the price of the drawing at five dollars, plus the cost of the zinc etching. After the cartoon appears in the newspaper the original drawing will become the property of your customer.

Be sure to explain that his picture will be used *as one of a series* which will continue from day to day in your local newspaper. The idea will appeal to nine men out of ten.

You will find that as soon as the first two or three cartoons have appeared in the newspaper, many other men will want to be included in the series. It is always best to have the first two or three cartoons of very prominent men. Then others will follow in rapid succession. Many cartoonists have lined up a large percentage of the town's merchants, bankers, lawyers, doctors, social leaders, public officials and others.

This plan works out to the satisfaction of everyone. The newspaper gets the cartoons and zinc etchings free of cost. The business and professional men of your town get some desirable and inexpensive publicity, and an original drawing of themselves. After paying for the zinc etchings, the cartoonist clears five dollars on each drawing.

If a local newspaper does not co-operate with you on this plan, you can offer to produce a book of cartoons for local clubs and lodges such as the Masons, Elks, etc. You can take up this plan with a local printer who will print the book and charge a fixed price for it. This idea is a good one and has been worked out in a number of different ways.

Drawing Window Cards for Local Merchants

Many beginners have earned exceptionally good incomes from drawing window cards for local stores, restaurants, etc. In every community there are a number of progressive merchants who spend considerable sums of money advertising and displaying their merchandise. These merchants are continually looking for new and novel ideas to create interest and to call attention to their windows.

Window cards, or "show cards" as they are commonly called, usually contain lettering only. A good cartoon attracts immediate attention because it is novel and different. Such cartoons are usually drawn on heavy bristol board with black ink and a brush. A brush is used because it will make heavy lines which can be seen clearly at a little distance. The cartoon on each window card should bring out a point of interest about the product which it advertises. Orders can be secured for window cards by first looking over different window displays and then getting up a sketch which will be appropriate. It is not ad-

visible to try to get too many stores interested in this plan, for the novelty of the idea, which is its main selling point, will be lost. Get three or four customers, all in different lines, and make arrangements to produce a window card or two each week for them. Make an agreement with your customers as to price. Some cards take more time to draw than others, and it may be advisable to charge for them on the basis of the time it has taken to complete the work. Some cartoonists charge a flat rate of a dollar or two dollars per drawing. In the larger cities you can, of course, secure more customers. This idea has proved an excellent way to make money in spare time.

Drawing Dinner Cards, Posters, Etc.

It is customary at dinner parties, banquets, luncheons and other social gatherings to use place cards, one of which is placed at the plate where a guest will be seated. A little cartoon drawing of each guest engaged in his favorite occupation or sport will afford much amusement.

The caricatures need not be exact likenesses of each guest, although whenever it is possible to secure a photograph you can draw a good likeness from it. Otherwise simply draw a funny picture and letter the guest's name under it.

You can secure orders for dinner cards from people you know or arrange with your local engraver and stationer to recommend you to his customers. Clubs, lodges, political and fraternal societies, civic bodies, the local Chamber of Commerce, Rotary Club, Kiwanis Club and other organizations often hold public and private dinners. When you hear of such an event, look up the chairman of the entertainment committee and suggest the idea to him. This plan has proved novel and attractive and has found much favor with many organizations. Once this idea is started you will find that your services for this class of work will be in demand.

Drawing Post Card Designs, Etc.

Comic post card designs and posters can be used effectively to advertise different types of local celebrations. The cartoonist should get in touch with those in charge of arrangements and suggest ideas which can be used effectively.

In almost every stationery store and news stand different types of post cards are offered for sale. Some of these contain photographs of local interest while others contain cartoons with appropriate jokes which can be sent through the mail. Find out from post card dealers where they secure such cards and then submit some clever post card cartoons directly to the publishers.

Giving Chalk-Talk Entertainments

Chalk-talk entertainers are popular everywhere. They are usually sought after to appear at conventions, church entertainments, lodges, vaudeville, entertainments, at motion picture theatres, etc. This work is unusually profitable; from five to twenty-five dollars being paid for single performances.

To secure an engagement for a chalk-talk, write to the various lodges and societies in the community and suggest a novel program for the entertain-

ment of their members. Entertainment committees of organizations are generally confronted with the problem of providing entertainments and will be only too glad to take advantage of your offer to appear at their affairs.

There are many standard "stunts" which can be used at chalk-talk entertainments, such as "Evolution" pictures, etc. The public likes to see the cartoonist *draw*. Evolution drawings start with a sketch of one familiar object and change into something else by the addition of a few lines. Caricatures of local people always get the best laugh, however. Before appearing for your act get photographs or sketches of some of those whom you are sure will attend. Make caricatures with pencil which you can later enlarge and use in preparing your chalk-talk.

The chalk-talk artist uses a large board, mounted on a wooden easle. On the board are tacked a number of large sheets of paper. It is a good idea to have a strong light located directly above the board.

It would ordinarily seem rather difficult to get up before an audience and draw pictures, but as a matter of fact most chalk-talk artists have their sketches all worked out with pencil on each sheet of paper before the act starts. The lines are so light that the audience cannot see them, but they are plainly visible to the cartoonist as he works. By using a large chalk-talk crayon, he can step up to the drawing board and go over the pencil outline with a heavy black line which is plainly visible to the audience. This plan makes it easy to draw large caricatures of local people. A small caricature can first be made and then enlarged with light pencil lines on big sheets of paper.

Making Motion Picture Slides

Slides are being used extensively in "movie theatres" to advertise coming attractions and also for the general advertising of merchandise, etc. These slides can be made very attractive by the use of clever cartoons and comic drawings.

Although it may seem technical at first, slide making is not difficult. With ordinary drawing materials and the co-operation of a good photographer, any cartoonist can produce good slides.

It is a good plan to visit motion picture theatres and get an idea of the general arrangements of the slides they are showing. Next get in touch with a local theatre, and arrange to make slides for them. As samples of what you can do, make up some drawings which could be used for slide purposes. Arrange with the theatre to solicit orders for slides from local merchants.

When you secure an order to make a motion picture slide, first consult the customer regarding the words and picture he wishes to use. Be careful not to overcrowd the drawing. Use as few words as possible and leave plenty of white space between the lines of lettering and between the reading matter and the cartoon.

Always submit a rough pencil sketch to show the arrangement of picture and lettering. After it has been corrected or changed to suit your customer, you can proceed to make the drawing for the slide itself.

The size of the average slide is three and one-quarter inches by four inches. After the usual black border has been pasted around it to hold it in place, the actual surface of the slide is approximately two inches by three inches. Consequently, you should make your original drawing in the same proportion. It is always best to make your original drawing large; for instance, eight inches by twelve inches or six inches by nine inches. Be sure to make the lettering carefully. When making a drawing, use sharp and well defined lines and solid blacks for when the slide is projected on the screen it shows up very large and any minor defect or spots will be quickly seen.

Sometimes photographs are used in connection with drawings and lettering. The photograph can be cut out carefully and pasted on a sheet of bristol board, then the balance of the slide can be arranged with lettering, etc., so that it will reduce to the right proportions.

After your drawing is completed, take it to a local photographer and have him make a photographic plate of it the correct size. From this negative as many slides as are desired may be made.

Some motion picture slides are tinted or colored. You can do this yourself by buying a tinting outfit with a book of instructions from the Eastman Kodak Company, who also supply the glass plates, borders and other materials connected with slide making.

When fixing the charge for a slide, it will of course be necessary to consider the cost of the photographic work. Add to this a fair charge for making the drawing, the price varying with the amount of time required to draw it. As a rule the motion picture theatre collects from the customer the cost of the drawing and the photographic work in making the slides, and to this is added a charge for exhibiting the slide in the theatre.

Many cartoonists who work independently have worked up a good business with motion picture theatres. The theatre makes money by exhibiting the slides between pictures and the cartoonist can get good pay for his drawings. During political campaigns orders can be secured from various candidates to run their pictures with the announcement of their candidacy on slides.

How Much to Charge for Cartoon Work

In fixing a price for cartoons and comic, you should base your judgment upon the amount of time it has taken to produce the drawing. One dollar to one dollar and a half an hour is a fair rate. Of course when your work has become well known and the demand for your services increases, you will be in position to ask much more than that.

It is customary for the independent cartoonist to establish a fixed minimum charge for small jobs. For instance, if you charge a dollar an hour for your time, and you have a job that only took you forty minutes, the minimum charge for that job would be no less than a dollar and perhaps more. In other words, the hourly rate applies only to jobs that take several hours.

The main thing, of course, is to satisfy your customers by giving them the best of your ability at fair prices. At the same time you should make them

realize the value and importance of your work by placing a high enough value upon your time.

In your business dealings always remember the old motto "He Profits Most Who Serves Best."

Copyrights

Sometimes the question arises as to the advisability of copyrighting a cartoon or comic strip before submitting it to a publisher. Drawings can be copyrighted under the copyright laws covering pictorial illustrations. A copyright protects the artist against the use of the drawing or part of the drawing.

It is not customary to copyright a cartoon or series of cartoons before submitting it to publishers. All well known newspapers and syndicates are trustworthy and the artist can rest assured that he will be treated fairly when submitting his drawings.

To secure a copyright the original drawing cannot be submitted. A cut must be made by an engraver, and two prints made. These, with form k, pictorial illustration (which can be secured from the Register of Copyrights, Library of Congress, Washington, D. C.) properly filled out must be submitted with \$1.00, addressed to the Register of Copyrights, Library of Congress, Washington, D. C. Send remittance in money order or certified check or cash, in which case the letter must be registered.

If a copyright is secured by the artist and his drawing is sold to a newspaper or syndicate, he must also turn over his copyright. If a drawing is accepted and published at once, this would cause a loss of time. All drawings published by a paper are copyrighted as a part of the paper.

A List of the More Important Newspapers Published in the United States and Canada

The politics of each newspaper is denoted by Dem. for Democratic, Rep. for Republican, Ind. for Independent, Com. for Commercial, etc. The circulation of each daily newspaper is listed in one column while the circulation of those publishing a Sunday edition is listed in another.

Alabama		Daily	Sunday
Birmingham Age Herald	Dem	24,923	26,787
Birmingham News	Ind. Dem.	59,019	59,479
Mobile Register	Dem.	21,508	33,863
Mobile News Item	Dem.	10,653
Montgomery Advertiser	Dem.	17,922	19,448
Montgomery Journal	Dem.	16,849	16,992

Arizona			
Phoenix Arizona Republican	Ind. Progr.	13,621	14,202
Phoenix Gazette	Dem.	7,749

Arkansas			
Ft. Smith Southwest Amer.....	Dem.	11,462	11,961
Ft. Smith Times Record	Ind.	9,230	10,114
Little Rock Democrat	Dem.	20,073	22,321
Little Rock Gazette	Dem.	39,871	52,315
Little Rock News	Dem.	12,442

California			
Fresno Herald	Ind. Rep.	11,801
Fresno Republican	Ind. Rep.	30,047	30,839
Long Beach Press	Ind.	10,351
Long Beach Telegram	Rep.	11,195
Los Angeles Examiner	Ind.	98,653	237,307
Los Angeles Express	Rep.	65,086
Los Angeles Herald	Ind.	150,582
Los Angeles Times	Ind. Rep.	93,895	142,118
Los Angeles Record	Ind.	44,647
Oakland Inquirer	Ind. Rep.	24,660
Oakland Observer	Rep.	21,600
Oakland Post	Ind.	25,017
Oakland Tribune	Ind. Rep.	50,110	51,006
Pasadena Post	Ind.	10,006
Pasadena Star News	Rep.	13,725
Sacramento Bee	Ind.	38,071
Sacramento Union	Ind.	9,076	11,028
San Diego Sun	Ind.	15,068
San Diego Tribune	morning edition of Union
San Diego Union	Rep.	34,007	26,049
San Francisco Bulletin	Ind.	81,161
San Francisco Call & Post	Ind.	102,964
San Francisco Chronicle	Ind.	90,190	116,177
San Francisco Examiner	Ind.	153,938	293,044
San Francisco News	Ind.	51,254
San Francisco Journal	Com.	14,473
San Jose Mercury Herald	Rep.	15,174	16,174
Stockton Record	Ind.	15,362

Colorado			
Denver Express	Ind.	19,176
Denver Post	Ind.	134,716	177,939
Denver Rocky Mtn. News	Ind.	30,418	54,660

		Daily	Sunday
Denver Times	Ind.	30,424
Pueblo Chieftain	Rep.	8,093	9,864
Pueblo Star Journal	Ind. Dem.	10,453	10,624

Connecticut

Bridgeport Herald	Ind.	35,618
Bridgeport Star	Ind.	14,802
Bridgeport Post	Ind.	47,434	21,264
Bridgeport Standard-Telegram	included in Post		
Hartford Courant	Rep.	29,709	41,571
Hartford Times	Ind. Dem.	43,452
New Haven Register	Ind.	32,799	25,642
New Haven Journal Courier	Ind.	16,141
New Haven Times Leader	Ind.	17,989
New Haven Union	Ind. Dem.	12,995	7,573
Waterbury Republican	Rep.	11,155	12,272
Waterbury Herald	included in Bridgeport Herald		

Delaware

Wilmington Journal	Rep.	19,465
Wilmington Every Evening	Ind. Dem.	13,371
Wilmington News	Rep.	9,636

District of Columbia

Washington Herald	Ind.	38,760	31,716
Washington Post	Ind.	57,910	80,710
Washington Star	Ind.	92,555	91,351
Washington Times	Ind.	54,073	47,741

Florida

Jacksonville Metropolis	Dem.	19,232
Jacksonville Times Union	Dem.	32,583	38,574
Miami Herald	Ind. Dem.	9,070	11,683
Miami Metropolis	Dem.	9,932
Tampa Times	Dem.	11,942
Tampa Tribune	Dem.	19,288	28,915

Georgia

Atlanta Constitution	Dem.	50,687	58,616
Atlanta Journal	Dem.	60,464	83,077
Atlanta Georgian	Dem.	47,262
Augusta Chronicle	Dem.	10,254	10,559
Augusta Herald	Dem.	12,701	11,884
Macon News	Dem.	16,390	15,796
Macon Telegraph	Dem.	20,882	22,454
Savannah News	Dem.	20,565	23,011
Savannah Press	Dem.	14,491

Idaho

Boise Capitol News	Ind.	10,516
Boise Statesman	Rep.	14,318	14,638

Illinois

Aurora Beacon News	Rep.	15,610	11,000
Bloomington Pantagraph	Ind. Rep.	17,817
Chicago American	Dem.	384,209
Chicago Herald & Examiner	Ind.	334,073
Chicago Journal	Dem.	116,829

		Daily	Sunday
Chicago News	Ind.	412,304
Chicago Post	Ind.	44,021
Chicago Tribune	Ind. Rep.	460,739	787,952
Danville Press	Ind.	10,960
Danville Commercial News	Rep.	16,280
Decatur Herald	Rep.	16,229	16,175
Decatur Review	Dem.	17,449	16,260
Elgin Courier	Rep.	9,021
Joliet Herald News	Ind. Rep.	16,669	16,254
Peoria Journal	Ind.	19,093
Peoria Star	Ind.	22,074	14,804
Peoria Transcript	Ind.	10,650	20,076
Quincy Herald	Dem.	11,612
Quincy Whig Journal	Ind.	14,331	15,445
Rockford Register Gazette	Rep.	12,264
Springfield State Journal	Rep.	25,414	18,580
Springfield State Register	Ind.	23,824	19,760

Indiana

Evansville Courier	Dem.	23,513	21,318
Evansville Journal	Rep.	12,492	9,839
Evansville Press	Ind.	15,991
Fort Wayne Journal Gazette	Dem.	25,023	27,327
Fort Wayne News-Sentinel	Rep.	34,718	31,274
Hammond Times	Ind.	11,152
Indiana Times	Ind. Dem.	42,506
Indianapolis News	Ind.	119,820
Indianapolis Star	Ind. Rep.	89,763	113,886
Muncie Star	Ind. Rep.	24,094	15,110
Muncie Press	Ind. Rep.	10,092
Richmond Item	Ind.	9,174	9,569
Richmond Palladium	Ind.	11,930
South Bend News Times	Ind.	17,628	17,473
South Bend Tribune	Ind. Rep.	16,704
Terre Haute Post	Ind.	14,238
Terre Haute Star	Ind.	22,961	19,215
Terre Haute Tribune	Ind.	21,855	20,154

Iowa

Burlington Gazette	Dem.	10,213
Burlington Hawk-Eye	Rep.	10,365	12,799
Cedar Rapids Gazette	Ind.	18,409
Cedar Rapids Republican	Rep.	13,668	13,560
Council Bluffs Nonpareil	Rep.	21,595	13,921
Davenport Democrat & Leader	Dem.	14,893	17,072
Davenport Times	Rep.	24,332
Des Moines Capitol	Rep.	59,008	32,962
Des Moines News	Ind.	34,238
Des Moines Register	Ind. Rep.	114,131	102,559
Des Moines Tribune	included in Register		
Dubuque Telegraph Herald	Ind. Dem.	15,757	15,711
Dubuque Times Journal	Rep.	12,492	12,532
Marshalltown Times Republican	Rep.	12,159
Mason City Globe Gazette	Rep.	9,376
Ottumwa Courier	Rep.	12,373
Sioux City Journal	Rep.	50,074	33,476
Sioux City Tribune	Ind.	51,965
Waterloo Courier	Ind. Rep.	15,861

Kansas

Atchison Globe	Ind.	6,990
Hutchinson Gazette	Ind.	9,374	9,855
Hutchinson News	Rep.	11,549

		Daily	Sunday
Kansas City Kansan	Ind.	20,678	20,325
Topeka Capitol	Rep.	35,412	35,832
Topeka State Journal	Ind. Rep.	22,054	
Wichita Beacon	Ind.	40,150	41,708
Wichita Eagle	Ind.	56,221	65,964

Kentucky

Covington Post	Ind.	16,758	
Lexington Herald	Dem.	15,348	15,486
Lexington Leader	Rep.	16,252	16,220
Louisville Courier Journal	Dem.	44,625	59,885
Louisville Herald	Ind. Rep.	46,514	56,241
Louisville Post	Ind.	39,481	
Louisville Times	Dem.	58,153	

Louisiana

New Orleans Item	Ind. Dem.	66,724	91,445
New Orleans States	Dem.	41,516	51,203
New Orleans Times Picayune	Ind. Dem.	72,349	90,978
Shreveport Times	Dem.	24,430	34,785
Shreveport Journal	Dem.	11,936	

Maine

Bangor Commercial	Ind.	14,903	
Bangor News	Rep.	19,544	
Lewiston Journal	Ind. Rep.	11,411	13,776
Lewiston Sun	Ind.	12,986	
Portland Express & Advertiser	Rep.	25,213	
Portland Press	Rep.	12,481	

Maryland

Baltimore American	Ind. Rep.	59,297	95,519
Baltimore News	Ind.	125,149	89,371
Baltimore Sun	Ind. Dem.	214,994	149,980
Cumberland Times	Dem.	10,775	

Massachusetts

Boston Advertiser		80,000	393,818
Boston American	Ind.	266,006	
Boston Globe	Ind.	295,618	310,015
Boston Herald	Ind. Rep.	252,053	112,649
Boston Post	Ind. Dem.	408,789	432,949
Boston Telegram	Ind.	133,264	
Boston Transcript	Ind. Rep.	37,012	
Brockton Enterprise	Ind.	19,527	
Brockton Times	Ind.	10,210	
Haverhill Gazette	Ind. Rep.	14,969	
Haverhill Record			14,850
Holyoke Telegram	Dem.	9,490	
Holyoke Transcript	Rep.	12,868	
Lawrence Tribune	Dem.	15,501	
Lawrence Telegram	Rep.	8,982	
Lowell Courier-Citizen	Ind.	19,889	
Lowell Sun	Dem.	18,083	
Lowell Sunday Telegram	Ind.	17,558	
Lynn Item	Rep.	16,165	
Lynn Telegram News	Dem.	17,206	12,512
Malden News	Ind.	8,344	
New Bedford Mercury	included in Standard		

		Daily	Sunday
New Bedford Standard	Rep.	27,828	23,953
New Bedford Times	Ind.	5,208	7,522
Pittsfield Berkshire Eagle	Ind. Rep.	15,432	
Salem News	Ind.	19,818	
Springfield News	Dem.	42,510	
Springfield Republican	Ind.	13,768	22,563
Springfield Union	Rep.	54,268	33,273
Taunton Gazette	Rep.	8,115	
Worcester Post	Ind. Dem.	23,789	
Worcester Gazette	included in Telegram		
Worcester Telegram	Rep.	72,339	41,562

Michigan

Adrian Telegram	Ind.	9,898	
Battle Creek Enquirer & News	Rep.	11,464	10,673
Battle Creek Moon Journal	Ind.	6,365	
Bay City Times-Tribune	Ind.	16,645	
Detroit Free Press	Ind.	142,728	162,057
Detroit Journal	Ind. Rep.	100,380	
Detroit Times	Ind.	22,111	
Detroit Saturday Night	Ind.	26,516	
Flint Journal	Ind.	27,477	
Grand Rapids Herald	Ind. Rep.	30,209	23,328
Grand Rapids News	Ind.	12,799	
Grand Rapids Press	Ind.	76,475	
Jackson Citizen Patriot	Ind.	37,019	19,287
Jackson News	Non Partisan	10,024	
Kalamazoo Gazette	Ind.	43,142	22,628
Lansing Capitol State Journal	Ind.	26,311	
Muskegon Chronicle	Ind.	12,737	
Pontiac Press	Ind.	12,077	
Port Huron Times-Herald	Ind.	12,702	
Saginaw News-Courier	Ind.	21,659	20,687

Minnesota

Duluth Herald	Ind.	35,504	
Duluth News Tribune	Rep.	18,739	31,340
Minneapolis Journal	Ind. Rep.	101,938	107,392
Minneapolis News	Ind.	63,549	
Minneapolis Star	Ind.	42,185	
Minneapolis Tribune	Rep.	115,086	147,470
St. Paul Dispatch	Ind.	79,602	
St. Paul Pioneer Press	Ind. Rep.	66,130	128,006
St. Paul News	Ind.	79,680	43,992

Mississippi

Meridian Star	Dem.	8,169	
Jackson News	Dem.	5,688	5,371

Missouri

Joplin Globe	Dem.	23,801	25,075
Joplin News Herald	Ind. Rep.	13,211	13,103
Kansas City Journal	Rep.	40,266	37,581
Kansas City Post	Ind.	154,161	166,312
Kansas City Star	Ind.	439,374	223,260
Kansas City Times	morning edition of Star		
St. Joseph Gazette	Ind. Rep.	14,385	12,157
St. Joseph News-Press	Ind.	37,693	
St. Louis Globe Democrat	Rep.	197,382	180,495
St. Louis Post Dispatch	Ind.	158,949	353,369

		Daily	Sunday
St. Louis Star	Ind.	101,783
St. Louis Times	Rep.	48,050
Springfield Leader	Dem.	15,100	14,831
Springfield Republican	Rep.	10,946	11,074

Montana

Anaconda Standard	Dem.	9,135	12,664
Butte Miner	Dem.	13,954	25,704
Butte Post	Rep.	10,774
Great Falls Tribune	Dem.	12,022	13,064

Nebraska

Lincoln Star	Ind.	30,615	22,881
Lincoln State Journal	Ind. Rep.	33,941	20,752
Omaha Bee	Rep.	57,109	57,227
Omaha News	Ind.	74,128	67,464
Omaha World Herald	Ind.	72,889	66,804

Nevada

Reno Gazette	Rep.	5,808
Reno State Journal	Dem.	5,274

New Hampshire

Manchester Leader & Union	Ind. Rep.	26,554
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New Jersey

Asbury Park Press	Ind. Dem.	8,630	4,446
Atlantic City Gazette-Review	Rep.	7,540
Atlantic City Press	Ind.	14,395
Bayonne News & Review	Rep.	10,840
Bayonne Times	Ind.	10,290
Camden Courier	Ind. Rep.	17,996
Camden Post Telegram	Rep.	15,818
Elizabeth Journal	Rep.	18,516
Elizabeth Times	Dem.	8,071
Hoboken Hudson Observer	Ind. Dem.	42,888
Jersey City Journal	Ind. Rep.	37,763
Newark Ledger	Ind.	30,620	18,882
Newark News	Ind.	107,948
Newark Star-Eagle	Ind. Rep.	66,969
New Brunswick Home News	Ind.	9,858
Passaic Herald	Ind.	10,010
Passaic News	Ind.	8,797
Paterson Call	Rep.	15,417
Paterson News	Ind.	11,459
Paterson Press-Guardian	Ind.	10,634
Paterson Sunday Chronicle	Ind.	11,181
Perth Amboy News	Ind.	8,774
Trenton State Gazette	Rep.	12,017
Trenton Times	Ind.	32,273

New Mexico

Albuquerque Journal	Ind. Rep.	8,100
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New York

		Daily	Sunday
Albany Journal	Rep.	12,569	
Albany Knickerbocker Press	Ind. Rep.	34,464	46,830
Albany Sunday Telegram	Ind.		24,872
Albany Times Union	Ind.	35,018	
Binghamton Press & Leader	Ind.	27,247	
Binghamton Morning Sun	Rep.	14,406	
Brooklyn Citizen	Dem.	40,216	
Brooklyn Eagle	Ind. Dem.	56,487	70,493
Brooklyn Standard Union	Rep.	65,938	44,016
Brooklyn Times	Rep.	45,102	
Buffalo Commercial	Rep.	32,202	
Buffalo Courier	Dem.	55,335	115,296
Buffalo Enquirer	Dem.	30,175	
Buffalo Express	Ind. Rep.	36,065	
Buffalo News	Rep.	104,229	
Buffalo Times	Dem.	76,632	95,528
Elmira Sunday Telegram	Ind.		50,000
Elmira Star Gazette	Ind.	24,447	
Jamaica Long Island Press	Ind.	12,269	
Jamestown Post	Rep.	9,452	
Long Island City Star	Dem.	15,205	
Newburgh News	Rep.	10,726	
New York American	Ind.	333,869 ..	1,087,495
New York Call	Socialist	18,442	14,923
New York Daily News			
New York Globe	Ind.	177,066	
New York Journal	Dem.	649,834	
New York Journal of Commerce	Com.	29,294	
New York Mail	Ind.	167,013	
New York Herald	Ind. Rep.	198,527	218,642
New York Post	Ind.	38,596	
New York Sun	Ind. Rep.	189,384	
New York Telegram	Ind.	111,065	135,397
New York Telegraph	Ind. Dem.	45,875	
New York Times	Ind. Dem.	327,216	505,023
New York Tribune	Ind. Rep.	142,310	142,835
New York Wall Street Journal	Financial	19,203	
New York Morning World ..	Ind.	335,069	567,815
New York Evening World	Ind.	355,069	
Niagara Falls Gazette	Ind. Rep.	13,358	
Poughkeepsie Sunday Courier	Ind.		13,324
Poughkeepsie Star & Enterprise	Dem.	10,819	
Rochester Democrat & Chronicle	Rep.	52,585	63,033
Rochester Herald	Ind.	25,661	19,095
Rochester Post-Express	Rep.	16,047	
Rochester Times-Union	Ind.	63,618	
Schenectady Gazette	Ind. Dem.	20,521	
Schenectady Union Star	Rep.	13,924	
Syracuse Herald	Ind.	43,038	76,937
Syracuse Journal	Ind.	43,844	
Syracuse Post Standard	Rep.	50,043	50,674
Troy Record	Ind.	23,017	
Troy Times.....	Rep.	16,663	
Utica Herald Dispatch	Rep.	19,993	
Utica Observer	Dem.	16,819	
Utica Press	Ind.	25,864	
Watertown Times	Rep.	15,232	
Yonkers Herald	Dem.	11,092	

North Carolina

Asheville Citizen	Dem.	11,322	9,973
Charlotte News	Dem.	10,320	9,580

		Daily	Sunday
Charlotte Observer	Dem.	20,329	22,070
Greensboro News	Ind.	18,170	24,557
Raleigh News & Observer	Dem.	23,526	25,962
Winston Salem Twin City Sentinel..	Dem.	9,542	
Grand Forks Herald	Ind. Rep.	14,970	10,742
North Dakota			
Fargo Courier News	Ind.	12,785	13,967
Fargo Forum	Rep.	15,301	
Ohio			
Akron Beacon Journal	Rep.	32,520	
Akron Press	Ind.	20,672	
Akron Times	Ind. Dem.	18,658	23,090
Canton News	Ind. Dem.	16,711	12,894
Canton Repository	Rep.	47,525	21,820
Cincinnati Commercial Tribune	Rep.	49,321	44,978
Cincinnati Enquirer	Dem.	60,000	160,000
Cincinnati Post	Ind.	161,889	
Cincinnati Times Star	Rep.	130,433	
Cleveland News	Ind.	142,162	
Cleveland Plain Dealer	Ind. Dem.	181,765	214,324
Cleveland Press	Ind.	182,056	
Columbus Citizen	Ind.	74,294	
Columbus Dispatch	Ind.	79,468	75,949
Ohio State Journal	Rep.	57,976	30,641
Dayton Herald	Ind. Rep.	31,163	
Dayton Journal	Rep.	27,668	38,845
Dayton News	Dem.	39,032	34,134
Lima News & Times-Democrat	Ind.	14,525	14,308
Lima Republican Gazette	Rep.	10,307	10,493
Mansfield News	Rep.	10,432	10,216
Marion Star	Rep.	11,346	
Portsmouth Times	Ind. Dem.	12,629	
Sandusky Register	Rep.	8,575	9,531
Springfield News	Ind. Dem.	16,091	13,954
Springfield Sun	Ind. Rep.	13,259	11,705
Toledo Blade	Ind. Rep.	87,519	
Toledo News-Bee	Ind.	69,111	
Toledo Times	Ind.	20,620	40,000
Youngstown Telegram	Ind. Rep.	24,014	
Youngstown Vindicator	Dem.	24,990	25,373
Zanesville Times Recorder	Ind. Rep.	26,857	
Zanesville Sunday Times-Signal	Ind.		10,000
Oklahoma			
Guthrie Leader	Ind. Dem.	12,202	
Muskogee Phoenix	Ind.	13,867	14,526
Muskogee Times Democrat	Dem.	11,266	
Oklahoma City Leader (Labor)	Farm. & Labor.	15,328	
Oklahoma City News	Ind.	24,212	
Oklahoma City Oklahoman	Dem.	55,203	70,786
Oklahoma City Times	Ind. Dem.	46,425	
Tulsa Tribune	Ind. Dem.	25,557	23,233
Tulsa World	Ind.	34,116	35,197
Oregon			
Portland News	Ind.	28,000	
Portland Oregonian	Ind. Rep.	80,158	103,455
Portland Oregon Journal	Ind.	68,722	83,481
Portland Telegram	Ind. Rep.	58,020	

Pennsylvania

		Daily	Sunday
Allentown Call	Ind.	28,384	20,000
Allentown Chronicle & News	Rep.	7,500	
Altoona Mirror	Ind.	23,556	
Altoona Tribune	Rep.	13,200	
Butler Eagle	Ind.	9,783	
Chester Times	Rep.	15,110	
Easton Express	Dem.	14,080	
Easton Free Press	Rep.	12,443	
Erie Dispatch-Herald	Ind.	18,512	
Erie Times	Rep.	27,515	
Harrisburg News	Ind. Dem.	54,547	
Harrisburg Patriot	included in News.		
Harrisburg Telegraph	Rep.	34,278	
Johnstown Democrat	Dem.	10,981	
Johnstown Ledger	Ind. Rep.	12,562	
Johnstown Tribune	Rep.	25,611	
Lancaster Examiner & New Era	Ind. Rep.	5,000	
Lancaster Intelligencer & News-Journal	Ind. Dem.	23,143	
McKeesport News	Ind.	11,560	
McKeesport Newcastle News	Rep.	13,260	
Philadelphia Bulletin	Ind. Rep.	504,269	
Philadelphia Inquirer	Rep.	203,205	376,415
Philadelphia North American	Progressive	143,911	189,909
Philadelphia Public Ledger	Ind.	253,809	214,577
Philadelphia Record	Ind. Dem.	109,474	119,332
Philadelphia Sunday Item	Rep.	37,760	
Philadelphia Sunday Transcript	Ind.	32,787	
Pittsburgh Chronicle-Telegraph	Rep.	94,019	
Pittsburgh Gazette Times	Rep.	91,315	98,389
Pittsburgh Dispatch	Ind. Rep.	56,857	
Pittsburgh Leader	Ind.	80,176	
Pittsburgh Post	Dem.	72,553	102,711
Pittsburgh Sun	Dem.	72,629	
Pittsburgh Press	Ind.	138,214	161,804
Pottsville Republican	Rep.	11,416	
Reading Eagle	Ind.	36,317	26,987
Scranton Republican	Ind. Rep.	33,135	
Scranton (Sun.) Scrantonian	Ind.		35,008
Scranton Times	Dem.	35,734	
Uniontown Herald	Rep.	9,275	
Washington Observer	Ind. Rep.	10,336	
West Chester Local News	Ind.	11,470	
Wilkes-Barre News	Rep.	12,870	
Wilkes-Barre Record	Rep.	19,949	
Wilkes-Barre Sun. Independent	Ind.	15,280	
Wilkes-Barre Times Leader	Ind.	19,198	
Williamsport Sun	Ind.	16,751	
York Dispatch	Rep.	16,121	
York Gazette & Daily	Ind. Dem.	15,872	

Rhode Island

Pawtucket Times	Rep.	23,826	
Providence Bulletin	Ind.	59,108	
Providence Journal	Ind.	31,374	51,737
Providence News	Ind. Dem.	20,517	
Providence Tribune	Ind. Rep.	23,779	12,626
Woonsocket Call & Reporter	Ind.	11,888	

South Carolina

Charleston Post	Ind. Dem.	11,302	
Columbia Record	Dem.	12,815	13,743

		Daily	Sunday
Columbia State	Dem.	21,302	21,857
Greenville News	Dem.	10,937	9,936
South Dakota			
Sioux Falls Argus-Leader	Rep.	18,625	
Sioux Falls Press	Ind.	12,000,....	
Tennessee			
Chattanooga News	Dem.	20,532	
Chattanooga Times	Ind. Dem.	22,520	23,382
Knoxville Journal & Tribune	Rep.	21,010	21,869
Knoxville Sentinel	Ind. Dem.	23,748	
Memphis Commercial-Appeal	Dem.	84,788	116,015
Memphis News Scimitar	Ind.	47,630	
Memphis Press	Ind.	35,590	
Nashville Banner	Ind.	41,790	44,433
Nashville Tennessean	Ind. Dem.	48,040	33,533
Texas			
Beaumont Enterprise	Dem.	24,267	31,409
Dallas Dispatch	Ind.	31,572	
Dallas Journal	Ind. Dem.	35,776	
Dallas News	Ind. Dem.	62,159	94,694
Dallas Times-Herald	Ind. Dem.	46,692	44,443
El Paso Herald	Ind.	21,133	30,338
El Paso Times	Dem.	15,122	19,948
Forth Worth Record	Ind.	25,746	28,255
Fort Worth Star Telegram	Ind. Dem.	76,990	91,737
Galveston News	Ind. Dem.	11,634	17,000
Houston Chronicle	Ind.	48,968	60,409
Houston Post	Ind. Dem.	42,710	47,417
Houston Press	Ind.	20,839	
San Antonio Express	Ind. Dem.	30,536	47,579
San Antonio Light	Ind.	34,020	25,575
San Antonio News	Ind.	27,524	
Waco News-Tribune	Ind. Dem.	12,594	10,891
Utah			
Salt Lake City Desert-News	Ind.	25,877	
Salt Lake City Telegram	Ind.	24,354	27,405
Salt Lake City Tribune	Rep.	41,943	71,271
Vermont			
Burlington Free Press	Rep.	10,874	
Rutland Herald	Ind. Rep.	8,987	
Virginia			
Lynchburg News	Dem.	8,615	10,337
Newport News Times-Herald	Dem.	10,828	
Norfolk Ledger Dispatch	Ind. Dem.	40,002	
Norfolk Virginian Pilot	Ind. Dem.	36,612	42,144,....
Richmond Dispatch	Dem.	19,023	
Richmond News Leader	Ind. Dem.	45,535	
Richmond Times Dispatch	Dem.	23,366	44,558
Roanoke Times	Dem.	10,157	14,328
Roanoke World News	Dem.	11,207	
Washington			
Bellington Herald	Rep.	11,161	
Bellington Reveille	Rep.	9,017	10,172
Everett Herald	Rep.	12,754	

		Daily	Sunday
Seattle Post-Intelligencer	Ind.	53,433	77,903
Seattle Star	Ind.	69,094	
Seattle Times	Ind.	57,614	80,945
Seattle Union Record	Labor	40,446	
Spokane Chronicle	Rep.	39,234	
Spokane Spokesman-Review	Ind. Rep.	41,641	49,404
Tacoma Ledger	Ind.	13,672	33,434
Tacoma News Tribune	Ind.	32,765	
Tacoma Times	Ind.	14,969	

West Virginia

Charleston Gazette	Dem.	17,692	20,471
Charleston Mail	Ind. Rep.	11,287	9,178
Huntington Herald-Dispatch	Rep.	12,461	12,029
Wheeling Intelligencer	Rep.	11,732	
Wheeling News	Ind. Rep.	13,235	17,328
Wheeling Register	Dem.	15,884	14,926

Wisconsin

Green Bay Press-Gazette	Ind.	11,163	
LaCrosse Tribune & Leader Press..	Ind.	12,507	11,874
Madison Capitol Times	Ind.	12,410	
Wisconsin State Journal	Ind.	16,667	15,538
Milwaukee Herald	Ind. Rep.	30,165	
Milwaukee Journal	Soc.-Dem.	48,221	
Milwaukee Sentinel (Morn.)	Rep.	83,864	63,545
Milwaukee Wisconsin News	Ind.	61,115	
Milwaukee Sunday Telegram	Ind.		105,984
Oshkosh Northwestern	Rep.	13,309	
Superior Telegram	Ind. Rep.	17,924	

Wyoming

Casper Tribune	Rep.	5,578	
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Porto Rico

Ponce Dia	Spanish Ind.	23,251	
San Juan Correspondencia	Spanish Unionist	4,000	
San Juan Democracia	Spanish Ind.	8,000	
San Juan El Mundo	Spanish Federal	7,300	

Hawaiian Islands

Honolulu Star-Bulletin	Spanish Ind.	7,500	
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Philippine Islands

	Ind. Rep.	7,175	
Manila Times	Ind.	4,500	7,850

Cuba

Cienfuegos El Comercio	Spanish Ind.	7,560	
Cienfuegos La Correspondencia	Spanish Ind.	8,000	
Gibara El Progreso	Spanish Ind.	5,100	
Havana Cuba	Spanish Conserva-		
Havana Discusion	tive	25,000	
	Spanish Ind.	19,000	
Havana Heraldo Comercial	Spanish Mercantile		
Havana Imparcial	& Financial ..	26,000	
Havana Lucha	Spanish Ind.	28,600	
Havana El Mundo	Spanish Ind.	35,000	18,000
Havana Post	Spanish Ind.	40,000	
Havana Prensa	Ind.	8,750	

Canada

		Daily	Sunday
Alberta			
Calgary Albertan	Ind. Liberal	13,399
Calgary Herald	Ind.	26,916
Edmonton Bulletin	Ind. Liberal	12,143
Edmonton Journal	Conservative	18,297
British Columbia			
Vancouver Province	Ind.	57,231
Vancouver Sun	21,729	28,432
Vancouver World	Ind.	18,981
Victoria Colonist	Conservative	10,003	12,041
Victoria Times	Ind.	9,926
Manitoba			
Winnipeg Free-Press	Liberal Agricultural	79,749
Winnipeg Telegram	Conservative Agricultural	38,859
Winnipeg Tribune	Ind.	35,153
Saskatchewan			
Moose Jaw News	Ind. Conservative	5,854
Moose Jaw Times	Liberal	5,774
Regina Leader	Liberal	20,361
Saskatoon Star	Ind.	24,841
New Brunswick			
Fredericton Gleaner	Ind.	6,394
St. John Standard	Conservative	14,340
St. John Telegraph	Liberal	14,323
St. John Times & Star	Liberal	14,605
Nova Scotia			
Gloucester Gazette	Ind.	5,940
Halifax Chronicle	Liberal	15,390
Halifax Herald	Ind. Conservative	29,748
Sidney Post	Unionist	6,534
Ontario			
Brantford Expositor	Liberal	9,437
Hamilton Herald	18,610
Hamilton Spectator	Conservative	29,912
Hamilton Times	Liberal	11,300
Kingston British Whig	Ind. Liberal	12,642
London Advertiser	Liberal	42,930
London Free Press	Conservative	37,481
Ottawa Citizen	Ind.	30,750
Ottawa Droit	French Ind.	8,206
Ottawa Journal	Ind. Conservative	22,666
St. Catharines Standard	Conservative	7,632
St. Thomas Times-Journal	Ind.	9,016
Toronto Globe	Liberal	86,388
Toronto Mail & Empire	Conservative	71,495
Toronto Star	Ind.	87,270	76,017
Toronto Telegram	Ind.	89,561
Toronto World	Ind.	27,635	87,655

		Daily	Sunday
Windsor Border Cities' Star	Ind.	12,055	
Woodstock Sentinel Review	Ind.	5,589	

Prince Edward Island

Charlottetown Guardian	9,311
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Quebec

Montreal Bulletin	French Ind.	10,000
Montreal Canada	French Liberal ..	14,088
Montreal Canard	French Ind.	12,000
	(Sun. Ed. of Bulletin)	
Montreal Gazette		32,140
Montreal Herald	Ind.	22,466
Montreal Patrie	French Ind.	69,448
Montreal Pays	French Liberal ..	28,156
Montreal Presse	French Ind.	155,834
Montreal Star	Ind.	111,151
Quebec Chronicle	Ind. Conservative	14,581
Quebec L'Evenement	French Conserva-	
	tive	18,711
Quebec Soleil	French Liberal ..	40,407
Quebec Telegraph	Ind.	11,427
Sherbrooke Record	Ind.	10,082
Sherbrooke Tribune	French Ind.	10,260

Newfoundland

St. Johns Herald	Conservative ...	6,043
St. Johns News	Conservative	8,000
St. Johns Telegram	Ind.	6,988

A List of Employees' Magazines and House Organs

Reprinted from Printers Ink.

- Addressograph Company, Chicago: "Addressograph-er."
- Adirondack Power & Light Corp., Amsterdam, N. Y.: "Synchronizer."
- Abitibi Power & Paper Co., Ltd., Iroquois Falls, Ont.: "Broke Hustler."
- Adler Bros. & Co., L., Rochester, N. Y.: "Adler-Rochester Rumpus."
- Aeolian Co., New York: "Aeolian."
- Aetna Life Insurance Co., Hartford, Conn.: "Aetna Life Club Chat."
- Alabama Power Co., Birmingham, Ala.: "Powergrams."
- Albrecht Grocery Co., Fred W., Akron, O.: "Acme Special."
- Alexander Hamilton Institute, New York: "Office Optimism."
- Algoma Steel Corp., Ltd., Sault Ste. Marie, Ont.: "Algoman."
- All American Cables, Inc., New York: "All America Review."
- American Agricultural Chemical Co., Boston: "Booster."
- American Appraisal Co., Milwaukee: "American Appraisal News."
- American Bank of Commerce and Trust Co., Little Rock, Ark.: "American."
- American Car & Foundry Co., Berwick, Pa.: "Bulletin."
- American Central Life Insurance Co., Indianapolis, Ind.: "Whizzer."
- American Express Co., New York: "World Service."
- American Gas & Electric Co., New York: "A-G-E Bulletin."
- American Hoist & Derrick Co., St. Paul, Minn.: "Hoister."
- American Liability Co., Cincinnati, O.: "American."
- American Locomotive Co., Schenectady, N. Y.: "Headlight."
- American National Bank, Oklahoma City, Okla.: "American Eagle."
- American Optical Co., Southbridge, Mass.: "Wellsworth Life."
- American Pulley Co., Philadelphia: "Pulley Truth."
- American Railway Express Co., New York: "Express Messenger."
- American Rolling Mill Co., Middletown, O.: "Armco Bulletin."
- American Seating Co., Grand Rapids, Mich.: "Seater."
- American Steel & Wire Co., Braddock Works, Braddock, Pa.: "Millright."
- American Steel & Wire Co., North Works, Worcester, Mass.: "North Works Bulletin."
- American Steel Foundries, Chicago: "Octagon."
- American Telephone & Telegraph Co., New York: "Long Lines."
- American Woolen Co., Andover, Mass.: "A. W. Employees Booster."
- Ames, Holden, McCready, Ltd., Montreal, Que.: "From the Ground Up."
- Amoskeag Mfg. Co., Manchester, N. H.: "Amoskeag Bulletin."
- Apex Electrical Distributing Co., Cleveland: "Apex-o-Meter."
- Armour & Co., Chicago: "Armour Magazine" and "Armour Oval."
- Arnold Print Works, North Adams, Mass.: "Arnold Print."
- Art Metal Construction Co., Jamestown, N. Y.: "Art Metal Welder."
- Atchison, Topeka & Santa Fe Railway, Chicago: "Santa Fe Magazine."
- Atlantic Refining Co., Philadelphia: "Atlantic Reflector."
- Autostrop Safety Razor Co., New York: "Family Wash."
- Ayres & Company, L. S., Indianapolis, Ind.: "Ayrograms."
- Babson's Statistical Organization, Wellesley Hills, Mass.: "Log of the Crew."
- Bacharach, Inc., Louis Fabian, Newton, Mass.: "P. O. D."
- Baker-Vawter Co., Benton Harbor, Mich.: "Partners."
- Baltimore & Ohio Railroad Co., Baltimore, Md.: "Baltimore & Ohio Magazine."
- Bamberger & Co., L., Newark, N. J.: "Counter Currents."
- Bank of California, San Francisco: "Californian."
- Bank of Italy, San Francisco: "Bankitaly Life."
- Bank of Pittsburgh, Pittsburgh: "Bank-ofpitt Monthly."
- Bankers Trust Co., New York: "Pyramid."
- Barber Colman Co., Rockford, Ill.: "BCA News."
- Barstow & Co., W. S., New York: "Semi-monthly News Letter."
- Baton Rouge Electric Co., Baton Rouge, La.: "Service."
- Bausch & Lomb Optical Co., Rochester, N. Y.: "Reflector."
- Beaumont Co., R. H., Philadelphia: "Beaumont Briefs."

Belden Mfg. Co., Chicago: "Beldenews."
 Bell Telephone Co. of Pa., and Associated Companies, Philadelphia: "Telephone News."
 Berkey & Gay Furniture Co., Grand Rapids, Mich.: "Shop Mark."
 Best & Company, New York: "Best Way."
 Better Brushes, Inc., Palmer, Mass.: "Better Buzzer."
 Bird & Son, Inc., East Walpole, Mass.: "Neponset Review."
 Birmingham Railway Light & Power Co., Birmingham, Ala.: "Buzzer."
 Bloch Bros. Tobacco Co., Wheeling, W. Va.: "Mail Pouch."
 Bloomingdale Bros., Inc., New York: "Bloomingdale Store News."
 Bradley Co., Milton, Springfield, Mass.: "Embeco News."
 Brandt Co., Cleveland: "Green Turtle."
 British Columbia Electric Railway Co., Vancouver, B. C.: "B. C. Electric Employees Magazine."
 British Columbia Telephone Co., Vancouver, B. C.: "Telephone Talk."
 Broadway Department Store, Los Angeles, Cal.: "Broadway World."
 Brompton Pulp & Paper Co., Ltd., East Angus, Que.: "Brompton News."
 Brooklyn *Daily Eagle*, New York: "Eagle Quills."
 Brooklyn Rapid Transit Co., New York: "B. R. T. Monthly."
 Brooklyn Union Gas Co., New York: "Progress."
 Brown Company, Berlin, N. H.: "Brown Bulletin."
 Bucyrus Company, South Milwaukee, Wis.: "Bucyrus Scoop."
 Budd Mfg. Co., Edw. G., Philadelphia: "Buddgette."
 Buffalo General Electric Co., Buffalo, N. Y.: "The Welder."
 Bullock's, Los Angeles, Cal.: "Bullock Way."
 Burt Company, Ltd., F. N., Buffalo, N. Y.: "Burt's Box Bulletin."
 Bush & Bull Co., Williamsport, Pa.: "Store Lore."
 Byllesby & Co., H. M., Chicago: "News Bulletin."
 Cadillac Motor Car Co., Detroit: "Cadillac Craftsman."
 California Packing Corporation, San Francisco: "Del Monte Activities."
 California-Oregon Power Co., Medford, Ore.: "The Volt."
 Cambridge Electric Light Co., Cambridge, Mass.: "Electric Maid."
 Campbell, Metzger & Jacobson, New York: "Progress Monthly."
 Canada Cycle & Motor Co., Ltd., Weston, Ont.: "C. C. M. Plant News."
 Canadian Bank of Commerce, Toronto, Ont.: "Caduceus."
 Canadian Consolidated Rubber Co., Ltd., Montreal, Que.: "Dominion."
 Canadian Kodak Co., Ltd., Mt. Dennis, Ont.: "At Kodak Heights."
 Canadian National Railways, Toronto, Ont.: "Canadian National Railways Magazine."
 Canadian Oil Companies, Ltd., Toronto, Ont.: "Canadian Oil News."
 Candee & Co., L., New Haven, Conn.: "Candee Observer."
 Capwell Co., H. C., Oakland, Cal.: "Progress."
 Carnation Milk Products Co., Chicago: "Carnation Family News."
 Carpenter Steel Co., Reading, Pa.: "Carpenter Steel News."
 Central of Georgia Railway, Savannah, Ga.: "Right Way Magazine."
 Central Hudson Gas & Electric Co., Poughkeepsie, N. Y.: "Bulletin."
 Central Illinois Public Service Co., Springfield, Ill.: "Cipsco News."
 Central Maine Power Co., Augusta, Me.: "Exciter."
 Central National Bank of Tulsa, Tulsa, Okla.: "In the Eye."
 Chase Companies, Waterbury, Conn.: "Chase Diamond."
 Chase National Bank, New York: "Chase."
 Chattanooga Railway & Light Co., Chattanooga, Tenn.: "Electro-Topics."
 Chemical National Bank, New York: "Chemical Bulletin."
 Chemical Paper Mfg. Co., Holyoke, Mass.: "Stuff Chest."
 Chesapeake & Ohio Railway Company, Richmond, Va.: "Chesapeake & Ohio Employees' Magazine."
 Chesapeake & Potomac Telephone Co., Washington, D. C.: "Transmitter."
 Chicago Bridge & Iron Works, Chicago: "Water Tower."
 Chicago Elevated Railroads, Chicago: "Safety Bulletin."
 Chickering & Sons, Boston: "Factory Notes."
 Citizen's Traction Co., Oil City, Pa.: "Citizen's Tractionette."
 Clement Co., J. W., Buffalo, N. Y.: "Clement Clippings."
 Cleveland Electric Illuminating Co., Cleveland: "Synchronous Motor."
 Cleveland Twist Drill Co., Cleveland: "Driller."
 Cluett, Peabody & Co., Inc., Troy, N. Y.: "Arrow."
 Colgate & Co., New York: "Colgate Clock."

Colorado Fuel & Iron Co., Denver, Colo.: "Industrial Bulletin."
 Commonwealth Edison Co., Chicago: "Edison Round Table."
 Commonwealth Steel Co., St. Louis: "Commonwealth."
 Consolidated Gas, Electric Light & Power Co., Baltimore, Md.: "Gas & Electric News."
 Consolidated Water Power and Paper Co., Wisconsin Rapids, Wis.: "Consolidated News."
 Consolidation Coal Co., Fairmont, W. Va.: "C. C. C. Mutual Monthly Magazine."
 Consumers Power Co., Jackson, Mich.: "The Au Sable News."
 Crane Company, Chicago: "Valve World."
 Crocker-McElwain Co., Holyoke, Mass.: "Stuff Chest."
 Crofut & Knapp Co., South Norwalk, Conn.: "C. & K. Bird."
 Crompton & Knowles Loom Works, Worcester, Mass.: "C. & K. Loom Pickings."
 Crown Willamette Paper Co., Portland, Ore.: "Making Paper."
 Crowell Publishing Co., New York: "Good News."
 Cudahy Packing Co., Chicago: "Spotlight."
 Curtis Companies, Clinton, Ia.: "Curtis Circle."
 Curtis Publishing Company, Philadelphia: "Curtis Folks."
 Cutler-Hammer Mfg. Co., Milwaukee: "C.-H. Messenger."
 D. M. & N. Ry. & D. & L. R. Ry., Duluth, Minn.: "Employees' Safety Magazine."
 Davey Tree Expert Co., Kent, O.: "Davey Bulletin."
 David, Inc., B. Edmund, Paterson, N. J.: "Make Goods."
 Davol Rubber Co., Providence, R. I.: "Davol Review."
 Dayton Company, Minneapolis, Minn.: "Daytonews."
 Dayton Engineering Laboratories Co., Dayton, O.: "Delco Doings."
 Dean-Hicks Co., Grand Rapids, Mich.: "Imprint."
 Dempster Mill Manufacturing Co., Beatrice, Neb.: "Dempster News."
 Denholm & McKay Co., Worcester, Mass.: "Tattler."
 Dennison Mfg. Co., Framingham, Mass.: "Round Robin."
 Detroit Edison Co., Detroit, Mich.: "Synchroscope."
 Detroit Range Boiler & Steel Barrel Co., Detroit: "Perfect Star."
 De Vilbiss Mfg. Co., Toledo: "De Vilbiss News."
 Dodge Manufacturing Co., Mishawaka, Ind.: "Dodge News."
 Dodge Shoe Co., Nathan D., Newburyport, Mass.: "Sunshine News."
 Dominion Bank, Toronto, Ont.: "Bank Notes."
 Donnelley & Sons Co., R. R., Chicago: "Lakeside Press."
 Dower Lumber Co., Wadena, Minn.: "Knot Hole."
 Dudley Sales Organization, New York: "Sparks from the D. S. O."
 Duffy-Powers Company, Rochester, N. Y.: "Hummer."
 Duplan Silk Corp., Hazleton, Pa.: "Duplan Tattler."
 DuPont de Nemours & Co., Inc., E. I. Wilmington, Del.: "DuPont Magazine."
 Eagle Pencil Co., New York: "Eagle News."
 East St. Louis & Suburban Co., East St. Louis, Ill.: "The Oncinawile."
 Eastern Mfg. Co., Bangor, Me.: "Mill."
 Eastman Kodak Co., Rochester, N. Y.: "Kodak Magazine."
 Edison Electric Illuminating Co. of Boston, Boston: "Edison Life."
 Edison Lamp Works of General Electric Co., Harrison, N. J.: "Edison Lamp Works News."
 Electric Hose & Rubber Co., Wilmington, Del.: "Electric Spray."
 Emporium, San Francisco: "Dome Echoes."
 English & Mersick Co., New Haven, Conn.: "E. & M. Radiator."
 Equitable Trust Co. of New York, New York: "Equitable Envoy."
 Erie Malleable Iron Co., Erie, Pa.: "EMI Klaxon."
 Erie Railroad, New York: "Erie Railroad Magazine."
 Erlanger Cotton Mills Co., Lexington, N. C.: "Erlanger Community."
 Exchange National Bank & Exchange Trust Co., Tulsa, Okla.: "Exchange Spark."
 Fair (The), Chicago: "Buzzer."
 Famous Players-Laskey Corp., New York: "Pep."
 Faris-Walker, Los Angeles: "Clarion."
 Federal Rubber Co., Cudahy, Wis.: "Extra Service."
 Federal Shipbuilding Co., Kearney, N. J.: "Federal Shipbuilder."
 Fidelity National Bank & Trust Co., Kansas City, Mo.: "Fidelity Spirit."
 Fifth Avenue Coach Co., New York: "Bus Lines."
 Filene's Sons Co., Wm., Boston: "Echo."
 Fireman's Fund Insurance Co., San Francisco: "Fireman's Fund Record."

Firestone Tire & Rubber Co., Akron, O.: "Firestone Non-Skid."
 First National Bank & The Dollar Savings & Trust Co., Youngstown, O.: "Dollars and Sense."
 First National Bank, Portland, Ore.: "Pep."
 First National Bank, Bartlesville, Okla.: "Better Service."
 First National Bank, Tulsa, Okla.: "After Three O'Clock."
 First National Bank, Minneapolis, Minn.: "The Periscope."
 Flatbush Gas Company, Brooklyn, N. Y.: "Light."
 Fleischer, Inc., S. B. & B. W., Philadelphia: "Watchman."
 Flint Vehicle Factories Mutual Benefit Association, Flint, Mich.: "Vehicle Worker."
 Forbes Lithograph Mfg. Co., Chelsea, Mass.: "Forbes News."
 Ford Motor Co., Dearborn, Mich.: "Ford News."
 Fort Orange Paper Co., Castleton-on-Hudson, N. Y.: "Fopaco News."
 Four Wheel Drive Auto Co., Clintonville, Wis.: "Good Fellow."
 Fourth National Bank, Wichita, Kan.: "Big Fourth."
 Franklin Automobile Co., Syracuse, N. Y.: "Franklin News."
 Fuller Brush Company, Hartford, Conn.: "Fuller Bristler" and "Fuller Life."
 Gates Rubber Co., Denver, Colo.: "Pep."
 General Baking Co., New York: "Our Bond."
 General Chemical Co., New York: "General Chemical Bulletin."
 General Electric Co., Schenectady, N. Y.: "Schenectady Works News."
 General Electric Co., Philadelphia: "Switchboard Department News."
 General Electric Company, Pittsfield Works, Pittsfield, Mass.: "Current News."
 General Electric Co., Fort Wayne Works, Fort Wayne, Ind.: "Fort Wayne Works News."
 General Electric Co., Lynn, Mass.: "Lynn Works News."
 General Fireproofing Co., Youngstown, O.: "G. F. Link."
 Georgia-Alabama Power Co., Albany, Ga.: "F. & S. Bulletin."
 Georgia Railway and Power Co., Atlanta, Ga.: "Snap Shots."
 Gilbert & Barker Mfg. Co., Springfield, Mass.: "Vent."
 Gilbert Clock Co., William L., Winsted, Conn.: "Make Gilbert Better."
 Gilchrist Company, Boston: "Ace."
 Gill Co., J. K., Portland, Ore.: "Gill-O-Gram."
 Gillette Safety Razor Co., Boston: "Gillette Blade."
 Globe-Wernicke Co., Cincinnati: "Globe-Wernicke News."
 Godman Co., H. C., Columbus, O.: "Sphinx Tips."
 Goldwyn Pictures Corp., New York: "A Family Affair."
 Goodyear Tire & Rubber Co., Akron, O.: "Wingfoot Clan."
 Gossard Company, H. W., Chicago: "Gossardian."
 Grace & Co., W. R., New York: "Grace Log."
 Grand Rapids Gas Light Co., Grand Rapids, Mich.: "Service and Safety."
 Grant Co., W. T., New York: "Grant Game."
 Great Western Sugar Co., Denver, Colo.: "Sugar Press."
 Green Engineering Co., East Chicago, Ind.: "Link."
 Greene Co., H. V., Boston: "Facts." and "Pickings."
 Grinnell Company, Inc., Providence, R. I.: "Grinnell Topics."
 Groveton Paper Company, Inc., Groveton, N. H.: "Gropoico News."
 Guaranty Trust Co. of New York, New York: "Guaranty News."
 H. & B. American Machine Co., Pawtucket, R. I.: "H. & B. Bulletin."
 Halle Bros. Co., Cleveland: "Hallegram."
 Hamilton & Sons, W. C., Miquon, Pa.: "Hamilton's Dandy."
 Hamilton Woolen Co., Southbridge, Mass.: "Hamiltonian."
 Hammermill Paper Co., Erie, Pa.: "Hammermill Bond."
 Harris & Company, A., Dallas, Tex.: "Harrisonian."
 Harris-Emery Co., Des Moines, Ia.: "Tips."
 Harris, Forbes & Co., New York: "Bond."
 Harrisburg Shoe Mfg. Co., Harrisburg, Pa.: "Excelsior."
 Hartford Electric Light Co., Hartford, Conn.: "Illuminator."
 Hayes Wheel Company, Jackson, Mich.: "Hayes Wheel."
 Hays Manufacturing Co., Erie, Pa.: "Haysco Spigot."
 Heineman Co., Oscar, Chicago: "O. H. Silkworm."
 Heinz Co., H. J., Pittsburgh, Pa.: "57 News."
 Hercules Powder Co., Wilmington, Del.: "Hercules Mixer."

Hibbard, Spencer, Bartlett & Co., Chicago: "Two Bits."

Hibernia Bank and Trust Co., New Orleans, La.: "Hibernia Rabbit."

Hills Bros. Co., New York: "Oasis."

Hilo Varnish Corporation, Brooklyn, N. Y.: "Hilo World."

Hochschild, Kohn & Co., Baltimore, Md.: "Oriole."

Hollingshead Co., R. M., Camden, N. J.: "Whiz."

Holmes Co., Ltd., D. H., New Orleans, La.: "Holmes Stove News."

Home Bank of Canada, Toronto, Ont.: "Home Bank Monthly."

Home Insurance Co. of New York, New York: "News from Home."

Honolulu Iron Works, Honolulu, Hawaii: "Honiron."

Hoover Suction Sweeper Co., The, North Canton, O.: "The Hoover Newsy News."

Horne Co., Joseph, Pittsburgh: "Horne Pipe."

Horwath & Horwath, New York: "Alarm Clock."

Houghton & Dutton Co., Boston: "Beacon Light."

Hub, Baltimore, Md.: "Hub."

Hudson Co., J. L., Detroit: "Hudsonian."

Hudson Bay Company, Winnipeg, Man.: "Beaver."

Hutzler Bros. Co., Baltimore, Md.: "Tips and Taps."

Hydraulic Pressed Steel Co., Cleveland: "Hydraulic Press."

Hygrade Lamp Co., Salem, Mass.: "Hygrade Triangle."

Idaho Power Co., Boise, Idaho: "The Elektrikat."

Illinois Bell Telephone Co., Chicago: "Bell Telephone News."

Illinois Central System, Chicago: "Illinois Central Magazine."

Imperial Oil, Ltd., Toronto, Ont.: "Imperial Oil Review."

Indiana Truck Corp., Marion, Ind.: "Indiana Booster."

International Correspondence Schools, Scranton, Pa.: "The Bulletin."

Interborough Rapid Transit Co., New York: "Interborough Bulletin."

International Harvester Co., Chicago: "Tractor Interester," "Deering Main Wheel," "Webber Spoken Tongue," "The Magnet," "The Councilor," "Deering Twine Mill Review," "Bale to Ball," "Benham Fuel," "Auburn Tillage and Twine," "Rock Falls Works News," "Fifty Fifty," "Hamilton Plowman and Bulletin," "Pep," "The Sower," "Plant Doings," and "Under the Hood."

Irving-Pitt Manufacturing Co., Kansas City, Mo.: "Service."

Jantzen Knitting Mills, Portland, Ore.: "Jantzen Yarns."

Jeffrey Mfg. Co., Columbus, O.: "Jeffrey Service."

Jeffrey & McPherson Co., Minneapolis, Minn.: "Devil."

Jeffer, Inc., Frank R., Washington, D. C.: "Mirror."

Jordan Marsh Co., Boston: "Fellow Worker."

Joseph & Feiss Co., Cleveland: "Clothcraft."

Kahn Sons Co., S., Washington, D. C.: "Kahn Sun."

Kansas Gas & Electric Co., Wichita, Kan.: "Servicescope."

Karpen & Bros., S., Chicago: "Karpen Komment."

Kaufmann's, Pittsburgh: "Storagram."

Kaustine Company, Inc., Buffalo, N. Y.: "Kaustine Animator."

Keith Co., Geo. E., Campello (Brockton), Mass.: "Walk-Over Factory Prints."

Kent Owens Machine Co., Toledo, O.: "Kent Owens News."

Kimberly-Clark Co., Neenah, Wis.: "Co-operation."

King's Palace, Washington, D. C.: "King's Palace Herald."

Kohler Co., Kohler, Wis.: "Kohler of Kohler News."

Kroehler Mfg. Co., Naperville, Ill.: "Kroehler Factory News."

Ladd & Tilton Bank, Portland, Ore.: "Fifty-Niner."

Lansburgh & Bro., Washington, D. C.: "Ell-Bee."

Larkin Company, Inc., Buffalo, N. Y.: "Ourselves."

Lawrence Leather Co., A. C., Peabody, Mass.: "A. C. L."

Lawyers Co-op. Publishing Co., Rochester, N. Y.: "L. A. W. Co-op."

Leeds & Northrup Co., Philadelphia: "Recorder."

Lever Bros. Co., Cambridge, Mass.: "Lever Standard."

Liberty Mutual Insurance Co., Boston: "Bellman."

Library Bureau, Cambridge, Mass.: "L. B. File."

Lilly & Co., Eli, Indianapolis: "Lilly Balance."

Lincoln National Life Insurance Co., Fort Wayne, Ind.: "Life with the Lincoln."

Lindemann & Hoverson Co., A. J., Milwaukee, Wis.: "Lindemann Sparks."

Lloyd Manufacturing Co., Menominee, Mich.: "Lloyd Shop News."

Lockwood, Greene & Co., Boston: "Builders."
 Logan Drinking Cup Co., Worcester, Mass.:
 "Hand Clasp."
 Long-Bell Lumber Co., Kansas City, Mo.:
 "Log of Long-Bell."
 Long Island Railroad, New York: "Infor-
 mation Bulletin."
 Loose-Wiles Biscuit Co., Kansas City, Mo.:
 "Sunshine News."
 Louisville Taxicab & Transfer Co., Louis-
 ville, Ky.: "Little Journeys in a Brownie."
 Lowman & Hanford Co., Seattle, Wash.:
 "Teamwork."
 Luckey-Platt & Co., Poughkeepsie, N. Y.:
 "Mile Post."
 Lupton's Sons Co., David, Philadelphia:
 "Luptonite."
 Lynn Gas & Electric Co., Lynn, Mass.: "At
 Your Service News."
 McCallum Silk Hosiery Co., Northampton,
 Mass.: "McCallum."
 McCreery Company, James, New York:
 "McCreerian."
 McIntosh & Seymour Corp., Auburn, N. Y.:
 "Auburn Diesel News."
 McPhee & McGinnity Co., Denver, Colo.:
 "Zip Club Bulletin."
 Mass Brothers, Tampa, Fla.: "Mascot."
 MacWilliams, Wilkes-Barre, Pa.: "Mac Mus-
 ings."
 Macy & Co., Inc., R. H., New York:
 "Sparks."
 Maddock's Sons Co., Thomas, Trenton, N.
 J.: "Anchor."
 Magnolia Petroleum Co., Dallas, Tex.:
 "Magnolia Oil News."
 Malley Co., Edward, New Haven, Conn.:
 "Co-operator."
 Manheim & Mazor, Oakland, Cal.: "Search-
 light."
 Marathon Paper Mills, Rothschild, Wis.:
 "Marthon Runner."
 Marine Trust Co., Buffalo, N. Y.: "Marine
 Trust News."
 Marion Steam Shovel Co., Marion, O.: "Ex-
 cavator."
 Marsh Company, Jordan, Boston: "Fellow
 Worker."
 Massey-Harris Co., Ltd., Toronto, Ont.:
 "M-H Weekly."
 Mead Pulp & Paper Co., Chillicothe, O.:
 "Mead Cooperation."
 Menasha Wooden Ware Co., Menasha, Wis.:
 "Wooden Ware Log."
 Menter Co., Inc., New York: "Charge It."
 Merchant Shipbuilding Corp., Chester, Pa.:
 "Chester Compass."
 Merchants Heat & Light Co., Indianapolis,
 Ind.: "The Flash."
 Mergenthaler Linotype Co., Brooklyn, N. Y.:
 "Factory News."
 Metric Metal Works of American Meter Co.,
 Inc., Erie, Pa.: "Meter Dial."
 Metropolitan Life Insurance Co., New York:
 "Home Office."
 Metropolitan Life Insurance Co., New York:
 "Intelligencer."
 Michaels Stern & Co., Rochester, N. Y.:
 "Value First Messenger."
 Michigan State Telephone Co., Detroit:
 "Mouthpiece."
 Middle West Utilities Co., Chicago: "Inter-
 Company News Bulletin."
 Midwest Refining Co., Casper, Wyoming:
 "Midwest Review."
 Miller Lock Company, Philadelphia: "Miller
 Scroll."
 Millville Mfg. Co., Millville, N. J.: "M. M.
 C. News."
 Milwaukee Chair Co., Milwaukee: "Chips."
 Milwaukee Electric Railway & Light Co.,
 Milwaukee, Wis.: "Of Public Interest" and
 "Rail & Wire."
 Minute Tapioca Co., Orange, Mass.: "Min-
 ute Family News."
 Missouri, Kansas & Texas Railroad, St.
 Louis: "M., K. & T. Employees Maga-
 zine."
 Mohawk Condensed Milk Co., Chicago: "Mo-
 hawk Family News."
 Mohawk Valley Cap Factory, Utica, N. Y.:
 "Home-Spun Yarns."
 Monroe Calculating Machine Co., Orange,
 N. J.: "Micrometer."
 Montgomery Ward & Co., Chicago: "Store
 News."
 Montreal Light, Heat & Power, Consolidated,
 Montreal, Que.: "The Dual Service Bul-
 letin."
 Morgan & Wright Rubber Co., Detroit:
 "Factory Facts."
 Morris & Co., Chicago: "Morris Standard."
 Morse Co., Leopold, Boston: "Morse Mood."
 Morse Dry Dock & Repair Co., Brooklyn,
 N. Y.: "Morse Dry Dock Dial."
 Morse Twist Drill & Machine Co., New
 Bedford, Mass.: "Morse."
 Mt. Vernon-Woodberry Mills, Inc., Balti-
 more, Md.: "Mt. Vernon-Woodberry
 News."
 Mueller Mfg. Co., H., Ltd., Sarnia, Ont.:
 "Mueller International News."
 Municipal Service Co., Philadelphia: "Mu-
 nicipal Service Co. Bulletin."
 Mutual Oil Co., Kansas City, Mo.: "Mu-
 tual End Points."
 Namm, A. I., & Son, Brooklyn, N. Y.:
 "Nammson News."
 Narragansett Electric Lighting Co., Provi-
 dence, R. I.: "Nelco News."

National Acme Co., Cleveland: "Namco Eagle."

National Biscuit Co., New York: "N. B. C."

National Blank Book Co., Holyoke, Mass.: "Nationalite."

National Cash Register Co., Dayton, O.: "NCR News."

National City Bank of New York, New York: "Number Eight."

National Lamp Works of the G. E. Co., Cleveland: "National-lite."

National Malleable Castings Co., Cleveland: "Naco News."

National Tube Co., Pennsylvania Works, Pittsburgh: "Pennsylvania Booster."

Nebraska Power Co., Omaha, Neb.: "Flash."

Nekoosa Edwards Paper Co., Port Edwards, Wis.: "Nepco Bulletin."

Nettleton Co., A. E., Syracuse, N. Y.: "Nettleton Association News."

Newark Shoe Stores, Newark, N. J.: "Newark Family."

New Bedford Gas & Edison Light Co., New Bedford, Mass.: "Electrogas."

New Departure Manufacturing Co., Bristol, Conn.: "New Departure News."

New England Power Co., Worcester, Mass.: "Contact."

New England Telephone & Telegraph Co., Boston: "Telephone Topics."

New World Life Insurance Co., Spokane, Wash.: "Neworlder."

New York Central Lines, New York: "New York Central Lines Magazine."

New York Edison Co., New York: "Edison Weekly."

New York Railways Company, New York: "New York Railways Employees Magazine."

New York Telephone Co., New York: "Telephone Review."

Northern Ohio Traction & Light Co., Akron, O.: "The Northern Light."

Northwestern Fruit Exchange, Seattle, Wash.: "Skookum Grower."

Northwestern Mutual Life Insurance Co., Milwaukee: "Life Lines."

Northwestern National Bank, Minneapolis, Minn.: "Big Drum."

Norton Company, Worcester, Mass.: "Norton Spirit."

O'Connor Moffatt & Co., San Francisco: "Ocomo News."

Oakley Chemical Co., New York: "Review of Month."

Office Specialty Mfg. Co., Ltd., Toronto, Ont.: "Office Specialty."

Ohio Brass Co., Mansfield, O.: "O-B Observer."

Ohio Lamp Division of the National Lamp Works, Warren, O.: "Lightning Bug."

Ohmer Fare Register Co., Dayton, O.: "Ohmer Fare Register."

Oklahoma Gas & Electric Co., Enid, Okla.: "Sparks and Flashes."

Oklahoma Gas & Electric Co., Oklahoma City, Okla.: "The Oklahoma Meter."

Olds Motor Works, Lansing, Mich.: "Oldsmobile Pacemaker."

Oliver Typewriter Co., Chicago: "Oliver News."

Oppenheim, Collins & Co., New York: "O. C. Topics."

Ostby & Barton Co., Providence, R. I.: "O-B News."

Otterbein Press, Dayton, O.: "Pepper Pod."

Oxweld Acetylene Co., Newark, N. J.: "Oxweld Sparks."

Pacific Gas & Electric Co., San Francisco: "Pacific Service Magazine."

Pacific Mills—Cocheco Dept., Dover, N. H.: "Cocheco Chats."

Pacific Mill—Hampton Mills Dept., Columbia, S. C.: "Spinner."

Pacific Mutual Life Insurance Co., Los Angeles, Cal.: "Pacific Mutual News."

Pacific Oil Co., San Francisco: "Record."

Pacific Power & Light Co., Portland, Ore.: "Pacific Power & Light Co. Bulletin."

Pacific Telephone & Telegraph Co., San Francisco: "Pacific Telephone Magazine."

Palmer Mill, Three Rivers, Mass.: "Palmer Mill Yarns & Fabrications."

Palmolive Company, Milwaukee: "Palmolivever."

Parker-Bridget Co., Washington, D. C.: "P. B. News."

Parker-Young Co., Lincoln, N. H.: "Pycolo."

Penn & Ohio Elec. Co., Youngstown, O.: "Pennsylvania-Ohio Elec. News."

Penney, J. C., Company, New York: "Dynamo."

Penn Public Service Corporation, Johnstown, Pa.: "Penn Public Bulletin."

Pennsylvania System (Central Region), Philadelphia: "Pennsylvania News."

Pennsylvania Railroad Co., Philadelphia: "Information."

Pennsylvania Railroad System, Philadelphia: "Mutual Magazine."

Peoples Gas Light & Coke Co., Chicago: "Peoples Gas Club News."

Periodical Publishers' Service Bureau, Inc., New York: "Just Between Ourselves."

Phoenix Knitting Works, Milwaukee: "Phoenixian."

Philadelphia Company & Affiliated Corp., Pittsburgh: "Public Service."

Philadelphia Electric Co., Philadelphia: "Bulletin" and "Current News."

- Pierce, S. S., Company, Boston: "S. S. P. Letter."
- Piggly Wiggly Corporation, Memphis, Tenn.: "Turnstile."
- Pillsbury Flour Mills Co., Minneapolis, Minn.: "Carry On."
- Plaut, L. S., & Co., Newark, N. J.: "Honey Comb Briefs."
- Portland Railway, Light & Power Co., Portland, Ore.: "Watts Watt."
- Proctor & Gamble Co., Ivorydale, O.: "Moonbeams."
- Public Service Co. of Northern Illinois, Chicago: "P. S. Co. of No. Ill. News."
- Puget Sound Power & Light Co., Seattle, Wash.: "Puget Sound Electric Journal."
- Pure Oil Co., Columbus, O.: "Pure Oil News."
- Railway & Industrial Engineering Co., Greensburg, Pa.: "Rieco News."
- Rand Co., North Tonawanda, N. Y.: "All of Us."
- Rauh & Mack Shirt Co., Cincinnati, O.: "Macksims."
- Reed & Prince Mfg. Co., Worcester, Mass.: "Reprinco Bulletin."
- Remy Electric Co., Anderson, Ind.: "Remy Clan."
- Renfrew Mfg. Co., Adams, Mass.: "Renfrew Review."
- Reo Motor Car Co., Lansing, Mich.: "Reo Spirit."
- Retail Credit Company, Atlanta, Ga.: "Inspection News Bulletin."
- Richardson Co., Cincinnati: "Mutual Aid."
- Rochester Gas & Electric Corporation, Rochester, N. Y.: "Gas and Electric News."
- Rochester Trust & Safe Deposit Co., Rochester, N. Y.: "Rochester Trust News."
- Rockingham County Light & Power Co., Portsmouth, N. H.: "The Generator."
- Roos Brothers, Inc., San Francisco: "Courtesy Chain."
- Royal Bank of Canada, Montreal, Que.: "Royal Bank Magazine."
- St. Paul Gas Light Co., St. Paul, Minn.: "Current Gas."
- Saenger Amusement Co., New Orleans, La.: "Saenger Humdinger."
- Samuel Stores, Inc., New York: "Pepper Box."
- San Diego Consolidated Gas & Electric Co., San Diego, Cal.: "Glow."
- Santa Fe Railroad Co., Chicago: "Ticket Agent Talks," "Santa Fe Magazine."
- Sayles Finishing Plants, Inc., Sayesville, R. I.: "Sayles News."
- Scholl Manufacturing Co., Chicago: "Scholl Topics."
- Schoonmaker & Son, John, Newburgh, N. Y.: "Lightnin'."
- Schuster Co., Edward, Milwaukee: "Keeping in Touch."
- Schwab & Sons Co., R. J., Milwaukee: "Gilt Edge-Ings Home Edition."
- Scovill Mfg. Co., Waterbury, Conn.: "Scovill Bulletin."
- Scruggs-Vandervoort-Barney Dry Goods Co., St. Louis: "Topics."
- Seabrook Farms Co., Bridgeton, N. J.: "Seabrooker."
- Seng Company, Chicago: "Seng News."
- Shepard Electric Crane & Hoist Co., Montour Falls, N. Y.: "Shepard News."
- Shepard Stores, Boston: "Shepard News."
- Shriner-Johnson Co., Sioux Falls, S. D.: "Store News."
- Simplex Wire & Cable Co., Boston: "Simplex Spirit."
- Snellenburg & Company, N., Philadelphia: "Tips & Topics."
- Sophia Hair Stores Co., New York: "Among Ourselves."
- Southern Bell Tel. & Tel. Co., Atlanta, Ga.: "Southern Telephone News."
- Southern Public Utilities Co., Charlotte, N. C.: "Southern Public Utilities Magazine."
- Southwark National Bank, Philadelphia: "Southwark."
- Spang, Chalfant & Co., Etna, Pa.: "Welder."
- Sperry & Hutchinson Co., New York: "Sperry Service."
- Sprague Electric Works of General Electric Co., New York: "Sprague Electric Works."
- Sprague Electric Works of the General Electric Co., Bloomfield, N. J.: "Link."
- Square D. Cmpanoy, Detroit: "Square D. Tales."
- Staley, A. E., Mfg. Co., Decatur, Ill.: "Staley Journal."
- Standard Bond & Investment Co., Chicago: "Crusader."
- Standard Oil Company, San Francisco: "Among Ourselves."
- Standard Oil Co. of Indiana, Chicago: "Stanolind Record."
- Standard Sanitary Mfg. Co., New Brighton Works, New Brighton, Pa.: "Official Bulletin."
- Stanley Works, New Britain, Conn.: "Stanley Workers."
- Studebaker Corp., South Bend, Ind.: "Studebaker Co-operator."
- Superior Sheet Steel Co., Canton, O.: "Superior Sheet."
- Steel & Tube Co. of Amer., Mark Zanesville Plant, Zanesville, O.: "Mark Men's Monthly."
- Steger & Sons Piano Mfg. Co., Chicago: "Steger Magazine."
- Stetson, John B., Co., Philadelphia: "Hat Box."

- Stewart Dry Goods Co., Louisville, Ky.: "Stewart Co-Optimist."
- Stone-Ordean-Wells Co., Duluth, Minn.: "Cheer-Up."
- Strathmore Paper Company, Mittineague, Mass.: "Strathmorean."
- Stone & Webster, Inc., Boston: "Stone & Webster Journal."
- Strawbridge & Clothier, Philadelphia: "Store Chat."
- Superior Sheet Steel Co., Canton, O.: "Superior Sheet."
- Swift & Company, Chicago: "Buzzar" and "Swift Arrow."
- Tenney & Co., Charles H., Boston: "Tenney Service."
- Texas Co., Houston, Tex.: "Texaco Star."
- Thompson Yards, Inc., Minneapolis: "Upper Cuts."
- Tide Water Oil Co., New York: "Tide Water Topics."
- Tiffany Clothing Mfg. Co., Springfield, Mass.: "Tiffany Topics."
- Toledo Edison Co., Toledo, O.: "Sparks."
- Transcontinental Oil Co., Pittsburgh: "Marathon Runner."
- Travelers Insurance Co., Hartford, Conn.: "Travelers Beacon."
- Traxler Co., Louis, Dayton, O.: "Traxology" and "Traxology, Jr."
- Tribune Company, Chicago: "Trib."
- Tri-State Telephone & Telegraph Co., St. Paul, Minn.: "Tri-State Emblem."
- Trumbull Elec. Mfg. Co., Plainville, Conn.: "Inside the Circle."
- Turner Construction Co., New York: "Mixer."
- Tyler Company, W. S., Cleveland: "Tyler Magazine."
- Union Bank of Canada, Winnipeg, Manitoba: "Union Bank Monthly."
- Union Carbide Co., Niagara Falls, N. Y.: "Topping Pot."
- Union Electric Light & Power Co., St. Louis, Mo.: "Wire & Pipe."
- United Alloy Steel Corporation, Canton, O.: "United Clan."
- United Cigar Stores Co. of America, New York: "United Shield."
- United Gas Improvement Co., Philadelphia: "U. G. I. Circle."
- United Railways & Electric Co. of Baltimore, Baltimore: "Trolley Topics."
- United States Aluminum Co., New Kensington, Pa.: "Aluminum Reflector."
- United States Envelope Co., Worcester, Mass.: "Hand Clasp."
- United States National Bank, Portland, Ore.: "U. S. Crab."
- United States Rubber Co., New York: "Between Us."
- U. S. Smelting, Refining & Mining Co., Midvale, Utah: "Ax-I-Dent-Ax."
- Universal Portland Cement Co., Buffington, Ind.: "Universal Safety Bulletin."
- Universal Winding Co., Providence, R. I.: "Universal Windings."
- Utah Copper Co., Garfield, Utah: "Porphyry."
- Utica Gas & Electric Co., Utica, N. Y.: "Utica Gas & Electric News."
- Utah-Idaho Sugar Co., Salt Lake City, Utah: "Cossette."
- Van Raalte Co., New York: "Van Raalte Vanguard."
- Vanity Fair Silk Mills, Reading, Pa.: "Vanity Fair Events."
- Virginia Railway & Power Co., Richmond, Va.: "Public Service News."
- Wabash Valley Electric Co., Clinton, Ind.: "Volts."
- Wadsworth, Houland & Co., Inc., Boston: "Bay Stater."
- Waldorf System, Inc., Boston: "Waldorf Window."
- Wales Adding Machine Co., Wilkes-Barre, Pa.: "Wales Visible."
- Walworth Mfg. Co., Boston: "Walworth Craftsman."
- Warner Hardware Co., Minneapolis: "War-not-Knot."
- Wayne Knitting Mills, Fort Wayne, Ind.: "Ravlings."
- Wayne Oil Tank & Pump Co., Fort Wayne, Ind.: "Wayne Winner."
- Weinstock, Lubin Co., Sacramento, Cal.: "Co-operator."
- West Coast Life Insurance Co., San Francisco: "Pioneer."
- Western Electric Co., New York: "Western Electric News."
- Western Maryland-City Dairies, Baltimore: "Milk Bottle."
- Western States Gas & Electric Co., Stockton, Cal.: "Fumes & Flashes."
- Westinghouse Air Brake Co., Wilmerding, Pa.: "Wabco News."
- Westinghouse Electric & Manufacturing Co., East Pittsburgh, Pa.: "Westinghouse Electric News."
- Westinghouse Lamp Company, New York: "Light Touches."
- West Penn. Power & Railway Co., Pittsburgh: "West Penn. Magazine."
- Western Clock Co., La Salle, Ill.: "Tick Talk."
- Wetherby-Keyser Shoe Co., Los Angeles, Cal.: "Foot Prints."
- Wiscasset Mills Co., Albemarle, N. C.: "Windemere Watchman."

Whitaker Paper Co., Cincinnati: "Pep-O-Grafs."	Winchester Repeating Arms Co., New Haven, Conn.: "Winchester Record."
Whitall, M. J., Worcester, Mass.: "Whitall Shuttle."	Wisconsin Public Service Co., Milwaukee: "Together."
White Co., R. H., Boston: "White Star."	Worcester Electric Light Co., Worcester, Mass.: "Live Wire."
White Motor Co., Cleveland: "White Book."	Worthington Pump & Machinery Corp., Holyoke, Mass.: "Deane News."
Whitin Machine Works, Whitinsville, Mass.: "Whitin Spindle."	Yale & Towne Mfg. Co., Stamford, Conn.: "Yale Panel."
Whiting & Davis Co., Plainville, Mass.: "Wadco News."	Yawman & Erbe Manufacturing Co., Rochester, N. Y.: "Y. & E. News."
Whitman & Son, Stephen F., Philadelphia: "Messenger-Link."	Yellow Cab Mfg. Co., Chicago: "Yellow Cab Factory News."
Wieboldt & Company, W. A., Chicago: "W. C. A. News."	Yellow Cab Co., Chicago: "Taxigram" and "Live Miles."
Williamson Heater Co., Cincinnati: "Williamson News."	Youngstown Sheet & Tube Co., Youngstown, O.: "Youngstown Sheet & Tube Bulletin."
Wilson & Company, Chicago: "Wilsonian" and "Certified News."	Ziegler Co., George, Milwaukee: "Good Fellowship News."

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The Chicago Tribune Syndicate, Chicago, Ill.

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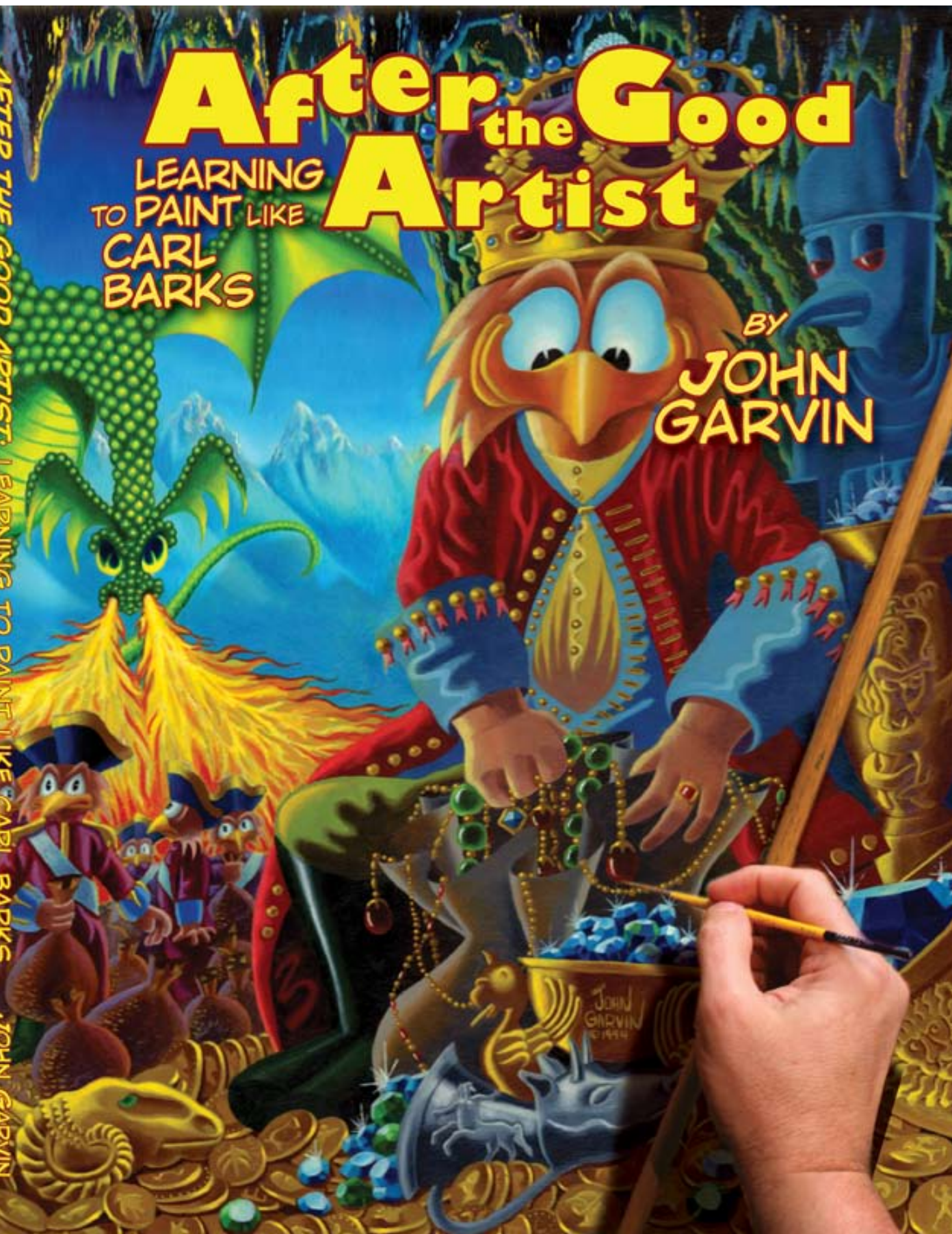


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About the Author

Charles Nelson Landon was born in Norwalk, Ohio, in 1878. Beginning in 1900 he spent twelve years with *The Cleveland Press*, producing -- according to his own promotional materials -- more than 10,000 drawings “including cartoons based upon politics, news events, sports and many other types of comics.” Assignments included travel to the major political conventions to create caricatures. During his last five years at the *Press* he managed the art department, which is where he learned to develop new talent. Later he became the art director of the Newspaper Enterprise Association, one of the largest syndicates of its day. And later still, the art editor of Hearst’s *Cosmopolitan* in New York City. In 1909 Landon founded the *The Landon School of Illustrating and Cartooning*. Landon was a member of the Newspapers Cartoonists’ Association of Cleveland, and published at least one book -- a signed, limited edition portfolio of caricatures titled *Clevelanders: “As We See ‘Em”* in 1904. Roy Crane remembered Landon as a “pipe-voiced man who favored selected sartorial elegance like celluloid cuffs and spats.”⁴⁴ Landon died in Cleveland on May 17, 1937, at the age of 59. He is buried in his hometown at the Woodlawn Cemetery.⁴⁵

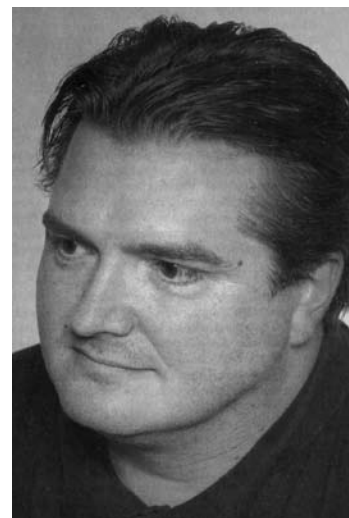


About the Editor

John Garvin is an artist, designer, and writer who has been working in the video game industry for seventeen years. Currently he is the Creative Director and co-Studio Director at Bend Game Studio, a division of Sony Computer Entertainment America. He is the creative director of several award winning games, including *Syphon Filter: Dark Mirror* and *Syphon Filter: Logan’s Shadow*. Garvin has been an artist, designer, writer and director on the Syphon Filter series since *Syphon Filter 1*, released on the Playstation in 1999. Garvin also designed, wrote and directed *MissionForce: Cyberstorm* for Dynamix.

Also a cartoonist, Garvin has drawn comic books and strips for over forty years. Active during the “great black and white explosion” of the 1980s, Garvin published Featherton Fowl strips in *Cerebus*, *The Comics Buyer’s Guide*, and *The Barks Collector*, as well as publishing a series of small-press independent comics like *In A Rut Comics*. For the past thirty years Garvin has been working on a series of “funny animal” oil paintings, exploring the genre pioneered by Carl Barks.

Garvin obtained his MA in English Literature from the University of Oregon in 1989. He has written numerous articles on comics, video games, and Carl Barks, including a series of articles discussing Barks’s paintings. His interest in Landon began as part of research for a book he is writing on Barks. More of Garvin’s work can be seen at:



www.johngarvin.com