

Moore Declares State Weekly Newspapers Showing Progress

(Continued from first page)

prise for the committee on arrangements which had feared that the talk of hard times might cut down the attendance.

W. Carey Dowd, Jr., president of the North Carolina Press Association, who presided over the sessions, declared that the institutes had improved from year to year and that this had been "one of the most constructive, instructive and beneficial yet held." He also commended the new management of the Carolina Inn, which was headquarters and the University committee that cooperated with the committee from the Press Association in arranging the program.

Jim Barrett, Brevard publisher, extended to the Press Association an invitation to hold its summer meeting in the mountain town. The editors would be given the honor of being the first guests to occupy the new Franklin hotel there, Mr. Barrett said. The invitation was referred to the executive committee for decision.

There was passed a resolution to invite the National Editorial Association to hold its 1931 convention in Asheville.

A resolution to appoint a committee of five, three from the weekly papers and one member and one non-member of the A. B. C., to make a study of standardization of auditing methods for North Carolina newspapers, was proposed by Lee B. Weathers of Shelby, and adopted.

"Although North Carolina is showing 50 per cent more profits per weekly newspaper than the average for the South Atlantic states and 8.3 percent net profit as against only 5.5 percent for the South Atlantic section, she is still below the average for the United States which, in net profits, is 9.9 percent," Mr. Moore declared.

Mr. Moore gave his reasons for the progress of North Carolina as shown by the survey. Subscription collections have been much better than the average in the South Atlantic states, he said, and a greater amount of commercial printing has been sold at a good margin of profit.

It has also been shown that mechanical work has been done at a cost slightly lower than the average for the South Atlantic section. The payroll is 1.8 percent lower than for the section, although above the average for the country.

"A real subscription building campaign based upon the merits of the papers would be a good thing," Mr. Moore said the survey showed. "The advertising rate is low and apparently requires some attention. North Carolina should be a good field for national advertisers.

"Our study shows that about \$10,000 is invested in the average weekly newspaper, and about \$12,000 represents the average receipts. The average advertising rate is 26 cents an inch. The return on the investment is 10.8 percent. New subscribers are being added at the rate of 81 per year compared with 105 for the nation.

"Sport pages and local school columns were suggested as excellent methods of increasing circulation. It would be well worth while to publish bridge scores which only one paper in fifty now does," he said.

A brief but inclusive daily study of the accounts in all department is absolutely necessary, accompanied by daily and monthly reports of subscriptions, cash, and advertising, Mr. Meriwether said in his address. For advertising, the old-fashioned ledger is best.

Among others who made talks were Larry S. Kelly, chairman of the country newspaper department of the American Association of Advertising Agents, who urged a circulation audit for the benefit of the national advertisers; General M. D. Bryan, of Bryan, Griffith and Brunson, New York advertising agency, and A. O. Hoefeld, North and South Carolina representative of the Campbell-Ewald Company.

Mass Sunday

Mass will be held Sunday morning at 8:30 in the Y. Father O'Brian from Durham will conduct the ceremony.

M., Kappa Sigma; Creech, J. A., Phi Delta Chi; Credle, B. L., 20 Steele; Crew, S. E., Phi Gamma Delta; Crossen, Helen J., Spencer Hall; Crowson, C. A., Phi Gamma Delta; Curl, A. O., 214 Grimes; Currie, J. A., 306 McAuley Street; Curry, C. S., Kappa Psi; Curtis, W. R., 3 Pettigrew;

Dalton, C. C., 5 Pettigrew; Daniel, E. C., Phi Delta Theta; Daughtridge, Nlyss, 203 Grimes; Davis, G. T., 316 Aycock; Davis, J. O., 6 Klutz; Davis, R. W., 9 Klutz; Davis, R. D., Phi Gamma Delta; Deans, E. V., 106 O. W.; Deans, J. L., 215 Vance Street; Dellinger, F. G., 211 O. W.; Dickie, C. S., 210 Pittsboro; Dickinson, J. L., Miss Pickens; Dixon, J. G., 407 Manly; Dixon, W. N., Pi. K. Phi; Douglass, A. E., 110 O. E.; Dozier, J. S., Phi Gamma Delta; Drasner, Jacob, 208 Everett; Dudley, L. A., 1 Steele; Duls, J. M., 206 Grimes;

Eagles, R. L., 208 Pritchard Avenue; Edwards, K. F., 12 Strowd; Edwards, T. H., Delta Theta Phi; Edwards, W. E., 315 Pittsboro Street; Etheridge, C. C., 211 Pittsboro Street; Etheridge, Webb, 210 Pritchard Avenue;

Farrell, F. W., Sigma Zeta; Farrell, Robert, 4 Pettigrew; Ferguson, E. B., 211 O. E.; Figgat, W. B., 111 Battle; Finch, H. C., Kappa Sigma; Fleming, S. W., 306 Grimes; Fleming-Jones, McB., 201 Everett; Flowers, W. A., 217 Aycock; Flusser, B. A., 302 Everett; Flynt, R. H., 111 Berman Court; Folger, M. G., 105 Everett; Fountain, J. E., Archer House;

Fox, P. P., 220 McAuley Street; Frazer, B. B., Sigma Zeta; Freeman, G. D., 8 Vance; Frisby, E. F., 10 Strowd; Fussell, L. H., 223 E. Rosemary Lane;

Gaither, M. Z., Pi Kappa Phi; Galland, H. J., 207 Smith; Garland, P. W., A. T. O. House; Garrison, R. B., 215 Henderson St.; Gartzman, Henry, 210 Everett; Gay, Chas. H., 208 McAuley St.; Geiger, J. F., 302 O. E.; Glascock, T. A., Theta Chi; Glenn, C. A., 316 Graham; Goodman, J. V., 205 Mangum; Goodridge, Noah, S. A. E. House; Goodson, J. M., 302 O. E.; Grant, J. S., 35 Steele; Grantham, N. B., Phi Delta Theta; Greenblatt, Milton, 304 Lewis; Greene, R. C., 25 Steele; Griffin, D. McL., 109 Grimes; Griffin, W. H., Phi Delta Theta; Griggs, C. F., 402 E. Franklin St.; Grindstaff, H. F., 407 Mangum; Gupton, L. I., Phi Sigma Kappa; Gurganus, G. A., 105 Grimes; Gutherie, C. G., 1 Battle.

Ham, F. B., Kappa Psi; Hamer, J. B., 315 Everett; Harper, W. B., Y.M.C.A.; Harrell, R. H. S., 209 Graham; Harris, J. C., 110 Mangum; Harris, W. E., 116 E. Rosemary Lane; Hayes, W. M., 319 Everett; Henderson, Peter L., 111 Lewis; Henry, C. H., 9 Battle; Hinkle, W. L., Alpha Lambda Tau; Hinton, G. R., 202 O. W.; Hocutt, J. I., 2 Strowd; Hodges, H. B., 109 Grimes; Hodges, R. T., 305 Manly; Holder, C. R., 218 Aycock; Holland, Y. L., 413 Manly; Hoover, W. L., 7 Pettigrew; Horne, J. R., 403 Ruffin; Hovis, R. A., 306 McAuley St.; Howard, W. A., Phi Gamma Delta; Howe, C. K., 118 Aycock; Huff, R. D., 306 Carr; Huffman, E. E., Alpha Chi; Hunter, S. B., Jr., 11 Battle; Huskins, J. F., 1 Battle; Huss, K. W., 304 Carr; Hutchinson, J. C., 143 E. Rosemary La. Jackson, Cooper, 118 Mallette St.; Jackson, P. R., 204 Carr;

Institute Notes

Around the wall in the ballroom at the Carolina Inn, headquarters for the Newspaper Institute, there are 117 different newspapers, published by the members of the North Carolina Press Association. Of this group, 90 are weeklies and 27 are daily publications.

Arranged alphabetically, the titles of the papers represent the best in North Carolina journalism. Among the most prominent of the dailies are to be found the well-known Raleigh News and Observer, the Asheville Times and the Asheville Citizen, the Charlotte Observer, the Greensboro Daily News, the Fayetteville Observer and the Wilmington Star-News.

The weekly papers, each of which has figured prominently in making the history of the section which it serves, have among their number a group of periodicals whose influence and popularity are the envy of their big brothers of the daily press. In content and appearance they are a source of pride to their publishers, many of whom are

Jarman, W. H., 218 Rosemary Lane; Johnson, C. B., 131 W. Rosemary Lane; Johnson, T. B., 211 Pittsboro St.; Johnson, T. L., S.P.E. House; Jones, H. W., Phi Sigma Kappa; Joyner, J. B., Alpha Chi Sigma.



EYES CORRECTLY FITTED
W. B. SORRELL

DR. R. R. CLARK
Dentist
Over Bank of Chapel Hill
Phone 6251

attending the institute.

Practically every section of the state that is represented on the roll of the University has its paper in this group.

It was rather surprising to see such an oldish looking man take out one of these new-fangled "dry-smoke" holders for his cigarette. But then, he is an unusual character—J. W. Noell, the publisher and editor of the Roxboro Courier.

He and his paper are individual, since for 45 years the Courier and its owner have not been separated. A native of Graham in Alamance county, Mr. Noell took up newspapering as a boy. Now, since the death of his brother, who was joint owner, he still continues to publish one of the best rural weeklies in North Carolina.

A Special Bargain

on

1 Lot of Steel, Double-Decked Beds Reworked and Repainted with Mattresses

Special Values

to

Fraternities, Boarding Houses, etc., or Sales Singly

SEE SAMPLES ON DISPLAY

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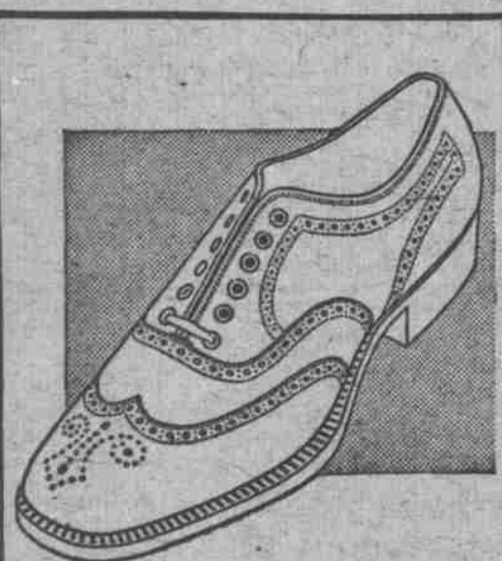
University Building Department
(Behind Phillips Hall)

Directory Changes

(Continued from first page)

Mallette Street; Blackwelder, Miss Ruth, 301 Hillsboro Street; Blackwood, I. S., 220 E. Rosemary Lane; Blair, S. R., 20 Steele; Boucher, G. P., Phi Gamma Delta; Boyce, O. D., 102 O. W.; Boyd, H. A., Pi Kappa Phi; Brawley, C. H., Pi Kappa Phi; Bremer, T. W., 405 Ruffin; Brick, Sidney, 209 Lewis; Brodie, B. T., 131 Rosemary Lane; Brooks, A. L., D. K. E. house; Brooks, L. V., Sigma Delta; Brown, B. H., Phi Gamma Delta; Brown, V. L., 6 Klutz; Bryan, N. E., Sigma Zeta; Bryson, Holmes, Jr., Beta Theta Pi; Bullard, C. F., 3 Pettigrew; Bunch, L. E., Phi Delta Chi; Butitta, A. J., 306 Everett.

Cain F. C., 17 Steele; Cameron, E. A., 216 E. Rosemary Lane; Cameron, M. T., 8 Battle; Campbell, C. L., 111 Berman Court; Campen, T. B., Y. M. C. A.; Cannon, C. M., 103 Smith; Caraway, G. D., 13 Klutz; Carr, C. S., Archer House; Carter, P. S., St. Anthony Hall; Chandler, S. McV., Sigma Chi; Chase, L. A., 404 Hillsboro Street; Chatham, R. H., D. K. E.; Clark, C. B., Pi Kappa Alpha; Click, H. F., Phi Sigma Kappa; Clinard, J. W., Jr., Phi Gamma Delta; Cline, M. L., Kappa Psi; Cole, G. F., 3 Pettigrew; Conklin, D. R., 11 Vance; Constantine, C. W., Archer House; Cordle, T. L., 227 Pittsboro Street; Cozart, S.



From sturdy Scotch Grain walking shoes to lightest dancing pumps, every pair of John Wards is built of finest leather. \$7 and \$9.

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"Blue Ribbon Brand"

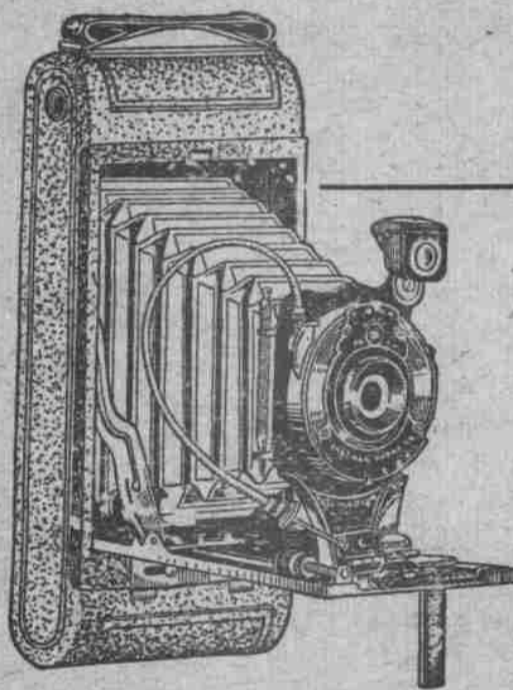
ICE CREAM

DURHAM, N. C.

BLOCKS

"Won its Favor-by its Flavor"

PUNCH



KODAKS
LOANED
FREE!

NO RENTAL — NO DEPOSIT
10-Hour Service on

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Foister Photo Company

Film on Sale Sundays at Gooch's and Carolina Confectionery
Other Days, Get Kodaks and Film

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Students' Supply Store

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"Remember the Day With Snap-Shots"

