

Gannetteer

AUGUST • SEPTEMBER 1964

A Magazine for Staff Members of Gannett Newspapers, Radio Stations and Television Stations. 505 Gannett Newspapers Building, Rochester, N. Y. 14614.



TODAY'S COMICS

—A Roundup Beginning
on Page 14

Graham to Ithaca as business manager

JAMES S. GRAHAM of Park Forest, Ill., will become business manager of the Ithaca Journal on Sept. 8. Louis S. Pickering, general manager, has announced.

Graham has been on the sales staff of the Chicago office of Gannett Advertising Sales, Inc., since 1961. He was formerly with the Danville (Ill.) Commercial-News.

Graham, 41, was born in Freeport, Ill. He received the B.A. degree in journalism from the University of Illinois in 1949 and was business manager of the Daily Illini, the university newspaper, in his senior year.

His newspaper experience also includes 21 months as an apprentice printer on the Dixon (Ill.) Evening Telegraph.

He joined the Danville Commercial-News in 1949 as a retail advertising salesman and two years later became manager of general advertising. He was appointed promotion manager in 1956.

He served as chairman of the Planning and Sales Committee of Illinois Daily Newspaper Markets, a state-



James S. Graham

wide organization, and attended an American Press Institute advertising seminar at Columbia University.

At Gannett Advertising Sales in Chicago Graham handled its retail division, work which involved sales contacts with the national offices of such retail chains as Montgomery Ward, S. S. Kresge, and Sears, Roebuck.

He was publicity chairman of the Chicago Chapter of the American Association of Newspaper Representa-

tives and a member of its new-business committee.

During World War II, he served 32 months in the Pacific Theater as a cryptographer with the Fifth Air Force.

When he was in Danville, Graham was a member of the Chamber of Commerce, Danville Industrial Club, the lay advisory board of St. Elizabeth's School of Nursing, Knights of Columbus, Elks, and Toastmasters Club. He was on the board of Junior Achievement and held several posts with Danville's United Fund.

In Park Forest he has worked with the United Fund and was chairman of memorial gifts in a fund drive for St. Irenaeus Church.

He and Mrs. Graham have two children—Steven, 9, and Susan, 7.

The Cover

MISS LORRAINE GILLILAND, a statistician in Democrat and Chronicle circulation at Rochester, examines Sunday comic sections from several Gannett newspapers in this camera study by Peter B. Hickey, director of photography of the Rochester newspapers. Hickey's color photo was processed for offset use by the Klischograph department of the Ithaca Journal.



THE GANNETTEER

AUGUST-SEPTEMBER • 1964

ISSUED BY

GANNETT CO., INC.

Gannett Newspapers Building
Rochester, N. Y. 14614

Joseph N. Freudenberger, Gannetteer Editor



Contributions to The Gannetteer
may be submitted through any
of these correspondents:

The Rochester Times-Union George Kimball

The Rochester Democrat and Chronicle
..... Dave Simms

The Hartford (Conn.) Times John Dowd

The Elmira Star-Gazette and Advertiser
..... Nancy Furman Van Houten

The Elmira Sunday Telegram
..... Nancy Furman Van Houten

The Utica Observer-Dispatch Phil Spartano

The Utica Daily Press Ed Ruffing

The Ithaca Journal James P. Dougherty

The Newburgh-Beacon Evening News . Ruth Valenti

The Saratoga Springs Saratogian
..... Mrs. Marie J. Whitford

The Plainfield (N. J.) Courier-News
..... Stewart W. Smith

The Malone Evening Telegram Harold Brown

The Danville (Ill.) Commercial-News Barbara Traynor

The Binghamton Evening Press Dor Smith

The Niagara Falls Gazette Sal DeVivo

The Camden (N. J.) Courier Post . Virginia W. Wilton

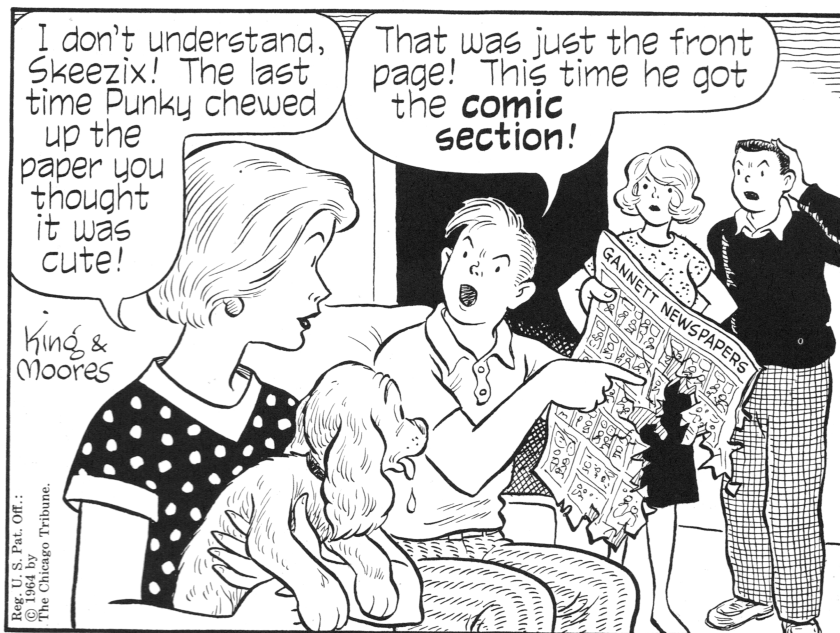
WHEC/AM-TV, Rochester, N.Y. . . Barbara Johnson

WINR/AM-TV, Binghamton, N.Y. Dor Smith

WREX-TV, Rockford, Ill. Ron Voigt

WDAN, Danville, Ill. Mary Sumila

The Gannett Group includes also the ten news-
papers of the Westchester-Rockland Group.



Original drawings available

CARTOONS used to illustrate this issue of The Gannetteer are available on request for promotion departments of individual newspapers in the Group. Thanks to the syndicates and to the artists creating the drawings is hereby publicly expressed. Articles on modernized comic pages begin on Page 15.



HOW COMICS HAVE CHANGED

38 NIAGARA FALLS GAZETTE
Wednesday, July 1, 1964

J. F. Cooper's Works

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SIDE GLANCES



TIZZY

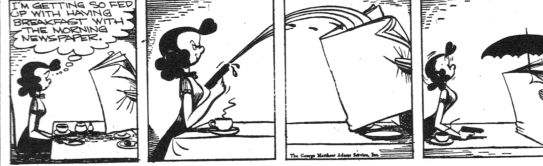


28 Color Comics
In the Sunday Gazette

LIT ABNER



SMITH FAMILY



SHORT RIBS



STEVE ROPER



KERRY DRAKE



MICKEY FINN



PRISCILLA'S POP



CAPTAIN EASY



JOHNNY HAZARD



ASTROLOGY

By Sydney Omar

FOR THURSDAY, JULY 1

"The wise man controls his destiny." Astrology points the way.

ARIES (Mar. 21-Apr. 19): Prepare for action. Ideas will be "acted upon." There is a travel, change, consultation with one on the move indicated. Display versatility. Accept challenge. And remember to smile!

TAURUS (Apr. 20-May 20): Your viewpoint may be obscured. But this only a temporary condition. Financial backing due. Cycle begins to move up. Become familiar with one who works behind the scenes.

GEMINI (May 21-June 20): Be wary of speed. Attitude should be "slow but sure." Don't attempt to rush project. Heed advice of friend. Don't pride stand in way of solid accomplishment.

CANCER (June 21-July 22): One who is supposed to protect your interests takes day off. Means be alert, ready for "emergency call." Surprise. One situation developing which will require personal attention.

LEO (July 23-Aug. 22): Good lunat aspect highlights knowledge, answers to perplexing questions. Take time to survey situation. Member of opposite sex means well. But actions may tell another story.

VIRGO (Aug. 23-Sept. 22): Higher-ups want results. But you must wait until you get agreement in writing. Don't give in to temptation where money is concerned. Impulsive action proves costly. Please wait!

LIBRA (Sept. 23-Oct. 22): Results of past efforts bear fruit. Those you respect due to pay compliments. Do more listening than talking. Hold off on new project. Obtain valuable hint from today's Virgo message.

SCORPIO (Oct. 23-Nov. 21):

GENERAL TENDENCIES: Those who favor change will out over faction which advocates "standing still."

Man in New World
Tule Springs, Nev., is one of the few sites with radio-carbon dates suggesting that man has been in the New World at least 30,000 years.

OUR BOARDING HOUSE



OUT OUR WAY



CARNIVAL



"Oh, I got her history all right! Clear back to Plymouth Rock!"

What's the place of comics
in today's newspapers?
... How have comic pages changed
in the last 20 years?

Here are reports
by the men in charge
of some of the best comic pages
in the Gannett Group, telling—

How a comic page is modernized

By THOMAS J. BERRIGAN
Editor, Niagara Falls Gazette

WE SUSPECT that comic pages have changed less than most parts of the paper in the last 20 years.

Perhaps that is to be expected. The appeal of humor and adventure is similar from generation to generation.

Happy Hooligan and Hairbreadth Harry would be considered corny characters today, but really their escapades were not much different from those of Mickey Finn or Johnny Hazard. They trade on the same emotions and use the same techniques to get the attention of readers, young and old.

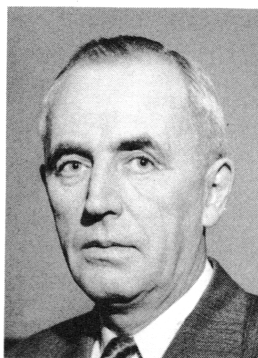
This is only part of the story, of course. Today's comics have a degree of sophistication in keeping with modern trends. Some humor dares to be risqué. Adventure strips have a new technique in the space age. But basically, comics serve the same purpose—to attract young readers and entertain everybody who will read them.

★

THUS IT IS NOT SURPRISING to find that the comic page in the daily Niagara Falls Gazette has basically the same content as it did two decades ago—strips, panels and crossword puzzle. An astrology column replaces a serial fiction story, but the improvement there is questionable.

The comics, of course, are different. Johnny Hazard is the only 20-year survivor.

Are they better? That probably depends upon



CONTRIBUTOR BERRIGAN, editor of the Niagara Falls Gazette since 1946, joined the staff as a cub reporter in March 1927. He was named acting city editor in October 1945, and promoted to managing editor in May 1946, becoming editor later that year.

whether the answer comes from today's youngster or from someone who was young in the 1940s.

The Gazette has had a special problem with its daily comic page. It's because two larger papers in Buffalo have been able to preempt the offerings of syndicates. For years we had to be content with comics that would not sell in Buffalo.

This picture has changed somewhat since we joined the Gannett Group a decade ago, but the Buffalo territorial demands are something we must still contend with.

All our daily strips have counterparts in the Sunday Gazette and this gives us a chance to promote the Sunday paper by inviting the reader to follow each strip on Sunday.

★

OUR PANELS come exclusively from the NEA package—and here Buffalo practice gives us an advantage. The Buffalo papers choose not to use these NEA panels (because they are available to The Gazette), and this makes them, in effect, exclusive to us.

We think the NEA panels stand up well against those offered by other syndicates, especially when you compare the economics involved. (We pay for NEA features whether we use them or not.)

This doesn't mean that we don't keep a lookout for new panels or strips. And here we can match our competition because when we subscribe to a new offering first Buffalo cannot claim territorial rights on it.

But in practice, "hit" comics have been few and far between in recent years. We have just subscribed to a new one (A-RAY from George Matthew Adams). If it is a smash we will be in on the ground floor. If it is a dog we can quickly drop it.

Gazette readers are not voluble in their opinions of our comics. Once in a while Daisy May's costume brings a mild criticism. Occasionally Out Our Way draws a bit of nostalgic approval.

But we have a feeling that there would be quite an uproar if some day we forgot to include the comic page in The Gazette.

CHANGES IN COMICS

Neither a formula nor a manger dog

By NORRIS W. VAGG

Managing Editor, Democrat and Chronicle, Rochester

Is THERE a formula for a successful comics page?

I'd be so grateful if someone would let me in on the secret. A deluge of strips floods every managing editor's desk every month. Many are new, many are "tested" strips being run by few or many newspapers. So what do we do with our fixed page of strips, puzzles and a pair of good features?

Generally, the page is let alone... despite regular assurances from syndicate salesmen that "I wouldn't bother you with most strips. But this one is really among the greatest; you can't afford to miss this one."

And they present lists of 28 to 40 newspapers already signed for this new circulation miracle who can't wait for the first release date. Some are so enthusiastic they have sent along their big promotion ads to show that they, too, believe this one will panic our readers.

Six months later you can't find the damned thing in any exchange in the office. ★

PERHAPS there are two methods of handling comics pages: One for the big newspapers in roughly competitive cities, and another for the rest of us.

Vern Croop of The Times-Union and I hunt eagerly for competitive material, but we certainly won't buy everything in sight to play "dog in the manger." That appears to be the big-city way.

Granted, if you buy everything, you have to hit a good one every decade or so. But, if you have two or three or seven comics that have stood the test of a decade or so, why throw out the familiar for the uncertain?

We have carried "Gasoline Alley" since before Skeeze was left on Walt's doorstep, honor Uncle Phil as the descendant of "Mickey Finn," have carried "Blondie" since it began, listen with urbanity to complaints about the crudeness of "Li'l Abner" and publish "Pogo" religiously daily and Sunday.

Pogo... there's a one.

With our eyes wide open (and safely in a bomb shelter) we conveniently lost one week's mats for Pogo, substituting a pair of good cartoon panels we had on hand. The phone rang... and rang... and rang. The postman came... and came... and came.

So Pogo's back. I don't read it, but we know what we knew before—that a highly intelligent, highly vocal minority apparently takes Pogo every morning with breakfast.

A salesman assured me the roof would fall in if we dropped "Brenda Starr, Girl Reporter" from the paper. He



CONTRIBUTOR VAGG, "Red" to his newspaper associates, started at The D&C 42 years ago as a copy boy while he was a student at the University of Rochester. He has held nearly every job in the D&C newsroom. He was named managing editor in 1960. He and his wife, Geraldine, have two children—a son, Norris Jr., 17, and a daughter, Mrs. Francis P. Keiper Jr., of Oreland, Pa.

was forewarned because the strip already had deserted the comics page for the want ad section for a "trial run." We did, and it didn't, although we had one plea because the strip was "true to life." (The true-to-life episode which killed it for me was when Brenda's floozie pal gave away six mink coats to the first six cleaning women she met on the street.)

Not too many years ago we had two comics pages, tried to sell long-term advertising for four columns. Advertising wouldn't stay and we found ourselves loaded with extra strips. Getting rid of those forced me to beg for a comics page formula; from salesmen, from older editors, from staffers, from pollsters, from everyone. I don't think there is one. ★

WE RODE the TV wave for "Flintstones," had few complaints when we relegated them to the want ad pages and then to cancellation; killed "Penny" and heard virtually nothing from the teen-age audience it was expected to reach; "Juliett Jones" died without a murmur.

No editor wants to have any page stand still for years and years. But there must be a plus factor when the characters of "Blondie," "Mickey Finn," "Buz Sawyer," "Gasoline Alley" and "Beetle Bailey" are familiar to our readers.

The newspaper comics page faces one competitor it didn't have 10 or 15 years ago—the TV serial, whether sudsy, funny or full of action and violence. The soap opera problem doesn't seem serious, as 6 or 7 minutes of story in a 15-minute period forces TV to confine itself to (commercials) "Things were horrible yesterday" (commercial) "What SHALL we do today?" (commercial) "Tune in tomorrow for more grief and sorrow" (commercials).

But the humorous ("Flintstones," "Bullwinkle" and "Yogi Bear") can do more in an allotted period than a one-day comic strip, perhaps. And the spacemen and action serials certainly show more in a TV half hour than the daily newspaper strip can accomplish in four small panels. And why run "Casey," "Kildare" or "Nurses" in a newspaper when these weekly hour-long electronic programs cover a complete story in one sitting?

If there's a formula for the comics page, it seems as if it should include humor (although many strip creators ignore such childish stuff), action, a little serialization, some variety in consideration of the reader's age and I.Q. (Nancy to Pogo) and...

And what? I wish someone, some expert, some knowitall would produce an obviously correct-for-all-of-us answer.

Mirror Of Mind

By JOSEPH WHITNEY
Does good weather
reduce crime?

Answer: Not killings and crimes of passion. Of the 549 homicides in New York City in 1962, cold January had the lowest rate with 33, and hot August had the highest rate with 64. Heaviest homicidal records occurred on weekends, averaging 131 on Saturdays and 91 on Sundays. Mondays and Tuesdays had the fewest killings. Many homicides, police said, are spur-of-the-moment killings. About 70 per cent occurred indoors. 10 p.m. was high point of the 24 hours.



Are smokers impractical?

Answer: Some no doubt are, but a study of Harvard students (followed for 20 years) found smokers more practical, outgoing, tolerant and more convivial than non-smokers. Smokers were also more inclined than non-smokers to intellectual and social activities. However, they were not as well integrated, less stable in personality factors, and somewhat lacking in purpose and values. Non-smokers were more sensitive and more interested in science, but less articulate.



Is spitefulness rooted in childhood?

Answer: Yes, as a rule the early years of a spiteful adult lacked genuine affection and he was not permitted to express dislike of this chilling atmosphere. The more he repressed resentment against his parents, the more he projected his anger and anxiety to the outside world. With no way to "get even" with his parents, he developed an attitude of spitefulness toward everyone, until his chief satisfaction derived from seeing others in pain or trouble.

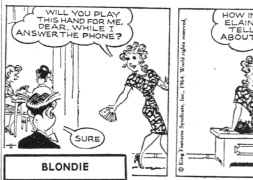
Jacoby On Bridge

Wrong Card At Trick One

By OSWALD JACOB
Yesterday's article left our hero South in a precarious position. He had played the jack of spades on West's six and that old villain East had refused to cover with the king. Could South make the hand after this play by East? The answer is no. After that first trick he would attack either diamonds or hearts. If he attacked hearts it would be up to East to hold off once with his king whereupon South would be unable to bring home the suit. Should South attack diamonds it would be up to West to grab his ace immediately and play a second spade. He set up East's spade suit while East still held the king of diamonds. How did South get into this trouble? Had he and North bid too much? Was the defense too good? Could South of dummy's heart suit.



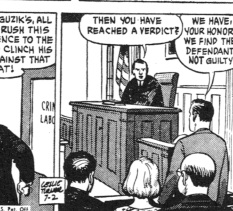
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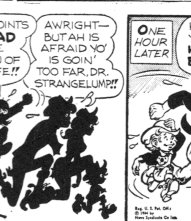
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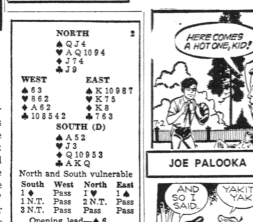
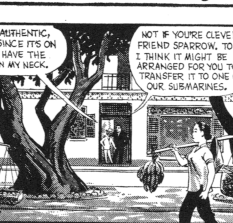
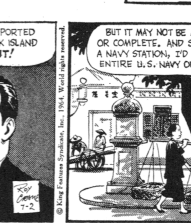
CAPTAIN EASY



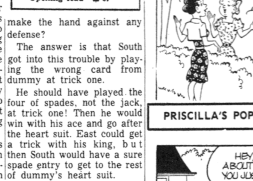
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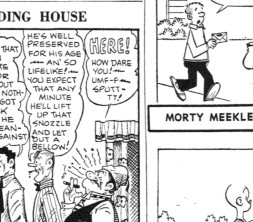
BUZ SAWYER



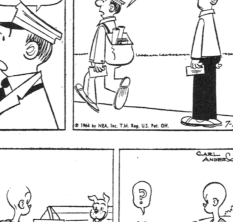
JOE PALOOKA



PRISCILLA'S POP



MORTY MEEKLE



HENRY



SPECIAL
RC COLA
6-12 oz. Cans **49¢**
ALL TYPES PICNIC SUPPLIES
OPEN JULY 4TH 9 a.m. to 2 a.m.
JORDAN'S PX MART
1524 Georgetown Rd. Ph. HI 2-9802

OUT OUR WAY
SAY YOU'RE USUALLY RUNNING OUT HERE FOR A SNACK DURING THE COMMERCIALS... DON'T YOU EVER RUN OUT BEFORE?
ON I'VE SEEN ALL THE SUMMER SEASONS... I'VE BEEN SHOWING NOW... NEW 7 HAPPS WATCH THE COMMERCIALS... I'VE RUN OUT BEFORE!

Table Talk

ACROSS
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TIZZY
By Kate Osann
"I'll never understand my folks. This vacation is costing them a fortune, and they're taking a nap!"

RELAX!
Summer's the time to relax and enjoy yourself.
Get The CASH YOU NEED from **CENTRAL \$50 to \$5000**
CENTRAL LOAN
CORNER NORTH and HAZEL
Dial HI 6-8600 Kent Schulz, Mgr.
Open Mon. Till 8 P.M.-Sat. Till Noon

PRISCILLA'S POP



CHANGES IN COMICS

Readership surveys: how they guide an editor

By GEORGE BUROW

Managing Editor, Danville Commercial-News

COMICS PAGES in The Commercial-News have maintained their relatively high percentage of readership as recorded in three major surveys during the past 20 years. High of 90 per cent each for men and women readers was in the 1947 survey conducted by the Advertising Research Foundation.

Our 1963 survey, at the Vermilion County Fair, brought an 89 per cent response from women readers and a 90 per cent response by men. A 1958 survey, again conducted locally, brought an 85 per cent readership response from both men and women with approximately 15 per cent of our circulation contacted.

We have made two major changes in comics pages in 20 years. Daily, we have gone from about a half-page of 6 strips and 2 or 3 panels with area news stories as fillers to a complete page of 2 or 3 panels plus Jacoby on Bridge, crossword puzzle, and Mirror of Your Mind. Also, 5 of our strips are 5 cols. instead of the old standard 4 cols.

Two of the most popular strips of 20 years ago—"Blondie" and "Henry"—have survived and dominate today's page. Dagwood and Blondie go happily and merrily on their way. Henry appeals to the children.

The nature of most comics has changed with the times—the hard working and beleaguered "Tillie the Toiler," who aroused sympathy for the working girl beset with hard-nosed taskmasters, has given way to lovable "Mary Worth," who never tires of righting problem-children reared by doting parents who are too busy maintaining their prestige in the business world or social standing to rear their children correctly. (This seems in tune with today's fast pace, high percentage of women workers, and numerous social and family maladjustments.)

The "Annie Rooney" and "Ella Cinders" strips, which highlighted the hardships, struggles and injustices of the orphans and underprivileged of pre-War II comics, have given way to the solving of international intrigue, spying and stealing of business and industrial secrets in the "Buz Sawyer" and "Captain Easy" realms. It's mainly a matter of keeping in step with the times.

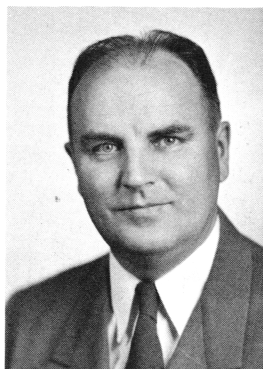
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OUR MAJOR CHANGE in Sunday comics came early in 1951 when we switched from the NEA 8-page tabloid to King Features Syndicate 16-page supplement with proved comics. Our latest switch on Sunday came in June with the introduction of "Beetle Bailey," open in our territory.

About six years ago we designed our own masthead for Sunday comics stressing our coverage of mid-America with Gannett News Service, Associated Press and our own correspondents. Last month we updated it.

We believe that we have been fortunate at The C-N in that we have not had to restore any comic strip dropped in the past 20 years. True, we have had a few letters and possibly a dozen phone calls but these have been only a fraction of one per cent.

Our surveys are made by adults, including teachers, in the summer. They contact our readers on a house-to-house or personal basis such as at a county fair over a period of several days. We believe we get a good sampling of our readers and that a high percentage of them are satisfied with our comics.



CONTRIBUTOR BUROW, with The C-N since War II, was named city editor in 1946. A graduate of Illinois Wesleyan and the University of Illinois, he started newspapering in 1929 as a sports writer for the Daily Pantagraph at Bloomington. Wife Esther is a Wesleyan classmate; son Richard is a Gannett Newspaperboy Scholarship winner and has a graduate engineering fellowship at Duke; daughter Georgienne is a Junior High teacher at Wayne, Pa., near Philadelphia.

Table Talk

ACROSS

1. Saver's wife
4. This pure
7. Table setting
11. Individual
13. Marine flyer
14. Operatic solo
15. Pronunciation of
17. Far from in
18. Stagnant
19. Believed
21. Answer being
22. Above
23. Highway
24. Geriatric wife
25. As in
26. As in
27. As in
28. As in
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55. As in
56. As in
57. As in
58. As in
59. As in
60. As in

DOWN

2. Saver's wife
3. This pure
5. Table setting
6. Individual
8. Marine flyer
9. Operatic solo
10. Pronunciation of
12. Far from in
16. Stagnant
20. Believed
24. Answer being
26. Above
28. Highway
30. Geriatric wife
32. As in
34. As in
36. As in
38. As in
40. As in
42. As in
44. As in
46. As in
48. As in
50. As in
52. As in
54. As in
56. As in
58. As in
60. As in

DENNIS THE MENACE



"I DON'T CALL BREAD AND HONEY DESSERT."
"I CALL PIE 'N' CAKE DESSERT!"

Today's Bridge

By OSWALD JACOBY

NORTH
♠ Q 3 4
♥ A Q 10 9 4
♦ 7 4
♣ 10

EAST
♠ K 10 8 7
♥ 5 3
♦ 10 8 5 4 3 2
♣ 6 7 3

WEST
♠ 6 5 3
♥ 10 9 8 7 6 5
♦ 10 8 5 4 3 2
♣ 10 9 8 7 6 5

SOUTH (D)
♠ A 5 2
♥ A K Q
♦ A K Q
♣ A K Q

North and South vulnerable
South West North East
♠ 6 5 3 ♠ 10 9 8 7 6 5
♥ 10 9 8 7 6 5 ♥ 5 3
♦ 10 8 5 4 3 2 ♦ 10 8 5 4 3 2
♣ 10 9 8 7 6 5 ♣ 6 7 3

Opening lead—♠ 6.

Yesterday's article left our hero South in a precarious position. He had played the jack of spades on West's six and the old villain East had refused to cover with the king. Could South make the hand after this play by East?

The answer is no. After that first trick he would attack either diamonds or hearts. If he attacked hearts it would be up to East to hold off once with his king whereupon South would be unable to bring home the suit. Should South attack diamonds it would be up to West to grab his ace immediately and play a second spade to set up East's spade suit while East still held the king of diamonds.

How did South get into this trouble? Had he and North bid too much? Was the defense too good? Could South make the hand against any defense?

The answer is that South got into this trouble by playing the wrong card from dummy at trick one.

He should have played the four of spades, not the jack, at trick one! Then he would win with his ace and go after the heart suit. East could get a trick with his king, but then South would have a sure spade entry to get to the rest of dummy's heart suit.

BOY, I KILLED
East Pembroke UP—Larry C. Schmeigel, 14, was fatally injured yesterday when struck by a tractor-trailer as he was riding his bicycle on Route 5 near this Genesee County community.

Follow These Features
In the Big Sunday O-D

PEANUTS

WOULDN'T IT BE FUN TO GO ON A CAMPING TRIP?

AND GET BITTEN BY A QUEEN SNAKE? NOT ON YOUR LIFE!

THOSE QUEEN SNAKES CRAWL RIGHT INTO YOUR TENT AND CHOMP YOU! THE WOODS ARE FULL OF THEM THIS TIME OF YEAR...STAY OUT OF THE WOODS.

THOSE QUEEN SNAKES DON'T CARE WHAT THEY DO TO YOU! STAY OUT OF THE WOODS... THAT'S MY MOTTO!

YOU PREFER TO REMAIN IN THE CITY, THEN IS THAT RIGHT?

IN THE MIDDLE OF THE SIDEWALK!

GET YOUR CAR FIXED, PETERS?

MY CAR—? OH, SURE. NASTY JOB. CARBURATOR TROUBLE.

YOU DON'T SAY. WELL, YOU'D BETTER TAKE THIS AND RUB SOME OF THAT CARBURATOR TROUBLE OFF YOUR FACE. SOMEONE COULD GET THE IMPRESSION...

...IT WAS LIPSTICK.

IT WAS YOU, YOURSELF, WHO REPORTED AN ATOMIC BOMB ON WAYBACK INLAND IN THE PARADISES... SEIZE IT!

BUT IT MAY NOT BE AUTHENTIC, OR COMPLETE, AND SINCE IT'S ON A NAVY STATION, I'D HAVE THE ENTIRE U.S. NAVY ON MY NECK.

NOT IF YOU'RE CLEVER, FRIEND SPARKY. YOU I THINK IT MIGHT BE ARRANGED FOR YOU TO TRANSFER IT TO ONE OF OUR SUBMARINES.

WILL YOU PLAY THIS HAND FOR ME, DEAR, WHILE I ANSWER THE PHONE?

HOW INTERESTING. ELIZABETH, PLEASE ABOUT THE PARTY...

SURE.

OUR PHANTOM'S GRANDFATHER, BADLY WOUNDED HIMSELF THRU THE BUSHES...

WHERE THE PHANTOMS FOUND HIM—HALF DEAD...

GET—DOCTOR MAN—FAST...

A YOUNG, NEWLY ARRIVED MEDICAL MISSIONARY IN THE JUNGLE, DR. CARY...

DOC-MAN COME!

OH-OH! I SEE SARGE HAS ANOTHER ONE OF HIS MANGRAINE HEADACHES!

ARE YOU LOOKING AT THE SICK LIST?

NO...THE K.R. LIST!

OH, DOOLY, HOW COULD YOU? I SEE ANY COUSIN ABOUT ONCE A YEAR.

POTEEB, MISS BIXENSHAW, HAVE DINNER WITH US...HER ALLOWANCE HAS NOT ARRIVED!

OH, DOOLY, HOW COULD YOU? I SEE ANY COUSIN ABOUT ONCE A YEAR.

IT'S A PUBLIC SERVICE, POTEEB! I MIGHT SWOON AND STOP TRAFFIC.

I MIGHT MURDER YOU! STOP TRAFFIC!

NOT IN NEW YORK! LET'S GO GIRLS!

WHY AM I GLAD ABOUT THIS? IT WILL ONLY DELAY MY HAVING TO ASK POTEEB...

TO WATCH FOR A KILLER AT THE WORLD'S FAIR—THEN HOPE SHE NEVER FINDS HIM!

BUT SHE HATES BATHS

DON'T ARGUE

BUT SHE DESPISES WATER

GIVE HER A BATH

NANCY---GIVE YOUR DOG A BATH

GO BACK AND TELL THE PRESIDENT I WON'T SAVE THE LAST SHMOO ON EARTH—UNLESS...

HE APPOINTS ME HEAD OF THE BUREAU OF WILD LIFE!

AWRIGHT—BUT AH IS GOIN' TOO FAR, DR. STRANGELUMP!

ONE HOUR LATER

HE SAYS YOU'RE NOW HEAD O' THE BUREAU!

HE SAYS HE'S WILLIN' TO DO ANYTHING TO SAVE THE LAST SHMOO ON EARTH!

?? HE SAID THAT DID HE?

How to Keep Well

By Dr. T. R. Van Dellen

The heart works twice as hard during hot weather as in more comfortable temperatures. This may not bother healthy persons but those with a cardiac handicap should take it easy. Air conditioning is made to order for these individuals. The heart is involved in the intricate mechanism by which the body gets rid of excess heat. The skin surface is capable of disposing of small amounts of heat; but capillaries dilate with warm blood to facilitate this process and it is here that the old ticker must work harder.

It has to bring more blood from the internal organs and muscles to the surface, where it is cooled. This takes place even while resting in bed and not moving a muscle.

The sweat glands also are busy but perspiration must evaporate to exert a cooling effect. The respiratory tract is on the job, too. On a torrid day, a gallon or more of water can be lost through the sweating system. All of these systems. All of blood to facilitate this process and it is here that the old ticker must work harder.

In this respect, excessive warmth and humidity have the same effect on the heart as exercise.

COMFORT is important for all of us. We get restless, irritable, sweaty, and agitated when trying to sleep in a warm, sticky room. A cool bedroom is relaxing and our disposition is better the next day.

This is a vital consideration for those with heart diseases. The problem is accentuated when droopy is present. Air conditioning is most helpful and scientific studies show that the load on the ailing heart is reduced considerably. Cardiac patients who require oxygen in a warm room are able to get along without it in a cooler environment.

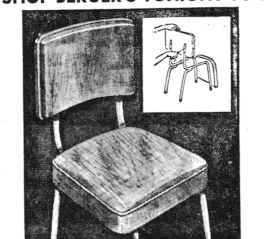
Q A man has been taking treatment for cirrhosis of the liver for the last year. He is now off medication. Will taking three shots of whisky every night harm him?

A Yes. Alcohol must be avoided in cirrhosis of the liver. Now and then a person who has been treated for early cirrhosis can return to moderate drinking after going on the wagon for six weeks, provided tests show the liver is normal.

Q We hear much about the hazards of cigaret smoking but little about those associated with chewing tobacco. What are the dangers of this filthy habit?

A None. Chewing tobacco may be disgusting to some people but it is safer than inhaling smoke. Most of the juice ends up in a cuspidor.

SHOP BERGER'S TONIGHT TO 9



Deluxe 2" Thick 12-pc. Chair "Renew"
PADDED PLASTIC REPLACEMENT SET

Fits either slip-on or screw-on type

★ Covered in heavy duty easy to clean vinyl.
★ Comfortable, contour shaped backs.
★ Your choice of two-tone Golden Fern pattern, Turquoise and white, Yellow and white, Red and white, or All White.

2.99
EACH CHAIR
SET OF FOUR
\$11.88

HOUSEWARES DEPARTMENT—BARGAIN BASEMENT

BERGER'S
DEPARTMENT STORE COLUMBIA CORNELIA LAFAYETTE

CHANGES IN COMICS

5 columns vs. 4: a dramatic difference

By GIL SMITH

Managing Editor, Utica Observer-Dispatch



CONTRIBUTOR SMITH has been managing editor of the Observer-Dispatch since early 1958. Before that he was managing editor of the Utica Press for about four years. He went to Utica as a copy reader from the Wilmington (N. C.) Star-News, where he was sports and city editor. He is a native of Boston, a veteran of the Air Force, a husband and father of two—Ronald of Boston, 23, and Patricia, of Utica, 16. He is a grandfather, too, Ronnie being married with two sons. He is a former president of the New York State Associated Press Association and a graduate of the American Press Institute seminars for managing editors. He is chairman of the General News Committee of the Associated Press Managing Editors. He is a director of that group.

WHEN PEOPLE start telling me that our society has grown too sophisticated or too TV-conscious to enjoy newspaper comics, I keep in mind a few bits of evidence that, for me at least, disprove it. For example:

1. The elephant jokes (they're not really jokes) are something less than sophisticated.

2. The weak nonsense on some TV "fun" shows—a lot less mature than most comic pages.

Of course, there are a couple of things wrong with this entire premise. One is that there never has been any real proof that sophisticated people don't like easy-to-read enjoyment. Another is that comics really shouldn't be called comics anymore. There's nothing comical about The Phantom or Dr. Kildare.

But the only real criticism one hears these days about comic pages is the "I don't have time for them" bit. This implies, one supposes, that a busy person is too wrapped up in whether Red China should be admitted to the U.N. or the problems of a Nehru-less India to be able to take the time to get a tension-easing chuckle out of Peanuts.

★

In my short time in this business, I think newspaper comics have grown up a good deal, not necessarily for the better in all cases. But the change has reflected, properly, the change in reading habits and the acceptance of the smoothly told humorous short story as opposed to the guffaw, slapstick strip of some years ago.

Peanuts is certainly more 1960-ish than was Moon Mullins. Blondie certainly reflects today's young married couples—or at least what they themselves might wish for in fun—than did earlier strips of a similar vein, if there were any. Even when the author hits a dull week, the total product is a lot more real and acceptable (and believable) than some of TV's afternoon tear-jerking—some of which, one must admit, is pretty funny.

It does seem that newspapers do not need the volume of comic strips that apparently seemed so desirable in the past. The comic page may be the syrup on the ice cream for some of our readers—and too much syrup spoils the dish.

The Observer-Dispatch has reduced its number of comics—and if you count panels—by some 50 per

cent. In 1957, for example, The O-D carried 11 strips and four panels. It now has nine strips and one panel. The reasons for this, however, were varied.

One main reason was to make each strip large enough to be enjoyed. We went from the four-column size to the five, and when a couple of syndicates suggested "that feature doesn't come in five" they were advised that maybe it should. And it did. (I doubt we would have canceled a good strip just because it remained in four-column size, but the threat was implied or inferred and the syndicate found it possible to go along.)

The difference between four and five-column size is dramatic. It's like the difference between the 10-inch and 20-inch TV screen. And, when all strips are in one size, it makes for a neater page.

★

ANOTHER REASON for cutting back the volume on the page was to make it more than just a comic page—it was to be active in other ways. At that time, for example, our health column ran wild. It might be on Page 11 Tuesday and Page 27 Wednesday. Despite the front page index, one couldn't simply turn to the doctor; one had to check for page number first. Now, the health column is anchored and despite some early feeling that maybe one shouldn't be reading about cancer and boils on the same page with Beetle Bailey, I think it's an improvement.

The crossword (always in a quarter of the page for easy folding, please) and the bridge column may have taken some non-comic readers to the page, and perhaps have given some younger readers a chance to get an earlier interest in synonyms and word definitions, or in how to finesse the queen when all looks black.

And so from the 1957 page we turn out to pasture such things as Major Hoople (with a bit of fear, I'll admit), Out Our Way, Tizzy, Off the Record. We dropped Cotton Woods, Palooka, Martha Wayne, Red Ryder and Boots. We stopped cutting up Nancy to fit

(Please turn to next page)

CHANGES IN COMICS

Rochester T-U readers look for humor

By A. VERNON CROOP

Managing Editor, Times-Union, Rochester

COMICS AREN'T what they used to be. But there's still a place for them in the newspaper. It's better to use fewer and display them well than to crowd them.

Surveys show an overall decline in readership since television, but enough people read some comics to justify them. We have dropped such strips as Mary Worth, Joe Palooka, Red Ryder, Abbie and Slats, Wash Tubbs and Alley Oop. None of them has been restored. Generally speaking, readers today prefer humor in comics. It is harder to interest them in continuity strips.

It is not necessary to fill a page with comics. We carry a bridge column, astrology, the crossword puzzle, Disney's "True Life Adventures" and a science panel, "Our New Age," on the comics page.

★

SOME SALESMEN would have you believe there's nothing more important than comics. Nearly every week someone's around to try a new one on you. Fortunately, most editors are in a position to let new comics prove themselves before buying.

All features should be reviewed regularly to weed out any that have failed to stand up. A guide to how the reader rates comics against other parts of the newspaper appears in the survey of readership of the Rochester newspapers conducted in May 1964 by Lou Harris.

When Rochester readers were asked what they liked in The Times-Union, 31% said good news coverage, 21% said local news, 15% editorial page, 11% sports, 11% columnists and only 4% comics.

When asked what they turn to first in The Times-Union, the replies were: Headlines 74%, local news 38%, sports 11%, general news 11%, and comics only 6%.

When asked what they would miss most, the replies were: Headlines 4%, local news 26%, sports 15%, general news 10% and comics only 5%.

★

BY CONTRAST, past readership surveys showed much greater interest in comics. A 1938 T-U survey showed



CONTRIBUTOR CROOP has been a newsman for 39 years. He began his career working his way through the University of Rochester with a night job on The Times-Union; subsequently he became copy editor, state editor, telegraph editor and city editor. During World War II he served as acting managing editor of The Democrat and Chronicle. In 1948 he went to Washington as chief of the Gannett News Service there. He has been managing editor of The Times-Union since July 1950.

that 84% of women and 79% of men read some of the comics page. Individual comics rated readership percentages ranging from 50 to 70 per cent.

A T-U survey in 1955 showed that 79% of women and 77% of men read some part of the comics page. Popularity of individual comics had dropped about 10 percent from 1938. Indications are that a decline in popularity since 1955 has continued.

5 columns vs. 4: a dramatic difference

(Continued from preceding page)

an ugly hole, and it now runs in pleasant, proper horizontal fashion. Of course, some comics were added—the total loss was two strips and three panels.

We also tried to tie every daily strip in with a Sunday color comic, thus weaving a bit of promotion from Sunday to daily and back.

I doubt there is a comic that can be dropped without a few readers' bemoaning the fact, but I'm equally certain that no strip is so valuable it **cannot** be dropped. It shouldn't be—when one or two comics become that important to the reader, there's something wrong with the rest of the paper.

And so I would say that five full columns of comics—give or take a panel or two—is a big enough diet to give any reader.

Main things: (1) Make 'em big enough so they **can** be enjoyed... (2) Change 'em when you think you should (and I don't believe in trying to get a clear verdict from any survey unless it's a real professional job. Anything less seems to be to be just a weak excuse to get out of the responsibility that should be the editor's)... and (3) Put something else on the page with the comics.

CHANGES IN COMICS

The stalwarts ...and the experiments

By EUGENE F. HAMPSON

Managing Editor, Courier-News, Plainfield, N. J.

GETTING TOGETHER a comic page in the New York metropolitan area is extremely frustrating. You see the strips and panels you would like to add to your comic page and also distribute through other sections of the paper, but you can't buy them.

If they aren't controlled by one of the New York City paper giants, then one of the big city papers has exclusive rights for the territory. And the salesman says he's sorry but Plainfield is just too few miles from New York City for you to acquire the strip or panel.

The salesman then offers you an inferior strip or provides you with the opportunity of being a guinea pig for some new strip which hasn't been tested. In either case they probably have been turned down by one of the "giants."

You experiment from time to time, but you thank your stars that somewhere along the line the paper has been able to acquire such old stalwarts—still popular—as Blondie, Donald Duck and Mickey Mouse.

But you watch carefully when it comes to dropping a strip. Little Annie Rooney seemed to be losing its hold and with us it gave way at one time to a more modern comic. The reaction was immediate. When it was apparent that its absence from the paper was no accident, the letters of protest arrived.

OUR BOARDING HOUSE



Our comic page is drawn in an effort to provide a bit for all the readers, young and old, and on as many subjects as possible. We like the one-story-a-day strips, but we do have some continuing story comics.

Panels support the strips at the top of the page, but the strips then are doubled up until seven inches from the bottom when single strips are buttressed by the daily crossword and two other puzzles. Titles of the strips are carried on the side via reversed cuts. We believe this gives us a clean and pleasant design.

★

TWENTY YEARS AGO eight comic strips graced our comic page plus three 2-col. panels and one 1-col. panel. The radio programs also made the page which usually was filled up thereafter by "questions and answers" and even some advertisements. No strips or panels appeared elsewhere in the paper.

Today the radio programs are gone and TV rates its own page. "Questions and answers" has gone to the editorial page and the comic page is composed of 13 strips, two 2-col. panels, the daily crossword plus the daily Cryptoquote and the daily Fortune Finder. One 2-col. panel makes the editorial page daily and one comic strip and three 2-col. panels normally go on the classified pages. Sports has its own 1-col. panel.

Surviving on our comic pages from 20 years ago are Blondie, Donald Duck, Brick Bradford, Mandrake the Magician, Muggs and Skeeter, Etta Kett, Little Annie Rooney and Old Home Town.

Some critics tell us the comic pages are losing their hold on the reader. If this is true, why does TV give cartoons valuable time and why do the movie houses relax us for the feature presentation with a cartoon short?

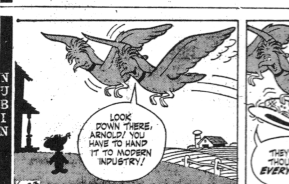
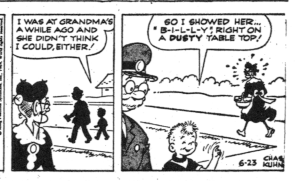
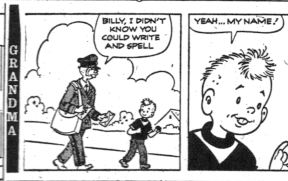
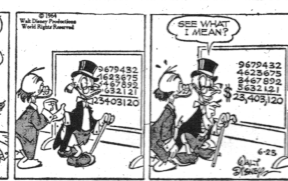
MARMADUKE



"Deciding on a snack... or just defrosting the refrigerator?"



"Sure, I believe money is the root of all evil. But with Alvin you never have a chance to find out first-hand!"



DAILY CROSSWORD

ACROSS

1. Funny
2. Out of
3. Substitute for spinach
4. Dealer
5. Devilish
6. Kind of beer
7. Guido's ride
8. Enemy
9. Compass point
10. Narrow thing
11. Flourish
12. A peckish
13. Examine
14. Insect
15. Slip
16. Jumped
17. Vile
18. Fencing sword
19. Cry of a lamb
20. Mother sheep
21. Before
22. A relative
23. Female
24. Insects
25. Incline
26. Variegated, as a house in color
27. Sharp
28. Large volume
29. River

DOWN

1. Peter
2. "Pax" dog
3. Out of
4. Performer
5. Prior
6. Bad temper
7. Baker's
8. Devilish
9. Kind of beer
10. Guido's ride
11. Enemy
12. Compass point
13. Narrow thing
14. Flourish
15. A peckish
16. Examine
17. Insect
18. Slip
19. Jumped
20. Vile
21. Fencing sword
22. Cry of a lamb
23. Mother sheep
24. Before
25. A relative
26. Female
27. Insects
28. Incline
29. Variegated, as a house in color
30. Sharp
31. Large volume
32. River



DAILY CRYPTOQUOTE — Here's how to work it:

One letter simply stands for another. In this sample A is used for the three I's, X for the two O's, etc. Single letters, apostrophes, the length and formation of the words are all hints. Each day the code letters are different.

A Cryptogram Question

NLZOITSOO ELSEIZFO TD TF.
PHDTUS, ISV SLGUDL TD SUO
ORL VLDOTSC UK AHS—U. BLS.
VLFF RUFALD

Yesterday's Cryptogram: AN AGE OF IGNORANCE IS AN AGE OF CHERMONT.—SAMUEL JOHNSON
© 1964 King Features Syndicate, Inc.

DAILY FORTUNE FINDER

To learn your "fortune" for today from 12 stars, write in the letters of the alphabet corresponding to the numerals on the line of the astrological period in which you were born. You will find it fun.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

JAN. 15 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

FEB. 20 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

MAR. 20 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

APR. 20 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

MAY 20 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

JUNE 21 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

JULY 23 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

AUG. 23 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

SEPT. 24 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

OCT. 24 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

NOV. 22 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

DEC. 22 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

JAN. 21 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

TELL ME WHY!

By A. LEONUM
Why are Fertilizers Used?

Win The 15-Volume Britannica and the Junior Encyclopedia for school and home. Send your questions, name, age, address to "Tell Me Why," care of this paper. In case of duplicate questions, the author will decide the winner. Today's winner is: Jimmy Mattison, 9, Campbell, Calif.

A "fertilizer" is any substance which, when added to the soil, will increase the growth and yield of plants. If the soil has never been tilled before, it needs little or no fertilizing. But each new crop that grows in a soil draws valuable chemicals out of it. In time, such soil will be almost worthless for crops unless it is made fertile again.

So the purpose of fertilizer is to return to the soil those valuable chemicals that have been drawn out of it. The most common of all fertilizers, and still the most important one on the average farm, is the measure of animals. It is called the fertilizer because it contains three basic elements: nitrogen, phosphorus and potassium.

Sometimes the soil doesn't need a complete fertilizer. It may be exhausted of only a single element necessary to the growth of crops. Then an incomplete artificial fertilizer is used. It supplies the soil only with those elements in which it is deficient.

Artificial fertilizers are made in a variety of ways, and they work quite well. But they have one drawback. They will greatly enrich the soil during the first few years of their use. After that time, unless certain green crops are plowed under, the artificial fertilizers begin to lose their effectiveness. Plowing under the green crops supplies the soil with organic matter which it needs. How does a farmer know what elements are lacking in his soil? Elizabeth Eden, Tulsa, Okla.

Your Almanac Today

TODAY is Monday, July 13, the 156th day of 1944 with 271 to follow.

The moon is approaching its first quarter.

The morning stars are Jupiter, Saturn, Mars and Venus.

Those born today are under the sign of Cancer.

ON THIS DAY IN HISTORY:

In 1787, Congress set up the first organized government west of the original colonies with the enactment of the Northwest Ordinance.

In 1861, riots broke out in New York City against the draft law.

In 1863, Horace Greeley advised Federal civil servants to "go west."

In 1961, Adolf Eichmann (Hammann) said during his trial in Israel that the killing of Jews was a heinous crime. He died one year later for the same crime.

THOUGHT for the day—Novelist Henrik Ibsen said: "I hold that man is in the right who is most clearly in league with the future."

W. L. Gordon
How's Your English?

Words often mislead. Do not say, "The children are oblivious to the smiles of their father." Say "oblivious of the smiles."

Often mispronounced: Bonanza. Pronounce: Bonan-za, accent on second syllable.

Often misspelled: Odious (hatred). Odorous (having a bad smell). Synonyms: Lousy, forbearance, gentleness, humanity, kindness, leniency, mercy, tenderness.

Word study: "Use a word three times and it is yours." Let us increase our vocabulary by mastering one word each day. Today's word: Dissemble (deceive), disguised or simulated. The swindler ingratulated himself by exhibiting dissimulation in the community."

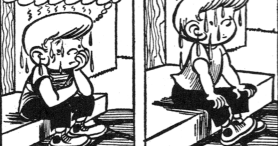
Here's an Idea
KILL!!!

A SIMPLE LOCK ON OUTDOOR WATER FAUCETS SO CHILDREN CAN'T TURN ON AND WASTE TONS OF WATER.

Write for details to: JERRY LEONUM, 1115 SOUTH OAK, LOS ANGELES, CALIF.

32 for your original idea if printed. Write Jerry Leonum c/o this newspaper.

SMITH FAMILY



HERMAN



DONALD DUCK



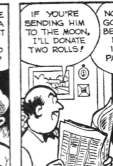
BIDDIE & BERT



MISS PEACH



ARCHIE



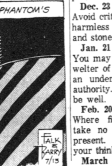
MANDRAKE



SMIDGENS



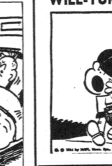
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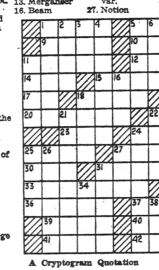


NANCY



Crossword Puzzle

- ACROSS
1. Care for
2. Vand
3. Standard tree
10. Algonquin Indians
11. Type of porcelain
12. Jeweler's stock
13. A radio-active element
17. Lieutenant's title
18. Biblical king
19. Uncle's Scotch
20. Dirty
22. Recognized
23. Rand coin
24. Decorated letter
25. Tibetan priest
26. Author of "Pilgrim's Progress"
30. Quince
31. A swollen mark on the skin
32. Hadium: sym.
33. Holy city of Hindus
34. Very important
35. Holy city of Hindus
36. Collage
37. Collage
38. Collage
39. Collage
40. Collage
41. Collage
- DOWN
42. Girl's name
1. One of the islands
2. Goddess of dawn
3. Girl's name
4. A drink
5. Scrawny person
6. Ireland
7. Mercurius: name
8. A type of fruit
9. Young cow
10. Merganser
11. Beam
12. Wham-ten
13. Bessie
14. Into
15. Thin
16. German
17. Meta-physician
18. Coarse
19. Scintillate
20. A type of short
21. Anointed
22. Anointed
23. Anointed
24. Anointed
25. Anointed
26. Anointed
27. Anointed
28. Anointed
29. Anointed
30. Anointed
31. Anointed
32. Anointed
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40. Anointed
41. Anointed



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Today's Answer

28. An arm

29. A hole of the neck

30. A hole of the neck

31. A hole of the neck

32. A hole of the neck

33. A hole of the neck

34. A hole of the neck

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92. A hole of the neck

CHANGES IN COMICS

Camden customizes an amusements page

By JOHN O. DAVIES
Editor, Courier-Post, Camden

THE COURIER-POST comic page has been transformed during the past 18 months into a general amusement page of interest to both adults and children. At one time it contained all comics, 18 strips. Now we run 12 strips.

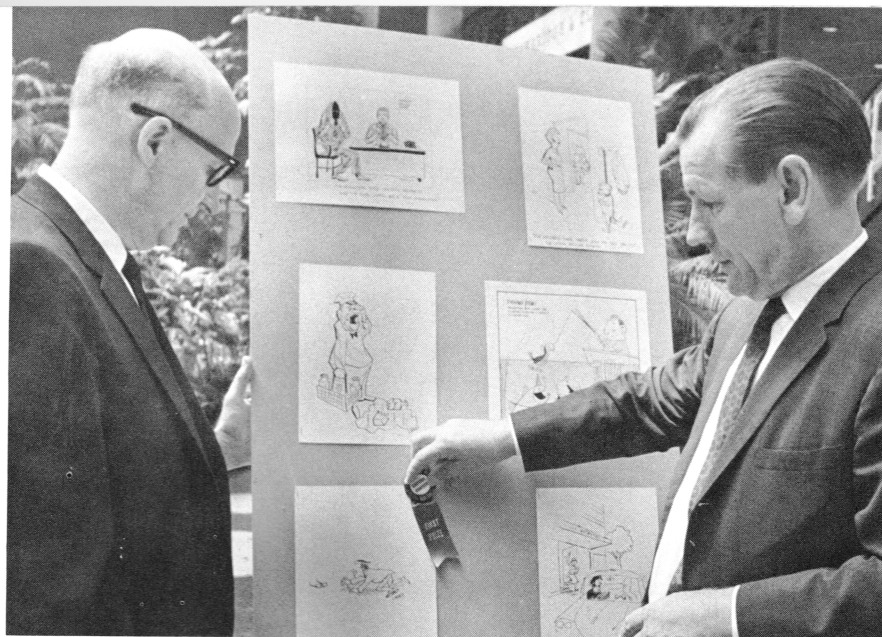
Cutting back on our comics was not difficult and, with one exception, caused little or no protest from readers. The main reason was that the practice of the Philadelphia Bulletin and Inquirer in signing exclusive territorial rights on comics barred us from using the most popular strips and a number of inferior strips were in our stable. These were the ones we dropped.

Our reason for reducing comics was to gain more reading space in the rest of the newspaper. The most logical way to accomplish this was to find room on the comic page for features that had the run of the paper daily and were far more popular with readers than the comics they would replace.

Surveys by The Courier-Post enabled us to list the comics in order of their popularity among adults, high school students, and our newspaperboys. On this basis we canceled Buck Rogers, Davey Jones, Jackson Twins and Buz Sawyer. We agreed beforehand to stand firm against any reader demands that we reinstate any canceled comics. The only protests received were against the cutting of Buz Sawyer, but these died out within a month.

★

THE CUTBACK enabled us to put the daily crossword puzzle and a popular children's column, Tell Me Why, in a set place on the daily comic page. The puzzle was



—Photo by Bob Bartosz

ED VALTMAN, Hartford's Pulitzer Prize cartoonist, pins ribbon on winning cartoon in a Courier-Post-Cherry Hill Mall cartoon contest at Camden. Courier-Post art director Howard Shivers looks on. Of the more than 500 entries submitted, six were winners. These were shown on television and published by The Courier-Post.

put in the upper right hand corner of the page for the convenience of crossword fans.

The shift gave us two additional columns of reading space in the rest of the newspaper. (For still more reading space, needed to display news from Burlington and Gloucester counties, we made a large reduction of mediocre general features, including columns and panels, to gain a total of five columns for news.)

Just recently another comic was dropped by its syndicate, Dudley D. We received complaints from readers who thought we had eliminated it. As has been our practice, letters of explanation went out to every reader who complained about comic strip changes.

To keep the inverted "T" pattern for the strips on the comic page, we dropped Abernathy at the same time that Dudley D. died. No complaints on Abernathy.

The end of these two strips gave us another column of reading space in the rest of the newspaper by shifting Here's an Idea (now one of our most popular panels), How's Your English, Stories Behind Words, Your Almanac Today and It's Your Birthday to the comic page. These shifts had been planned quite some time ago in anticipation of a new reduction in strips that the cancellation of Dudley D. made easy. All non-strip features now fit nicely in the arms of the upside-down T and are readily found by readers each day.

Since the changes, Here's an Idea has been producing the heaviest flow of mail from readers submitting ideas for \$2 prizes. Crossword fans also have praised the revision because they no longer have to search through the newspaper for the daily puzzle. Tell Me Why also is bringing in more mail than before. We believe that a set place for these features has gained them increased and more constant readers.