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A Study of the *Wisconsin News Pink Flash*

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A STUDY
of the
WISCONSIN NEWS
PINK FLASH

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A Thesis Submitted to the Faculty of the
College of Journalism, Marquette Uni-
versity in Partial Fulfillment
of the Requirements for the
Degree of Bachelor of
Science.

MILWAUKEE, WISCONSIN

May, 1933

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PREFACE

To show the extent of
Pink Flash
daily features
of this book.

It is proper at this time that I acknowledge the help and assistance given me in the preparation of this thesis.

space devoted to
pictures, and

To J. Nash McCray, I owe the deepest gratitude for the use of his personal files of the Wisconsin News Pink Flash, and for the many helpful suggestions he offered me while gathering the material. Secondly, to Professor Maynard W. Brown of the College of Journalism, Marquette University, who read the first draft of this work, corrected it, and suggested changes which were duly made.

PURPOSE

To show the general content of the Wisconsin News Pink Flash including the space devoted to feature stories, daily features, advertising, and pictures, is the purpose of this thesis. Percentages and averages of the total space devoted to each of the three divisions - features, pictures, and advertising - will be calculated.

Beginning with the first edition, published in 1931 and through the edition of October 11, 1932, the material was carefully measured in column inches, and classified according to their nature. The amount of space devoted to each story, article, or feature in the various long pages was carefully noted, along with the subject matter treated in each. The same procedure was used for the editions from April 11, 1933, to April 14, 1934, inclusive, and the editions of October 17, 1934, through October 24, 1934. General makeup of the section, daily features and type dress were observed during these periods and are also noted.

Features, pictures, and articles published on pages

one and four were measured in column inches, and following the headlines, details presented, and the subject noted in the editions of October 20, 1931 to October 21, 1931, from April 11, 1932, to April 16, 1932, and from October 17, 1932, to October 22, 1932.

METHOD

The material for this thesis on the Wisconsin News Pink Flash was secured from the personal files of Mr. J. Nash McCray, who is now feature editor of the Wisconsin News, and in interviews with him. Mr. McCray was the originator of the Pink Flash and edited it for the sixteen months of its existence as a part of the daily Wisconsin News.

Beginning with the first edition, October 15, 1931, and through the edition of October 31, 1931, the advertisements were carefully measured in column inches, and classified according to their nature. The amount of space devoted to each story, article, or feature on the advertising pages was carefully noted, along with the subject matter treated in them. The same procedure was used for the editions from April 11, 1932, to April 16, 1932, inclusive, and the editions of October 17, 1932, through October 22, 1932. General makeup of the section, daily features and type dress were observed during these periods and any changes noted.

Features, pictures, and stories published on pages

one and four were measured in column inches, not including the headlines, datelines recorded, and the subject noted in the editions of October 29, 1931 to October 31, 1931, from April 11, 1932, to April 16, 1932, and from Monday, October 17, 1932 to Saturday, October 22, 1932.

Averages and percentages for each page were figured on the basis of the totals in column inches for the period studied.

CHAPTER 7

Typography and Layout

The Pink Flash of the Wisconsin News was a part of the daily edition of that paper between the dates of October 15, 1931 and January 13, 1933. It was a four page feature section printed on a bright pink pulp paper and was used as a wrapper page for the second section of the paper. The Pink Flash was made up as a separate section, the first page bearing name plate, banner headline, and usually a ribbon, and the pages were numbered consecutively. It was the same size as the other sections, 17 inches by 26 inches, and the type page was 16 inches by 26 inches.

Page one was characterized by short news feature stories, pictures of a feature nature, and large headlines. Pages two and three were advertising pages, the copy being daily columns and moving picture publicity stories. Page four was at first of the same nature as page one, but gradually changed by additions of departments until it became a departmental page designed to appeal particularly to women.

A banner headline in 9 point all capitals, was used

on the front page. The story dropping from the banner was never more than seven columns inches long, and usually not more than four inches.

Below the banner, a six column streamer was used, running either across the first six columns, or from columns two to eight. Only rarely did it run across the six middle columns. This streamer was set in 48 point capital

CHAPTER I

Typography and Makeup

The Pink Flash of the Wisconsin News was a part of the daily edition of that paper between the dates of October 15, 1931 and January 13, 1933. It was a four page feature section printed on a bright pink pulp paper and was used as a wrapper page for the second section of the paper. The Pink Flash was made up as a separate section, the first page bearing name plate, banner headline, and usually a ribbon, and the pages were numbered consecutively. It was the same size as the other sections, 17 inches by 21 1/2 inches, and the type page was 16 inches by 20 inches.

Page one was characterized by short news feature stories, pictures of a feature nature, and large headlines. Pages two and three were advertising pages, the copy being daily columns and moving picture publicity stories. Page four was at first of the same nature as page one, but gradually changed by additions of departments until it became a departmental page designed to appeal particularly to women. A banner headline in 96 point all capitals, was used

on the front page. The story dropping from the banner was never more than seven column inches long, and usually not more than four inches.

Below the banner, a six column streamer was used, running either across the first six columns, or from columns two to eight. Only rarely did it run across the six middle columns. This streamer was set in 48 point capital and lower case italics. Above the fold, three line pyramid heads set in 36 point all capitals with a three line hanging indention bank in 10 point capital and lower case, appeared. Two line, 24 point all capital heads without a bank were used just below the fold. Stories near the bottom of the page were headed with two line, 18 point all capital heads.

Captions above the pictures are set in 12 point capital and lower case, and occasionally in 12 point all capitals.

The front page appearance was striking because of the many short stories, large heads, pictures, and boxed features. The makeup was helter-skelter, yet appears to have balance.

Pages two, three, and four each have a boxed head across the top, which is divided into two or three separate parts. The main feature is put into a 36 point all capital head followed on the right, if it is on the left of the page, or preceded by, a two line 12 point all capital explanatory phrase, if it is on the right of the page. Headlines are in 18 point, 12 point, and 10 point all capitals depending on their position on the page, those at the top using the largest heads.

occasionally.

Motion picture and entertainment advertisements were supposed to pay for the section, but in the summer of 1938, theatre managers began to cut down on their advertising space, and it became necessary to use other advertisements in the section. Even when we began the Pink Flash, theatre advertising paid for the section only on Thursday, Friday, and Saturday. On other days, advertisements had to be taken from other sections of the paper to make the Pink Flash pay for itself.

CHAPTER II

The Aims and Purpose of the Pink Flash

The primary purpose of the Pink Flash, according to J. Nash McCray, its originator and editor, was to relate the reading matter to the advertising. The section was specifically designed for moving picture advertising, and advertisements of amusement events generally. For this reason, feature stories and pictures, daily columns, and news with a feature angle, was selected for the reading matter of the section. Mr. McCray explained the section as follows:

"All material for this section was selected from three to five days before the date of publication. It was edited and sent to the composing room so that the composing room staff could work on it at their leisure. On the day when the section was printed, the day before it was circulated, all of the material had already been set up in type.

"We selected our copy from the various news services which the Wisconsin News receives, and from feature and photo syndicates. Cuts and copy from publicity agents of moving picture companies, were used especially on the inside pages. None of the copy used in the Pink Flash was purchased from individuals. Photos and local features secured by our own staff were used

Interview with J. Nash McCray.

occasionally.

"Motion picture and entertainment advertising were supposed to pay for the section, but beginning in the summer of 1932, theatre managers began to cut down on their advertising space, and we found it necessary to use other advertisements in the section. Even when we began the Pink Flash, theatre advertising paid for the section only on Thursday, Friday, and Saturday. On other days, advertisements had to be taken from other sections of the paper to make the Pink Flash pay for itself.

"Finally in January of 1933, we discontinued the section, because by so doing, we eliminated one page. The reason for this was that all advertisers cut down so much on the space they were using, that we had to cut down the size of the paper somewhere, and by eliminating the Pink Flash as a separate section, we did away with one front page. We have retained nearly all of the features which appeared in the Pink Flash, and are printing them in the regular second section of the Wisconsin News."

page
1931

for the stories in the section...
of space designated for the...
the same number of articles...
which it is related...
are indicated by the...
originate, followed by the...
inches.

Thursday, October 21, 1931

Copy:

Baltimore, 3 inches; San Francisco, 2 inches;
San Jose, Cal., 1 1/2 inches; Chicago, 1 1/2 inches;
1 inch; New York, 1/2 inch; St. Louis, 1/2 inch;
1 1/2 inches; Syracuse, N.Y., 1/2 inch;
New York, 2 1/2 inches.

Total amount of copy - 27 1/2 inches

Pictures:

Operatic star, 1 column x 4 inches; set lines and

caption - 2 1/2 inches; New Cook County (beauty contest winner),
 2 columns x 8 inches, cut line and caption - 1 1/2 inches;
 woman airplane pilot and a male companion, 2 columns x 8
 inches, cut line and caption - 1 1/2 inches; Eight men who are
 working for world peace, 2 columns x 8 inches, cut line and
 caption - 1 1/2 inches.

Total space to pictures CHAPTER III.

Friday, October 30, 1931 Page One Content

Copy:

The features, pictures, and stories published on
 Chicago, 7 inches; Oxnard, Cal., 2 1/2 inches; Snow-
 page one of the Pink Flash in the editions of October 29,
 Judge Test (a daily feature), 5 inches; Seattle, Wash., 2
 1931 to October 31, 1931, follow. The measurements given
 inches; Nelson, N.C., 1 1/2 inches; Minneapolis, Minn., 1 inch;
 for the stories do not include the headlines. The amount
 Philadelphia, 2 1/2 inches; Kansas, 2 inches.
 of space designated for the captions indicates that it is
 Total amount of copy - 23 1/2 inches;
 the same number of columns in width as the picture with

Pictures:
 which it is related unless otherwise indicated. The stories
 Three movie actresses in a large cut layout over
 are indicated by the names of the cities from which they
 2 columns, 9 inches deep, cut line and caption - 3 inches x
 originate, followed by the length of the story in column
 2 columns; Clara Bow, 2 columns x 5 inches, cut line and
 inches.

caption - 1 1/2 inches; Barbara Hulia De Lorena, 2 columns x 5
 Thursday, October 29, 1931.
 inches, cut line and caption - 1 1/2 inches.

Copy:

Total space to pictures - 100 inches.
 Baltimore, 3 inches; Fort Huachuca, Ariz., 1 1/2 inches;

Saturday, October 31, 1931.
 San Jose, Cal., 1 1/4 inches; Bangor, Me., 1 1/2 inches; Chicago,

Copy:
 1 inch; New York, 4 1/2 inches; Chicago, 1 1/4 inches; Washington,
 New York, 4 1/2 inches; Washington, 2 1/2 inches;
 1 1/4 inches; Syracuse, N.Y., 4 1/2 inches; Orille, Ont., 1/4 inches;
 New York, 2 1/2 inches; Philadelphia, 1 inch; Los Angeles,
 New York, 2 1/4 inches.

3 1/2 inches; Seattle, 4 inches; Minneapolis, Minn., 1 inch;
 Total amount of copy - 23 1/2 inches.

New York, 4 inches; Seattle, 1 inch; Fallon Nev., 1 inch;
 Pictures:

Operatic star, 1 column x 8 1/2 inches, cut line and

caption - $2\frac{1}{4}$ inches; Miss Cook County (beauty contest winner),
 2 columns x 8 inches, cut line and caption - $1\frac{1}{2}$ inches;
 Woman airplane pilot and a male companion, 3 columns x $6\frac{1}{2}$
 inches, cut line and caption - $1\frac{1}{2}$ inches; Eight men who are
 working for world peace, 8 columns x $2\frac{1}{2}$ inches, cut line and
 caption - $1\frac{1}{4}$ inches.

Total space to pictures - $84\frac{1}{2}$ inches.

Friday, October 30, 1931.

Copy:

Chicago, 7 inches; Oxnard, Cal., $2\frac{1}{2}$ inches; Know-
 ledge Test (a daily feature), 5 inches; Seattle, Wash., $2\frac{1}{2}$
 inches; Nelson, B.C., $1\frac{3}{4}$ inches; Dimondale, Mich., 1 inch;
 Philadelphia, $3\frac{1}{2}$ inches; Modesto, 2 inches.

Total amount of copy - $25\frac{1}{4}$ inches.

Pictures:

Three movie actresses in a three cut layout over
 6 columns, 9 inches deep, cut line and caption - 3 inches x
 2 columns; Clara Bow, 4 columns x 5 inches, cut line and
 caption - $1\frac{1}{2}$ inches; Senora Delia De Andreve, 2 columns x $5\frac{1}{2}$
 inches, cut line and caption - $1\frac{1}{2}$ inches.

Total space to pictures - 100 inches.

Saturday, October 31, 1931.

Copy:

New York, $4\frac{1}{4}$ inches; Washington, $2\frac{3}{4}$ inches;
 New York, $3\frac{1}{2}$ inches; Philadelphia, 1 inch; Los Angeles,
 $3\frac{1}{2}$ inches; Seattle, 2 inches; Minneapolis, Minn., $\frac{3}{4}$ inch;
 New York, 4 inches; Seattle, $\frac{1}{2}$ inch; Fallon Ken., $\frac{1}{2}$ inch;

Hollywood, Cal., 2 inches; Knowledge Test, 4 inches.

Total amount of copy 28½ inches.

Pictures:

Esther Ralston Webb and baby, 3 columns x 7½ inches, cut line and caption - 1 inch; Mr. and Mrs. Richard Dix, 2 columns x 6 inches, cut line and caption - ½ inch; Making Christmas bulbs, 4 columns x 4½ inches, cut line and caption - 1½ inches; Mr. and Mrs. Francis H. Bangs, 2 columns x 7¼ inches, cut line and caption - 1½ inches.

Total space to pictures - 80½ inches.

The statistics for the editions from April 11, 1932 to April 16, inclusive:

April 11, 1932.

Copy:

Lincoln, Neb., 2½ inches; Skowhegan, Me., 1½ inches; New York, 1 inch; Philadelphia, ¼ inch; Los Angeles, Cal., 2½ inches; Pretiro Italy, ¼ inch; London, Eng., 1 inch; New York, 2 inches; Detroit, 1 inch; Merced, Cal., 1 inch; Big Rapids, Mich., 1 inch; New York, 1 inch; Boston, 3¼ inch; Los Angeles, Cal., 1½ inches; Oceanside, Cal., 1 inch; Boston, 3¼ inches; Lincoln Neb., 1½ inches; Los Angeles, Cal., 3 inches; Detroit, ½ inch; Longview, Cal., 2 inches; Vatican City, 1 inch.

Total amount of copy - 31 inches.

Pictures:

Columbia University coeds on strike, 2 columns x 5 inches, cut line and caption - 2¼ inches; Racing in Australia, 3 columns x 4¼ inches, cut line and caption - 1¼ inches;

Helen Lorraine, a model, 3 columns x $4\frac{1}{2}$ inches; cut line and caption - $1\frac{1}{2}$ inches; Mrs. J.M. Sterling, 1 column x $2\frac{1}{4}$ inches, cut line and caption - $1\frac{1}{2}$ inches; A style cut, 1 column x $6\frac{1}{4}$ inches, cut line and caption - 2 inches; Statue to cheese creator, 2 columns x $5\frac{1}{2}$ inches, cut line and caption - $1\frac{1}{2}$ inches; Will F. Curly - not the Lindbergh baby, 1 column x $3\frac{1}{2}$ inches, cut line and caption $2\frac{1}{2}$ inches.
Total space to pictures - $85\frac{1}{2}$ inches.

Tuesday, April, 12, 1932.

Copy:

Detroit, 3 inches; Boston, 5 inches; Portland, Ore., 3 inches; Westfield, Cal., $2\frac{1}{2}$ inches; Boston, $1\frac{1}{2}$ inches; Oakland, Cal., $1\frac{1}{4}$ inches; Detroit, 2 inches; Baltimore, $1\frac{1}{2}$ inches; Liverpool, Eng., 1 inch; St. Louis, Mo., 3 inches; San Francisco, $6\frac{1}{2}$ inches; Shelby, N.C., 3 inches.
Total amount of copy - 33 inches.

Pictures:

Two Korean children, 2 columns x 7 inches, cut line and caption - 3 inches; Casey Jones, boxed poem and cut, 2 columns x 7 inches; Precious stones, 2 columns x 4 inches, cut line and caption - $1\frac{1}{4}$ inches; Alderwoman, 2 columns x 7 inches, cut line and caption - $1\frac{1}{4}$ inches; Chicago Stadium, 3 columns x 4 inches, cut line and caption - $1\frac{1}{2}$ inches; Baby elephant, 2 columns x 3 inches, cut line and caption - 2 columns x 3 inches, cut line and caption - 2 inches.
Total space to pictures - $89\frac{1}{2}$ inches.

Wednesday, April 13, 1932.

Copy: Daughter of automobile magazine, 2 columns x 8 1/2 inches; Pittsburg, 1 inch; Long Beach, Cal., 1 inch; Boston, 7 1/2 inches; Diamantino, Brazil, 2 1/2 inches; Atlanta, Ga., 2 inches; Boston, 4 1/2 inches; Buffalo, 2 inches; Detroit, 4 inches; Ames, Ia., 1/4 inches; Albany, N.Y., 1 1/2 inches; St. Paul, Minn., 2 inches; Seattle, Wash., 4 inches; Chicago, 1 1/2 inches; Omaha, Neb., 3 inches. line and caption - 1 1/2 inches.

Total amount of copy - 36 3/4 inches. 58 inches.

Pictures: 11 13, 1932.

Olympic pool, 2 columns x 7 inches, cut line and caption - 2 1/2 inches; Franklin D. Roosevelt, 4 columns x 3 inches, cut line and caption - 1 1/2 inches; In Senate Restaurant, 2 columns x 3 1/2 inches, cut line and caption - 1 1/2 inches; War veterans march on Washington, 3 columns x 5 inches, cut line and caption - 1 1/2 inches; Cleveland, 1 1/2 inches.

Total space to pictures - 85 inches.

Thursday, April 14, 1932. inches.

Copy:

Omaha, Neb., 2 inches; Los Angeles, Cal., 3 inches; Baton Rouge, La., 2 inches; Chicago, 2 1/4 inches; New York, 1 1/2 inches; Detroit, 1 1/2 inches; Wooster, O., 2 1/4 inches; New York, 2 1/4 inches; Detroit, 3 inches; San Francisco, 3 inches; Cuba, 3 inches; Hollywood, Cal., 1 1/4 inches; Boston, 5 1/4 inches. 2 1/2 inches, cut line and caption - 1 inch.

Total amount of copy - 32 inches. 84

Saturday, April 16, 1932.

Pictures:

Daughter of automobile magnate, 2 columns x $5\frac{1}{2}$ inches; Parachute jumper leaping from bridge, 2 columns x $9\frac{1}{2}$ inches, cut line and caption - $1\frac{1}{2}$ inches; Evening gown on model, 2 columns x 6 inches, cut line and caption - 2 inches; The Berkshire hunt, 3 columns x $4\frac{1}{4}$ inches, cut line and caption - $1\frac{1}{4}$ inches; Schmeling at the circus, 3 columns x $4\frac{1}{2}$ inches, cut line and caption - $1\frac{1}{2}$ inches.

Total amount of space to pictures - 88 inches.

Friday, April 15, 1932.

Copy:

San Francisco, 5 inches; Pittsburg, 1 inch; Boston, 6 inches; Cleveland, 1 inch; New York, $1\frac{1}{2}$ inch; Uxbridge, Mass., $1\frac{1}{2}$ inches; Boston, $2\frac{1}{2}$ inches, London, Eng., $1\frac{1}{4}$ inches; Calgary, Alta., 1 inch; New York, 2 inches; Boston, $2\frac{1}{2}$ inches; Dracult, Mass., $1\frac{1}{2}$ inches; Cleveland, $1\frac{1}{4}$ inches; Chelsea, Mass., 2 inches.

Total amount of copy - $29\frac{1}{4}$ inches.

Pictures:

Tom Mix, 2 columns x $5\frac{1}{2}$ inches, cut line and caption - $1\frac{1}{2}$ inches; Helen Wills Moody, 2 columns x 6 inches, cut line and caption - 2 inches; Two woman bowlers, 2 columns x $6\frac{1}{4}$ inches; cut line and caption - $1\frac{1}{4}$ inches; Dorothy M'Cormick, 1 column x 5 inches, cut line and caption - 2 inches; Cow fight, 3 columns x $2\frac{1}{2}$ inches, cut line and caption - 1 inch.

Total space to pictures - 81 inches.

Saturday, April 16, 1932.

C
opy:

Total amount of copy - 56 1/2 inches.

Collingswood, N.J., 4 1/2 inches; Nashville, Tenn., 1 1/2 inches; Macon, Ga., 1 inch; Long Beach, Cal., 1 inch; Flint, Mich., 2 inches; Berkely, Cal., 1 1/2 inches; Lincoln, Neb., 1 1/2 inches; Springfield, Ill., 1 1/2 inches; Prince Albert, Sask., 1 inch; Covelo, Cal., 2 1/2 inches; Los Angeles, 3 1/2 inches; London, Eng., 1 inch; Ottawa, 1 inch; Detroit, 2 inches; New York, 2 inches; Berkely, Cal., 1 1/2 inches; Stockton, Cal., 1 inch; Washington, 1 1/2 inches; Paris, 1 1/2 inches; Wenatchee, Wash., 1 1/2 inches, Stanton, Neb., 1 1/2 inches.

Total amount of copy - 39 1/2 inches.

Tuesday, October 18, 1932.

Pictures:

German actress, 2 columns x 7 1/2 inches, cut line and caption - 1 1/2 inches; Blowing lava, 2 columns x 5 1/2 inches, cut line and caption - 2 inches; Jackie Cooper, 2 columns x 5 1/2 inches, cut line and caption - 2 1/2 inches; Women anti-dries, 6 columns x 4 inches, cut line and caption - 1 inch.

Total space to pictures - 78 1/2 inches.

Total amount of copy - 49 1/2 inches.

Figures on the content of page one in the editions from Monday, October 17, 1932 to Saturday, October 22, 1932.

Monday, October 17, 1932.

Copy:

Life of Franklin D. Roosevelt (serial, daily feature), 28 inches; Madrid, Spain, 1 inch; Omaha, Neb., 5 inches; Los Angeles, 5 inches; Stockholm, Sweden, 1 inch; New York, 7 inches; Pittsburgh, 3 inches; Detroit, 1 1/2 inches; Los Angeles, 5 1/2 inches.

Tuesday, October 18, 1932.

Copy:

Total amount of copy - 56½ inches.

Pictures: Two local girl dancers, 2 columns x 7 inches; cut line and caption - 2 inches; Girl on old fashioned bicycle, 2 columns x 6 inches, cut line and caption - 2 inches; A marrying parson, 2 columns x 5 inches, cut line and caption - 2 inches; Statue of Pulaski (local), 2 columns x 6½ inches, cut line and caption - 1½ inches; Prison camp, 4 columns x 3½ inches, cut line and caption - 1½ inches.

Total space to pictures - 84 inches.

Tuesday, October 18, 1932.

Copy: 1 column x 5 inches, cut line and caption - 3 inches;

Life story of F. D. Roosevelt, 32 inches; Doyleston, Pa., 1¼ inches; Louisville, 1¼ inches, San Francisco, 6¼ inches; Harrogate, Penn., 3 inches; Banff, Scotland, ¼ inch; Spokane, Wash., 1¼ inches; West Kensington, R.I., 1½ inches; Flint, Mich., 2 inches.

Total amount of copy - 49¼ inches.

Pictures: Cat fishbowl, 2 columns x 5½ inches, cut line and caption - 1½ inches; Two local high school girls, 2 columns x 5 inches, cut line and caption - 2 inches; Showing new dance steps, 6 columns x 6 inches, cut line and caption - 1 inch.

Total space to pictures - 70 inches.

Wednesday, October 19, 1932.

Copy: 2 columns x 5 inches, cut line and caption - 3½

Life story of F.D. Roosevelt, 30 inches; Porterville, 1½ inches; Washington, 2½ inches; San Francisco, 4 inches; Toledo, O., 1 inch; Detroit, 2 inches; Lafayette, Ind., 3½ inches; Santa Monica, Cal., 1 inch.

Total amount of copy - 51 ¼ inches.

Pictures:

Queen of Pasadena Flower Show, 3 columns x 5 inches, cut line and caption - 2 inches; John Garner, 2 columns x 5 inches; cut line and caption - 2 inches; Mussolini, 4 columns x 4 inches, cut line and caption - 2 inches; Vincent Lopez, 4 columns x 5 ¼ inches, cut line and caption - 1½ inch; Best caddy, 1 column x 5 inches, cut line and caption - 2 inches; Prince Michael of Roumania, 1 column x 6½ inches, cut line and caption - 1½ inches.

Total space to pictures - 102 inches.

Thursday, October 20, 1932.

Copy:

Life story of F.D. Roosevelt, 27 inches; Oklahoma City, 2 inches; Langhorne, Pa., 1½ inches; New York, 7 inches; Detroit, 2 inches; St. Louis, 2 inches; Cedar Falls Ia., 2 inches; Cambridge, N.Y., 1 inch; Hazel Park, Mich., 1½ inches.

Total amount of copy - 46½ inches.

Pictures:

Helen Hayes, Lynn Fontanne, and Marie Dressler, 4 columns x 4 inches, cut line and caption - 2 inches; Gloria Stuart, 2 columns x 5½ inches, cut line and caption - 1½

Inches; Wallace Beery and a child, 2 columns x 4 inches, cut line and caption - $1\frac{1}{2}$ inches; William D. Upshaw, 2 columns x 6 inches, cut line and caption - $1\frac{1}{2}$ inches; Hollywood notables, 4 columns x 4 inches, cut line and caption - 2 inches.

Total space to pictures - 88 inches.

Friday, October 21, 1932.

Copy: \$18 a week clerk steals \$50,000; People see jobs

Life story of F. D. Roosevelt, 26 inches; Los Angeles, Cal., $7\frac{1}{2}$ inches; Chicago, $4\frac{1}{2}$ inches, Boston, $2\frac{1}{2}$ inches, Amsterdam, Holland, $2\frac{1}{4}$ inches; New York, 5 inches; Boston, $2\frac{1}{4}$ inches; Detroit, 1 inch; Washington, 1 inch; Hamilton, Ont., 1 inch.

Total amount of copy - $70\frac{1}{2}$ inches.

Pictures: Oct 11, 1932.

Seven types of women, 5 columns x 7 inches, cut line and caption - $1\frac{1}{2}$ inches; Two types of 'boles', 3 columns x 4 inches, cut line and caption - 2 inches; Lily Pons, 2 columns x $5\frac{1}{2}$ inches, cut line and caption - 2 inches. Total space to pictures - $75\frac{1}{2}$ inches.

Saturday, Oct. 22, 1932.

Copy: big fire; wine bride when delivering groceries; Home-

Life story of F. D. Roosevelt, 25 inches; Portsmouth, Eng., 1 inch; Brussels, Belgium, 1 inch; Detroit, $2\frac{1}{2}$ inches; Total amount of copy - $29\frac{1}{2}$ inches.

Pictures: Vatican City has electrical bakery.

Monday, Dogs dressed up, 2 columns x $7\frac{1}{2}$ inches; cut line and caption, 2 inches; Marjorie Kemp and a lion, 3 columns x 4 inches, cut line and caption - $2\frac{1}{2}$ inches; English

Floods with burglars to pass his...
 choir boys , 4 columns x 3½ inches, cut line and caption -
 2½ inches; Group of European royalty, 6 columns x 6½ inches,
 cut line and caption - 2 inches.

Total space to pictures - 113 inches.

Examples of the typ of material used on the front page.

Saturday, October 31, 1931.

\$18 a week clerk steals \$50,000; People seek jobs
 as jurymen; Fiance of heiress uses her money to wed another;
 Record of a professional blood doner for transfusions; Test-
 imony in the Withington divorce case; Teams play football
 game in cemetery and are jailed; Man loses souvenir of
 50,000 mile trip; Women hoboes; Whiskey dissapears after
 raid; Sheep killing bear is caught; Tells of death ride threat.

Monday, April 11, 1932.

State employees forbidden afternoon snack; Fire
 extinguisher salesman is burned to death; Child swallows
 pin; A rock that bends; Asks \$500 in suit, gets advice;
 Anciant mozaics discovered; British lines to use idle ships
 for tours; Princess is peeved; Judge fixes value of golf
 sticks; Owl blamed for auto crash death; Pastor burned
 fighting fire; Wins bride when delivering groceries; News-
 boy rides burro; Baby, eleven weeks old, owns business;
 Men wear overalls to church on Sunday; Disclosures of wife
 in divorce case; Detroit helps a;;le vendors; Mouse cost
 man \$59; Vatican City has electrical bakery.

Tuesday, April 12, 1932.

Pleads with burglars to pass his store; Pray for blue laws; Wins bet but loses in court; Burglar hides ladder in coat; Bites tongue and dies of poisoning; Husband can not get gifts back; Woman sues for lost love; Gives girl a ride, she steals his car; Teacher drinks acid and dies in classroom; Married man proposes to 300 women; Girl forgets her name and home; Mr Green and his family are fond of green; Child burns home with matches.

Wednesday, April 13, 1932.

Man leaves \$5 to his son and \$33,000 to charity; Salary cut in enjoined by court; Sheds sable for jail denim; 574 carat gem is found; Automobile crashes into store; One hurt, one in jail over old shoe; Scribbled will is held valid; Mystery death; College installs radio clocks; Pigeon wins bird prize; Four drinks do not annul election; Two husbands but only one wife; Fish need shelter; House ruined by still.

Thursday, April 14, 1932.

Traffic ticket trick fails; Freedom of women is a menace; A perfect college girl; Woman slaps bandit; From 35 to 40 is the best age to get a job; Man refuses 27 jobs; Whole town goes to flower show; Jobless man finds \$10,000 necklace; Guilty of theft because feather in hat matched those of missing chicken; Opium shipped as turtles; BV178 lottery ticket wins prize; Film ducks are stolen; Hurricane rains whales on steamer.

AVERAGES AND PERCENTAGES

The average amount of copy is 38.86 inches in each issue. The average space to pictures is 87 inches. None of the copy is local, 1.73 inches in each issue is from outside of the United States, and the copy bearing date lines from within the United States averages 37.13 inches.

54 percent of page one is devoted to pictures, and 24 percent to copy. The remainder of the page, 22 percent is taken up by the headlines.

Pink Flash over the period studied.

Thursday, October 15, 1931.

Copy:

Feature on movie stars, 3 inches; Gilbert Seldes column 'True to Type', 25 inches; Movie gossip article by Harrison Carroll (a daily feature), 3 inches; Tom Mix and his horse, 3 inches.

Total amount of copy = 39 inches.

Pictures:

Scene from moving picture showing at a downtown theatre, 3 columns x 6 inches; cut line and caption = 2 inch; song May Song, 1 column x 9 inches, cut line and caption = 2 inches.

Total space to pictures = 35 inches.

Advertisements:

Moving pictures, dances, and travel ads = 70 inches.

Total space to advertisements = 70 inches.

Friday, October 16, 1931.

Copy:

Mark Hallinger's daily column, 25 inches; Movie

Clock (a boxed announcement containing the names of the downtown theatres, the features playing at them, the time the features start, the stage shows, and the time the stage show start), 5 inches; Harrison Carroll, 10 inches.

Total amount of copy - 43 inches.

CHAPTER IV

Page Two Content

None.

Advertisements: The news and advertising content of page two of the Pink Flash over the period studied. Advertisements - 35 Thursday, October 15, 1931.

Copy: space to advertisements - 35 inches.

Saturday Feature on movie stars, 3 inches; Gilbert Seldes column 'True to Type', 25 inches; Movie gossip article by Harrison Carroll (a daily feature), 8 inches; Tom Mix and his horse, 3 inches. Carroll, 10 inches; Gieger Rogers at

Total amount of copy - 39 inches. reduction, 6 inches.

Pictures: at of copy - 47 inches.

Pictures: Scene from moving picture showing at a downtown theatre, 3 columns x 6 inches; cut line and caption - 2 inch; Anna May Wong, 1 column x 9 inches, cut line and caption - 2 inches; puglas Fairbanks, 3 columns x 6 inches, cut line

Total space to pictures - 35 inches.

Advertisements: itures - 34 inches.

Advertisements: Moving pictures, dances, and travel talks - 70 inches.

Total space to advertisements - 70 inches. 15 inches.

Friday, October 16, 1931. ata - 60 inches.

Copy: y, October 20, 1931.

Marrk Bellinger's daily column, 29 inches; Movie

Clock (a boxed announcement containing the names of the downtown theatres, the features playing at them, the time the features start, the stage shows, and the time the stage show start), 5 inches; Harrison Carroll, 10 inches.

Total amount of copy - 43 inches.

Pictures: Bill Rogers, 4 columns x 6 inches, cut line and caption None inches; Joan Crawford, 1 column x 6 inches,

Advertisements: None - 1 1/2 inches.

Total of Moving picture and amusement advertisements - 95 inches.

Total space to advertisements - 95 inches.

Saturday, October 17, 1931.

Copy: Shop - 11 inches; Clark Way School of Beauty Culture -

7 1/2 inches; Walter Winchell 'Along Broadway' (daily column),

25 inches; Harrison Carroll, 10 inches; Ginger Rogers at home, 6 inches; New features in production, 6 inches.

Total amount of copy - 47 inches.

Pictures: Walter Winchell, 25 inches; Gilbert Seldes, 25 inches;

Harrison Scene from moving picture showing at a downtown theatre, 3 columns x 6 inches, cut line and caption - 2

inches; Douglas Fairbanks, 2 columns x 6 inches, cut line and caption - 1 1/2 inches.

Total space to pictures - 74 inches.

Advertisements: None.

Total of The Sunday Sentinel - 4 columns x 15 inches.

Total space to advertisements - 60 inches.

Tuesday, October 20, 1931. Christian Science talk - 7

Copy: Moving picture advertisements - 37 inches.

Total: Walter Winchell, 21 inches; Gilbert Seldes, 20 inches; Peggy Patton (local movie reviews), 9 inches.

Total amount of copy - 49 inches.

Pictures: Mark Hallinger, 23 inches; Peggy Patton, 10 inches.

Total: Will Rogers, 2 columns x 8 inches, cut line and caption - 2 inches; Joan Crawford, 1 column x 6 inches, cut line and caption - 1½ inches.

Total space to pictures - 27½ inches.

Advertisements: Pictures - 15 inches.

Advertisements: Peoples Dentists - 6 inches; Artistic Dye Works - 12 inches; Listerine - 16 inches; Dr. Scholl's Foot Comfort Shop - 11 inches; Clara May School of Beauty Culture - 7½ inches.

Total space to advertisements - 52½ inches.

Wednesday, October 21, 1931.

Copy: Harrison Carroll, 12 inches; Peggy Patton, 10 inches.

Total: Walter Winchell, 25 inches; Gilbert Seldes, 23 inches; Harrison Carroll, 12 inches.

Total amount of copy - 60 inches.

Pictures: 10 inches.

Total: Jimmy Durante, 3 columns x 8 inches, cut line and caption - 2 inches; Joan Blondell, 1 column, cut line and caption - 2 inches.

Total space to pictures - 40 inches.

Advertisements: 10 inches.

Copy: Kleenex - 21 inches; Christian Science talk - 7

inches; Moving picture advertisements - 30 inches.

Total space to advertisements - 58 inches.

Thursday, October 22, 1931.

Copy:

Mark Hellinger, 26 inches; Peggy Patton, 10 inches,

Total amount of copy, 36 inches.

Pictures:

Fay Wray, 2 columns x 6 inches, cut line and caption
- 1½ inches.

Total space to pictures - 15 inches.

Advertisements:

Entertainment advertisements - 102 inches.

Total space to advertisements - 102 inches.

Friday, October 23, 1931.

Copy:

Mark Hellinger, 23 inches; Gilbert Seldes, 20 inches;
Harrison Carroll, 12 inches; Polly Moran's makeup, 5 inches;
Total amount of copy - 60 inches.

Pictures:

Polly Moran, 1 column x 7 inches, cut line and
caption - 1½ inches.

Total space to pictures - 8½ inches.

Advertisements:

Entertainment advertisements - 74 inches.

Total space to advertisements - 74 inches.

Thursday, October 29, 1931.

Copy:

Copy: Janet Gaynor story, 2½ inches; Gilbert Seldes, 25 inches; Walter Winchell, 28 inches.

Total amount of copy - 55 inches.

Pictures:

WISN radio star, 1 column x 3½ inches, cut line and caption - 2 inches.

Total space to pictures - 5½ inches.

Advertisements:

Entertainment advertisements - 94 inches.

Total space to advertisements - 94 inches.

Friday, October 30, 1931.

Copy:

Tom Mix story, 3 inches; Peggy Patton, 9 inches; Movie Clock, 4 inches; Feature at Riverside Theatre, 3½ inches; Universal's new stars, 2 inches; Book purchased for film, 1 inch; Walter Winchell, 23 inches.

Total amount of copy - 45½ inches.

Monday, April 11, 1932.

Pictures:

Stage star at Davidson, 1 column x 3½ inches, cut line and caption - 1½ inches; Jean Harlow, 1 column x 4½ inches; cut line and caption - 2½ inches;

Total space to pictures - 11½ inches.

Advertisements:

Entertainment advertisements - 86 inches.

Total space to advertisements - 86 inches.

Saturday, October 31, 1931.

Advertisements:

Copy: Theatre entertainment - 22 inches; Maurice Browne coming to Milwaukee next week, 4 inches; Singers enroll new members, 4 inches; Gilbert Seldes, 21 inches; Orchestra will open season, 6½ inches; University of Wisconsin Players here for two days, 3 inches; Music is his hobby, 1½ inches; Mark Hellinger, 23 inches. Total amount of copy - 63½ inches.

Pictures: Maurice Browne, 1 column x 7½ inches, cut line and caption - 2 inches; Rose Marie, 1 column x 3½ inches, cut line and caption - 1½ inches; Peggy Shannon and William Boyd, 2 columns x 6 inches, cut line and caption - 1½ inches. Total space to pictures - 30 inches.

Advertisements: The Wisconsin News Pink Flash - 36 inches. Total amount of advertisements - 36 inches.

Monday, April 11, 1932.

Copy: Mark Hellinger, 22 inches; Russian movie star coming to United States, 1 inch; Writer asks for new radio melodies, 12 inches; Boulder Dam is site of new movie, 2 inches.

Total amount of copy - 37 inches.

Pictures: None.

Pictures: None.

Advertisements: None.

Theatre advertisements - 36 inches; Silver washers - 12 inches; Independant Dye Works - 12 inches; Oakton on Pewaukee - 12 inches.

Total space to advertisements - 72 inches.

Tuesday, April 12, 1932.

Copy:

Mark Hellinger, 23 inches; Peggy Patton, 12 inches; Contract Bridge by E.V. Shepard (a daily feature), 13 inches.

Total amount of copy - 48 inches.

Pictures:

Ruth Chatterton, 1 column x 4 inches, cut line and caption $2\frac{1}{2}$ inches; The capitol building dome, 2 columns x 6 inches, cut line and caption - 2 inches.

Total space to pictures - $22\frac{1}{2}$ inches.

Advertisements:

Entertainment advertisements - 58 inches; Cuticura Soap - 8 inches; Dr. H.R. Harvey - 1 inch; Associated Doctors - $3\frac{1}{4}$ inches; New serial appearing in the Wisconsin News - 21 inches.

Total space to advertisements - $91\frac{1}{4}$ inches.

Wednesday, April 13, 1932.

Copy:

Walter Winchell, 20 inches; Peggy Patton, 12 inches;

Total amount of copy - 32 inches.

Pictures:

Kay Francis, 1 column x $7\frac{1}{2}$ inches, cut line and

caption - 2 inches. inches; Russian actress signs for movies.

Total space to pictures - $9\frac{1}{2}$ inches.

Advertisements: copy - $38\frac{1}{2}$ inches.

Picture: Entertainment advertisements - 63 inches; Crisco - 50 inches; Patent medicine - 3 inches. box, cut line and

Total space to advertisements - 116 inches.

Thursday, April 14, 1932. - $9\frac{1}{2}$ inches.

Copy: tissements:

Mark Hellinger, 24 inches; Contract Bridge by E.V. Shepard, 12 inches; Harrison Carroll, 12 inches; Famous fliers in Hollywood, 6 inches; Supersititons of actors, 4 inches.

Total amount of copy - 58 inches.; Peggy Patton, 13 inches;

Pictures: Prince at Davidson, 8 inches; Concert for 10th

Maureen O'Sullivan, 2 columns x $4\frac{1}{2}$ inches, cut line and caption - $1\frac{1}{2}$ inches; Joan Bennett and John Boles, 2 columns x $4\frac{1}{2}$ inches, cut line and caption - $1\frac{1}{2}$ inches.

Total space to pictures - 24 inches.

Advertisements:

Entertainment advertisements - 42 inches; Franklin Cane Sugar - 3 inches; India Tea - 8 inches; Eschrich's Nursery - 4 inches. tires - 8 inches.

Total space to advertisements - 57 inches.

Friday, April 15, 1932. advertisements - 41 inches; Wisconsin

Copy: and Milwaukee Sentinel - 30 inches.

Total: Mark Hellinger, 20 inches; Peggy Patton, 14 inches;

Haresfoot Club, $2\frac{1}{4}$ inches; Russian actress signs for movies, 2 inches.

Total amount of copy - $38\frac{1}{2}$ inches. Peggy Patton, 14 inches;

Pictures: Carroll, 12 inches; Film stars exercise, $5\frac{1}{2}$ inches;

Jewish Nora Gregor, 2 columns x 6 inches, cut line and caption - $1\frac{1}{2}$ inches. - $30\frac{1}{2}$ inches.

Total space to pictures - $9\frac{1}{2}$ inches.

Advertisements: are exercising, 2 column x 5 inches, cut line and Entertainment advertisements - 92 inches.

Total amount of advertisements - 92 inches.

Saturday, April 16, 1932.

Copy: Absolute furrier - 7 inches; Parker's Cleaners and

yers - Mark Hellinger, 21 inches; Peggy Patton, 13 inches;

Student Prince at Davidson, 5 inches; Concert for idle

Musicians, 3 inches; Milwaukee girl gets part in opera, 7

inches; Junior Arions sing, 4 inches; Organ recital at

St. John's church, 2 inches; Crazy kat movie, 1 inch.

Total amount of copy - 56 inches. Review of 'Reunion in

Pictures: 14 inches; Wallace Peery, 1 inch; Clark Gable,

1 inch; Milwaukee girl in opera, 1 column x 6 inches, cut line and caption - 2 inches.

Total space to pictures - 8 inches.

Advertisements: adree, 1 column x 24 inches, cut line and

caption Entertainment advertisements - 41 inches; Wisconsin

News and Milwaukee Sentinel - 30 inches.

Total space to advertisements - 71 inches.

Monday, October 17, 1932.

Copy: *Comopolitan Magazine* - 30 inches; Patent medicines
advert: Mark Hellinger, 24 inches; Peggy Patton, 14 inches;
Harrison Carroll, 12 inches; Film stars exercise, 5½ inches;
Jewish talking picture shown here, 1 inches.

Total amount of copy - 56½ inches.

Pictures: Mark Hellinger, 24 inches; Harrison Carroll, 12
inches; Film stars exercising, 2 column x 6 inches, cut
line and caption - 2 inches. *is' husband*, 2 inches; Shirley
Total space to pictures - 14 inches. *and Richard Dix*.

Advertisements:

Total: Absolute furrier - 7 inches; Parker's Cleaners and
Dyers - 8 inches; Sentinel, News - 30 inches; Modern System
Dentists - 12 inches; Unity Dye Works - 10 inches. *if inches*,
Total amount of space to advertisements - 67 inches. *lums*

Tuesday, October 18, 1932. *caption - 2 inches*.

Copy: *space to pictures - 37 inches*.

Advert: Walter Winchell, 26 inches; Review of 'Reunion in
Vienna', 14 inches; Wallace Beery, 1 inch; Clark Gable,
1 inch; Sally Eilers, 1 inch; Helen Hayes, 1 inch. *and*

Total amount of copy - 44 inches.

Pictures: *space to advertisements - 40 inches*.

Thursday: Gwili Andree, 1 column x 2½ inches, cut line and
caption - 1 inch; Jeannette Mac Donald, 1 column x 3 inches,
cut line and caption - 2 inches. *es; Harrison Carroll, 12*
Total space to pictures - 8½ inches. *Radio Progress, 11*

Advertisements:

Cosmopolitan Magazine - 90 inches; Patent medicine advertisements - 15 inches.

Total space to advertisements - 105 inches.

Wednesday, October 19, 1932.

Copy:

Mark Hellinger, 24 inches; Harrison Carroll, 15 inches; Radio Programs, 21 inches; Thomas Treanor (radio news), 11 inches; Bette Davis' husband, 2 inches; Shirley Grey gets role, 2 inches; Irene Dunne and Richard Dix, 2½ inches.

Total amount of copy - 77½ inches.

Pictures:

Stars of the 'Big Broadcast', 2 columns x 4½ inches, cut line and caption - 1½ inches; Harold Lloyd, 2 columns x 5½ inches, cut line and caption - 2 inches.

Total space to pictures - 27 inches.

Advertisements:

Food Show - 10 inches; Theatre Operator's Union, 18 inches; Kolynos Dental Cream - 9 inches; Patent medicine - 3 inches.

Total space to advertisements - 40 inches.

Thursday, October 20, 1932.

Copy:

Mark Hellinger, 20 inches; Harrison Carroll, 15 inches; Thomas Treanor, 12 inches; Radio Programs, 21

Wool Clothing - 15 inches.

inches; Bavarians plan celebration, 2½ inches; Singing waitress, 1 inch; Amount of time to make a moving picture, 1½ inches.

Total amount of copy - 53 inches.

Pictures:

Lois Wilson and Jackie Cooper, 2 columns x 6½ inches, cut line and caption - 1½ inches; Local - Native costume dance, 2 columns x 3½ inches, cut line and caption - 1½ inches.

Total space to pictures - 25 inches.

Advertisements:

Entertainment advertisements - 41 inches.
Total space to advertisements - 41 inches.

Friday, October 21, 1932.

Copy:

Walter Winchell, 26 inches; Thomas Treanor, 10 inches; Radio Programs, 21 inches; Farewell to Arms, 10 inches; Big German film at Pabst, 3½ inches.
Total amount of copy - 70½ inches.

Pictures:

Katharine Hepburne and Billy Burke, 2 columns x 5 inches, cut line and caption - 2 inches; Lillian Harvey, 1 column x 4½ inches, cut line and caption - 1½ inches.
Total space to pictures - 16 inches.

Advertisements:

Entertainment advertisements - 48 inches; Wile Bros. Clothing - 12 inches.

Total amount of advertisements - 60 inches.

Saturday, October 22, 1932.

Copy:

Walter Winchell, 23 inches; Thomas Treanor, 11 inches; Radio Programs, 20 inches; Author of 'Carrie Nation' teaches English, 2 inches; Review of 'Whistling in the Dark', 4½ inches.

Page Three Content

Total amount of copy - 60½ inches.

Pictures:

The news, pictures and advertising content of page three of the Pink Flash over the period studied. Thursday, October 16, 1931.
Joan Crawford, 2 columns x 5 inches, cut line and caption - 2 inches.

Copy:
Total space to pictures - 14 inches.

Advertisements:
Mark Hallinger, 24 inches; Walter Winchell, 24 inches; Peggy Futton, 16 inches.

Entertainment advertisements - 47 inches; Luick Ice Cream - 21 inches.

Pictures:
Total space to advertisements - 68 inches.

AVERAGES AND PERCENTAGES
Joan Crawford, 1 column x 4 inches, cut line and caption - 2 inches; Marie Dressler, 1 column x 21 inches, cut line and caption - 14 inches.

The copy on page two averaged 51.32 inches per issue, pictures 18 inches, and advertising 73.09 inches. The remaining space, 17.59 inches, was taken by headlines.

Advertisements:
Copy averaged 33 per cent of the space, pictures

11 percent, and advertising 46 percent. Of the total amount of advertising, 63 per cent was entertainment advertisements.

Friday, October 16, 1931.
11.5 per cent Wisconsin News and Milwaukee Sentinel advertisements, and 25.5 percent miscellaneous.

Peggy Futton, 16 inches; Story of cameraman, 3 inches; Walter Winchell, 24 inches.

Total amount of copy - 41 inches.

Pictures:

Greta Garbo and Clark Gable, 3 columns x 7 inches, cut line and caption - 1 1/2 inches.

Advertisements:

Entertainment advertisements - 90 inches.
Total space to advertisements - 90 inches.

CHAPTER V

Saturday, October 17, 1931
Page Three Content

Copy:

The news, pictures and advertising content of page three of the Pink Flash over the period studied.
Thursday, October 15, 1931.

Copy:

Mark Hellinger, 24 inches; Walter Winchell, 26 inches; Peggy Patton, 16 inches.
Total amount of copy - 66 inches.

Pictures:

Joan Blandel, 1 column x 4 inches, cut line and caption - 2 inches; Marie Dressler, 1 column x 3 1/2 inches, cut line and caption - 1 1/2 inches.
Total space to pictures - 11 inches.

Advertisements:

Entertainment advertisements - 69 inches.
Total space to advertisements - 69 inches.
Friday, October 16, 1931.

Copy:

Peggy Patton, 16 inches; Story of cameramen, 3 inches; Walter Winchell, 25 inches. Douglas Fairbanks, 3 columns
Total amount of copy - 41 inches.

Pictures:

Greta Garbo and Clark Gable, 3 columns x 7 inches,
cut line and caption - $1\frac{1}{2}$ inches.

Advertisements:

Entertainment advertisements - 90 inches.

Total space to advertisements - 90 inches.

Saturday, October 17, 1931.

Copy:

Mark Hellinger, 24 inches; Gilbert Seldes, 20
inches; Peggy Patton, 15 inches; Movie horses, 4 inches.
Total amount of copy - 63 inches.

Pictures:

Una Merkle, 2 columns x 5 inches, cut line and
caption - 2 inches; Joe E. Brown, 2 columns x 4 inches,
cut line and caption $1\frac{1}{2}$ inches.

Total space to pictures - 25 inches.

Advertisements:

Entertainment advertisements - 50 inches.

Total space to advertisements - 50 inches.

Tuesday, October 20, 1931.

Copy:

Mark Hellinger, 26 inches; Harrison Carroll,
15 inches; Hollywood restaurants, 7 inches; Una Merkle's
hobby, 5 inches.

Total amount of copy - 53 inches.

Pictures:

Mary Pickford and Douglas Fairbanks, 3 columns

x 7 inches; cut line and caption - 2 inches.

Total space to pictures - 27 inches.

Advertisements: 28, 1931.

Copy: Kropp's Prescription Pharmacy - 7 inches; Christian Science lecture - 7 inches; Theatres - 44 inches. 16 inches;

Total space to advertisements - 58 inches.

Wednesday, October 21, 1931.

Copy:

Mark Hellinger, 26 inches; Peggy Patton 18 inches; Story of 'Our Gang', 7 inches; Features in production in Hollywood studios, 10 inches.

Total amount of copy - 61 inches.

Pictures:

Our Gang, 4 columns x 7 inches, cut line and caption - 2 inches. 68 inches.

Total space to pictures - 30 inches.

Advertisements:

Entertainment advertisements - 70 inches. 10 1/2 inches; Total space to advertisements - 70 inches. 11 1/2 inches;

Thursday, Oct. 22, 1931. 12 inches; Harrison Carroll,

Copy:

Total Walter Winchell, 25 inches; Harrison Carroll, 15 inches; Gilbert Seldes, 20 inches.

Total amount of copy - 60 inches. x 5 inches, cut line and

Pictures: - 2 inches; Ronald Coleman and Fay Wray, 2 columns x 5 1/2 inches; None. cut line and caption - 2 1/2 inches.

Advertisements:

Entertainment advertisements - 76 inches; Christian

Science lecture - 7 inches.

Total space to advertisements - 83 inches.

Friday, October 23, 1931.

Copy:

Walter Winchell, 25 inches; Peggy Patton, 16 inches;

Dogs in the movies, 5 inches;

Total amount of copy - 46 inches.

Pictures:

Movie dogs, 2 columns x 5 inches, cut line and caption 2 inches; Nancy Carroll, 2 columns x 5½ inches, cut line and caption - 1½ inches.

Total space to pictures - 28 inches.

Advertisements:

Entertainment advertisements - 65 inches.

Total space to advertisements - 65 inches.

Thursday, October 29, 1931.

Copy:

Mark Hellinger, 30 inches; Peggy Patton, 10½ inches;

Horses in films, 1½ inches; Joan cheery after fall, 1½

inches; Man a hit as actress, 1½ inches; Harrison Carroll,

7 inches.

Total amount of copy - 52 inches.

Pictures:

Carole Lombard, 1 column x 5 inches, cut line and

caption - 2 inches; Ronald Coleman and Fay Wray, 2 columns

x 6¼ inches, cut line and caption - 2¼ inches.

Total space to pictures - 24 inches.

Advertisements: girls from 'Blossom Time' cast, 4 columns
x 5 inch Entertainment advertisements - 69 inches.

Total space to advertisements - 69 inches.

Friday, October 30, 1931.

Copy: Entertainment advertisements - 54 inches.

Total: Mark Hellinger, 29 inches; Universal picture, 1
inch; Actors eating habits, 2 inches; Harrison Carroll,
16 inches; Knife throwing in films, 1½ inches; Edward G.
Robinson, 4½ inches.

Total amount of copy - 54 inches.

Pictures:

Total: Ralph Graves, 1 column x 4 inches, cut line and
caption - 2 inches; Jack Holt, 1 column x 4½ inches, cut
line and caption - 2½ inches.

Total space to pictures - 13 inches.

Advertisements: caption - 3½ inches.

Total: Entertainment advertisements - 78 inches.

Total space to advertisements - 78 inches.

Saturday, October 31, 1931.

Copy: Wisconsin News - 33 inches;

of Prog Walter Winchell, 30 inches; Doug should not mock

dad, 5½ inches; German society to give program, 1 inch; The

cast in 'Blossom Time', 11½ inches; Singing cop on program,

Total amount of copy - 66 inches.

3 inches; Peggy Patton, 15 inches.

Gymnasium, John Hittner General Director, Len Rydzek

Pictures: *Josephine L. Fisher Bake Shop, amounting to a total of 26 inches.* Three girls from 'Blossom Time' cast, 4 columns x 5 inches, cut line and caption - 1 inch.

Total space to pictures - 24 inches.

Advertisements: *advertisements - 92 inches.*

Tuesday, Entertainment advertisements - 54½ inches.

Total amount of advertisements - 54½ inches.

Monday, April 11, 1932. *26 inches; Harrison Carroll, 14*

Copy: *228 starring film, 2 inches.*

Total *as* Walter Winchell, 23 inches; Showman's musical barber shop, 2½ inches; Peggy Patton, 13 inches; Harrison Carroll, 10 inches. *By O'Neal, 4 columns x 5 inches, cut line and*

Total amount of copy - 48½ inches.

Pictures: *as to pictures - 12 inches.*

Advertisements: *12, 1932.* Mary Astor, 1 column x 3½ inches, cut line and caption - 2½ inches; Peggy Shannon, 1 column x 3½ inches, cut line and caption - 2½ inches.

Total space to pictures - 12 inches.

Advertisements: *12, 1932.*

Copy: New serial in the Wisconsin News - 28 inches;

Advertisements grouped under the title 'A Weekly Review of Progressive Business Firms, and containing the following - Fur Shop, Optometrist, Torres Cafes, Star Towel and Supply, Alcazar Cigar, Milwaukee Pants Co., Milwaukee Saw Works, Gorwardt Sons Morticians, My Laundry, Tommy Neary's Gymnasium, John Bittner Funeral Directors, Leo Ryczek Em-

balmer, Josephine L. Fisher Bake Shop, amounting to a total of 26 column inches; Wisconsin News 7% Preferred Stock - 27 inches; Patent medicine - $3\frac{1}{2}$ inches; World Cleaners - 10 inches; Eureka Cleaners, 7 inches.

Total space to advertisements - 91 inches.

Tuesday, April 12, 1932.

Copy:

Walter Winchell, 26 inches; Harrison Carroll, 14 inches; MGM starring film, 2 inches.

Total amount of copy - 40 inches.

Pictures: Eddie Galt, 3 columns x 3 inches, cut line and caption Sally O'Neal, 2 columns x 6 inches, cut line and caption - 2 inches.

Total space to pictures - 12 inches.

Advertisements: Chesterfield - 60 inches; Ice Distributors, 22 inches; East Side Cleaners, 10 inches.

Total space to advertisements - 92 inches.

Wednesday, April 13, 1932.

Copy:

Mark Hellinger, 26 inches; Contract Bridge by E.V. Shepard, 15 inches; Harrison Carroll, 14 inches.

Total amount of copy - 55 inches.

Pictures: Ann Dvorak and James Cagney, 2 columns x $5\frac{1}{2}$ inches, cut line and caption - 2 inches.

Total space to pictures - 12 inches.

Total space to pictures - 15 inches. - 21 inches.

Advertisements: advertisements - 91 inches.

Monday, The Electric Co., 57 inches; Feerick Funeral Home, 24 inches; Eureka Cleaners, 7 inches.

Total space to advertisements - 88 inches. Treasurer, 16 inches;

Thursday, April 14, 1932. stage film talent, 2 inches; Soul

Copy: 12, 2 inches; Una Merkel, 2 inches; Radio Programs,

21 inches; Walter Winchell, 24 inches; Peggy Patton, 16 inches.

Total amount of copy - 40 inches.

Pictures:

Claudia Dell, 3 columns x 3 inches, cut line and caption - 1½ inches.

Total space to pictures - 13½ inches.

Advertisements:

Entertainment advertisements - 93 inches. Food

Total space to advertisements - 93 inches. Time - 3

Friday, April 15, 1932.

Copy: space to advertisements - 87 inches.

Tuesday Walter Winchell, 23 inches; Harrison Carroll, 26 inches.

Total amount of copy - 49 inches. Thomas Trenner, 24 inches;

Pictures: programs, 31 inches; Norma Ekster, 7 inches; Charles

Marrell Tom Mix and a group of children, 3 columns x 5½ inches, cut line and caption - 2 inches.

Total space to pictures - 22½ inches.

Advertisements: Ekster, 3 columns x 7 inches, cut line and

Entertainment advertisements - 91 inches.

Total space to advertisements - 91 inches.

Monday, October 17, 1932.

Copy:

Walter Winchell, 24 inches; Thomas Treanor, 16 inches; Jolson film, 3 inches; Change film talent, 2 inches; Noel Francis, 2 inches; Una Merkel, 2 inches; Radio Programs, 21 inches.

Total amount of copy - 50 inches.

Pictures:

Claudette Colbert, 2 columns x $7\frac{1}{2}$ inches, cut line and caption - $1\frac{1}{2}$ inches.

Total space to pictures - 17 inches.

Advertisements:

Entertainment advertisements - 40 inches; Food Show - 16 inches; World Cleaners - 10 inches; Tums - 3 inches.

Total space to advertisements - 69 inches.

Tuesday, October 18, 1932.

Copy:

Mark Hellinger, 27 inches; Thomas Treanor, 14 inches; Radio Programs, 21 inches; Norma Shearer, 7 inches; Charles Farrell, 1 inch.

Total amount of copy - 70 inches.

Pictures:

Norma Shearer, 2 columns x 7 inches, cut line and

caption - 2 inches.

column x 5 1/2 inches, cut line and caption - 1 inch.

Total space to pictures - 18 inches.

Total space to pictures - 18 1/2 inches.

Advertisements:

Advertisements:

Entertainment advertisements - 52 inches; Food Show -

Entertainment advertisements - 52 inches.

10 inches.

Total space to advertisements - 62 inches.

Total space to advertisements - 62 inches.

Friday, October 21, 1932.

Wednesday, October 19, 1932.

Copy:

Copy:

Harrison Carroll, 14 inches; Mark Hellinger, 20

Walter Winchell, 29 inches; Peggy Patton, 16 inches;

inches; Peggy Patton, 17 inches.

Clara Bow, 5 inches; Jack Dempsey in picture, 2 inches.

Total amount of copy - 50 inches.

Total amount of copy - 52 inches.

Pictures:

Pictures:

Lillian Barrymore and Joan Crawford, 2 columns x 3

Clara Bow, 1 column x 5 inches, cut line and caption

inches, cut line and caption - 2 inches; Lillian Barrymore, 2

- 2 inches.

column x 5 1/2 inches, cut line and caption - 1 1/2 inches.

Total space to pictures - 7 inches.

Total space to pictures - 23 inches.

Advertisements:

Advertisements:

Entertainment advertisements - 79 inches.

Entertainment advertisements - 79 inches.

Total space to advertisements - 79 inches.

Total space to advertisements - 79 inches.

Thursday, October 20, 1932.

Saturday, Oct. 22, 1932.

Copy:

Copy:

Walter Winchell, 26 inches; Peggy Patton, 12 inches;

Mark Hellinger, 20 inches; Harrison Carroll, 14

Balloons needed in movie, 1 inches; Culbertson comes home

inches; Peggy Patton, 11 inches; Lillian Barrymore, 7 inches;

to wife, 8 1/2 inches; Two local showhouses have Crawford films,

Lillian Barrymore, 2 inches; Lillian Barrymore, 1 inch; Movie

2 1/2 inches; Movies are looking for 'Lion Man', 4 1/2 inches.

Language, 4 inches; Lillian Barrymore, 2 inches; Lillian Barrymore

Total amount of copy - 54 1/2 inches.

Wilson, 3 inches.

Pictures:

Total amount of copy - 79 inches.

Lil Dagover and Conrad Veidt, 2 columns x 5 1/2 inches,

cut line and caption - 1 1/2 inches; Charlotte Culbertson, 1

Pictures:

Mr. and Mrs. Ralph Bonjou, 2 columns x 3 inches,

column x $3\frac{1}{2}$ inches, cut line and caption - 1 inch.

Total space to pictures - $25\frac{1}{2}$ inches.

Advertisements: $1\frac{1}{2}$ inches, cut line and caption - 2

inches; Entertainment advertisements - 82 inches.

Total space to advertisements - 82 inches.

Friday, October 21, 1932. 43 inches.

Copy:

Harrison Carroll, 14 inches; Mark Hellinger, 28 inches; Peggy Patton, 17 inches.

Total amount of copy - 59 inches.

Pictures: the space devoted to copy averaged 58.33 inches.

Lionel Barrymore and Joan Crawford, 2 columns x 5 inches, cut line and caption - 2 inches; Claire Trevor, 1 column x $7\frac{1}{2}$ inches, cut line and caption - $1\frac{1}{2}$ inches.

Total space to pictures - 23 inches.

Advertisements: 4.5, and for miscellaneous 19.5.

Entertainment advertisements - 69 inches.

Total space to advertisements - 69 inches.

Saturday, Oct. 22, 1932.

Copy:

Mark Hellinger, 28 inches; Harrison Carroll, 14 inches; Peggy Patton, 11 inches; Minturn Players, 7 inches; Lillian Harvey, 2 inches, Man eater film, 1 inch; Movie language, 5 inches; Quirt and Flagg, 2 inches; Dorothy Wilson, 3 inches.

Total amount of copy - 73 inches.

Pictures:

Mr. and Mrs. Adolph Menjou, 2 columns x 5 inches,

cut line and caption - 2 inches; Dorothe Considine, 1 column x $3\frac{1}{2}$ inches; cut line and caption - $1\frac{1}{2}$ inches; Joan Crawford, 2 columns x 7 inches, cut line and caption - 2 inches; Jackie Cooper, 1 column x 6 inches, cut line and caption - 1 inch.

Total space to pictures - 43 inches.

Advertisements:

Wisconsin News - 33 inches.

Total amount of advertisements - 33 inches.

AVERAGES AND PERCENTAGES

The space devoted to copy averaged 55.33 inches, advertisements 73.13 inches, and pictures 1976 inches, or copy - 35 percent, pictures - 12 percent, and advertisements - 46 percent. The percentage of space for entertainment advertisements was 76, for Wisconsin News and Milwaukee Sentinel advertisements 4.5, and for miscellaneous 19.5.

Total amount of copy - 447 inches.

Pictures:

Maple alley, 3 columns x 14 inches, cut line and caption - 2 inches; Windle Lightner, 1 column x 10 inches, cut line and caption - 2 inches; Sylvia Slaney, 1 column x $7\frac{1}{2}$ inches, cut line and caption - 2 inches; Northwestern university coord., 1 column x 5 inches, cut line and caption - $2\frac{1}{2}$ inches; Premier Level and a Gob, 1 column x $5\frac{1}{2}$ inches, cut line and caption - 14 inches; Kitchen of Hotel Hoover, 3 columns x $6\frac{1}{2}$ inches, cut line and caption - 14 inches; Baron Duriani and family, 2 columns x $7\frac{1}{2}$ inches, cut line

and caption - 1 1/2 inches.

Total space to pictures - 9 1/2 inches.

Friday, October 30, 1931.

Copy:

San Francisco, 1 1/2 inches; Short Story, 15 inches;

Answers, 1 1/2 inches; Local CHAPTER VI; Seattle, 1 1/2 inches;

New York, 2 1/2 inches; Page Four Content; Paris, 1

inches; Chicago, 2 1/2 inches; London, 1 1/2 inches; Local, 1

The news, picture, and feature content of page

four of the Pink Flash.

Total amount of copy - 46 1/2 inches.

Thursday, October 29, 1931.

Pictures:

Copy:

Girl and model boat, 3 columns x 7 inches, cut

Short story, 15 inches; New York, 9 1/2 inches; Con-

line and caption - 2 inches; Three walls, 3 columns x 4 1/2

neat, O., 1 1/2 inches; Local, 1 1/2 inches; Madison, 1 inch;

Cleveland, 1 1/2 inches; Local, 10 inches; Paris, 1 1/2 inches;

Los Angeles, 2 inches; Answers to questions on page one,

in various sections, 2 columns x 8 inches, cut line and

1 1/2 inches.

caption - 2 inches; University of Wisconsin coed, 3 columns

Total amount of copy - 44 1/2 inches.

x 7 1/2 inches, cut line and caption - 1 1/2 inches.

Pictures:

Total space to pictures - 9 1/2 inches.

Capone ally, 3 columns x 4 1/2 inches, cut line and

Saturday, October 31, 1931.

caption - 2 inches; Winnie Lightner, 1 column x 10 1/2 inches,

Copy:

cut line and caption - 2 1/2 inches; Sylvia Sidney, 1 column

Hollywood, 7 inches; Local, 1 1/2 inches; Local 2

x 7 1/2 inches, cut line and caption - 2 inches; A Northwestern

university coed, 1 column x 5 inches, cut line and caption -

Clara, Cal., 1 1/2 inches; Answers, 2 inches; Holly coed, 1

2 1/2 inches; Premier Laval and a dog, 1 column x 5 1/2 inches,

1 1/2 inches; Short Story, 17 inches.

cut line and caption - 1 1/2 inches; Kitchen of Hotel Hoover,

Total amount of copy - 57 1/2 inches.

3 columns x 6 1/2 inches, cut line and caption - 1 1/2 inches;

Pictures:

Baron Suriani and family, 2 columns x 7 1/2 inches, cut line

and caption - 1 1/2 inches.

Total space to pictures - 98 1/2 inches.

Friday, October 30, 1931.

Copy:

San Francisco, 1 1/2 inches; Short Story, 15 inches; Answers, 1 1/4 inches; Local, 5 1/2 inches; Seattle, 2 1/2 inches; New York, 2 1/2 inches; Columbus, O., 1 1/2 inches; Paris, 2 inches; Chicago, 2 1/2 inches; London, 1 1/2 inches; Local, 4 inches; New York, 2 1/2 inches; Local, 2 inches.

Total amount of copy - 44 1/2 inches.

Pictures:

Girl and model boat, 3 columns x 5 inches, cut line and caption - 2 inches; Three waifs, 3 columns x 4 1/2 inches, cut line and caption - 2 inches; Three Girls, 2 columns x 7 inches, cut line and caption, 2 inches; Couple in Bavarian costume, 2 columns x 8 inches, cut line and caption - 2 inches; University of Wisconsin coed, 2 columns x 7 1/2 inches, cut line and caption - 1 1/2 inches.

Total space to pictures - 96 1/2 inches.

Saturday, October 31, 1931.

Copy:

Hollywood, 7 inches; Local, 3 1/4 inches; Local 2 inches; Harrisburg, Pa., 1 inch; Local, 3 inches. Santa Clara, Cal., 1 1/2 inches; Answers, 2 inches; Holly wood, 1/2 inches; Short Story, 17 inches.

Total amount of copy - 37 1/2 inches.

Pictures:

Program, 2 1/2 inches; Local story, 1 1/2 inches; Baseball v. Chicago, 2 inches; Short story, 1 1/2

Flower Girl, 2 columns x 9 inches, cut line and caption - $2\frac{1}{2}$ inches; Retiring railroad man, 1 column x $7\frac{1}{2}$ inches, cut line and caption, $2\frac{1}{2}$ inches; The Three Romys-running 11 inches in 1 column, 5 inches in 1 column, and 2 inches in two columns, cut line - 2 inches in 2 columns; High school girl, 3 columns x $4\frac{1}{2}$ inches, cut line and caption - 2 inches; Local girl, 2 columns x 5 inches, cut line and caption - 2 inches.

Total space to pictures - $10\frac{1}{2}$ inches.

Monday, April 11, 1932.

Copy:

Serial story, $22\frac{1}{2}$ inches; Medical advice, 6 inches; Shopping with Alice and Evelyn, $10\frac{1}{2}$ inches; Elsie Robinson, 10 inches; Wisconsin News pattern, 12 inches; Fay King, 30 inches; Mrs. Beeckman - Improving your manners, $3\frac{1}{2}$ inches; Advice to the lovelorn by Beatrice Fairfax, $5\frac{1}{2}$ inches.

Total amount of copy - $76\frac{1}{2}$ inches.

Pictures:

Model, 2 columns x $5\frac{1}{2}$ inches, cut line and caption - 2 inches; Columbia university student strikers, 2 columns x $5\frac{1}{2}$ inches, cut line and caption - 2 inches; Wedding couple, 2 columns x $6\frac{1}{2}$ inches, cut line and caption - $1\frac{1}{2}$ inches.

Total space to pictures - 46 inches.

Tuesday, April 12, 1932.

Copy:

Review of the 'Band Wagon', 19 inches; Radio Programs, 28 inches; Radio story, $9\frac{1}{2}$ inches; Milwaukee, 19 inches; Baseball v. Chicks, 9 inches; Short Story, $17\frac{1}{2}$

inches.

Total amount of copy - 102 inches.

Pictures:

Water buffalo, 2 columns x 6 inches, cut line and caption - $1\frac{1}{2}$ inches; Local girl, 1 column x $3\frac{1}{2}$ inches, cut line and caption - 2 inches; Haresfoot club, 2 columns x $4\frac{1}{2}$ inches, cut line and caption - $1\frac{1}{2}$ inches; Joe Falcooka, 2 columns x $4\frac{1}{2}$ inches. 78 inches.

Total space to pictures - $41\frac{1}{2}$ inches.

Wednesday, April 13, 1932.

Copy:

Jersey City, $4\frac{1}{2}$ inches; Radio Program, $22\frac{1}{2}$ inches; Short Story, 15 inches; Baltimore, $2\frac{1}{2}$ inches; Local, 7 inches; Madison, 6 inches; Chicago, 1 inch; Lisbon, Port., 3 inches; Richard H. Gardner (Radio News), 11 inches; New York, 5 inches; Elkton, Md., 6 inches.

Total amount of copy - $83\frac{1}{2}$ inches.

Pictures:

A Modern Hiawatha, 2 columns x 6 inches; cut line and caption - $2\frac{1}{2}$ inches; Mussolini, 2 columns x 6 inches, cut line and caption - 2 inches; Radio soloist, 1 column x 3 inches, cut line and caption - $2\frac{1}{2}$ inches; Prettiest smile girl, 1 column x $5\frac{1}{2}$ inches, cut line and caption - 2 inches; Debutante in business, 3 columns x $5\frac{1}{2}$ inches, cut line and caption - $1\frac{1}{2}$ inches.

Total space to pictures - 93 inches.

Thursday, April 14, 1932.

Copy:

French dressing room secrets, 6 inches; Richard H. Gardner, 15 inches; Radio Programs, 21 inches; Short Story, 16 inches; San Francisco, 6 inches; Hollywood, 9 inches; Detroit, 3 inches.

Total amount of copy - 76 inches.

Pictures:

Kay Francis, 2 columns x $5\frac{1}{2}$ inches, cut line and caption - $1\frac{1}{2}$ inches; Four movie actors, 3 columns x 5 inches, cut line and caption - $1\frac{1}{2}$ inches; Rochelle Hudson, 1 column x 8 inches, cut line and caption - 2 inches; Anita Louise, 1 column x 8 inches, cut line and caption - 2 inches; Dorothy Sebastian and Anita Page, 2 columns x $7\frac{1}{2}$ inches, cut line and caption - 2 inches.

Total space to pictures - $72\frac{1}{2}$ inches.

Friday, April 15, 1932.

Copy:

Richard H. Gardner, 14 inches; E.V. Shepard, 15 inches; Radio Programs, 18 inches; Serial, 26 inches; Short Story, 16 inches; Uncle Ray's Corner, 8 inches.

Total amount of copy - 97 inches.

Saturday, April 16, 1932.

Copy:

Beginning of a serial, 36 inches; Fay King, 30 inches; Elsie Robinson, 10 inches; Shopping with Alice and Evelyn, 22 inches; Wisconsin News pattern, 11 inches; Con-

clusion of a serial, 15 inches.

Total amount of copy - 124 inches.

Pictures:

Model, 3 columns x 7 inches, cut line and caption - 2 inches.

Total space to pictures - 27 inches.

Monday, October 17, 1932.

Copy:

Financial Serial, 18 inches; Beatrice Fairfax, 4 inches;

Shopping in Milwaukee with Evelyn and Alice, 23 inches;

Elsie Robinson, 11 inches; Mrs. Cornelius Beeckman, 5 inches;

Daily pattern, 12 inches; Today's Recipe, 7 inches; Fay

King, 30 inches.

Total amount of copy - 110 inches.

Pictures:

Stunning Fall Gown, 2 columns x 8 inches, outline

and caption - $1\frac{1}{2}$ inches; Sport Ensemble, 1 column x $6\frac{1}{2}$

inches; cut line and caption - $1\frac{1}{2}$ inches.

Total space to pictures - 27 inches.

From this date until the Pink Flash was discontinued, these

features appeared daily on page four.

AVERAGES AND PERCENTAGES.

Before the change was made on page four to all

daily features, copy averaged 70.25 inches of the total

space. Pictures averaged 67.25 inches, in each edition.

Local copy comprised 9 percent of the total,

foreign 1 percent, and national 90 percent.

Publishers estimate that from 40 to 50 percent of the space in a newspaper should be advertising in order for it to be financially successful. The Pink Flash, however, carried only 23 percent of the total space in advertising, and only 65.8 percent was entertainment in nature. These figures show that the section was not financially

CONCLUSION

Designing a special section of a newspaper, inelastic as to space, for one class of advertisers, is financially impractical. The Wisconsin News Pink Flash, intended as an entertainment section, contained four pages each day. Entertainment advertisements were not definitely fixed as to size, so that only on certain days of the week were they sufficient to pay for the cost of the section. On the other days, in order to meet the expense of publishing the edition, advertisements had to be 'stolen' from other parts of the paper. This cut down the income for the regular sections of the paper.

Because the Pink Flash was a wrapper page, its size was fixed at a minimum of four pages. It could not be decreased in size on the days when the volume of entertainment advertisements was reduced and still retain its nature as a wrapper page.

Advertising represented 46 percent of the space on both page two and page three, but of this only 63 percent on page two was entertainment in nature, and 76 percent of page three advertisements were of this type.

Publishers estimate that from 40 to 60 percent of the space in a newspaper should be advertising in order for it to be financially successful. The Pink Flash, however, carried only 23 percent of the total space in advertising, and only 68.5 percent was entertainment in nature. These figures show that the section was not financially successful, and also that it was not possible for the editors to keep all of the advertisements in it, advertisements of amusement and entertaining events.