

## WOMEN IN ADVERTISING AND JOURNALISM

Katharine Trenholm Is a "Home-Work" Newspaper Woman—Sophie Irene Loeb Appointed by League of Nations—Woman Publisher Heads Child Welfare Drive

ONE of the few newspaper women in the country who can entertain guests at her home while doing her daily work is Katharine Trenholm, radio reviewer of the *New York Sun*.



KATHARINE TRENHOLM

Miss Trenholm sits in the living room of her home in East Orange, N. J. five nights of each week listening to the various stations broadcast. While she has never tried to be hostess to a bridge party at the same time, she is able to invite friends in who like to listen to the radio.

Sometimes Miss Trenholm wishes she were back again on the street reporting exciting stories with the rest of the "gang," but being a radio reviewer has its compensations. For instance, there are the laughs that she sometimes receives in the mail. In one letter she received some time ago addressed to Mr. K. Trenholm, the writer imagined the *Sun's* reviewer as a "grouchy old man, sitting in front of the loud speaker and twirling the dials and his mustachios." Another correspondent advised her to "lie a tin pie plate on the bed post and let your wife stand in the next room while you broadcast. If she lets you live to tell the story, you're a better man than I think you are."

A radio reviewer, Miss Trenholm says, works on an average of four hours an evening, starting at seven and finishing at 11.

"I find it similar to ordinary reporting," she said. "In covering a story the things that arouse you most gravitate to the lead, and it is the same in listening to radio programs."

Miss Trenholm has been on the *Sun* for seven years now. Three years ago she was made radio reviewer and in that time, she hasn't missed more than four nights, with the exception of two weeks spent on vacation.

Sophie Irene Loeb, writer for the *New York Evening World*, has been invited by the League of Nations to become adviser in its child welfare work. Miss Loeb has long been identified with this type of social work beginning about 18 years ago, when she went to the homes of widows in crowded districts of New York and conferred with them as to the best means of aiding them.

For seven years Miss Loeb was chairman of the Board of Child Welfare in New York, and last year addressed the first international Child Welfare Congress at Geneva, at which principal nations of the world were represented.

Mrs. Lytton Gray Ament, publisher of the *New York Morning Telegraph*, was this week named the head of a committee to produce a vaudeville revue and other entertainment to help raise \$1,000,000 for the Child Welfare Committee of America. Mrs. Ament sailed Aug. 24 for Europe and will appoint members of her committee on her return.

Miss Alice Wheeler, member of the women's page staff, *Worcester (Mass.) Telegram*, has resigned.

Miss Sadie Lee Kirgan, who holds a degree from the University of Missouri, has succeeded her father, L. C. Kirgan, as editor of the *Fairfield (Tex.) Recorder*, weekly.

Miss Bonnie Daynes will be society editor of the *Salt Lake City Telegram* for the next two months, substituting for Mrs. Harry Hines who has gone to Europe on a vacation trip.

Miss Mary Duffy is a recent addition to the news staff of the *Scranton (Pa.) Sun*.

Faye Lewton Ashman has rejoined the staff of the *Alliance (O.) Review* as society editor. For a number of years before her marriage she was a member of the editorial staff.

## WATERMELON WEEK CELEBRATED BY E. & P.

Opulent Product of Amon G. Carter's Patch Arrives in Splendor in Galvanized Iron Wash-Tub

EDITOR & PUBLISHER'S annual Watermelon Week was celebrated this week with the arrival from Texas of a huge melon lolling lusciously in the spacious precincts of a galvanized iron wash-tub. It was sent from the farm of Amon G. Carter, president of the *Fort Worth Star-Telegram* and *Record-Telegram*. Every year Mr. Carter sends scores of choice melons from his farm to his friends in the publishing and advertising fields.

A letter from the "Hired Hand"—Harold Hough, circulation manager of the *Star-Telegram*—accompanied the melon. It follows:

"Each year about this time, I take a plane and fly over our 900 acre watermelon patch and see if we have any melons large enough to send a few of Mr. Carter's friends. It is a dangerous trip, because if a forced landing was necessary, in the middle of that jungle, the world would be without another high flyer. Tangled up in those fast growing vines, would mean to be crushed to death between two big, growing melons, fighting for floor space.

"Near the South eighty line, outside of the danger zone, I found a melon, which I lassoed out for you and it is being expressed to you today. It is not a big one from the center of the patch, but perhaps it will satisfy, if you could storage him for a few days before opening.

"Won't you send me one of your cards, because next year when we plant your melon, I am going to put your card in the hill and raise you a special melon. When you slice it, you will find that the seeds spell out your name and address. We will sure get some wide publicity for Texas on that invention. I think it is the cleverest idea I have had today. To make it a success, all I have to do is to persuade the melons to do their part. I told Mr. Carter about the plan, thinking it might mean a raise—it did.

"However, it was not a financial raise. At that the Boss is not such a hard boiled

## in Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

## The "Free Press"

"Starts the day in Detroit"

With a stable, uninflated, liberal pursued circulation productive of greater advertising returns at lower cost.

feller after all. He is just back from the Dempsey-Sharkey fight and felt so good over the outcome, he has promised me if I would quit making speeches and writing non-sensible letters long enough to get your melon to you ripe and in good condition, he would take me to the Dempsey-Tunney fight in Chicago. Being a single man, I have never witnessed a good fight and am working just as I would if he was watching me. If the melon is not good, don't tell Mr. Carter—tell me and I will send another one.

"Texas crops this year are so great, they have pushed the field fences out into the roads."

"Yours 'till Henry makes up his mind,"  
Amon Carter's Hired Hand,  
of Shady Oak Farm.

## ADVERTISING WOMEN VISIT U. S.

Miss M. G. Atkins and Mrs. J. Harvey-Smith Arrive from London

Two British advertising women, Miss Muriel G. Atkins and Mrs. J. Harvey-Smith, arrived in this country Aug. 22, on a business and pleasure trip. Miss Atkins is secretary of the Regent Advertising Club of London, and a business staff member of Odhams Press, Ltd., London, publishers of *John Bull*, *Ideal Home*, *Passing Show*, *20 Story Maga-*

*zine* and *Picturegoer*. While in this country she will act as advertising representative of these publications.

Mrs. Harvey-Smith is advertising manager of Payne-Jennings Publicity, Ltd., theatrical advertising agents and publishers, London. She is a member of the Regent Advertising Club and acts as business manager of *Regent Activities*, official organ of the club.

The English women were met at the dock by members of the New York League of Advertising Women and later tendered a luncheon by that group. On Thursday evening they were honor guests at a dinner given by the New York Advertising Club.

They will return to England late in September.

## RESCUES DROWNING GIRL

Frank R. Glynn, Boston, Mass., advertising man, recently made a heroic rescue of a South Boston girl from drowning in Eliot, Me. Glynn recently underwent an operation on his arm, requiring 14 stitches, but did not hesitate to plunge into the water fully clothed to save the girl, who was being carried out by the swift current of the Piscataqua river. After he had brought the girl to shore, Glynn was forced to walk half a mile for medical attention for his arm.

This is Ionic No. 5

# Ionic No. 5

# Ionic No. 5

This is Roman No. 2

The two lines reproduced above were photographically enlarged from two seven point slugs, the upper line set in Ionic No. 5, the lower in No. 2.

## A Larger Lower Case Gives Ionic No. 5 Greater Legibility

LOWER CASE LETTERS almost as high as the capitals accompanying them—there is the explanation of Ionic's exceeding legibility. The proportion is purposely large because Linotype designers heeded the fact that small characters compose fully three-quarters of the average newspaper column. They produced an easy-reading font by giving greatest attention to its most read portion.

Not only did these designers make the ratio between Ionic's lower case and capitals greater than that of the average roman face. All descenders were shortened, capitals were heightened, and even more body added to the lower case. Into this large framework they built elements making for the maximum legibility.

And the result? Ionic No. 5 has no hairlines—there is practically no difference between the light and heavy strokes. Ionic serifs are sturdy. They are shorter, too, so space that formerly went between letters is now put inside the letters themselves. This, with the greater body size, brings about an even distribution of the "light spaces" in word or line. Light comes *through* this new face; not *around* it.

In short, Ionic No. 5 is "all letter." Its great readability won immediate favor with newspaper readers, its mechanical advantages immediately attracted newspaper publishers. These two considerations combined explain its amazing popularity—tell why more than 500 papers have already adopted Ionic No. 5, the *legible* text face.

TRADE LINOTYPE MARK

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