School News and Sports

BALDWIN HI-LIGHTS

By Ann Nonimous

The latchstring was out, so we all walked in . . . Up to the Community House on Saturday night . . . What again? . . . Yup, again! Yes suh, it sho was one sprightly dance, I reckon . . . Pardon me people, but after totin' around with Alabama, Kentucky, and Georgia, I've still got the South in my mouth! . . . Nancy Fisher, looking snooky in grey, went daneing by with Neil Stark; and Louise Cobb, in green, came whizzing by with Fritz Adams . . . Shirely Busby with George Gorman and Evelyn Wragby with Steve Wygant were all up dishing out requests to maestro Dick Gibbons . . . They got 'em too . . . Blonde Marilyn Ely, looking smooth in black, came with Ed Brehm and Virginia Barden with Bob Andrews . . . Clyde Bennett and Georgia Bolton were having a little difference of opinion on who was the most gon-u-ine Southern man. After a rather heated discussion, they finally came to terms. During intermission Bunny Packard with Dick Sheperd, Mignon Conway and Earl Conley and Ruth Anderson with Duke Potere were having a session over in the corner . . . Incidentally, did you notice who got the most attention during the evening? None other than a mouse-colored cat! It not only got passed around during intermission but was even taken for a swing on the dance floor . . . It just goes to show you it doesn't take looks to get you the best things in life!

Peg Janisse ambled in with Leonard Young, home from State for the week-end . . . and Emily Giffels was with Art Jones . . . Jay Lowman, Bill Vinton, Bruce Corson, and Pete Rose were slagging it . . . Speaking confidentially, wasn't that some trumpet swinging that Art Neff and Bill Slocum did 'round the end of the evening? . . . Well, I'll say! . . . Definitely so . . . The only objection was that they didn't come in sooner . . . Anywho, an orchid to both guys for a very swell job. Don Moses, with Isabel Bradbeer, was up by the stage . . . Along with Jeanne Wakefield, best looking gal, and Mill Plumbstead . . . Listening to Bill and Art show us how the music can handle the situation.

Mayfa Jean Gracey, in blue with the cutest off-the-face-hat, scurried in late with Ed Purman . . . Also Jeanne McKinney and Johnny Hays . . . And Margaret Scriven plus Scott Walker.

And that's that until the next time.

So long.

ANNIE.

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BALDWIN 'STARS' APPEAR IN FILM ON SALESMANSHIP

There are several full-fledged motion picture actors walking the halls of Baldwin today. They made their debuts in the "super-colossal" production "Magnificent Concession," or "A Foot in the Door is Worth Two on the Mat," which was presented in the assembly given today by the junior class.

Each scene in the picture, which is in color and silent, is an illustration of one type of selling. In scene one, Sam Bruni and Nick Vicario use the "strong-arm" method on Mr. Hamilton Easton. Scene two is captioned "Tears and the Tyrant" with Shirley Busby and James Murray in the title roles. "Hi-pressure" salesmen George Rounds and Norman Lyle inveigle Principal Ray H. Bechtold into buying a subscription in scene three. The fourth scene shows Warren Dalley emulating an "apple-polisher" for Ramon Mercado's benefit.

In scene five Coach George Wurster is not interested until Bob Bliss shows him a copy of "Parents' Magazine." Lastly, a scene representing the Junior-Senior banquet, which is the idea behind the magazine sales campaign, is shown with Andy Watson, Kate Osborn, Marion Porter, and Nick Vicario partaking of the feast.

The assembly, during which the picture was presented, was a take-off on Jack Benny's program. It was called the "Sell-o Hour." The cast was: Jack Benny, Charley Fiske; Mary Livingstone, Margaret Gardener; Kenny Baker, Herbert Flemington; Don Wilson, Dave Thompson; guest artist, Dorothy Lamour, Constance Peck.

The committee in charge of advertising for the magazine sales campaign includes Rose Berlin, chairman; Eleanor Kelly, Ward Cruikshank, George Ford, Bob Bliss, John Bathgate, and George Mullin. Dr. Lee and Sam Gershenson filmed the picture.

Journalism Students Visit Newspaper As Guests Of Des Moines Publishers

By Bill Averill

When two large daily newspapers are published in the same building, it can go on the record as one of the few cases of that kind anywhere. While attending the National Scolastic Press Association Convention held Dec. 2, 3, and 4 in Des Moines, Ia., it was my privilege to be able to go through the building which housed the "Des Moines Register" and the "Des Moines Tribune" and witness the vast and complex system by which plain white newsprint is transformed into the black and white pages that make your daily newspaper.

Through Joseph R. Scolaro, of Franklin, who represents the Register and Tribune in the field of national advertising, arrangements were made for his son Jack, Miss Vida B. McGiffin, English instructor at Baldwin High School, and myself to be taken on a thorough tour through the plant.

We met Charles Feldman, National Advertising Manager for the two papers, who is a personal friend of Mr. Scolaro. Mr. Feldman, by the way, at one time lived in Birmingham. Before we started our tour he introduced us to the owner of the Register and Tribune, Gardner Cowles, Jr. Later, under the direction of Vern Myers, Promotion Manager for the Register and Tribune, we took our trip through the plant.

We first visited the editorial room where the news stories and other copy are written. To the casual observer it looks as though there was only the staff of one paper in the room. This is not correct. The staffs for both papers work in this room together, but divided by an imaginary line down the middle. The staffs work as if they were on competitive newspapers, even though the Register is a morning paper and the Tribune an evening paper. If a scoop is discovered by a Tribune reporter, he keeps it for the next edition of his own paper, even if it has just gone to press. He would never let the Register get hold of it.

During the football season the Des Moines Sunday Register puts out one of the largest sports sections in the country, devoting at least ten pages to football exclusively. The promotion manager declares that he believes they have built up a sports-minded Iowa public. He stated that in recent surveys of what the subscribers read the sports section was read more often than any other section except general news.

At least ten news services are bought by the papers to insure their getting the latest news flashes and other stories of an interesting nature. Some of these include day and night Associated Press releases, United Press, International News Service, and another news agency that provides news of value.

There is only one library, or "morgue," for both papers. This contains clippings of all the important news stories printed in the Register and Tribune. Also on file are over a million and a half pictures, cuts that have been used or might be in future articles.

Twelve photographers are jointly employed by both papers, and we were both surprised and pleased when we were asked to pose for a picture. In connection with the photography end, many photo services are subscribed to, such as Acme, Wide World, etc. For the latest pictures of widespread interest, the plant also has a Wirephoto unit. We happened to be present when a picture was being sent from Los Angeles.

Working along with the photographers as the Art Department. Here the photographs are retouched if they need it, in order to get the best results when they are reproduced in the paper. The editorial cartoons and those used in features originate in this department, as well as any advertising drawings.

The next room we saw was used for the engravers. Here electrotypes, etchings, cuts, etc. are produced for the two papers and other publications put out by the plant.

Down in the composing room the copy is set up on linotype machines, the proof is corrected, and the columns of type are made into pages. When a page is set up, it is sent to a hydraulic press where a wet piece of papier-mache is pressed on the type to get the impression of every letter. This mat is dried on a cylinder, then sent to the casting box. Here a semi-cylindrical plate—just like the original page of type, only curved to fit the presses—is cast. In one edition more than fifteen hundred of these plates may be used. Now we went to the press room, where these plates are clamped to the presses.

One or more presses may be used, depending on the size of the edition. At one end of the press is a roll of paper several miles long; at the other the finished newspaper comes out. The printing, folding, cutting, and counting are all done as it goes from one end to the other. On an endless belt the papers are carried to the mailing room.

Here they are mechanically tied with wire and sent to the delivery trucks for distribution on the streets and throughout Iowa. Due to such clock-like precision the paper reaches the most distant parts of Iowa at almost the same time as the subscriber in Des Moines receives his.

The comics, feature section, and rotogravure for the Sunday Register are printed toward the end of the week, and are all ready for the Sunday news sections.

The papers own three radio stations. Mr. Meyers conducted us through the two located on the top floor of the Register and Tribune Building—KSO and KRNT. The other WMT serves Waterloo and Cedar Rapids Iowa. The papers also own a syndicate that furnishes many features, comic strips, and cartoons. Some of these are Jane Arden, Point to Parents, Ed Reed's Off the Record, and others.

We ended our tour with a brief visit with Vernon Pope, the editor of **Look** magazine. **Look's** editorial offices occupy an entire floor in the building but it is printed in Chicago. As we were leaving Mr. Pope's office, we happened to pass Bob Ripley, who furnishes many papers with the feature "Believe It Or Not."

I think I speak for Miss McGiffin and Jack when I say that it was an excellent way in which to spend three hours; and speaking for myself, I wouldn't mind going through the plant again, because I am sure there are a lot of things I missed. If any of you want to see something you'll remember all your life, go to some big daily and watch it in operation. There is nothing like it.

BOYS OF GAY '90'S SHOW HOW GAME SHOULD BE PLAYED

It seemed as if some monkeys had been turned loose last Friday during activity period, when the boys from the "Gay Nineties" came prancing onto the Baldwin gym floor to demonstrate an old time basketball game. They wore black mustaches and were attired in almost anything, from long underwear to overalls. The ropes were let down as was the custom in those days, and peach baskets served as the basket. Because these still had their bottoms, a ladder had to be used to regain the ball after it had fallen in.

George Mullin, acting as referee, had a hard time trying to calm the wild teams, on which there were nine men apiece. Don Porteous, Justin Buckeridge, "Coalminer" Holmes, Andy Watson, Bob Andrews, Leonard Upward, Bill Price, Charlie Fiske, Herbert Moore, and Charles Lyle were among the lineup.

After the hilarious exhibition of "Gay Nineties" basketball, a clinic, in which Coach Frankiyn Whiting explained the different positions and plays of the modern game was presented by members of the Varsity Squad. The boys illustrated the way in which they trained their eyes, wrists, and bodies. Captain Fritz Adams, Phil Carey, Frank McCarthy, Ronald Langerman, Bud Clark, and George Austin helped demonstrate these pointers.

The exhibition served as a pep meeting for the Varsity-Alumni game Friday night and as an advertising feature for the basketball program.

Barnum School News

Students of Barnum High School saw an interesting and educational alcohol film, recently, "The Benificient Reprobate." Another short film on safety was shown.

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Next Tuesday a talking movie will be shown to grades four through nine. The movie, "A Trip through Africa" is being presented by the Rough Riders, 9B homeroom, through the courtesy of the Dodge Motor Sales and is being shown by Wm. L. Oldershaw of Oldershaw Motor Sales.

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The 8B homeroom of Barnum School held a scavenger hunt party at the home of K. T. Beals where they had hot chocolate when they returned. The group was divided into three parts each being chaperoned by a parent. The chaperons were C. J. Heinmiller, J. N. Hadjisky, and Mrs. F. A. Keogh. Chairman of the committee was Hazel Hoover with J. W. Jenkins, the homeroom teacher assisting.

BALDWIN READY FOR ROCHESTER FALCONS

The Rochester Falcons will come to Birmingham Friday to begin their basketball season against coach Whitney's already victorious Maple Leafs.

Rochester won only one game last year and was twice beaten badly by Birmingham. But with four lettermen back, Coach Kees is looking forward to a more successful season this year.

Using the new Whitney system, Birmingham won its first game against Baldwin Alumni 30-32 last Friday. The game with Rochester will be played in the Baldwin gym after the second team game which starts at 7:00.

VARSITY DEFEATS ALUMNI IN FIRST GAME OF SEASON

Using the new Whitney system, the Baldwin Varsity began its 1937-38 schedule by defeating the Baldwin Alumni 30-23. Captain Red McBride and Don Fouracre were the stars of the game, accounting for 20 of the Alumni's 23 points.

The Varsity led in every quarter, but the game was put on ice in the second half. Fouracre and McBride stormed the Varsity goal and scored 15 points to the Maroon's 10 but were finally checked as the Varsity scored twice in the last few minutes of play.

Loren MacDonald led the scoring for the Varsity, sinking three field goals and two fouls. Grambeau, Upward, and Captain Fritz Adams came in second, scoring two field goals and a free throw. Langerman and Hunter scored the remaining points with one goal and a foul apiece.

Fouracre and McBride, last year's graduates, scored five field goals apiece for the Alumni and were the mainstays for the grad's. Kenny McBride put his name on the records with one field goal and Red Howting accounted for the remaining point with a foul shot. The other Alumni players were Jimmy Roberts, "Slim" Peabody, and Dick Forester.

Hard Luck

"Why are you crying, little girl?"

"'Cause my brother has holidays and I don't."

"Well, why don't you have holiday."

"'Cause I don't go to school yet."—The Moravian.

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2. The gift of cleanliness. An electric range cooks with pure heat from a glowing wire—heat as clean as sunlight. You will enjoy the ease with which you can keep your kitchen bright and sparkling, with less frequent redecorating expense and practically no scouring of utensils.

3. The gift of better meals. Electric cooking has a delicious natural flavor. There is nothing else like it. Meats and vegetables cook to melting tenderness in their own juices. You'll be amazed at the difference electric cooking makes in ALL your recipes.

4. The gift of healthful cooking. The waterless cooking method is at its best on an electric range. Precious minerals and important food values are sealed-in . . . not boiled away in excess water and poured down the sink.

5. The gift of comfortable cooking. In hot summer weather, an electric range does not raise the temperature of the kitchen, even one degree, by actual test.

6. The gift of modernness. Electric stoves installed ten years ago still look as good as the day they were installed. An electric range will often beautify the entire kitchen.

Electric cooking is the finest cooking that money can buy . . . and today, you don't need a great deal of money to buy it! Electric range prices are now so moderate that you can purchase an electric range for about the cost of an average stove of comparable size and features. This Christmas, choose the gift that will serve the entire family . . . surprise her with a new, modern, sparkling ELECTRIC RANGE! See the new electric ranges on display at department stores, electrical dealers and at all Detroit Edison offices.

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