

ARIZONA HIGHWAYS: FROM ENGINEERING PAMPHLET  
TO PRESTIGE MAGAZINE

by  
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A Thesis Submitted to the Faculty of the  
DEPARTMENT OF JOURNALISM  
In Partial Fulfillment of the Requirements  
For the Degree of  
MASTER OF ARTS  
In the Graduate College  
THE UNIVERSITY OF ARIZONA

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## ACKNOWLEDGMENTS

The author would like to publicly acknowledge the assistance given him in this research project and in the writing of this thesis. First, to James Stevens, Director of Publications, Arizona Highways, for making available records and documents essential for this study, and for answering innumerable questions. Without his cooperation, this study would have been impossible. Second, to Professors Philip Mangelsdorf, George Ridge and Harwood Hinton, for their suggestions and guidance in preparing this study. And, to Professor Donald W. Carson, for his invaluable encouragement, Mrs. Lutie Higley, for making available the resources in the University Library, and finally to Mrs. Marguerite B. Cooley, Director, Department of Library and Archives, State of Arizona, for her assistance into research of the early years of Arizona Highways.

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## ABSTRACT

The history of Arizona Highways is the story of a drab, highway engineering pamphlet evolving into a colorful showcase displaying the scenic beauty of Arizona to such an extent to become an internationally-known magazine.

Arizona Highways really had two beginnings. In 1921 the Arizona State Highway Department began publishing a ten-page, typewritten, mimeographed pamphlet discussing highway construction and finances. The series was issued intermittently for 18 months, then disappeared.

The magazine format appeared in April 1925. It also featured highway construction topics, but slowly began to add travel articles. By the mid-1930's, travel and scenery shared equal billing with highway construction content. By the late 1930's, today's format began to evolve with the arrival of Raymond Carlson, the magazine's sixth and most prominent editor. Carlson began to use color photography and printing, and eliminated content that did not deal with scenery, history or the people of Arizona.

Circulation boomed following World War II and now extends to about a half million.

It is today the most successful and most imitated of state magazines, leading its closest rival, Vermont Life, in circulation by a margin of four to one.

## CHAPTER 1

### INTRODUCTION

To document the history of a magazine, it is essential to examine the many influences which have shaped the publication--beginning when the idea is conceived, on through labor pains, then birth, and finally on through the growing years and into maturity.

Many magazines have insignificant beginnings, so obscure that much or most of the early influences are lost to the past. And only when the magazine reaches some level of success does the historian, journalist and scholar become aroused sufficiently to preserve what is readily known about the publication's history. If the magazine achieves substantial success, then one might be motivated to dig deeper into the past, and to record the present.

Such is the case with Arizona Highways magazine. Few people, including historian/journalists know of the magazine's two births, or how drastically different early issues were compared to today's colorful production. Perhaps that in itself justifies this attempt to document the history of Arizona Highways. But a more meaningful justification is the need to gather and document historical information before it becomes obscure, distorted, or lost.

Because the magazine is a recognized success today, much is known about its mature years. But even some of this information has been found

to be distorted because of inaccurate communication, over-zealousness on the part of admirers, and rivalries among former staff members.

Attempts to unravel the mysteries surrounding the founding and early years proved frustrating, yet rewarding because of the reality that those who might furnish insight or direction into this period of more than a half century ago will not be available forever.

This then is an attempt to collect, document, and interpret the history of Arizona Highways magazine.

## CHAPTER 2

### THE BEGINNING

Arizona Highways magazine really had two beginnings--one in 1921, and a second birth in 1925. Both beginnings were humble and drab.

The first appearance of a publication bearing the title Arizona Highways was in the summer of 1921, when the Arizona State Highway Department issued a ten-page pamphlet dated July 25, 1921. The issue bore Volume 1, Number 1, identification (Figure 1).

As seen in Figure 1, the contents covered six topics, beginning with a statement by Thomas Maddock, State Engineer, entitled, "The Whyfore." Maddock discussed the founding of the pamphlet, as seen in Figure 2.

A thorough search of literature does not reveal the name of the person responsible for commencing the highway department publication in Arizona, but Maddock in his statement suggested that Arizona was following the pattern of Wyoming, Nevada and other western states. He also states that the Federal Bureau of Public Roads had urged such an endeavor.<sup>1</sup>

Maddock probably played some role in founding the original version of Arizona Highways, but this cannot be substantiated from the literature existing today. This author has not been able to determine

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1. Arizona Highways, Vol. 1, No. 1, p. 2 (original or first series bearing this title).

# ARIZONA HIGHWAYS

ISSUED BY THE  
ARIZONA STATE HIGHWAY DEPARTMENT  
PHOENIX, ARIZONA

With the Idea of Furthering the Development of  
Good Roads Throughout the State

EDITORS ARE PRIVILEGED TO USE ANY OF THE MATTER HEREIN CONTAINED

OL. I

PHOENIX, ARIZ. JULY 25, 1921

NO 1

## CONTENTS

- 1- WE EXPLAIN THE "WHYFORE"
- 2- RESUME OF STATE HIGHWAY ACTIVITIES
- 3- FEDERAL LEGISLATION
- 4- THE VALUE OF FULL COMPETITION
- 5- NEW USE FOR AIRPLANE HANGAR
- 6- ADMINISTRATION BUILDINGS

Figure 1. Photo of Cover of First Issue in the Pamphlet Series.

### THE PURPOSE

Millions of dollars thru legislative appropriations, county and city bond issues are being expended yearly in Arizona in the construction of highways either directly or indirectly under the supervision of the State Highway Department.

The taxpayers of Arizona have a right to know how this money is being spent. They have a right to know all there is to know about this department for our highway program is coming to be regarded secondary in importance only to our public school system.

For the purpose of keeping all interested persons informed concerning highway development in this state it has been decided by this department to issue a news letter from time to time under the title of Arizona Highways. We claim no credit for originating the idea. thru the American Highway Education Bureau this form of fact-dissemination has been adopted by the Federal Bureau of Public Roads, and in the issuance of regular publications by the highway departments of Wyoming, Nevada and other western states.

It will be the aim of Arizona Highways to give out accurate and complete information. Heretofore the publicity from the department has been unsystematized and haphazard, giving rise to misinformation at times which is not conducive to the efficient carrying out of any public enterprise.

In the publication of an inexpensive pamphlet of this kind the Department believes that it is meeting its obligation to the public, and that the slight expense entailed is a legitimate one. Arizona Highways will be mailed free to any taxpayer sufficiently interested to make the request. The total number of copies will necessarily be limited, however, and it is for this reason that we look to the press to make free use of the matter contained herein and count on their cooperation in placing these facts in the hands of the people.

THOS. MADDOCK,  
State Engineer.

Figure 2. Photo of Page 2 of First Issue in Pamphlet Series, Explaining the Purpose of the Pamphlet and Showing the Type-written-mimeograph Quality.

the name of the person or persons responsible for assembling these first issues either.

The first issue of the pamphlet series got some attention in the press. Under a one-column, three-line headline, Tucson Citizen announced "Arizona Highways, Title of Magazine to Aid Department." The article stated:

Phoenix, July 26--The first number of "Arizona Highways" was issued yesterday by the state highway department. The front page of the publication declares that it is issued "with the idea of furthering the development of good roads throughout the state." Another notice said the magazine would be issued from "time to time" and would be mailed without cost to any taxpayer upon application.<sup>2</sup>

The remainder of the article described the contents of this first issue.

Arizona Republican announced in a headline, "New Publication Tells of Work of State Highway Department." The first paragraph read, "With the expressed idea for furthering the development of good roads in Arizona, the state highway department yesterday issued the first number of Arizona Highways."<sup>3</sup> The remainder of the article was devoted to printing the statement by Maddock on why the publication was born.

#### Format

The first issue contained five sheets of white paper, 8½ inches by 11 inches in size, stapled on the left margin, and bore a yellow, wrap-around cover. The copy was typewritten, and reproduced by mimeograph or some similar means. As noted by viewing Figure 1, the top

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2. Tucson Citizen, July 26, 1921, p. 4.

3. Phoenix Arizona Republican, July 26, 1921, p. 10.

half of the cover was printed by letterpress, and the dateline and contents were mimeographed onto this page.

The second issue, which followed the first by less than three weeks, was dated August 15, 1921, and it followed the same physical format as the first issue. However, Volume 1, Number 3, issued on October 20, 1921, was completely type-set, as were the remaining six issues in this early series.

#### Content

The content of this first series was devoted to construction subjects, financing and administrative subjects within the highway department. There was no attempt to promote travel, or to laud the scenic attractions of the state.

Issue Number 3 of this first series carried this announcement:

The demand for copies of Arizona Highways has increased to such proportions that it is now necessary to have the publication printed instead of mimeographed as heretofore. To defray this expense a limited amount of advertising will be accepted from road contractors and supply firms.<sup>4</sup>

The cover of that issue dated October 20, 1921, contained three small advertisements. The advertising content was short-lived. The remaining six issues in this first series did not contain a single ad.

#### Circulation

There does not appear to be a record of circulation figures for this first series. Circulation may have numbered several hundred, but probably less than one thousand. Maddock's original statement suggests

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4. Arizona Highways, Vol. 1, No. 3, p. 7 (first series bearing this title).

that his highway department was concerned over the cost to produce such a publication, and he urged the press to reprint material from the pamphlet to further disseminate information contained therein.

#### End of the Pamphlet Series

The first series of Arizona Highways covered a period of approximately 18 months, from July 25, 1921, when the first issue appeared, until December 30, 1922, when Volume 2, Number 3 appeared, the ninth issue in the series.

There was no hint in this December 30, 1922, edition that the series would be discontinued. According to Mrs. Marguerite B. Cooley, Director, Department of Library and Archives, State of Arizona, a search by her staff has failed to uncover any other publication bearing the title Arizona Highways between the period of December 30, 1922, and April, 1925, when the second, and current series of that title began.<sup>5</sup>

#### A Second Beginning

Twenty-eight months after the pamphlet series of Arizona Highways ceased publication, a new periodical appeared bearing the same title. This new series, using a magazine format, would in two to three decades become internationally known for its excellent color photography and printing portraying Arizona's scenic attractions.

The "new" Arizona Highways, or call it the "second" Arizona Highways, carried a birthdate of April 15, 1925. It was a 28-page edition, printed in black and white, 8½ x 11 inches in size.

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5. Private communication with Mrs. Marguerite B. Cooley, March 14, 1973.

### A Hint of Trouble

The 7th session of the Arizona Legislature convened in January, 1925. The Arizona Republican edition of February 28, 1925, carried a story stating that the "long awaited highway bill was introduced" the previous day by Speaker of the House Harold MacMillin.<sup>6</sup> The legislation was House Bill 188. One of its main features was the establishment of a highway "commission" of appointed officials to oversee the operation of the highway department, in the manner in which the department operates today. Another feature of this highway legislation, which became known as the Motor Vehicle Code of 1925, was the authorization to produce "brochures, maps and other printed material" to encourage travel to and through the state.<sup>7</sup>

The bill came to the house floor for debate on March 9, 1925, and The Arizona Republican the next morning gave an account of the debate, much of which centered around hopes to publish a magazine. The news account read:

That was the 2nd tilt of the day (referring to another debate on legislation). The first occurred following a protest by the Merchants and Manufacturers Association against a proposal by the state highway department to enter into the magazine publishing business. This had been opposed by the Good Roads Association. The Merchants and Manufacturers shared the general desire that the highway department fund be employed in road building and not literary expeditions. But that was not the main objection set out in the protest. It was suspected that the state highway department would attempt to derive its literary sinews from the merchants who have for sale goods such as the state highway department has to buy; that the merchants would be levied upon to

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6. Phoenix Arizona Republican, February 28, 1925, p. 2.

7. Arizona Revised Statutes, Revision 1948, p. 30.

support the magazine by advertising, and those who might decide not to do so would be subject to unfair competition.

Thereupon, Mr. (Frank) Abell offered a resolution to the effect that it was the sense of the house that the state highway department should be restrained from adventuring into literary by-paths, but confine itself to the business of broad, smooth roads for automobiles. There was a debate of an hour on the resolution, which would no doubt have been adopted but for a motion to make the resolution a special order for tomorrow morning.<sup>8</sup>

The next day's editions of The Arizona Republican and The Tucson Citizen carried stories on legislative proceedings, but no mention of the highway bill debate.

However, The Arizona Republican did run an editorial, entitled, "The State Highway Magazine." It read:

An attempt begun in the House yesterday to arrest the literary activities of the state highway department, and concentrate its superabundant energies within proper road building channels, raises again the old question, What is information and what is propaganda?

It was the opinion of Mr. Abell, who called attention to the subject, and that seemed to be the opinion of the majority, that there is so much the state highway department has left undone and so much it has not well done, that it should not launch itself upon the sea of literature.

The state highway department, we understand, is thinking of employing its idle hours in conducting a state highway magazine. The department is as restless as little George Morris, aged eight, who busied himself and supported a widowed mother and nine grown sisters, by digging wells in the day time and taking in washing at night.

The purpose of the state highway department in entering the magazine field is said to be to disseminate information concerning the operation of the department. Some of the members of the house believed that that was desirable. But is it necessary? Do not the visible works of the state highway department speak for themselves? In this age of automobiles, practically all of the

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8. Phoenix Arizona Republican, March 10, 1925, p. 4.

citizens of Arizona are on the roads or at least they know what is being done in their immediate neighborhoods. A very large number of them know what is being done all over the state and also know, or suspect, how it is being done.

Would the State Highway Magazine afford unbiased information? Or, would it contain propoganda to increase the popularity of the department and the station administration? Would it record any possible derelictions of the state highway department? For instance, would the March number of the magazine, if there had been a March number, have afforded to the impatient citizens of Yavapai County correct or satisfying information concerning the cessation of activities on that part of the Hassayampa highway lying and being between that eminence known as Yarnell Hill and the town of Congress Junction?

Would the State Highway Magazine broadcast to a breathless world any facts pertaining to the state highway department, that the administration might desire not to be known? We suspect that the Magazine would not be a journal of unbiased public opinion about the highways.

Then there is the question of cost. Editors come high. The price of paper is altitudinous, and we expect it to climb higher. Printers long since ceased working for a song, and the present postal rates are simply a disgrace. Many miles of good roads could be built annually for the cost of producing the State Highway Magazine under the present abnormal conditions of the American dollar being worth only sixty-five cents or thereabouts.

But it is urged in behalf of the magazine that the whole cost of production would not have to be diverted from the highway fund. The merchants, the dealers in lumber, hardware, equipment, gasoline, hay, oil, "turmeric turpentine and tin," say nothing of the hundreds of gewgaws which the state highway department needs, could be bled for so large a supplemental fund as to make the magazine self-supporting. Merchants who have these things to sell are fairly acute men; they know that the state highway department is in the market for them and these merchants know on which side their bread is buttered. Merchants have been known to pay with apparent cheerfulness for advertising which is of no value to them, when in private they felt themselves to be the victims of more or less tacit blackmail.

Were it not, however, for the cost of the Magazine at a time when we think that neither the taxpayers nor the merchants can afford luxuries, we should welcome the State Highway Magazine. Arizona cannot be made too literary to suit us; we should like to see an Insane Asylum Magazine, a Reform School Magazine. If the time were ripe for it and we had the money with which to throw at the

birds, we would favor not only a State Highway Magazine, but a smaller edition of the Magazine issued every day from every road camp.

If the House in its wisdom should finally endorse the State Highway Magazine and consent to make a fitting appropriation from the state highway fund to support the magazine, in case the merchants turn out to be foolishly stubborn, it should insist that the Magazine contain a cross-word puzzle department and plans and specifications for rearing children--in other words, make it an appropriate household necessity.

We do not want any inferior magazine foisted upon the people.<sup>9</sup>

No further discussion of the magazine appears in the press. A couple of weeks later, the legislation passed the House by a 26 to 18 vote, and the Motor Vehicle Code of 1925, with the authority to publish the magazine, became a reality.

The state highway department wasted no time in getting out its first issue, which appeared April 15, eighteen days after the legislation was passed.

The only other press item appearing in Tucson and Phoenix newspapers over the founding of the magazine, was an editorial in The Arizona Republican, acknowledging that the magazine was born, and then quoting from the article on highway financing.<sup>10</sup>

This, then, is the authority under which the magazine began publication. The authority reads in much the same tone today.

The Arizona State Constitution also designates the mission of the magazine. "Article 4--Tourist advertising, Section 18-181, Encouragement of tourist travel; Arizona Highways magazine," reads:

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9. Phoenix Arizona Republican, March 10, 1925, p. 4.

10. Phoenix Arizona Republican, April 15, 1925, p. 4.

The highway commission is authorized to expend from the state highway fund amounts prescribed by law for the purpose of encouraging tourist travel to and through the state by giving publicity to points and places of historic interest, climatic and recreational advantages, the possibilities of successful pursuits and industrial enterprises, and such other information as in the opinion of the commission tends to attract visitors to the state.

The publicity shall be given through the medium of the magazine, "Arizona Highways" and the publication of maps, pamphlets and other descriptive material designed to carry out the purposes of this article.

The publication shall be distributed free of charge to libraries, schools, chambers of commerce and to such hotels, tourist agencies, visitors and prospective visitors and to such other persons or agencies, and in such quantities, as the commission deems beneficial in carrying out the purposes of this article.

The first issue (April, 1925) carried this announcement to the public:

With this issue, Arizona Highways makes its bow to its public. In its decision to issue a magazine devoted to the interest of good roads, the Arizona Highway Department is following the example of 22 other state highway departments, the American Association of State Highway Officials and the United States Bureau of Public Roads, in disseminating information in regard to its activities and those of the nation.

Although, during a previous administration, a pamphlet dealing with highways in Arizona was issued at intervals, the inauguration of Arizona Highways is the first big step forward to tell the people of Arizona and other states of the work being done by the Arizona Highway Department.

The necessity of such an organ for the Highway Department has become apparent through the scores of letters received from persons in this and other states inquiring into its activities or seeking information in regard to Arizona's highways.

Arizona Highways will be published each month by the Arizona Highway Department. It will contain in each issue many interesting and well illustrated articles by authorities on roads and allied subjects, furnishing authentic information of value to all who use Arizona's highways for business or pleasure.

For the information of motorists of Arizona and tourists from east and west, each issue will contain a travelogue of one of the 18 main routes in the state. The travelogue will tell the route of the particular highway, illustrated by a map of the highway,

pointing out the conditions of the road along the route, the towns visited, historic points of interest and a description of the scenery.

The first travelogue, contained in this issue, is of the Yuma-Phoenix highway, from the California State Line to the Arizona Capital City. It provides valuable information to all who traverse this well traveled highway.

A comprehensive program has been outlined for Arizona Highways and it will grow bigger and better with each issue. Suggestions containing constructive criticism are solicited and will be given careful consideration. Those who favor good roads will boost Arizona Highways.<sup>11</sup>

Exhaustive questioning of persons who might have knowledge of events and discussions leading up to the founding has produced virtually no concrete information on who may have given birth to the idea for a magazine.

It would seem logical, however, that the state engineer, W. C. Lefebvre, would have had to concur with and possibly even encourage the establishment of such a magazine.

In researching newspapers of this period, it is apparent too that "automobiling" was a craze in 1925. Cars were becoming not an oddity nor bizarre mode of travel, but commonplace. The Tucson Citizen and The Arizona Republican each carried a special automobile section in their Sunday editions. So highways were a much talked about topic--frankly, they couldn't be built fast enough to accommodate the rapid rise in travel. And thus, the need for highway information became real. So did a publication disseminating such information to Arizonans.

Vincent J. Keating, a member of the highway commission staff, was given the task of assembling and editing the magazine. He had some help,

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11. Arizona Highways, Vol. 1, No. 1, p. 3.

probably in illustrating the magazine. This help may well have come from the drafting department. James Stevens, Director of Publications for Arizona Highways in 1973, says,

It is my understanding that initially there were only two people on the magazine staff. They shared one room in the highway department along with another division.<sup>12</sup>

Obviously, Keating, whose name appeared on the first masthead as editor, was one of the two employees.

The magazine's annual budget for the first year (and for the next nine years) was \$20,000 from highway department funds.<sup>13</sup> And the press run for the first issue was 1,000 copies, the number of subscribers none, and the price per copy was ten cents.<sup>14</sup>

#### The Editorial Content

The content of the first issue began with a cover photo showing a roadway near Prescott (Figure 3). On the editorial page, Keating ran an article reprinted from the Minneapolis Tribune entitled, "Good Roads in Economics."

Titles of the main feature articles were:

- "Good Roads an Investment, Not An Expense to the People",
- "From Yuma to Phoenix Over Good Roads".
- "Who Pays for Highways?"
- "Condition of Roads"
- "California's Highways of the Future"
- "The Engineer's Log"
- "Expansion Joints--Their Use in Arizona"

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12. Private communication from James Stevens, April 7, 1972.

13. Arizona Highways, Vol. 39, No. 7, p. 4.

14. Ibid.

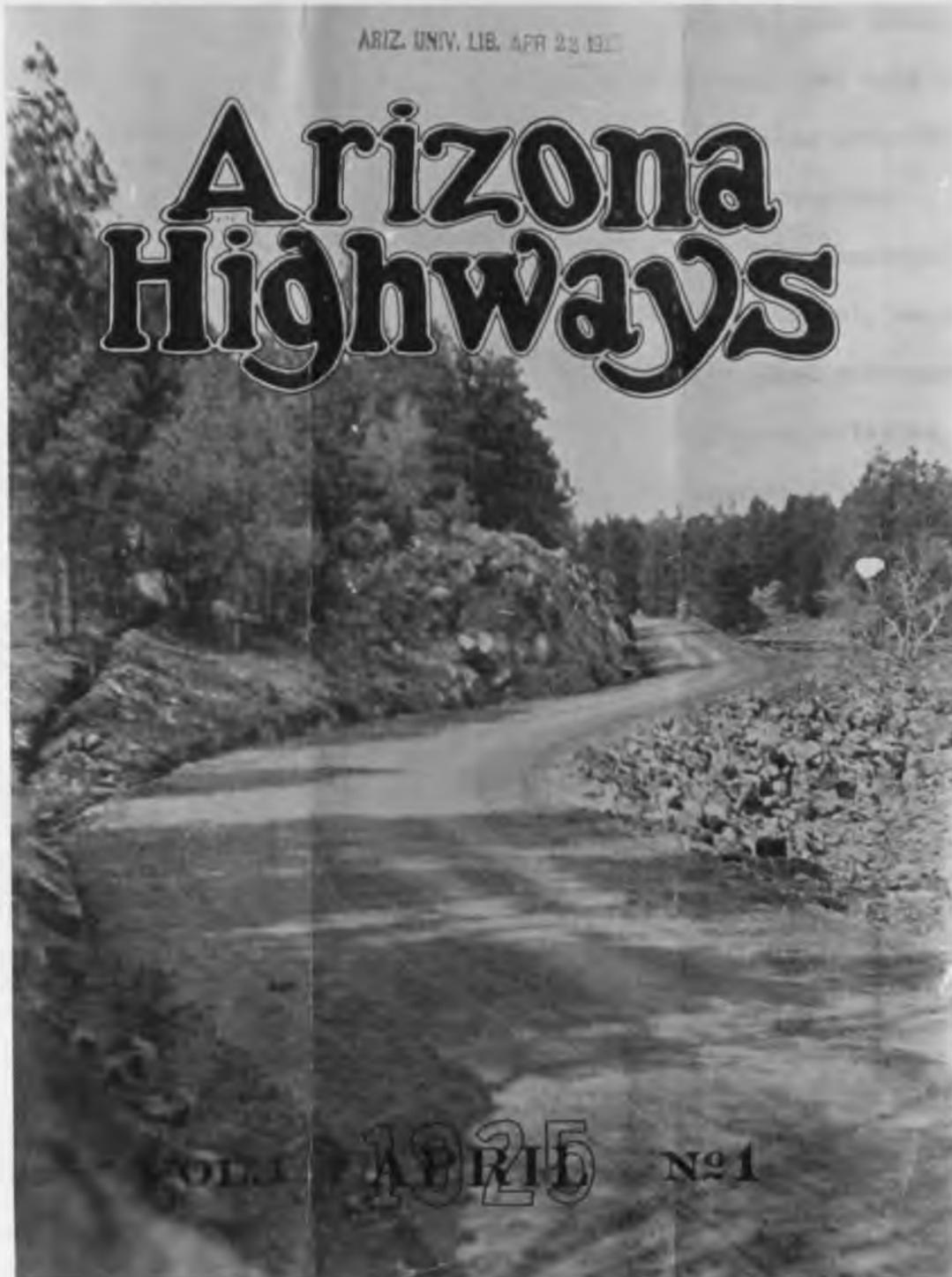


Figure 3. Photo of Cover of First Issue in the Magazine Series, April, 1925. -- Cover was black and white photography.

Only the article "From Yuma to Phoenix Over Good Roads" could possibly fit into today's format. It described the route, not only for its scenic value, but for its driving conditions. The other articles and departments smacked of semi-technical engineering information.

In examining early issues of Arizona Highways, it is apparent that state officials, particularly highway department personnel, were sensitive to public criticism of Arizona's roads. Occasional references were seen in letters from readers, and references to travel articles appearing in national media that travelers through Arizona often had some unkind remarks to make about the state's highways.

Perhaps this may in part account for the launching of a state magazine heralding Arizona's progress in road construction. The motto of the magazine, or perhaps it was the highway department's motto, which appeared above the statement to the public in the first issue, read, "Civilization Follows the Improved Highway."<sup>15</sup> A statement also appeared on the masthead, which read, "Published in the interest of good roads by the Arizona Highway Department."<sup>16</sup>

#### A Statement From the First Editor

The founding of the magazine series was explained by editor Vincent J. Keating, writing in the Seventh Biennial Report of the State Engineer to the governor. Keating wrote:

Arizona Highways, the official organ of the Arizona Highway Department in disseminating information in reference to its

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15. Arizona Highways, Vol. 1, No. 1, p. 3.

16. Arizona Highways, Vol. 1, No. 1, p. 8.

activities in construction, betterment and maintenance of the state system, made its first appearance with Volume 1, Number 1, in April, 1925.

In its decision to issue a magazine devoted to the interest of good roads, the Arizona Highway Department followed the example of 22 other state highway departments, and that of the United States Bureau of Public Roads and the American Association of State Highway Officials. Several additional states have started magazines since the inauguration of Arizona Highways.

The necessity of a publication of this kind, containing information for the general public in regard to Arizona's highway system, had become apparent through the scores of letters received each week by the department from every state in the Union and from Canada and Mexico, seeking data for travel or scientific purposes.

The most significant statement made by Arizona Highways is that which greets the reader under the mast head on the first page of news matter: "Civilization Follows the Improved Highway."

Since its organization by the editor, under the direction of the state engineer and the chief engineer, the magazine has been in demand by citizens of this state as well as other states who seek information as to travel and other conditions of the highway system. Letters received by the department from both advertisers and readers of the publication, have commented favorably both on its appearance and subject matter. In fact, so great has been the demand that the files of several months have been exhausted.<sup>17</sup>

Keating went on to describe the contents of the first few issues, giving credit to the various authors and his superiors.

Keating continued, by reporting the first year of the magazine's existence. He wrote:

During the 1926 State Fair, more than 35,000 persons attended the department's exhibit. Sample copies of the magazines and more than 5,000 maps, a replica of the condition map contained in Arizona Highways with the table of distances on the back, were distributed at the exhibit.

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17. Seventh Biennial Report of the State Engineer of the State of Arizona, 1924-1926, to the Governor of the State of Arizona, W. C. Lefebvre, State Engineer, pp. 214-216.

In every sense Arizona Highways has justified its existence. The receipts from advertising and subscriptions have equalled the cost of publication and distribution. It has furnished information in regard to Arizona's good roads that has been worth thousands of dollars to the state, a fact that can be proven by the steady increase in traffic in 1925 which was still greater in 1926, and the vast sums spent by tourists in seeing Arizona. Articles from Arizona Highways quoted in other state highway publications and trade journals and the fact that it is in great demand by libraries in New York, Chicago, Baltimore, Philadelphia and other large eastern and western cities, is testimony of the inestimable value of the publication to Arizona.

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18. Seventh Biennial Report of the State Engineer of the State of Arizona, 1924-1926, to the Governor of the State of Arizona, W. C. Lefebvre, State Engineer, p. 216.

## CHAPTER 3

### ADVERTISING

When Arizona Highways was launched in April, 1925, it appeared that advertising might play a significant role in the magazine's future. That first issue contained 28 pages total, of which six were advertising. That amounts to 78 percent editorial material and 22 percent advertising. Judging from observations of similar size magazines which have started over the years, the advertising ratio certainly would not be considered a disaster.

A house ad appeared on the inside back cover. It announced:

Road builders and engineers use the pages of Arizona Highways each month as a guide in placing orders for supplies. Your sales message will reach these active buyers through this medium. Rates upon application.<sup>1</sup>

It is believed by James Stevens<sup>2</sup> that these early issues were given away to those persons interested in Arizona roads--such as engineers, contractors, lawmakers, and others. However, it is doubtful that these people were using Arizona Highways' second issue "as a guide in placing orders for supplies" as the house ad stated.

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1. Arizona Highways, Vol. 1, No. 2, p. 27.

2. Private communication with James Stevens, April 10, 1973.

Future issues also displayed house ads to promote the benefits of advertising in Arizona Highways, or to announce the importance of a forthcoming special issue.

A regular feature in the magazine from the first issue until May, 1935, was an index to advertisers. It may have been dropped at that time because the number of advertisers was declining from a high of approximately 20 different firms in the early 1930's accounting for 11 to 12 pages of space, down to a point where only eight or nine advertisers appeared.

By late 1938, only two to three pages of advertising remained per issue. And in February, 1939, Western Metal Manufacturing Company of Phoenix had the distinction of being the lone advertiser in that 44-page issue, and the last advertiser ever to appear in the magazine.<sup>3</sup>

Raymond Carlson officially assumed the role as editor 14 months earlier. In 1963, reflecting back on the late thirties, Carlson said:

First we felt advertising detracted from the beauty of the scenic, travel magazine, and second, by accepting advertising we would be competing with other Arizona publications and newspapers for the advertising dollar, something that would be unwise. (To have publishers of Arizona on our backs would not only be unwise, but would be suicidal. Those boys carry a lot of weight around this state!)<sup>4</sup>

In 1938, the legislature responded to the blossoming magazine (Carlson was now running color frequently, and his successful format was emerging) by funding \$100,000 to the Highway Department for the magazine's operation. This was an increase of \$60,000 and apparently was used to

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3. Arizona Highways, Vol. 15, No. 2, p. 40.

4. Arizona Highways, Vol. 39, No. 7, p. 5.

meet rising costs due to a growing circulation, and to offset the small loss of revenue from the few remaining ads that appeared in the issues of the late 1930's.

In the June, 1928, issue, the name F. C. Southgate appeared on the masthead as advertising manager. His name disappeared in March, 1929. No advertising personnel had appeared before Southgate, or since.

Until November, 1937, all ads were printed in black and white. But on that issue date, The Asphalt Institute ran a full-page, three color ad on the inside front cover. From that date, until advertising was dropped in 1939, most of the remaining ads were still printed in black and white.

The content of the ads during these years ranged from constructing equipment to supplies to public relations efforts by major oil companies.

## CHAPTER 4

### THE EVOLUTION OF EDITORIAL CONTENT

A review of the editorial content of Arizona Highways for the period 1925-1972 reveals an evolutionary pattern beginning with semi-technical engineering information on highways to a scenic beauty, historical and artistic treatment of the state's places and people.

The greatest transition takes place during the editorship of Bert Campbell and Raymond Carlson, around the period of the late 1930's.

#### The Period 1925-1935

Early editorial content centered on highway construction, finances, and engineering information. Much of these early issues was devoted to "Engineers' Reports" of various projects in each of the engineering districts, road conditions, jokes, personal data (marriages and deaths of highway department personnel) and even poetry. Each issue usually contained one or two articles in the nature of a travelogue--a route description over highways between two cities or towns in the state.

Interspersed among these articles would be photographs showing some scenic view or historical point of interest. For instance, one photo of Mission San Xavier del Bac appeared several times over a ten-year period. It was exactly the same photo. The monument to Ed Schieffelin, founder of Tombstone, also appeared several times in the first ten years.

Gradually these photos began to assume more and more space. In the first five years or so, they might occupy one-fourth of a page each. But by around 1930 or 1931, they began to emerge as full-page displays, with brief captions, like "Trout Stream in Sabino Canyon near Tucson."

During the summer of 1927, three issues were skipped completely. A full-page notice appeared in the October, 1927, issue and read:

To the public--Following a silence of three months, due to unsettled conditions in the Arizona Highway Department, Arizona Highways resumes publication with this, the October issue.<sup>1</sup>

The "unsettled conditions" resulted from a reorganization of the highway department under a new highway code. At that time, Governor George W. P. Hunt appointed six highway commissioners, whose names began appearing on the masthead with that October issue.

It was in this October issue in 1927 that the first color ever used in the magazine appeared. It consisted of green ink used to print the magazine's nameplate on the cover.

By mid-1928, color tints were being used regularly by editor Keating.

In the May, 1928, issue, editor Keating wrote in an editorial:

The June issue of Arizona Highways will be the first of a series of "Vacation" numbers which will be published annually for the information of citizens of Arizona and tourists from other states who plan to tour the state this summer and future summers. The "Vacation Number" of 1928 will be the most pretentious issue of Arizona Highways that has yet appeared.<sup>2</sup>

The cover of the "vacation number" carried a photo of a trout stream, printed in blue duo-tone, and bore the title, "Vacationland." The issue

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1. Arizona Highways, Vol. 3, No. 7, p. 9.

2. Arizona Highways, Vol. 4, No. 5, p. 10.

wasn't exactly "pretentious," but it did emphasize vacationing and touring the state, and greatly subordinated engineering information.

In the August, 1928, issue, there appeared an announcement that the Arizona Automobile Association, Division of the American Automobile Association, had selected Arizona Highways as its official publication.<sup>3</sup> There followed two pages of association news. This appeared as a regular feature for the next two years, then disappeared without any notice.

By 1929 Keating began running an occasional historical piece, featuring personalities or events. One of the first such articles related Wyatt Earp's career in Tombstone.

The "vacation issue" of 1929 appeared in May with three colored inks on the cover--black, red and blue. It showed a bridge being dedicated at Lee's Ferry.<sup>4</sup>

The first of many major articles to appear in Arizona Highways on the state's Indians was run in the August, 1930, issue, under the heading, "Navajo Wonderland of Arizona."<sup>5</sup>

The first Indian to appear on a cover occurred with the November, 1930, issue, the same issue that Vincent J. Keating's name disappeared from the masthead.<sup>6</sup>

Also during the year 1930, a copyright notice began to appear on the masthead. It should also be noted that at the end of Keating's reign

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3. Arizona Highways, Vol. 4, No. 8, p. 16.

4. Arizona Highways, Vol. 5, No. 5, cover.

5. Arizona Highways, Vol. 6, No. 8, p. 8.

6. Arizona Highways, Vol. 6, No. 11, p. 11.

as editor, a ratio of approximately 50 percent highway information and 50 percent tourism subject matter was the normal editorial balance.

The editorial chores from the time Keating left, until Hal Mitchell appears (October, 1933 issue) were for a time handled by George W. Comparet. Comparet also served briefly as secretary to the highway commission. Then there was a period of 28 issues (from June, 1931 to October, 1933) when no editor was listed on the masthead.

#### The Period 1935-1946

The pattern of more and more tourism subjects had clearly established itself by the mid-1930's.

John C. McPhee made his debut as editor with the January, 1935, issue.<sup>7</sup> He remained in that capacity, until replaced in March, 1937, by Bert Campbell.<sup>8</sup>

Into 1937, highway construction reports and calls for bids were regular items, as were minutes from highway commission meetings. But with the arrival of Campbell, tourism features began to occupy approximately 80 percent of the editorial space, and the remainder related to highway department activities. Campbell edited only nine issues before Raymond Carlson arrived. Carlson's name appears for the first time on the masthead of the January, 1938, issue.<sup>9</sup>

Carlson's emphasis on photography as a medium to display the attractions of Arizona showed up in his second issue. In the February,

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7. Arizona Highways, Vol. 11, No. 1, p. 3.

8. Arizona Highways, Vol. 13, No. 3, p. 3.

9. Arizona Highways, Vol. 14, No. 1, p. 3.

1938, issue, he announced an amateur photo contest "showing off Arizona." Prizes would be \$15, \$10 and \$5 for the first three winners.<sup>10</sup> By his fifth issue, Carlson ran a sepia-toned insert of four pages, featuring photographic scenes.<sup>11</sup>

In July, 1938, Carlson ran the first four-color photography and printing that would become a trademark of the magazine in the future. The July cover (Figure 4) was photographed on Kodachrome film, which had been developed by the Kodak Company a few short years earlier. Carlson took note of the historical cover by discussing it in his contents page, which he began that year. Under the heading, "Neighborly Notes," Carlson wrote:

It is the function of Arizona Highways to tell the story of Arizona, the land of Sun and Enchantment, and of Arizona's broad highways of happy traveling. But how can we, through the medium of black and white, paint a picture of the gold in an Arizona sunset, portray the blue of an Arizona sky, tell the fiery red and green of an Arizona desert in bloom? We therefore resort to color photography in this issue's cover page to faithfully portray one colorful portion of the state. Our cover page is from a "color" shot of lower Oak Creek canyon by Norman G. Wallace, for the Photo Shop of Phoenix. The faithful photographer has caught the deep red of the cliffs, the purple hue of the mountains . . . .<sup>12</sup>

By today's standards of color printing, the cover was of poor quality. But for that period, it was good, judging by the quality of the limited color appearing in other magazines, all of them national in scope (see Figure 5).

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10. Arizona Highways, Vol. 14, No. 2, p. 24.

11. Arizona Highways, Vol. 14, No. 5, pp. 6-9.

12. Arizona Highways, Vol. 14, No. 7, p. 1.

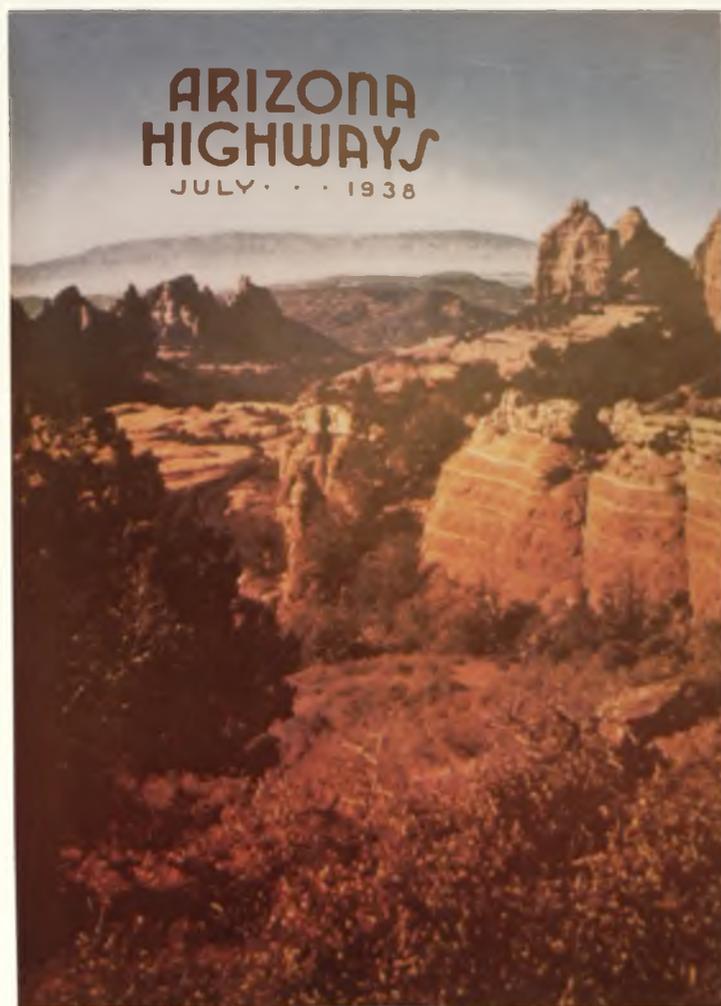


Figure 4. First Four-color Cover Shows a Scene from Oak Creek Canyon, July, 1938, Issue.



Figure 5. The August, 1944, Cover Featured a Hopi Indian Puffing on a Cigarette and Wearing Tattered Clothing, One of the Few Photos Ever to Appear in the Magazine Which Failed to Emphasize the Beauty or Positive Aspect of Arizona or Its People.

Later in this same column, Carlson went on to say, "The Arizona Highway Commission and Engineer Howard Reed have increased our budget; so it is our modest effort to make Arizona Highways bigger and better than ever before."<sup>13</sup>

Bigger and better it was. The next issue, August, 1938, was a 56-page edition, 12 pages larger than any previous issue.

By December of that year, Carlson inaugurated his Christmas issue, which became internationally famous down through the years. It featured the Grand Canyon on the cover, the second four-color cover, and bore this message, "Christmas Greetings from Arizona." It was another 52-page issue.

During the year, Carlson's column developed into a chatty-homey sort of dialogue. It credited photographers and writers for their contributions, and was free with praise for their work.

By the end of Carlson's first year as editor, color had been introduced, photographers were given special attention in credit lines and in the editor's column, and the only highway department information remaining was "road projects" and "highway commission minutes."

In 1939, the February issue carried the last ad.<sup>14</sup> Carlson now had a magazine devoted exclusively to editorial content.

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13. Arizona Highways, Vol. 14, No. 7, p. 1.

14. Arizona Highways, Vol. 15, No. 2, p. 40.

"Raymond considered advertising a nuisance, and wanted to get rid of it," according to James Stevens, referring to Carlson's first year as editor.<sup>15</sup>

A highway commissioner during this period, Jack Proctor of Tucson, may have also played a role in eliminating advertising.

"Arizona Highways was a drab little journal of technical highway information in those days. But it was soon destined to change. Shortly after Carlson became editor, State Highway Commissioner Jack Proctor of Tucson approached him with a novel idea.

"'Why not make Arizona Highways a tourist promotion magazine?' asked Proctor. 'Fill it with pictures of Arizona scenery. I'll try to get you what additional money you need to do it.' Carlson agreed, and the modern Arizona Highways was born."<sup>16</sup>

It should also be noted that advertising content had dwindled to only two and three pages per issue during this period, and its loss would not amount to any significant amount.

In his December, 1939, issue, Carlson used four-color printing extensively--for the cover, and for 12 pages inside. A notation on the masthead stated that 14,000 copies were printed. And the initials "R.C." appeared for the first time at the end of Carlson's column.<sup>17</sup>

During 1939, the photography of Barry Goldwater, then a businessman, appeared in the October issue. Also in that year, the photographic

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15. Private communication with James Stevens, September 6, 1972.

16. Paul W. Pollock, Arizona Men of Achievement, Vol. 2, Phoenix, Arizona, 1966, p. 102.

17. Arizona Highways, Vol. 15, No. 12, p. 1.

work of Josef Muench was introduced. Muench, and his son David, would eventually become two of the most honored and prolific Arizona Highways contributors.

In 1940 the first Indian issue appeared. Carlson devoted the June edition to the various tribes of Arizona, and featured an eight-page sepia toned portfolio of photographs taken by Forman Hanna, well known pictorialist from Globe.

The start of World War II saw editor Carlson "unload" at Japanese Emperor Hirohito. Carlson wrote a full page letter to the emperor for the inside front cover of the March, 1942, edition. Under the heading, "Greetings from Arizona to the Emperor of Japan," Carlson wrote:

Dear Mr. Hirohito:

Today several things happened around our office that made us think of you, and so we thought it would be a nice time to sit down and write you a letter.

We've never had the pleasure of meeting you personally, although we've seen you in the news reels and your picture in the papers. You seem to be a sad, dumb-looking little guy on a white horse, a nobody with pop eyes, but of late you've become a somebody because you've turned your boys loose to mess things up in the Pacific. Mr. Hirohito, just tell your boys to have their fun while they can, because trouble is coming. Yes, sir, Mr. Hirohito, trouble is coming.

The first thing that happened this morning to make us think of you, Mr. Hirohito, was the sound of planes. By looking out of the window we could see the planes in the bright Arizona sunshine, gleaming shafts of silver against a deep, blue sky, proud things of beauty and strength. Those planes were manned by young Americans learning to fly. All over the West, Mr. Hirohito (and we can say this without giving either comfort or information to the enemy), all over the West there is the sound of planes, America is learning to fly. And all over America there is the sound of men marching, there is the sound of assembly lines rolling out the instruments of war; all over America there is the sound of a nation being aroused to fighting fury. Trouble is coming for you and your boys, Mr. Hirohito, trouble is coming.

The second thing that made us think of you, Mr. Hirohito, was a letter that came in this afternoon's mail. In a way it is a remarkable document, and it describes better than anything else we know the most terrible fury of all for you and your boys, Mr. Hirohito--the America who in a few short months has turned from the things of peace to engage in the affairs of war. When you and your boys planned this war, Mr. Hirohito, you definitely overlooked this America--whether soldier, sailor, marine--because he's trouble for you, Mr. Hirohito, trouble in a great big way. We'll try to tell you about him, but first we'll read you this letter that came from one of these boys, so you'll get the drift of what it's all about.

The letter is from a young man who is a Corporal in the U.S. Marine Corps. Where it is written from doesn't matter. He writes: "I would like to subscribe to your magazine starting with the January issue. Please send subscription rates and bill me. I am a true son of Arizona. Was born in Mesa in 1914 and lived there until October, 1940, at which time I enlisted in this Corps. There are two things that I have missed more than anything else, Home Sweet Home, and my monthly edition of Arizona Highways, so I insist on having the magazine with me wherever I may go. I might even get a chance to read a copy of it to the Japs in the public square of Tokyo."

From all our state and nation--from little towns and big towns--young men deeply attached to their land and country are getting ready for the pleasant business of entertaining you and your boys in the blue Pacific and everyone would like to meet you personally in the public square in Tokyo. Trouble is coming, Mr. Hirohito, trouble is coming.

The Corporal in the Marines from Mesa, in his letter demonstrates the tenor of the American with whom you will have to deal. He'll get the magazine each month with the compliments of his fellow citizens of Arizona but he was quite willing to pay. That's an American trait--willing to pay his way. And then you see that he's homesick but there's the high resolve of forgetting home for awhile for the business in the public square in Tokyo.

You can't beat these boys, Mr. Hirohito. You can herd a dirty horde of peasant boys from Korea and Manchuria and your crowded little islands into headlong destruction. A soldier, ten thousand soldiers, a hundred thousand soldiers--they mean nothing to you. Just so many sheep to be herded heedlessly to destruction to further a military plan. But we do things differently. Every soldier in the armed forces of the United States of America is an American. No matter how low his rank may be, as an individual he's just as important and just as sacred to this country as his highest superior. The American people will not permit single

American life to be wasted thoughtlessly. That's the great difference between your boys and our boys, Mr. Hirohito, between your way of life and ours.

He's trouble, Mr. Hirohito, this American--whether soldier, sailor or marine. His name may be Jones, or Smith, or Chenowith or Chavez; Gonzales, Anderson, or Holberg or Schultz; he may be a Roosevelt or Vanderbilt or just plain Brown. He may answer to Henry, or Jim, or Frank, or Tom, Dick or Harry, Bill or Mike, Isador, or Rubin, or Jacob, or Wilhelm, or Sven or just plain Butch. There'll be a McDougall, and a Finnegan, Murphy and Kelly, Bukovich, Rigoletti, Stowtovski, and even Chong, and Yamamoto. He's the aggregate of all the free people of the world, from all lands and nations and he even represents the primitive tribes of America before the white man came. One of our generals is an Osage Indian and he's in the air force. And part of our army--like the 25th infantry--are colored boys and they can fight, too. Trouble, Mr. Hirohito, nothing but trouble.

You'll learn a lot more about these boys, Mr. Hirohito, when they come marching up Main Street in Tokyo some day, the Stars and Stripes heralding the victory for free people everywhere. And when they take the town over and see the sights on their first Saturday night, treat them nice or they might get mad and break up things. And when they go dancing at the Imperial Hotel be sure the band can play music they like--like "Elmer's Tune," or "Chattanooga Choo-choo." They'll appreciate your thoughtfulness. So long, Mr. Hirohito. R.C.<sup>18</sup>

The letter clearly states Carlson's fervor for his country and the State of Arizona.

Three issues later, in June, 1942, Carlson created a special issue entitled, "Thunder in the Skies." It was dedicated to Hirohito, and told and showed pilot training activities of the U. S. Army Air Corps in Arizona.

Carlson continued his frustration and anger toward Hirohito into the March, 1943, issue.

On the inside front cover of this issue, Carlson wrote an editorial, aside from his regular column, and entitled it, "Coffin Nails

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18. Arizona Highways, Vol. 17, No. 3, inside front cover.

for Tojo." It described the activity at the University of Arizona in terms of military training, then concluded with this last paragraph:

Coffin nails for Tojo and other characters of low repute are being made all over America today, while other Americans, like those Naval officers at the University in Tucson, are getting ready to drive them. In the end all the nails will be put in their place and there won't be Tojo any more. In many respects we Americans are a rather magnificent people and we realize it the more when we draw back and observe ourselves in action (Tokyo papers, please copy.) R.C.<sup>19</sup>

The September-October issue of 1943 was combined, because Carlson was inducted into the Army in late summer. This left the editing of the magazine in turmoil, until Bert Campbell assumed the reigns.

Campbell did not follow Carlson's pattern of running a column on the contents page giving credits to writers and photographers. He also dropped letters to the editor, which Carlson had started earlier.

Campbell continued the use of color, good photography and writing which had evolved in the late 1930's. The major difference, appearing through the columns of the magazine, was the personal rapport that Carlson seemed to enjoy, and the lack of it on the part of Campbell.

When Carlson returned to Phoenix in late 1945, he assumed he would have his old job back as editor. Yet Campbell, a friend, and close political ally of Governor Sidney P. Osborn, had the job. However, returning G.I.'s from World War II were assured of their jobs--that meant that Carlson would return as editor.

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19. Arizona Highways, Vol. 19, No. 3, p. 2.

"I didn't want the damn job anyway. It only paid \$300 a month--hell, I couldn't afford to stay," Campbell recalls. He departed and claims that he left Carlson with three year's of planning.<sup>20</sup>

Others on the staff remember it differently--that Campbell left Carlson in the lurch--without any real material for the next issue.<sup>21</sup> The actual transition took place in December, but it was March before Carlson's name appeared again on the masthead. Carlson was late in getting out the March issue, but soon caught up as he established his old contacts with contributors.<sup>22</sup>

The December issue of 1946 was the first all-color Christmas issue ever published (consisting of 52 pages) and set the pattern for future all-color Christmas issues.

#### The Period 1946-1972

In the September, 1948, issue, Carlson ran a 16-page insert devoted to Arizona guest ranches, hotels and resorts. A repeat followed the next year. Both were clearly designed to promote tourism into Arizona.

In the January, 1949, issue, technical data, film used, camera data, etc., began to appear with most color photography. It continued until after Carlson's retirement in 1971.

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20. Private communication with Bert Campbell, March 13, 1973.

21. Private communication with James Stevens, May 12, 1972.

22. Arizona Highways, Vol. 22, No. 3, p. 3.

During 1949, Carlson began to feature various cities and towns in Arizona. The feature lasted on an irregular basis for two years, then quietly disappeared.

In the August, 1949, issue, Carlson ran a slogan on the masthead page, reading, "The Window of the West." It lasted until the July, 1950, issue, when it was changed to "House Organ for Heaven." The July, 1950, issue also sported a new nameplate of the approximate design used up to 1972. It was smaller in the beginning and was used in different places on the page.

Stevens recalls:

When we went to newsstand distribution, I knew we had to have a larger nameplate to get any attention. Raymond wouldn't hear of it, so I had it (the larger nameplate) placed on several thousand copies, and we never heard a single complaint. Finally, I told Raymond we were using a larger nameplate on some issues, and he just shrugged.<sup>23</sup>

The November, 1950, issue was devoted to Mexico, the first time the magazine featured any subject other than Arizona. It contained 48 pages.

Issues in 1952 varied between 8 and 16 pages of color.

The April, 1952, issue announced the availability of a Cumulative Index for the period 1925-1951. The announcement stated its price as \$1.00.

The May, 1954, issue announced that color duplicate slides of color photos appearing in the previous issues were available. Called "Color Classics," the initial offering included 100 slides.<sup>24</sup>

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23. Private communication with James Stevens, March 14, 1973.

24. Arizona Highways, Vol. 30, No. 5, p. 3.

The magazine was the recipient of the LaBelle Trophy from the Photographic Society of America for outstanding use of color photography.<sup>25</sup> The award was given in November of 1954.

During 1955, the magazine's editorial accomplishments were recognized by two awards. The first was from the Photographers' Association of America for use of color and professional talent in photography. The second award that year came from the American Association for State and Local History, for constant attention to history and for illustrating it well.

During 1954 and 1955, Carlson ran one article each year by a photographer describing his technique in capturing Arizona scenery. This pattern would be repeated several times during his editorship.

The December, 1956, issue listed the first one million press run figure.<sup>26</sup>

During 1957, Carlson began running the first of irregular features on various Arizona counties, beginning with Cochise County. These special issues were continued until 1970.

In 1961, the magazine entered into a joint venture with David-Stewart Publishing Company of Indianapolis, Indiana, to produce books for youngsters, using editorial material (both photographic and stories) which had appeared in earlier issues of the magazine.<sup>27</sup> A total of four books were published in 1961 and four more in 1962. Both hard and soft

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25. Arizona Men of Achievement, Vol. II, 1966, p. 102.

26. Arizona Highways, Vol. 32, No. 12, p. 3.

27. Arizona Highways, Vol. 37, No. 4, p. 5.

cover editions were published. Some of the titles published were, "Lightning and the Rainbow," "Water and the Thirsty Land," and "Nature's Lumberjack."

"We made some money, but it was a one-shot deal. We've talked of reviving the books, but the matter gets so involved in legal rights, that we dropped it," Stevens recalled.<sup>28</sup>

Valentine's Day, 1962, marked the 50th anniversary of Arizona statehood. The occasion was marked by a special 64-page edition of Arizona Highways. Content treated the state's history, dating back to territorial days, and followed the state's growth up to the anniversary.

The special issue was dated February (Volume 38, Number 2) and combined the regular February and March issues.

In the July, 1963, issue, editor Carlson devoted a major portion of the magazine to a "Report to the Publishers--the Story of Arizona Highways." The occasion marked the first time that the entire magazine had been printed exclusively in Arizona during modern times. Carlson reported on the founding of the magazine, its growth down through the years, then gave a rather complete report of the magazine's financial and circulation status for the previous fiscal year.<sup>29</sup> The special report covered ten of the edition's 52 pages.

The occasion was the inauguration of printing in Phoenix by the W. A. Krueger Company under a new contract. The firm had previously printed in Milwaukee, Wisconsin.

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28. Private communication with James Stevens, March 14, 1973.

29. Arizona Highways, Vol. 39, No. 7, pp. 2-7, 44-47.

In February of 1965, word came that Arizona Highways was not welcome in the Soviet Union because of its editorial content. The New York Times Sunday edition of February 7, 1965, carried an article slugged "Special to The New York Times" under the headline, "Arizona Booklet Banned in Soviet."<sup>30</sup>

A subhead read, "Magazine Called Subversive Propaganda on U. S. Ways." By-lined by Theodore Shabad, and datelined Moscow, February 6, 1965, the article read in part:

. . . A magazine identified by Soviet authorities as Arizona has been blacklisted here as subversive literature "propagandizing the American way of life."

Trud, the trade-union newspaper, reported today that some unidentified Americans were rash enough some time ago to bring 200 copies with them when they visited the Soviet Union.

Trud said alert customs officers had confiscated the "provocative literature clearly intended to conduct hostile propaganda among the Soviet people." But the magazines were returned to their owners on their departure from the Soviet Union, the newspaper added.

The airport incident was used by Trud as a peg for one of its periodic tirades against the United States Information Agency and others accused of engaging in ideological warfare against the Soviet Union.

The newspaper charged that subversive literature was being dropped from balloons, smuggled in by tourists and mailed to Soviet addresses and that it even accompanied industrial equipment purchased by Russians abroad . . . Because of its attractive appearance and wealthy content of Americana, Arizona Highways is understood to be among the publications widely distributed abroad by the United States Information Agency.

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30. Shabad, Theodore, "Arizona Booklet Banned in Soviet," The New York Times, February 7, 1965, p. 26.

The Trud article did not say whether the magazine was suspect regardless of content or whether the confiscated issue included material considered objectionable by Soviet authorities.<sup>31</sup>

At approximately the same time that the Russians were confiscating copies of Arizona Highways, so were East Germans. A letter to the editor appeared in the May, 1965, issue, and stated:

BLACKLISTED IN MOSCOW:

. . . Enclosed you will find a copy of an "Einzichungsprotokoll Nr. 219158" of the East German postal authorities. In plain English this means that they confiscated twelve magazines and some additional travel folders I mailed to my father-in-law, who lives in Dresden. One of these magazines was published by you (Grand Canyon edition of Arizona Highways.)

As you know, the magazine is without politics, therefore the confiscation was outrageous and unreasonable. As publishers of the magazine, I believe that you must be interested in unrestricted circulation with the postal systems, so please let's do something about this! A letter of protest by you to the Russian Embassy and the U. S. and East German postal authorities might help. If no success, a request for retaliatory action by the U. S. Post Office against East German magazines to this country might be the answer.

Walter Schroeder  
Rosamond, California<sup>32</sup>

In a response to the letter published directly beneath it, editor Carlson wrote:

It is difficult for us to read the minds of those behind the iron curtain. Shortly after we received this letter from Mr. Schroeder, we were startled to read in our morning newspaper in a New York Times News Service dispatch from Moscow that we were blacklisted in Russia for the heinous crime of being "subversive" and for "propagandizing" and "glamourizing" the American way of life. Tsk! Tsk! Ivan!

Things have changed since Ol' Joe Stalin sat in the driver's seat in the Kremlin. Ol' Joe was on our mailing list (courtesy one of our American readers who also included Harry Truman on his

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31. The New York Times, February 6, 1965, p. 26.

32. Arizona Highways, Vol. 41, No. 5, p. 40.

Christmas subscription list) for years (and with no repercussions) and his daughter was a self-paid subscriber. The dispatch was printed in many newspapers throughout the country (and our warmest thanks to the hundreds of our readers who sent us clippings) and drew some unusual responses. The Tucson Chamber of Commerce wired an invitation to the Russian Embassy in Washington, D. C. inviting (via courtesy T. W. A.) three top Russian travel writers to visit Arizona and see for themselves whether we are subversive to anyone in telling the colorful story of Arizona.

Senator Paul Fannin arose to our defense in the U. S. Senate saying in part: "Mr. President, in the New York Times of Sunday, February 7, datelined Moscow, there appeared an article written by Theodore Shabad which disclosed that Soviet authorities have blacklisted Arizona Highways magazine on grounds that it constitutes subversive propaganda. Among other things, the Soviet trade union newspaper, Trud, called Arizona Highways provocative literature clearly intended to conduct hostile propaganda among the Soviet people.

"Many Senators, I am sure, are familiar with Arizona Highways, which is published monthly by the Arizona State Highway Department to portray the many colorful and unique beauties of the Grand Canyon state. The magazine over the years has won a well-deserved reputation for the consistently high quality of its photography and design. I feel certain that those who do know Arizona Highways will be as surprised as I am to learn that it could be considered subversive or provocative in any respect, even by Soviet standards. The judgment of subversive literature, like beauty, apparently lies in the eye of the viewer . . . . "

" . . . It is impossible to fake the kind of photography that appears in Arizona Highways, and I hope that a qualified delegation of Soviet writers will be fortunate enough to discover this for themselves. If they should be subverted during their tour, it would be only by the compelling attraction of such nonpolitical sights at the Grand Canyon, cactus in bloom, and the vivid colors of an Arizona sunset."

But, perhaps nationally syndicated columnist Inez Robb had the last word to say (she generally does with charm and with authority in so many matters) when she wrote in her column:

"Let's not be beastly to the Russians in the matter of Arizona Highways, that ravishing magazine just blacklisted by Soviet authorities and denounced as subversive literature propagandizing the American way of life.

"Let's face the fact that to the uninitiated this monthly publication of Arizona Highway Department exudes a faint tincture of snake oil. I have seen Ivy League types east of the Hudson examine the contents of Arizona Highways with curled and skeptic lip.

"If all Americans unfamiliar with the great Southwest find it difficult to credit the publication's magnificent color reproductions of photographs of Arizona's glorious deserts, the grandeur of her many mountain ranges, the majesty of the Grand Canyon, the pyrotechnics of her sunsets, the extent of her open-pit copper mines, the variety and beauty of her desert flora, the impact of the Petrified Forest and the Painted Desert, the grace of her mountain meadows and scenic glory of such highways as the Coronado Trail--well, if such Americans find Arizona Highways hard to credit, how can we expect the comrades and the commissars to be of firmer faith? . . . .

"Arizona Highways, one of the handsomest magazines published, only mirrors the beauty of the state and of the Southwest. And, in truth, it is subversive. Once you are hooked on Arizona Highways it is habit forming--you begin to believe and then you want to go, go, go . . . Yes, the Russians would do well to keep it out of their country . . . . "33

Nothing more was published in Arizona Highways on the subject.

In the words of Stevens, "The matter just faded away." Stevens has produced records showing that there were 12 subscribers to the magazine living Russia in February, 1973.

The November, 1966, issue was composed of a series of features on each Arizona county produced by the magazine staff for the Arizona Development Board. The material was subsequently reprinted as brochures distributed by various state agencies, including the magazine, and many chambers of commerce around the state.

Editor Carlson made note of his "30 years" as editor of the magazine in his column in the January issue of 1968. Carlson credited

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33. Arizona Highways, Vol. 41, No. 5, p. 40.

himself with 2½ years as editor when he was on active duty during World War II.

The April, 1969, issue featured space views of the Southwestern United States taken on Gemini and Apollo space flights. Especially featured was Arizona, of course, and several photos taken by the Apollo 8 flight crew, commanded by Colonel Frank Borman, a native of Tucson.

The technical data accompanying color photos, begun in 1949, was dropped with the August, 1970, issue, then run irregularly for several issues and finally was discontinued permanently in 1971.

The November, 1971, issue carried the announcement of Carlson's retirement of September 8, 1971. Under the heading, "Mr. Arizona Retires," the new editor, Joseph Stacey, wrote:

We assure our readers that the spirit of "The Living Legend" will live on . . . that this is not "The End of an Era," nor "Time for a Change."

Arizona Highways will continue to grow upon the editorial foundation built by Raymond Carlson.<sup>34</sup>

The editorial content did not change to any noticeable degree following Carlson's retirement and Stacey's takeover as editor. In fact, Stacey had edited much of the magazine during the last few years of Carlson's reign. Carlson's heavy consumption of alcohol made it difficult for him to carry on the day-to-day responsibilities demanded of the position.<sup>35</sup>

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34. Arizona Highways, Vol. 47, No. 11, p. 1.

35. Private communication with James Stevens and Joseph Stacey, December 8, 1972.

But Carlson had in effect chosen his successor, by delegating the major responsibility for the magazine's editorial content to Stacey.<sup>36</sup>

A few issues later there were a few critical letters to the editor, in which readers assumed the "new" editor was changing the magazine's content from the formula derived by Carlson. One such letter is worth reprinting:

NO REASON FOR APOLOGIES.--I have subscribed to Arizona Highways since 1943--and that's a lot of magazines! I have treasured each and every one--hating to part with them. Over the years I have had the pleasure of giving subscriptions to Arizona Highways to many of my friends in the United States and overseas. They, too, never cease expressing their delight and pleasure in the pictures of our beautiful state. On their visits to Arizona they have told us many times that Arizona Highways doesn't exaggerate.

For the last couple of months, however, a subtle change is taking place. In March you injected to a great extent your political views, which I did not like and think should be left to another media. In the April issue, which I received a few days ago, you are "advertising" old cars. I feel definitely "let down." Each spring, in the past, your magazine has given us beautiful and breath-taking pictures of our desert in bloom--but this year we are given old cars! Please, let the owners of these cars show them off in a racing manual, or any other magazine that caters to car-buffs.

When Mr. Carlson was Editor he never let us down--and Arizona Highways was strictly that--the highways and by-ways of our state. There are so many, many places to give us articles on--old mining towns, stories about old forts, the growth of some of our towns, etc., etc.

I know that my friends in other parts of the U. S. and overseas are going to be as disappointed as I, and I feel like "apologizing" for this month's layout.

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36. Private communication with James Stevens and Joseph Stacey, December 8, 1972.

Thanks for listening, and please, in the months and years to come, do better by your subscribers.

Mrs. Garland M. White  
Tempe, Arizona<sup>37</sup>

Editor Stacey responded:

Comes the day when readers stop writing and expressing their thoughts . . . and we will be concerned. Letters such as yours are most welcome because they reflect "how others see us," and since we progress because we are needed, we want to know what you think about what we do.

In defense of our cause we ask you not to evaluate the gross worth of our magazine by the value of any single issue to you.

Arizona is beautiful scenery. Arizona is birds, horses, minerals, history, agriculture, and people of all races, creeds, colors and origins.

In our April magazine you did not like the "old autos." The people involved in the Classic Cars story of Arizona contribute more to the economic stability of Arizona in the ways of homes, businesses, taxes and voluntary civic services than more than three-fourths of Arizona "colorful Indians." The people and businesses involved in this May edition devoted to mines and minerals have been and continue to be the backbone of this mineral-base state's economy.

Arizona is more than cowboys, Indians and beautiful scenery. There is nothing subtle about our format or purpose. We are programmed through 1973 to show the best of Arizona and the Southwest--all of it--on the surface below the surface, and beyond the horizons in all directions.

You did not miss the blooming desert any more than we did. Because of reasons beyond our control there were no "breathtaking pictures of the desert in bloom" this year.

We sincerely appreciate your interest and your concern and we want you to know that in the months and years to come we will always do our best--and then some--to do better for our subscribers--all our subscribers--bird lovers, horse lovers, flower lovers, classic car lovers, and people lovers. That's what Arizona Highways is all about.<sup>38</sup>

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37. Arizona Highways, Vol. 48, No. 5, p. 48.

38. Ibid.

What subtle changes one might observe in the issues following Carlson's retirement are indeed minor. Stacey has no real plans for major changes in the immediate future. "We'll just keep doing what has worked so well in the past," he told a group of journalism students in 1972.

#### Contributors to Arizona Highways

The success of Arizona Highways, or for any publication for that matter, depends to a great extent on the quality of the raw material collected for content. Carlson developed the ability to obtain some of the finest color photography available in the Southwest. He enjoyed a close relationship with his photographers and other contributors, and they were loyal to him.<sup>39</sup>

Josef Muench of Santa Barbara, California, was the one photographer who sold more work to Carlson than any other. His son, David, commenced submitting photo work in the 1960's and continues today as perhaps the prime contributor of color photography.

Ray Manley of Tucson began submitting work to Carlson in the 1940's and has continued down through the years as a major contributor. The list of other well-known photographers who have been featured in the magazine include Ansel Adams, Esther Henderson, Chuck Abbott, Hubert A. Lowman, Carlos Elmer, Willis Peterson, Robert Markow, Herb and Dorothy McLaughlin, and Forman Hanna.

Arizona Highways is not a well-paying market for photographers. In fact, it is one of the lowest paying magazines. Typical rates paid

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39. Private communication with Joseph Stacey, December 8, 1972.

in 1972 for color photos were \$35 for a full page photo.<sup>40</sup> Other magazines of similar stature might pay three to five times more for comparable work.

Regardless of the pay, most photographers seem to feel that Arizona Highways is a prestige market, and will gladly submit their work to the editors and willingly accept the low rates.

Nearly every well-known western artist has been featured in Arizona Highways, some having had their work published several times. Heading the list are Frederick Remington, Peter Hurd, Charles M. Russell, Maynard Dixon, Ray Strang, Walter E. Bohl, H. B. Wagoner, Ross Santee, George Catlin, and W. R. Leigh. Leigh is referred to by some art critics as the "Rembrandt of the West."<sup>41</sup>

Tucson's Ted DeGrazia was introduced to the readers of Arizona Highways in the 1940's, and has been featured numerous times since then.

Western cartoonists have also been featured. Reg Manning and J. R. Williams ("Out Wickenburg Way") are the two most prominent to appear in the magazine.

Writers with reputations have also been attracted to the magazine. Ralph Keithley, Walter Noble Burns, Joseph R. Krutch, Frank Waters and Irving S. Cobb have been published in Arizona Highways.

#### Favorite Subjects

During the period of 1925 through 1972, 572 different issues were published, and as with most magazines, there is a repetition of

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40. Private communication with Joseph Stacey, December 8, 1972.

41. Arizona Highways, Vol. 33, No. 5, p. 3.

subject matter over such a long period. Arizona Highways is not an exception.

An issue-by-issue examination by this author showed that the Grand Canyon was the most frequent cover subject, having appeared 25 times during the 1925-1972 period (see Table 1). Navajo Indians were the second most popular cover subject, with 12 credits.

Story-wise, the Navajos have been the most popular subject.

More special issues (eight) have been published on the Grand Canyon than on any other single subject.

Photographically, cacti have probably appeared more frequently than any other subject, although no exact tabulation of photo content was made by the author. Rather, this is an observation by the author after having looked through each page of the 572 issues.

#### Arizona Highways Viewed by Other Media

Other media have recognized Arizona Highways, and have had some very complimentary things to say about the magazine.

Fortune, in its July, 1948, issue, said:

UNDERSTATEMENT IN THE SOUTHWEST.--Whether by accident or design the state of Arizona seems to have clicked as one of the truly smart promoters in the country's \$10-billion tourist industry. While nationwide tourist revenues have increased an estimated 67 percent since 1939, Arizona claims a 300 percent jump--from \$25 million in 1939 to \$100 million in 1947. Yet Arizona does not advertise itself nationally, distributes practically no cheesecake or boiler plate to U. S. newspapers, and has not staged a single scooter race or underwater picnic to get its girls bouncing about in front of newsreel cameras. Instead, it puts out a magazine. Through its highway department, it publishes Arizona Highways, a monthly that takes no advertising, charges 35 cents a copy, \$3 a year. The magazine circulates to 180,000 subscribers, all but 20,000 of them non-residents. Result: of annual promotion expenses of \$461,000, Arizona has to pay only \$100,000, while

Table 1. The Most Popular Single Subject Appearing on the Cover of Arizona Highways During the Period 1925-1972 was the Grand Canyon, Appearing 25 Times.\*

Month	Year	Month	Year
March	1926	March	1954
March	1935	May	1957
August	1935	June	1958
March	1936	June	1960
March	1937	December	1961
December	1938	March	1963
August	1939	April	1965
July	1942	November	1966
August	1947	June	1968
April	1950	December	1968
January	1951	March	1969
June	1951	November	1971
January	1953		

\* Issue-by-issue examination of Arizona Highways.

people who don't live in the state foot most of the rest in the process of being convinced that they ought to go there.

One of the features of this tour de force consists of full-color photographs, often by such masters as Ansel Adams, superbly reproduced on heavy stock. The magazine wears this opulence well. Without the derivative, neo-slick quality that mars so many regional publications, Arizona Highways has an easygoing, twangy sort of charm that is partly a reflection of its editor, Ray Carlson, who, like most Arizonians, believes there is no need to rub in the patent fact that Arizona is the best of all possible states. Therefore, the magazine's prose is essentially a quiet appreciation among connoisseurs of the state's fauna and flora, its exciting topography, and the legends of Doc Holliday, the Earp clan, and Dutch Annie.

This low-key patriotism has been strangely contagious, an amiable letters column would indicate that the out-of-state subscribers (including 6,200 foreigners) are nothing so much as a community of vicarious Arizonians. Among them: a German ex-P.O.W., nostalgic for the desert; a Dutch cactus lover. Thanks to their loving scrutiny and that of the residents of the state the column is itself a source of savorous bits of Arizoniana. ("From all accounts and pictures on the hanging of John Heath, your magazine is quite in error . . . he was suspended from a telegraph pole . . .").

Arizona Highways has become such a showcase that Carlson can get the pick of the region's artistic output at the pulp rates of 2 cents a word, \$15 a picture. Some contributors, notably authors Ross Santee and Clarence Budington Kelland, charge nothing at all. With virtually no expenses save printing, net sales receipts of \$392,000 last year came close to covering costs. An annual appropriation from the legislature of \$100,000 covers the small magazine deficit and all the rest of the state's promotion program, which consists almost entirely of production and circulation of road maps.

As soon as he gets expanded press facilities, Carlson plans to put Arizona Highways on national newsstands and to spend money for the first time to publicize the magazine itself. Immediate goal: 100,000 more readers. "We think that would be good," he says, "for a little country journal."

Life and Time in 1951 sent a reporter to Phoenix to look into Arizona Highways. Life ran a brief article under the headline,

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42. "Understatement of the Southwest," Fortune, Vol. 37, No. 1, p. 114.

"Arizona's Best Foot . . . Sunset State Puts it Forward in Big, Handsome Photographs," which read:

In 1937 Arizona's Highway Commission decided a lot of people going to other states ought to be spending their money in Arizona. They took an old road-building monthly called Arizona Highways, gave it to a young man named Raymond Carlson and told him to make friends and influence people--to come to Arizona. With a two-man editorial staff and a straight-forward picture policy ("I just know what socks me in the eye") he has done just that ever since, largely by giving a big play to pictures like those shown here, which he helped Life select as among the best he has printed. Though its circulation is now up to 250,000 (80% out of state), the magazine still accepts no advertising. Carlson shuns such promotional pitfalls as rodeos and watermelon festivals, prefers to rely on a steady dose of Arizona's vivid flowers, soaring buttes (above) and red-hot sunsets, well calculated to twist an undecided tourist's wheel to the Southwest.<sup>43</sup>

The magazine then reproduced eight color photos spread over four pages.

Life's sister publication, Time, also ran a brief statement about Arizona Highways in 1951. Under the headline, "People Like Pictures," the article stated:

In these rather hectic days of stress and strain we are happy to point out that there is one little magazine in the world (ours) which feels that the mere changing of seasons is a wonderful and momentous thing and we are glad that we have the facilities to record that change.

Thus, Editor Raymond Carlson this week introduced his Arizona Highways to the U. S. at large. For the first time, it blossomed out on newsstands across the nation, and dudes could see what its western readers have long known: that Highways is one of the prettiest byways among American monthlies.

In its 36-page October (35¢ a copy) issue, the 30 color plates are of birds, sorghum-growing, and eye-catching photographs of autumn in the Southwest; the articles are on such subjects as

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43. "Arizona's Best Foot . . . Sunset State Puts it Forward in Big, Handsome Photographs," Life, Vol. 31, No. 13, pp. 97-102.

Indian fighters and a ghost mining town. When 44-year-old Editor Carlson, a onetime small town (Miami, Ariz.) newspaperman, began running Highways in 1937, it was a house organ for road builders, its pages a hodgepodge of construction notices and contractors' ads. With his \$100,000 yearly appropriation from the state, Carlson kicked out the ads, and turned Highways into a mirror of the beauties of Arizona.

He ran color pictures of Indians, western life, animals, but mostly of scenery. Without promotion or agents (forbidden by state law), Highways gained 200,000 readers, of whom only 14,000 are in Arizona.

The two-man staff--Editor Carlson and Art Director George Avey, a former highways department draftsman--pick pictures just because they like them, and have no qualms about running the same sort of picture again and again. In five years, Carlson figures they have printed some 250 shots of cactus flowers. Says he: "Every once in a while readers say 'no more Indians,' but never have they said 'too many cactus flowers.'"<sup>44</sup>

The Wall Street Journal also sent a reporter to Phoenix to investigate the Arizona Highways success story. Steven M. Lovelady, writing in the May 22, 1967, issue of the financial daily, said:

"They love us in Tasmania," says Raymond Carlson, smiling broadly as he rests his hands on his ample midsection and sits back to relax in his plush office here.

That statement might seem boastful for the editor of a house organ of the Arizona Highway Commission. But it isn't an idle boast. In Moonah, Tasmania, Noel Thomas is impatiently waiting for the next copy of Arizona Highways to arrive--as he has each month for the past five years. Subscribers are also waiting in each of the 50 states (at \$4 a year) and in 71 other foreign countries (at \$5 a year)--including Russia, where circulation now numbers eight.

Such world readership has been achieved by a magazine that began life in 1925 with a yearly budget of \$20,000 and a circulation of 1,000. Today it has a circulation of 350,000, which brings in about \$1.3 million in revenue. In addition, another \$215,000 is gained through the sale of color slides, reproductions of photographs, children's books, binders, calendars and maps. Despite this \$1.5 million in revenue, though, the magazine--which is sold

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44. "People Like Pictures," Time, Vol. 58, No. 13, p. 75.

on newsstands in London, Tokyo and Timbuktu--wouldn't be able to meet its expenses without a \$150,000-a-year subsidy from the state.

Arizona Highways' position in the publishing world is all the more remarkable when compared with its competition, other state magazines. Most such efforts are distinguished chiefly by their difficulties in surviving--two recent casualties were Idaho Highways and Colorado Wonderland--and even those that are considered quality publications rank far below Arizona Highways in circulation and revenue. One of the more highly regarded state magazines, for example, Vermont Life, has circulation of 125,000 and annual revenue of \$250,000.

How does Arizona Highways do it? Basically it's with a simple, unchanging fare. Each issue is full of superb photography of the state's better scenery. "Arizona Highways invariably prints the best photography in the country," says Josef Muench, an outstanding photographer and frequent contributor. Short essays and articles, usually containing a bit of state history or folklore, or a profile of a particular locale round off each issue.

"I know it seems simple," says Mr. Carlson, "but we've discovered the formula, and it works. We're not about to vary it. Cactus, desert flowers, Indians, the Grand Canyon. People love it, and we give it to them with the best photography and color work in the world. They never tire of it."

The balding 60-year-old editor says he has managed never to use the same photograph twice. For one thing, Arizona does offer a seemingly endless number of subjects for the panoramic photographer. "There are whole areas of this state we have yet to cover," says Mr. Carlson, "isolated but beautiful points you can reach only by pack horse." He figures he has covered only 8 of the state's 14 counties and only 6 of its cities in his years as editor.

Some critics question whether the whole state is photogenic. One free-lancer says there are "parts of Arizona that aren't worth pictorial display in any publication," and he maintains the February 1967 issue proved the point. The issue was devoted to Greenlee County, and it was filled with pictures of ordinary farmland and copper-mining operations.

Mr. Carlson admits "there are parts of Arizona that would repel a hungry grasshopper," but he insists that "every locale has something panoramic to offer, and our job is to dig it out."

Mr. Carlson pays only \$30 for a full-page color shot, but many of the nation's best photographers are happy to let him have their work for the showcase his magazine affords. Nationally known

photographer Ray Manley (of Tucson) says the magazine gave him his start. "I've had photographs in it for over 25 years, and it made me. It's an entire anyplace I go--the U. S., Canada, New Zealand, Chile. That's of great value to me commercially," he says.

Mr. Manley says it costs at least \$100 per picture to come up with work acceptable to Mr. Carlson. But the photographer isn't complaining. One of his pictures caught the eye of an ad agency and led to \$25,000 in commissions for a series of outdoor photos used in Camel and Winston cigaret ads.

Arizona Highways also prints the work of amateurs. This policy leads to "a tremendous amount of bad stuff coming in the door," Mr. Carlson says. He estimates he receives 100 photos for each one he prints.

The pictures hook readers--but good. Mr. Thomas, the Tasmanian, recently wrote the magazine to complain that the newsstand where he discovered the magazine five years ago always receives it two months late, and for him "the days seem to drag," between issues. Former Arizonans are even more ardent readers. John Western, a Manhattan public relations man raised in Utah and Arizona, says each copy of Arizona Highways "makes me wish I'd never left."

Readership in the Midwest--where--in Mr. Carlson's words, the residents are "starved for scenery"--is particularly high. Subscribers in Illinois number 18,900 and in Ohio 16,000--just slightly less than the 22,700 subscribers in Arizona. Out-of-state subscribers account for 94 per cent of total circulation. The readers stay with Arizona Highways. Its subscription renewal rate hovers around 80 per cent--compared with 74 per cent for Reader's Digest, the mass magazine generally believed to have the highest reader renewal.

To keep the magazine as successful as it is, Mr. Carlson must be, as he puts it, "my own man." He has served under nine governors in his years as editor. He says that he has never succumbed to pressure or interference from the state's politicians, businessmen or general populace. "Most state magazines are like a rag being yanked about in a tug-of-war between half a dozen dogs," he says. "They're constantly embroiled in politics. We brook no interference from the legislature, the administration or the highway commission.

One admiring contributor says the magazine is a one-man show. "If it were accurately named, it'd be called Carlson's Monthly," this fan says.

To a visitor, Mr. Carlson seems easy-going, reflective, a study in contentment and quiet pride. But many of those who know the chain-smoking native Arizonan describe him as a hard-driving, hard-drinking man who prefers to spend much of his time pursuing interests unrelated to his \$12,000-a-year job and to put the magazine together each month in a concentrated three-or-four day burst of effort.

A state official notes that tourists spent \$450 million in Arizona last year, up from \$60 million 20 years ago. He estimates the magazine attracts "maybe one out of 10" of those tourists. That would put Mr. Carlson's annual contribution to the state at \$45 million.

The magazine is sometimes criticized for not taking editorial stands on controversies between the state's ardent conservationists and its commercial interests. When it printed pictures and a glowing account on the 1963 flooding of Glen Canyon--which created Lake Powell--an angry reader wrote that he had "never seen a more nauseating whitewash within a magazine." Another called the flooding of the canyon "an unspeakable tragedy."

Mr. Carlson explains: "We stay away from controversy. It's not in our realm as a travel magazine. We try not to offend. Our job is to promote Arizona, not dissent. We represent all the people of this state and they don't all feel the same way on these issues."<sup>45</sup>

Randy Collier, writing for Associated Press in 1968, had some kind things to say about the magazine in an article headed, "Arizona Highways Magazine One of State's Top Assets" and published in the Tucson Daily Citizen:

After the Grand Canyon, Arizona's most popular item has to be its monthly magazine, Arizona Highways.

And thanks to Arizona Highways, the world has had the opportunity to see the canyon from all angles, plus a thousand other sites the state has to offer.

Arizona Highways is the official state publication, and ranks high as one of the most successful of its kind in the world. The magazine, printed on glossy paper, is full of scenic color photographs of Arizona.

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45. Lovelady, Steven M., "State Magazine Clicks with Beautiful Photos of Same Old Things," Wall Street Journal, May 22, 1967, p. 3.

With a circulation of 400,000, the magazine is read in every state and in 72 foreign countries.

The man behind it all is editor Raymond Carlson, who in 30 years has changed Arizona Highways from a pamphlet on road conditions to what it is today. He says the credit belongs to James E. Stevens, the publication's business manager for the past 22 years.

"Who else can you credit when you gross \$1.6 million yearly on a magazine that doesn't have an advertisement in it?" Carlson asks.

Actually, it took just about all of the \$1.6 million to put the magazine out last year, and not all of the money came directly from the sale of Arizona Highways.

"By-products have been a life saver for us," Stevens explains. "We sell color slides, special supplements, bound copies and other material. The by-products have made the difference."

Stevens says he does not know exactly how many persons have moved to Arizona because of the magazine but some surveys have shown it is about one out of every 10 persons in the state.

"We do know the magazine has helped a little, especially in the field of industry. When Motorola and General Electric first moved to Arizona, officials had a hard time talking their employees into moving out here.

"They started sending Arizona Highways to their home offices and according to them the magazine convinced the easterners Arizona had more to offer than rattlesnakes, cactus and desert," said Stevens.

He said the number of magazines sold in Arizona doesn't compare with the sales in many other states. "For instance, there are four times more magazines sold in the city of Los Angeles than in the state of Arizona," he said.

California leads the nation in circulation. It is followed by Illinois, Texas, New York, Ohio, Pennsylvania, Michigan, Indiana and Iowa.

More than 75,000 business firms and individuals give annual subscriptions of Arizona Highways to their customers and friends. Two-thirds of the donors are from points away from Arizona.<sup>46</sup>

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46. Tucson Daily Citizen, February 8, 1968, p. 18.

Some Criticism Too

The magazine has occasionally come in for some criticism. "The most frequent criticism is usually from legislators looking at our appropriations down through the years. Someone will get up in hearings and question why the state has to subsidize us. Usually we have enough friends who will jump all over the person bringing up the question," says Stevens. He points out that past subsidies were used for non-magazine services, such as providing state highway maps, tourist information and brochures. "When our critics look at how this subsidy is spent, they usually drop the matter," Stevens adds.

Legislators won't be able to criticize the subsidy in the future because Stevens submitted a budget to the State Highway Commission in 1972 which does not request a subsidy beginning with the 1973-1974 fiscal year, the first time the magazine has not asked for an appropriation. The magazine and its by-products will produce enough revenue to subsidize non-revenue producing services, such as the annual map, travel brochures and other public relations activities.

The magazine's editors have avoided the subject of politics like the plague. Staff members also avoid active participation in political matters in private life, because it would be dangerous for a state-magazine employee to align with one political faction or another.<sup>47</sup>

The magazine's editorial content has not been immune from criticism, but such complaints have been few. Perhaps the most serious occurred in 1964, and involved the May issue, which featured as part of

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47. Private communication with James Stevens, March 14, 1973.

the magazine, a major article on Nevada. A few years earlier, editor Carlson had published a special issue on Mexico, without receiving any complaints.<sup>48</sup> But the Nevada article was a different matter.

Under the headline, "Las Vegas Plug Stirs Protest Here," the Phoenix Gazette reported:

Should Arizona taxpayers be asked to pay out money for an article lauding the tourist and gambling attractions of Las Vegas?

No, said State Rep. Richard J. Herbert, D-Pima, in questioning the practice of Arizona Highways magazine to "publicize" out-of-state places.

Herbert said he is not even certain such a practice is legal, and he's going to ask Atty. Gen. Robert Pickrell for a ruling on whether it is legal for the magazine to use state money to publicize tourist attractions outside of Arizona.

Arizona Highways, published as a tourist lure by the State Highway Department, is subsidized annually with a \$150,000 appropriation from the state legislature.

Herbert, who practices law in Phoenix, said he had specific reference to the state-subsidized magazine's May issue stressing the Lake Mead National Recreation Area shared by Arizona and Nevada and centered around Hoover Dam.

It contains articles on the Nevada cities of Las Vegas and Boulder City.

Herbert said he regards it as "spiritually wrong" to pay out-of-staters to write about out-of-state places.

"Almost everyone who reads the magazine wonders what Las Vegas is doing in an Arizona magazine," Herbert said. "The article certainly is worded in such a manner as to make Las Vegas look like the greatest vacation spot in the world."<sup>49</sup>

Herbert got an opinion from the State Attorney General's office.

The Phoenix Gazette, under the headline, "State Backs Vegas Story in Magazine," reported:

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49. Phoenix Gazette, May 24, 1964, p. 7.

Arizona Highways magazine may legally devote space to out-of-state communities, the attorney general's office declared today in an opinion.

Philip M. Haggerty, assistant attorney-general, wrote the opinion in response to a request by Rep. Richard J. Herbert, D-Pima, who raised the question.

Herbert, who practices law in Phoenix, questioned the State Highway Commission, which publishes the magazine, for devoting considerable space in its May issue to promotional-type stories on Boulder City and Las Vegas, Nev.

The commission receives a \$100,000 annual subsidy in state tax money to publish the magazine.

Haggerty noted that statutes provide that the highway commission may spend highway department funds for the purpose of encouraging tourist travel "to and through the state by giving publicity to points and places of historical interest, climatic and recreational advantages, the possibilities of successful pursuits and industrial enterprises, and such other information as in the opinion of the commission tends to attract visitors to the state."

"If John Donne can say that no man is an island, we believe the commission can assume that no state is an island either," said Haggerty.<sup>50</sup>

The matter died right there, according to Stevens.

There have been other criticisms, some which might be classified as minor. With the January, 1973, issue, the magazine sported a new nameplate. An editorial writer for the Arizona Republic didn't like the new design. He published a black and white comparison of the old and the new nameplate (Figure 6), and under the headline, "Wrong Turn, Arizona Highways," wrote:

Arizona Highways magazine, the state's scenic salesman to the world, is going through some rebirth pangs.

Both the veteran editor and art editor have recently retired, and others have assumed the key editorial responsibility.

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50. Phoenix Gazette, May 27, 1964, p. 11.



Figure 6. This is a Reproduction from The Arizona Republic Editorial of January 4, 1973, Critical of the Change in Magazine Nameplate Design, Effective with the January, 1973, Issue.

The new top crew, understandably, wants to leave some of its personal mark on the magazine.

Some of the modifications--which have often been moderate and well-considered--should cause no distress even to long-time Arizona Highways readers who cherish familiar typography and layout.

But the magazine's logotype--the design of its name on the cover page--has undergone a drastic restyling that should strongly be reconsidered.

The result on the January cover is a rather mod and characterless logotype that one may expect to find on quickly prepared travel folders, but not in a magazine which, among state magazines, has been emulated like Time in the newsmagazine field.

The effect is as run-of-the-mill as the raised characters on a credit card.

Modernization in publishing, as in many other areas, is frequently desirable. But this change seems as unwise as building a freeway through the Grand Canyon just because it hasn't been done before.

Innovation isn't always a virtue.<sup>51</sup>

Stevens says the editorial staff was not alarmed by criticism of the new design, and the magazine did not make any public comment.

Rather, it let the issue die quietly, and stuck with the new design.

Because of the magazine's success, the fact that the editors avoided controversy and politics, criticism has been limited and not of a serious nature.

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51. Phoenix Arizona Republic, January 4, 1973, p. 6.

## CHAPTER 5

### PERSONNEL

A rundown on the various editors of the magazine series of Arizona Highways shows a varied cast of personnel heading the magazine's editorial fortunes down through the years.

In all, seven different editors have appeared on the magazine's masthead during the period 1925-1972 (see Table 2).

#### Vincent J. Keating

Very little is known about Keating. A search of the Phoenix City Directory reveals no such name. A search of material in the State Archives of Arizona reveals only a death notice. The item read:

Vincent Joseph Keating, who worked for newspapers in four states and was a former editor of the magazine Arizona Highways died yesterday following a heart attack.

Keating, 72, retired as a San Francisco Examiner copy editor two years ago. He was copy desk chief at the Los Angeles Examiner for 25 years before moving to San Francisco.

He also had worked for the Cumberland (Md.) Daily Times, Pittsburgh Post-Gazette, and Pittsburgh Sun-Telegraph.<sup>1</sup>

The item was carried under the headline, "Former Arizona Editor Dies," and refers to his death on January 23, 1964.

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1. Phoenix Arizona Republic, January 24, 1964, p. 37.

Table 2. The Editors of Arizona Highways Magazine, 1925-1972.\*

Year	Month	Editor
1925	April	Vincent J. Keating
1930	November	No editor listed.
1931	January	George W. Comparet
1931	May	No editor listed.
1933	October	Hal Mitchell
1934	December	No editor listed.
1935	January	John C. McPhee
1937	April	Bert Campbell
1938	January	Raymond Carlson
1943	November	Bert Campbell
1946	March	Raymond Carlson
1971	November	Joseph Stacey

\* Compiled from mastheads of each issue, 1925-1972.

George W. Comparet

Keating was replaced as editor by George W. Comparet, beginning something of a mystery surrounding the editorship of the magazine. Keating's name disappeared from the masthead commencing with the November, 1930, edition. No editor is listed in the December issue of that year, but then Comparet appears with the January, 1931, edition. He remains

on the masthead as editor through the May, 1931, edition, then disappears and no editor is listed from that issue until the one of October, 1933.

Comparet does appear on the masthead for several issues in the last half of 1931 as Secretary of the Arizona State Highway Commission, but this does not indicate his possible involvement as editor of the magazine.

A search through the Phoenix City Directory, shows Comparet appearing in the 1921 edition, as telegraph editor of The Phoenix Gazette,<sup>2</sup> then moving to city editor in the 1923 edition,<sup>3</sup> and finally to managing editor in the 1925 directory.<sup>4</sup>

Comparet shows up in the 1929 directory as "department manager" of the Asch Investment Company of Phoenix.<sup>5</sup>

Comparet appears in the 1930 edition of the directory, but no occupation is listed.<sup>6</sup> He appears again in the 1931 edition, but again, no occupation.<sup>7</sup> This is during the period when he was editor of the magazine, or at least he was listed on the masthead as such.

He appears again in the 1932 edition of the directory as secretary to the highway commission.<sup>8</sup> When the 1934 directory comes out,

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2. Phoenix City and Salt River Valley Directory, 1921, p. 198.

3. Ibid., 1923 edition, p. 207.

4. Ibid., 1925 edition, p. 194.

5. Ibid., 1929 edition, p. 156.

6. Phoenix City and Salt River Valley Directory, 1930 edition, p. 181.

7. Ibid., 1931 edition, p. 191.

8. City of Phoenix Directory, 1932, p. 102.

Comparet is listed, but no occupation is given.<sup>9</sup> In 1935, he is listed as a statistician in the city engineers office (Phoenix),<sup>10</sup> then moves to statistician with the State Highway Department with the 1937 edition.<sup>11</sup>

Comparet does not appear in the city directories after the 1937 edition.

### Hal Mitchell

The name Hal Mitchell appears on the magazine's masthead beginning with the issue of October, 1933. His stint as editor was brief, for his name disappears effective with the January, 1934, edition. A death notice appeared in the Arizona Republic of August 8, 1956, indicating that Mitchell had died the day previously in Bethesda, Maryland.<sup>12</sup>

The death notice said Mitchell died of cancer at the age of 62. It stated further that Mitchell was born in Nevada, Missouri, came to Phoenix in 1922, worked for The Arizona Republican and its successor, The Arizona Republic until 1932.

There is no trace of Mitchell from 1932 until he appears on the masthead in the October, 1933, issue. However, there is a statement in the death notice that he was very active in Democratic Party politics, and Mitchell may well have worked for the party during this period, then assumed the appointment as editor for his favors when Governor Sidney Osborn, a democrat, was re-elected in 1932. Appointment of editors

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9. Ibid., 1934 edition, p. 105.

10. Ibid., 1935 edition, p. 115.

11. Ibid., 1937 edition, p. 133.

12. Phoenix Arizona Republic, August 8, 1956, p. 1.

during the 1930's resulted from party politics. This is particularly true of editors Bert Campbell and Raymond Carlson who appear later.

The death notice states that Mitchell worked on "several other publications" after the period as editor of the magazine, and "for many years played a prominent role in Democratic Party affairs."

The death notice, in the second paragraph, incorrectly stated, "Mitchell founded Arizona Highways magazine and established many of its policies that later made it nationally known. He served as the magazine's first editor."

Mitchell apparently is buried in the Phoenix area, for the notice states, "Funeral services will be held here Friday."

#### John C. McPhee

Mitchell's name appeared on the masthead from October, 1933, to December, 1934, then the name John C. McPhee appears, effective with the January, 1935 issue.

McPhee's death notice, published in The Arizona Republic of May 30, 1968, also claimed that he "was the first editor of Arizona Highways magazine."<sup>13</sup> The item was, of course, incorrect. It stated that McPhee was dead of a heart attack at the age of 66. He had died on May 27, 1968, at his retirement home in Telluride, Colorado.

An article in the September 14, 1962, issue of The Arizona Republic referred to McPhee's retirement as director of public relations for the Navajo Tribe.<sup>14</sup>

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13. Phoenix Arizona Republic, May 30, 1968, p. 48.

14. Phoenix Arizona Republic, September 14, 1962, p. 23.

Let's retrace McPhee's career, as resurrected from newspaper clippings. The Arizona Republic obituary<sup>15</sup> said McPhee once edited the Verde Copper News of Jerome, and worked for The Arizona Republic, the Nogales International, the Bisbee Review and the Mesa Journal-Tribune.

The same article credited McPhee with "becoming a modern legend in the state" for "the killing of Santa Claus." The obituary goes on, by stating:

In 1930, while living in Mesa, he arranged to have a dummy Santa Claus parachute from a plane. When the parachute failed to open and the dummy plunged to earth, many children ran home to report that 'Santa Claus is dead.'

The notice on McPhee's retirement<sup>16</sup> referred to the former editor as a "former Arizona newsman who never lived down the reputation as 'The man who killed Santa Claus,'" and recounted the incident later in the article by stating, "The chute failed to open and horror-stricken children never forgave McPhee for 'Killing Santa Claus.'"

Despite McPhee's exploits at Mesa, he came to the magazine without fanfare and left accordingly. He left the magazine in the spring of 1937 to take a position as public relations director for the Navajo office of the Bureau of Indian Affairs. He remained in that position for several years, then joined the tribe itself in a public relations official, a position he held until his retirement in 1962. He then moved to the mining ghost town of Telluride, Colorado, where he later died.

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16. Phoenix Arizona Republic, September 14, 1962, p. 23.

Bert Campbell

McPhee was succeeded at Arizona Highways as editor in the spring of 1937 by Bert Campbell. Campbell was born in Snowflake, Arizona, on September 4, 1906. He was educated in the Snowflake schools, and after school entered the grocery and meat business. Early in the depression, he went broke. Early in his career, Campbell became involved in state Democratic politics. He eventually found his way to Phoenix in the early 1930's, and started the Young Democrat, a throw-away party newspaper. He acquired the Arizona Stockman, and says it was profitable.<sup>17</sup>

Campbell became well acquainted with Governor Sidney Osborn through activities in the State Democratic Party. Apparently the political favors system brought Campbell into the editorship. Campbell recalls, "I had been active in his re-election campaign of 1936. He later called me and asked me to take the job."

Campbell's tenure in the job was effective with the April, 1937, issue, and ended in December of that year. "The highway commission fired me every week. I said, 'Leave me along. I'm just trying to run a magazine.' Finally the highway commission got so disgusted with me, and I got to tellin' them where to go, that they really fired me. That's when Carlson came in," Campbell recalls.

Campbell entered the meat packing business in South Phoenix for awhile, bought and sold land around the state, and generally prospered, he recalls. Carlson edited the magazine during this period, and then,

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17. Private communication with Bert Campbell, March 13, 1973.

when he was drafted into the Army in the fall of 1943, Campbell returned to the editorship.

Campbell recalls, "I was just sitting around, sleeping and eating good, when Sid Osborn (the Governor) called me, and asked how I would like to run the magazine again. I told him all I did was work my ass off for nothin' the first time, and he said, 'Aw, come on back.' So I did."

Campbell said he couldn't even write a cutline or take a picture, but credited his ability to plan and layout the magazine, plus the help of former editor Hal Mitchell and Mrs. Lamar (Mae) Cobb for getting the magazine out during the second period as editor.

Campbell claims he didn't want the job when Carlson returned from the military following World War II. "Hell, I couldn't afford to stay on, at \$300 a month," he recalls. "When I came back to the magazine, we were behind, but when I left, I left Carlson with two to three years' planning," he claims.<sup>18</sup>

Carlson returned over the Christmas holidays in 1945, and reclaimed his former job. Campbell went back to his ranching and land business. He lives in Prescott during the warmer months, and maintains a residence in Phoenix during the cooler part of the year.

#### Raymond Carlson

Raymond Carlson was the sixth editor of Arizona Highways, and unquestionably, the one who guided the magazine to the fame it enjoys today.

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18. Private communication with Bert Campbell, March 13, 1973.

Carlson was born September 1, 1906, at Leadville, Colorado. His father, a miner in that tough lead mining town, became ill. In order to recuperate, the family moved to Miami, Arizona, where the father could find a warmer climate. Young Carlson graduated from Miami High School in 1924, and that fall entered the University of Arizona, where he excelled academically for the two years. He then transferred to Stanford University where his interest in writing became apparent. He became a major contributor to the Stanford Chapparal, the university's humor magazine.

In 1929, he was graduated with Phi Beta Kappa honors, and a desire to enter the Columbia University Law School. Carlson did not have the money to go to the law school. Instead, he accepted a job on his hometown newspaper, the Miami Silver Belt as a reporter.

A few months later the crash of 1929 occurred. By 1934, with Miami's copper mining industry declining sharply, the paper suspended publication and Carlson was among the unemployed.

He searched for employment for several months, and finally went to work as a waiter in a Miami restaurant. He then turned to bookkeeping for the Miami-Globe-Superior division of the Farmers Produce Company.

In the early 1930's, Carlson was active in Democratic politics, and campaigned first for former Governor George W. P. Hunt, in his unsuccessful comeback, and then for Judge Rawghlie C. Stanford in his bid for the governorship. When Stanford won in 1936, Carlson was in line for a political job. The offer came in May, 1937, and he accepted a position in the Motor Vehicle Division of the State Highway Department.

It was a decision that would change Carlson's life, and a drab little magazine known as Arizona Highways.

Within seven months, Carlson was offered a better job--as editor of Arizona Highways. Within months, Carlson began to re-shape the magazine--adding stories on things to see and do in Arizona, using more and more photographic display, and eventually going to color printing, while at the same time, eliminating semi-technical engineering information relating to Arizona's roads.

It was the right formula that would make the magazine internationally known in a few short years.

In the summer of 1943, Carlson was inducted into the U. S. Army as a private at Camp Roberts, California. He was 36 years old at the time. Bert Campbell, editor of the magazine before Carlson, returned to edit Arizona Highways in Carlson's absence.

Carlson won the Bronze Star for action in New Guinea, fought in the Lingayen Gulf invasion in the Philippines, and at war's end, was a technical sergeant in Army Intelligence.<sup>19</sup>

He was discharged in the fall of 1945, and returned to his former position as editor of Arizona Highways, a position he held until his retirement in September, 1971.

In the latter years of Carlson's career, he began to consume alcoholic beverages in sufficient quantities to affect his ability to come to the office for work, according to acquaintances who do not wish to be identified. As a result, he frequently worked at home, and paid

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19. Arizona Men of Achievement, Vol. II, 1966, p. 102.

infrequent visits to the magazine's offices. (The "illness" referred to in his retirement notice, was a reference to his excessive consumption of alcohol.)

Carlson retired in the fall of 1971, at the age of 65. He was also admitted to the Hayden Nursing Home in Phoenix during this period for treatment of his excessive drinking. In the spring of 1973, Carlson successfully conquered the drinking problem.<sup>20</sup>

In his letter of resignation, Carlson told the highway commission:

My association with the State of Arizona has given me every happiness a man has a right to enjoy and it has been an honor and a pleasure to have shared in the happiness and welfare of a beautiful state. No man ever had a finer group of associates to work with nor more appreciative and understanding officials to serve and I wish to sincerely express by heartiest good wishes for the success of our beloved Magazine and faith in its plans for further usefulness to the State of Arizona.<sup>21</sup>

Carlson was given the title Editor Emeritus by the commission as a tribute to his long and successful career.

His successor, Joseph Stacey, wrote the following in the November, 1971, issue, under the headline, "Mr. Arizona Retires:"

Raymond Carlson became editor of Arizona Highways Magazine in 1938. On September 8, 1971 the Arizona Highway Commission reluctantly and regretfully accepted his voluntary request for resignation due to complications resulting from illness of more than two years, during which time it was necessary for Mr. Carlson to direct the editorial details of the magazine from his home and at times from a hospital bed.

To the hundreds of thousands of readers of Arizona Highways Magazine, throughout the world, no Arizonan is more closely identified with Arizona than Raymond Carlson.

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20. Private communication with James Stevens, May 22, 1973.

21. News release from the Arizona Highway Department, September 9, 1971.

As editor of a magazine which he transformed from the "Ugly Duckling" of the publication field into a colorful "Bird of Paradise," he, more than any other person or agency, has done more for the state of Arizona than is possible to compute.

No man has loved his work and his land more than Raymond Carlson, and in return, no Arizonan has received more universal honor, respect and love than Raymond Carlson, now Editor Emeritus of Arizona Highways Magazine.

The names on the masthead indicate the changes of personnel and titles. Every man was selected by Editor Carlson, and each has had the equivalent of a Doctorate Degree in having been oriented, indoctrinated and intoxicated with the thinking, modus operandi, and the philosophy of Raymond Carlson as related to the publication of his beloved Arizona Highways Magazine.

We assure our readers that the spirit of "The Living Legend" will live on . . . that this is not "The End of An Era," nor "Time for a Change."<sup>22</sup>

#### Joseph Stacey

Joseph Stacey is the seventh editor of the magazine. He was born on October 8, 1909, at Providence, Rhode Island. He received no college education, but was able to accumulate approximately 40 years of experience in advertising and merchandising before assuming the helm of Arizona Highways.

Stacey worked in advertising and visual merchandising for most of his career in the East, including several years with Macy's Department Store in New York City.

In 1955, he came to Phoenix as the public relations director for the Commercial Rose Growers of Arizona. In 1960, he joined the advertising staff of The Arizona Republic, working in advertising layout and

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22. Arizona Highways, Vol. 47, No. 11, p. 1.

production. Eventually he assumed the title of National Merchandising Director of the paper.<sup>23</sup>

Stacey's involvement with Arizona Highways began in 1963 when editor Carlson asked Stacey to help assemble a special issue on the rose industry in Arizona. Apparently, Carlson was favorably impressed with Stacey's work, for he asked him to do several other assignments.<sup>24</sup>

Finally in 1965, Carlson asked Stacey to join the magazine's staff as an editorial assistant. Stacey accepted the position. In October, 1967, he appeared on the masthead for the first time, listed as an editorial assistant.<sup>25</sup> From that point on, Stacey began to assume more and more of the responsibilities for the magazine's editorial content. Carlson's health was failing and affected his ability to function as editor. Stacey filled in.

In the last year or so of Carlson's editorship, Stacey was virtually in charge of the magazine's editorial content, although the reading public was not aware of it.<sup>26</sup>

#### James Stevens

James Stevens has never been editor of Arizona Highways, but he, along with Carlson, teamed up to build the magazine into its supersales role, known the world over.

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23. Private communication with Joseph Stacey, December 2, 1973.

24. "Arizona Highways Magazine Editor Retires--Successor Named," Graham County Guardian, September 15, 1971, p. 3.

25. Arizona Highways, Vol. 43, No. 10, p. 1.

26. Private communication with James Stevens, September 6, 1972.

Stevens was born January 5, 1913, at Ithaca, New York. Stevens and his widowed mother moved to Arizona in 1928. He was graduated from Phoenix Union High School in 1932 and then enrolled at the University of Arizona, hoping to become a radio announcer or sports reporter. The depression hit, and Stevens found himself out of finances after one year. He returned to Phoenix, working first for a drug store, then an automobile dealership, and finally a construction firm.

As World War II opened, Stevens was inducted into the U. S. Army. He served with bravery and distinction as a lieutenant in Guadalcanal, New Guinea, the Philippines, and finally at Clark Field, Luzon, where he won the Silver Star in an heroic action that left him seriously wounded. Only nine of his 48 men escaped death or serious injury that day. He was also awarded the Bronze Star with clusters, a unit citation, and a Purple Heart.

While recuperating in a New Guinea hospital, Stevens saw a copy of Arizona Highways, perhaps a turning point in his life.

Upon being discharged from the Army, Stevens returned to Phoenix, and in January, 1946, met editor Carlson and told him of his experience in seeing the magazine in New Guinea. It turned out that Stevens and Carlson had been in the same Pacific area at the same time, but had not met. The visit ended when Carlson offered Stevens a job in the mailroom of Arizona Highways.<sup>27</sup> In November or December of 1946, he was named Business and Circulation Manager.<sup>28</sup>

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27. Arizona Men of Achievement, Vol. II, 1966, p. 106.

28. Private communication with James Stevens, May 22, 1973.

Stevens eventually moved into the accounting department, and in January, 1957, appeared on the masthead as "business manager."

When Carlson retired in the fall of 1971, Justin Herman, Director of the Arizona Highway Department, named Stevens "director of publications"--in charge of the overall magazine operation, a position he holds today.

It was Stevens, who in the late 1940's persuaded West Coast magazine distributing firms to handle the sale of the magazine. And then in 1951, he made arrangements with Independent News Company of New York City, a national distributor, to sell the magazine nationwide. These two moves are credited with the large growth in the magazine's circulation and the national, and even international exposure the magazine has enjoyed.

#### George Avey

Along with Carlson and Stevens, a third important member of the team during the post World War II Golden Years was George Avey.

Avey was born at Yellville, Arkansas, on October 18, 1906. His widowed mother moved to Mesa, Arizona, in 1921, where George graduated in 1926 as Salutatorian of his class. Like Carlson and Stevens, Avey enrolled at the University of Arizona. He transferred to the University of California at Berkeley after his freshman year, but later dropped out because of dwindling family resources. He then commenced work in a service station in Los Angeles.

In 1933, he left Los Angeles to accept a position as draftsman with the Arizona Highway Department in Phoenix. His early tasks were

drawing plans and proposals for highway construction. Gradually, he became involved in designing brochures and other types of publications.

When Raymond Carlson assumed the editorship in late 1937, he called on Avey's talents. The two of them gave the publication a face-lifting job. By December of 1940, Avey and Carlson began using color on a regular basis to portray Arizona's beauty.

In 1942, Avey left the Arizona Highway Department to work for the Goodyear Aircraft Company west of Phoenix. He did production illustration, mostly scale and perspective drawings of aircraft parts. When the war ended in 1945, Avey found himself without a job.

He finally began work with Gilmore-Varney Architects in Phoenix as an architectural draftsman.

Then Raymond Carlson returned to take over the editorial reigns of Arizona Highways from Bert Campbell. Carlson sought out his former working partner, Avey, and the two joined talents again in 1946. Avey was listed on the masthead for "design," beginning with the April, 1946, issue. By July of that year, his title had been changed to "art editor."

In 1954, the magazine was named by the Photographic Society of America to receive its LaBelle Trophy for excellence in use of color photography. As a tribute to Avey, Carlson sent him to Chicago to receive the award.<sup>29</sup>

When Carlson resigned as editor in the fall of 1971, Avey was given the title "senior associate editor." A year later, on October 1, 1972, Avey announced his retirement at age 65.

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29. Arizona Men of Achievement, Vol. II, 1966, p. 102.

Mrs. Lamar Cobb

Like Stevens and Avey, Mrs. Lamar "Mae" Cobb was never editor of the magazine, but apparently played a significant role in its road to success.

Her death notice in the Phoenix Gazette of September 17, 1957, stated her contribution to the magazine. Under the headline, "Mrs. Lamar Cobb, 'Mother' of Highway Magazine, Dies," the article read:

Mrs. Lamar Cobb, known as the "mother" of Arizona Highways Magazine, died yesterday in San Francisco, where she had been living the past few years.

The 82-year-old widow of the state's first highway engineer, appointed by Gov. George W. P. Hunt, took over publication of Arizona Highways in 1925. She saw its first issue come off the press in April of that year.

Associates credit her with saving the infant magazine and starting it on the way to becoming one of the best of its kind in the world.

Mrs. Cobb was the magazine's "mother" until she retired about 1950. She remained on the staff with all subsequent editors until she retired.

Mrs. Cobb, a native of the Atlantic seaboard, came west to Colorado with her family in 1903. There she met and married Lamar Cobb, a mining engineer who helped develop the Morenci properties of Phelps Dodge.

The Cobbs moved to Phoenix two years later. After Mr. Cobb's death in 1926, Mrs. Cobb and their daughter, Mary Ann, continued to reside here at the family home, 640 N. First Avenue.<sup>30</sup>

Bert Campbell says that Mrs. Cobb was invaluable during his two stints as editor. "She would help get material, and did some good editing. She didn't do much if any of the planning, but she was someone

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30. Phoenix Gazette, September 17, 1957, p. 21.

you could count on," Campbell recalls.<sup>31</sup> Campbell states further, that the title "mother" of the magazine probably is a reasonable accolade. She did see the first issue come off of the press, and she logged 25 years with the magazine, more than any other personnel, except Carlson and Stevens. She therefore should be recognized as one of the major influences.

#### Wesley Holden

Wesley Holden joined the magazine in 1971 and worked with Stacey during the waning months of Carlson's reign. Effective with the January, 1972, issue, Holden was listed on the masthead as associate editor.

Holden was born in Winona, Minnesota, November 22, 1937. He attended Winona State College for one year, then transferred to Arizona State University and was graduated in 1959 with a degree in fine arts. He worked one year as an advertising manager for a Phoenix department store, one year as ad representative for Phoenix Newspapers, Inc., then in 1961 became designer, layout and copywriter for Arizona, the Sunday supplement magazine in The Arizona Republic. Holden remained with Arizona for ten years, before joining Arizona Highways.<sup>32</sup>

#### William C. Angius

William Angius was born 1908 in St. Stephan, Yugoslavia, and came to Arizona the same year. He was raised and educated in the Globe-Miami, Arizona, area. He moved to Phoenix in 1951 and joined Arizona

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31. Private communication with Bert Campbell, March 13, 1973.

32. Private communication with Wesley Holden, March 14, 1973.

Highways at that time. In 1952, he was named bookkeeper, accountant in 1955, and since 1957 has served as circulation manager. He first appeared on the masthead of the magazine in March, 1972.<sup>33</sup>

Louis A. DeMayo

Louis DeMayo appeared on the magazine's masthead in December, 1972, as art director. DeMayo was born January 24, 1926, in Philadelphia, Pennsylvania. He attended various art schools in the east, and has accumulated 20 years' experience in various phases of advertising and editorial art work before joining the magazine. He has also worked in film, having produced several experimental films, and published in 1972 a photographic book on Old Tucson, the Tucson area movie set.<sup>34</sup>

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33. Private communication with William C. Angius, March 14, 1973.

34. Private communication with Louis DeMayo, March 14, 1973.

## CHAPTER 6

### BY-PRODUCTS

A number of important by-products have evolved from publishing Arizona Highways. Some were started as a service to the public, while others have been developed as important revenue producing ventures.

The first by-product to appear was the bound volume in 1943.<sup>1</sup> These were developed for sale and as give-aways by state officials. Sales have never amounted to a substantial quantity to be considered a profitable item. However, the bound volume containing a year's issues have been an important public relations tool for the state.

Down through the years, a bound volume has been given to the President of the United States and each member of his cabinet, to the governors of each state (as a greeting gesture from Arizona's governor), and in later years, a bound volume has been given to important wholesalers and chain-store executives as a means of promoting the distribution and sales of the magazine.

The total number of bound volumes assembled in 1972 was 4,000, of which 70 percent were given away, and the remainder have been offered for sale at \$14.95 each.<sup>2</sup>

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1. Private communication with James Stevens, March 14, 1973.

2. Ibid.

The second by-product was a binder for collecting and storing a year's editions. The first binders were made available in 1947 as a sales item and have been reasonably profitable until recent years. Now, increased postage rates makes it very expensive to ship the binders great distances, thus cutting into the profit.<sup>3</sup>

Another important by-product is the 35mm Color Classics slides announced in the May, 1954, issue. These are duplicate color slides made from photographs and art appearing in regular issues. Initially 100 different slides were offered at a price of 40 cents each. This same price holds for sales in 1973.<sup>4</sup>

In 1961, an agreement was signed with David-Stewart Publishing Company of Indianapolis, Indiana, to produce childrens' books from materials appearing in earlier issues. The books retailed for \$2.50 each, and were distributed by Follett Publishing Company of Chicago.<sup>5</sup> Four books were produced in 1961 and four more in 1962. Topics of the books include water, lightning and animals.

A series of small booklets was begun in 1966, known as "Treasury Books." The series is a continuing one into 1973, in both hard and soft covers. Soft cover editions sell for \$2.00, while hard cover editions go for \$4.95. Topics of these books range from Indians of Arizona to the four seasons. Stevens says, "These books are one-shot deals. We

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3. Ibid.

4. Private communication with James Stevens, March 14, 1973.

5. Arizona Highways, Vol. 37, No. 5, p. 1.

do not go back and reprint them. Rather, we move on to another subject."<sup>6</sup>

Also begun in 1966 was the annual Christmas calendar. Outstanding seasonal photos from previous issues are selected for display each month in the calendar. Retail cost of the item has been \$1.50, but will increase to \$2.00, beginning with the 1974 calendar.<sup>7</sup> Stevens calls the calendar the most popular and most profitable by-product produced by Arizona Highways. In 1971, sales amounted to 198,000 units, and in 1972, nearly 250,000 were sold.<sup>8</sup>

Sales of by-products in fiscal 1971-1972 amounted to \$419,000 or 16 percent of total sales, which totaled \$2,594,000.<sup>9</sup> Gross sales of by-products in fiscal 1961-1962 amounted to \$118,000 or nine percent of overall sales.<sup>10</sup>

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6. Private communication with James Stevens, March 14, 1973.

7. Ibid.

8. Ibid.

9. Ibid.

10. Arizona Highways, Vol. 39, No. 7, p. 6.

## CHAPTER 7

### PRINTING

The printing of Arizona Highways has shifted around from Phoenix, to Prescott, to Los Angeles, to San Francisco, to Milwaukee, and finally Phoenix over the 48-year history of the publication.

The first printer identified in the magazine was Gazette Job Printing Company, 22 East Monroe, Phoenix.<sup>1</sup> The name appeared on the bottom of the back cover of the second issue. It is not known if this firm also printed the first issue of April, 1925.

Starting with the January, 1927, issue, a new printing firm replaced Gazette Job Printing Company. The new firm was A. C. Taylor Printing company, 121 East Jefferson, Phoenix. The Taylor firm was listed as the printer until 1934, then the name disappeared from the magazine.

No printer was credited from 1934 until September, 1937, when the Prescott Courier label appears on the masthead. It is not known whether or not the Taylor firm printed the magazine from 1934 to 1937.

The Prescott Courier firm was credited off and on for black and white printing in the magazine from 1937 up through 1946. The December

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1. Arizona Highways (first series), Vol. 1, No. 2, p. 28.

issue of 1946 was the first all-color edition, and was printed by the Times-Mirror Press of Los Angeles.<sup>2</sup>

During the period of 1938 through 1947, numerous issues carried colored covers and inserts. Most of this color is credited to the Los Angeles printer.<sup>3</sup>

According to James Stevens, there were no printers at this time in Arizona capable of handling the color.<sup>4</sup> In 1947, another Phoenix firm entered the printing of Arizona Highways. The company was Jahn-Tyler Printing Company and it handled the black and white printing until July, 1949, (a new fiscal year) when the Prescott Courier once again held the contract.<sup>5</sup> The Christmas issue of 1949 was in all color, printed by Stecher-Traung of San Francisco, California.<sup>6</sup>

In July, 1950, Jahn-Tyler again was printing the black and white portions, as evidenced by the change of printing companies listed on the masthead.<sup>7</sup>

The Christmas issue of 1950, all color, went to the W. A. Kreuger Company of Milwaukee.<sup>8</sup> The firm has printed every Christmas issue since,

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2. Arizona Highways, Vol. 22, No. 12, p. 1.

3. Private communication with James Stevens, March 14, 1973.

4. Ibid.

5. Arizona Highways, Vol. 25, No. 7, p. 1.

6. Arizona Highways, Vol. 25, No. 12, p. 1.

7. Arizona Highways, Vol. 26, No. 7, p. 1.

8. Arizona Highways, Vol. 26, No. 12, p. 1.

and beginning in 1963, when it merged with Tyler Printing Company of Phoenix, it has printed every issue from that point on.

Stevens recalls:

In 1947 we advertised for bids on a separate basis for the black and white and color, and for several years the black and white contract and the putting together of the magazine switched between the low bidder of two state firms. The color work remained with the previous lithographer (Times-Mirror) until the following year. At this point, the magazine received a low bid from an out-of-state firm which was accepted and for the first time (1948) the black and white was also done out-of-state. One primary reason that it was necessary to accept this type of bid was the fact that these contracts were for one year only and the in-state printers did not have the necessary equipment to meet the rapid growth of the magazine's size in number of pages and the press run. Obviously, this meant that the magazine, if it were to stay in-state at that time, would have to curtail its potential growth. In 1949 the legislature authorized the Highway Commission to extend these contracts over a five-year period of time in any increment they desired, which still exists today, requiring us to recall for bids every five years or less if desired. The growth of the magazine as well as the needs of the area finally brought forth a first-class, high volume lithographer to the Phoenix area (W. A. Krueger). They had produced on a bid basis the color sections for a number of years (beginning in 1950) from a mid-western plant (Milwaukee) and have successfully been the low bidder for the magazine since their establishment in Phoenix.<sup>9</sup>

The issue of July, 1963, heralded the news that Arizona Highways was now being printed in Arizona--completely. On the contents page, editor Carlson wrote:

This issue is a milestone in the story of this publication. The story is briefly told in the line at the bottom of this page: Printed in Arizona, U.S.A.

The story really begins in 1950 when W. A. Krueger Company of Milwaukee, Wisconsin, was awarded the contract, by competitive bidding, to produce the color pages for Arizona Highways. Now,

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9. Private communication from James Stevens, March 14, 1973.

some seventy-five million magazines and some six billion color reproductions later, we have no cause to regret our association with this fine firm. We feel month after month and year after year we have been receiving some of the finest color printing produced in this country. The number of awards our magazine has won in national graphics arts competition eloquently testify to that statement.

Apparently the W. A. Kreuger Co. officials have been reading our magazine and were captured by its siren's lure, because they became deeply interested in Arizona and Arizona's future. So much so, in fact, they purchased control of the Tyler Printing Company, a long established Phoenix printing firm, and brought big-league printing to Phoenix. Result: a handsome new building and some of the finest printing equipment manufactured in America today. Added result: this publication (previously printed out of state, color in Milwaukee, black and white in Los Angeles) has come home to stay and, we feel, it will be bigger and more colorful than ever before.<sup>10</sup>

The move of W. A. Kreuger into the Phoenix area had other impact. A total of 60 families moved to Phoenix from Milwaukee in 1963.<sup>11</sup>

Table 3 shows a year-by-year tabulation of the number of pages published by Arizona Highways since its founding in 1925. Overall, a total of 23,300 pages have been published during the previous 48 years. That is an average of 40.4 pages per issue. The largest publishing year was 1972, when 608 pages, including covers, were printed, for an average of 56-2/3 pages per issue.

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10. Arizona Highways, Vol. 39, No. 7, p. 1.

11. Private communication with James Stevens, March 14, 1973.

Table 3. Number of Pages Published Per Year, Including Covers.<sup>a</sup>

Year	Number of Pages	Year	Number of Pages
1925	260 <sup>b</sup>	1949	516
1926	314	1950	508
1927	232 <sup>b</sup>	1951	512
1928	400	1952	552
1929	450	1953	508
1930	342	1954	516
1931	348	1955	512
1932	332	1956	516
1933	344	1957	520
1934	360	1958	520
1935	372	1959	508
1936	384	1960	516
1937	412	1961	516
1938	484	1962	460 <sup>d</sup>
1939	568	1963	556
1940	572	1964	592
1941	572	1965	560
1942	572	1966	536
1943	500 <sup>c</sup>	1967	520
1944	528	1968	542
1945	576	1969	552
1946	556	1970	592
1947	508	1971	600
1948	476	1972	608

<sup>a</sup>Compilation made by examining each issue.

<sup>b</sup>Nine issues were published.

<sup>c</sup>Ten issues were published.

<sup>d</sup>Eleven issues were published.

## CHAPTER 8

### ECONOMICS

Any discussion of economics of Arizona Highways usually begins with the state appropriation or subsidy granted by the Arizona State Legislature to the publishing operation.

For the first ten years of the magazine's existence, the appropriation amounted to \$20,000 annually. These funds came from the highway commission budget. In 1935, this appropriation was doubled to \$40,000.<sup>1</sup>

In 1939, editor Carlson had introduced extensive use of color, and at the urging of Jack Proctor, of Tucson, a highway commissioner, decided to request substantially more funding in order to further increase the use of color and to expand the magazine.<sup>2</sup> The increase was granted, and the magazine was granted an increase to \$100,000 beginning in 1940.

Up until this time, funds were still appropriated out of the highway commission budget. However, Senate Bill 124, Chapter 29, of March 10, 1941, authorized a separate appropriation (\$100,000) and since that time funds have been authorized on that basis.<sup>3</sup>

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1. Private communication with James Stevens, March 14, 1973.
  2. Arizona Men of Achievement, Vol. II, 1966, p. 102.
  3. Private communication with James Stevens, March 14, 1973.

The appropriation was raised again in 1965 to \$150,000 and finally to \$175,000 in 1970 (see Table 4). However, for the first time in the magazine's history, no appropriations were sought for the fiscal year 1973-1974.

Table 4. Appropriations from Arizona State Legislature for Support of Arizona Highways and Auxiliary Operations, 1925-1973.

Year	Amount	Year	Amount
1925-1934	\$20,000	1965-1969	\$150,000
1935-1939	\$40,000	1970-1972	\$175,000
1940-1964	\$100,000	1973	-0-

The decision not to request an appropriation was basically that of Stevens. He says:

This is a matter of attaining a goal which has been long desired--that of not having to request an annual appropriation from the legislature. As I have advised you, we have come to the conclusion that we will not make this request this year, and it does not appear in our annual budget request. We feel this is important for several reasons. Mainly, it puts the complete burden of expenditures entirely upon revenue generated by the publication itself, and it is not dependent upon the taxpayer for the operation of the publication. Naturally, any state agency comes under less criticism from state officials and the general public if it can make its own way. I think it has been proven over the years that this has long been the desire. Since the mid-1940's the percentage involved in the operation has been reduced to a point in the past year where it is eight percent of the total operation. By not requesting this \$175,000 appropriation it drops this figure to zero percent. There could be certain circumstances which might require a future request, but this does not appear to be so in the foreseeable

future. It would be my hope that it should never be necessary to again request an appropriation, in spite of the desire to give even greater public relations services.<sup>4</sup>

Stevens refers in his statement to "criticism" from state officials and the general public. There is very little actual criticism recorded. But according to Stevens, there is an occasional "jab" aimed at the subsidy by a legislator. One such "jab" was recorded in an interview with editor Carlson some years ago. Edward H. Peplow, Jr., writing in Phoenix magazine about Arizona Highways, opened his article with:

"My question is, what the hell does your magazine do for Arizona?"

The speaker was a cantankerous member of the legislative appropriations committee. The item under discussion was the annual budget for Arizona Highways. The witness was Raymond Carlson, editor.

Carlson looked innocently at his antagonist and replied, "Damned if I know."

This now classic encounter took place some years ago, and it is the last such recorded between an economy-minded legislator trying to be penny-wise, pound foolish with Arizona's world famous magazine and the redoubtable guiding genius who has made it the world's most successful house organ.<sup>5</sup>

Yet Stevens anticipates a growing discontentment among ecologists, legislators and the general public toward subsidizing a magazine which glorifies the wonders and pleasures of Arizona to out-of-state residents. This is all part of a current questioning regarding population growth, and ecology. This situation is not limited to Arizona.

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4. Private communication with James Stevens, March 14, 1973.

5. "Arizona Highways," Phoenix, Vol. 3, No. 11, p. 74.

Table 5 shows how financially independent the magazine has grown over the years. Note especially the column headed, "Appropriation as a Percentage of Gross."

Table 5. State Support as a Percentage of Overall Gross Operation of Magazine Unit.\*

Year	Circulation	Appropriation	Appropriation as a Percentage of Gross
1925	1,000	\$20,000	100
1935	7,500	\$40,000	90
1940	10,000	\$100,000	85
1945	70,000	\$100,000	48
1955	200,000	\$100,000	10
1965	375,000	\$150,000	10
1970	425,000	\$175,000	8
1973	500,000	-0-	-0-

\*Data compiled by James Stevens from Arizona Highways records.

#### The Growth of Receipts

The growth of the magazine's receipts from sales of subscriptions, single copies and by-products looks much like any other prospering enterprise over three decades.

Records for the period 1940-1972 show income, excluding appropriations, as follows:<sup>6</sup>

6. Private communication from James Stevens, March 14, 1973.

1940	\$ 36,818
1945	\$ 229,215
1950	\$ 529,843
1955	\$1,053,731
1960	\$1,229,874
1965	\$1,541,934
1970	\$2,336,879
1972	\$2,593,670

Financial records for the most recent fiscal year (1971-1972) show income totals and their sources as follows:<sup>7</sup>

Subscriptions (regular)	\$1,786,206
Subscriptions (agents)	\$ 113,260
Single copy office sales	\$ 42,479
Newsstand sales	\$ 231,714
Calendar sales	\$ 190,908
Other sales (by-products)	\$ 229,102
Total:	\$2,593,671

The \$2,593,671 figure is just for sales. To this must be added the \$175,000 appropriation, and a \$195,716 balance carry-over from the previous fiscal year, making a grand total of available revenue of \$2,964,387.

Expenditures for the fiscal year 1971-1972 amounted to \$2,739,674.

A breakdown shows the following amounts:<sup>8</sup>

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7. Private communication from James Stevens, March 14, 1973.

8. Ibid.

Printing magazine	\$1,346,636
Personnel services	\$ 558,259
Printing calendars	\$ 69,889
Other expenses	\$ 764,890
Total:	\$2,739,674

The balance between receipts and expenditures, shows a surplus of \$224,713 for fiscal 1971-1972, as compared to a surplus of \$195,716 for the previous fiscal year. These surpluses include the \$175,000 appropriation, so it can be seen that the magazine has recently been self-supporting without the subsidy.

#### Some Questions are Raised

Beginning in the summer of 1970, an outside auditing firm was asked to examine the Arizona Highways financial operation.

The firm made its report in the early part of December, 1970. It was made public, as seen from the following item from the Phoenix Gazette of December 11, 1970. Under the headline, "Separate Unit Asked for Arizona Highways," written by staffer Don Warne, the article stated:

The first comprehensive audit of Arizona Highways Magazine has resulted in recommendations the publication be separated from the State Highway Department, and that business procedures be substantially overhauled.

Ira Osman, Arizona auditor general, said the study is the first of three aimed at highway department operations. It was handled by Peat, Marwick, Mitchell & Co.

The firm of certified public accountants found duplication in accounting procedures and improper controls over revenues, credit policies, insurance and inventories, among other failings.

"The magazine now has an annual sales volume of more than \$2.3 million and assets approaching \$650,000. Because of the size of these operations and because the magazine is not an integral part of highways and roads, we are recommending the legislature establish the publication as a separate, autonomous state enterprise," Osman said.

Noting the legislature the last fiscal year was required to give a \$175,000 subsidy, the accountants claim a number of adjustments in operating procedures likely could make the venture "self-sustaining." Osman said the changes could dissolve the \$125,000 accumulated deficit of the last fiscal year, which occurred despite the state subsidy.

Osman said original transaction accounting is made by highway department personnel, using a system not designed for publication operations. The private CPA firm said this necessitates reclassification by the magazine "for a more meaningful reporting presentation."

Besides this criticism of duplicated effort, Peat, Marwick, Mitchell & Co. contends:

--Subscription credit policies are over-generous and termination of accounts should be made earlier.

--Allowance for doubtful accounts has not, but should, follow actual experience.

--Mailroom employes should be more carefully restricted in accessibility to merchandise and supplies.

--Overall accounting is on a cash basis as a highway department subfund. The report suggests accrual accounting would bring "an obvious benefit . . . association of the costs of each issue with related revenue generated. This is standard practice in the publications industry. By no other means can the magazine accurately measure its net financial gains or losses from operations."

--Many journal entries "were not adequately supported or explained" and should be "well documented and explained." Further, the general journals "indicated numerous entries which are repeated monthly. Explanations were missing from some standard entries. We suggest prenumbered and pretyped standard forms."

--Restrictive endorsements are placed on checks when prepared for deposit, rather than on receipt, which would provide "a safeguard for any unauthorized attempt to cash checks payable to the magazine."<sup>9</sup>

There was not a great deal of excitement created by Osman's statements to the press, but Stevens, then Business Manager of Arizona Highways responded to the questions raised by the accounting firm. His response was in the form of a statement made to members of the Arizona Highway Commission. It read:

In view of the extreme interest of the general public resulting from a press statement of a highly placed state official, the following information is summarized briefly on points of the report in which the most concern seemed to center.

It was unfortunate that the aforementioned statement did not clarify to the general public the difference between the so-called deficit by the accrual method, and the actual financial status of the Magazine as of June 30, 1970 based on the cash basis of operation under which it has existed since inception in 1925.

The financial status on June 30, 1970 (and at the present time) is at the peak of its entire history. Rather than the paper deficit as indicated by the accrual method, the Magazine Division had the largest unencumbered balance of all time, even much larger than the figure indicated as a deficit that unwarily misled the readers of the newspaper article and radio news items.

Moreover, as an aside, in twenty-five years of personal service under seven Governors, five Commissioners for each of the twenty-five years, and a quantity of Legislators, it was never indicated by them that an accrual system of accounting was preferred over the cash system under which the state has always operated. The manner in which this article is presented does not indicate these and other circumstances related.

In referring to the matter of support or operating on a self-sustaining basis, it should be pointed out that this has long been one of the main goals of the current staff. The following brief review would indicate that certain progress has been attained over the years.

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9. Phoenix Gazette, December 11, 1970, p. 1.

It must be remembered that the Magazine was dependent entirely upon appropriation money for its existence until the early 1940's. In the mid-forties, the revenue supported 50% of the operation. At the present time, the annual appropriation supports approximately 8% of the operation, exclusive of the normal operating services rendered by the Highway Department as it does to all of its other divisions.

There is the probability that full self-sustenance might even be attained in a shorter period of time if certain public relations and State promotional activities were completely curtailed. To do so, of course, would mean that the division would be confined exclusively to the publishing of the Magazine, and would not be carrying out its complete mission as provided by law.

It might be well to add here that the State as a whole is enjoying this publicity, public relationship and promotion primarily through the sales revenue (92%) of individuals, the majority of which reside outside the State of Arizona.

Those responsible for policy are confident that the many activities assumed by the Magazine are a great asset to tourism in the State and that to completely eliminate or even curtail these activities would not be beneficial, but a step backward. These activities are varied but as a single example, in the mid-forties 40,000 plain maps were published and distributed. This has now developed to an improved informational Map-Brochure, and during the last year increased to a total of 900,000 copies. This indicates in this instance alone, that even though the percentage borne by the State has decreased, the services have increased. Other promotional efforts have been enlarged and are equally successful.

Many negative suggestions in this report do not take into consideration the purpose of the organization, its accomplishments and the goals of the future. By the very nature of its goals as prescribed by law, the Division must be operated in a promotional status.

Also, it might be well to add, that it is quite difficult to participate in one of the highest competitive industries (magazine publishing) and operate within the restrictive confines of State Government.

A question has been raised on the necessity of requesting the same appropriation for the upcoming fiscal year in view of the balance that on June 30, 1970 exceeded the request. Now that annual revenue and expenditures exceed the two million dollar mark, it would be risky in consideration of the future business outlook to make a reduction at this time. Should a sharp dip

ensue, because of restrictions in governmental operations, disaster could result in a short period of time. A private concern is in a position to make a short term loan when such emergencies arise.

More tangible, however, are definite expenditure increases that are known which will occur during this period of time. Under the new system, Arizona Highways will be required to pay for services previously provided by the Highway Department, such as vehicle rental and maintenance, computer rental time (a big load). These in addition to others acquired in recent years, support to the State Personnel Board, O.A.S.I. Compensation, etc. of over \$75,000 plus the usual increases. It should be noted that this does not present the problem to other divisions in that their budget will be supplemented by legislative appropriations to cover, whereas Arizona Highways will remain not as a line budget but in lump sum, and the law actually must be changed for each individual increase above the amount currently on the statutes.

The real menace of the upcoming year lies, however, in the hands of the newly formed National Postal Service. It appears at this time that there will be no activity on new rates prior to April-May 1971. All rates inevitably will be reviewed and Arizona Highways and one each similar publication within each state will then face a very serious problem. Since 1951, when after several years of agitation from this office, Senator Carl Hayden had a rate exemption favorable to any "single state publication within the structure of the Highway Department" that has been in existence since that time. Even under this exclusive rate, postage the past fiscal year exceeded \$190,000. It is impossible at this time to determine what the new board will recommend as a change, but those of us who expect to be affected would guess that if it is brought comparable to other publications of like nature that the increase will fall between two to three times the present rate. Until this is finalized, we must be certain that we will be in a position to meet any such new proposals.

Any competitive business has daily risks and certain methods available to solve emergencies that are not readily available for an identical business operating within the confines of a governmental structure.

As Arizona Highways increases its revenue and expenditures, it must also provide available reserve for normal emergencies that are certain to occur from time to time.

At the earliest moment that Arizona Highways can safely reduce its appropriation request, it will be a very desirable and pleasing experience for management. Such a request will not be forthcoming prior to removal of doubtful risks that might develop irreparable harm to the future of the operation.<sup>10</sup>

The Phoenix Gazette responded to the Osman statement to the press with an editorial, which appeared under the headline, "Editors, Auditors and 'Highways'." It read:

A good auditor is a rare and wonderful person, dedicated by preference and calling to the logical order of things and consecrated to the pursuit of confining expenditures under the proper headings. Government would be better off if there were more people in government with the attributes of a good auditor.

We can well imagine that there are things about the magazine, Arizona Highways, that almost made the hair of the auditors stand on end when they checked it out for State Auditor Ira Osman.

Here was this thing of fragile beauty, of soaring imagination, of quintessential elegance--this bundle of glowing pages of so rare a quality as to have won national and international acclaim year after year--and (absurdity of absurdities) it is berthed in the Arizona Highway Department.

Now as anyone can clearly and logically perceive, a highway department is a place for right-of-way engineers, for bulldozers and heavy graders and smelly paving goop. It is for sweating men in heavy boots, and for cigar-chewing, bickering commissioners and contractors seeking the best deal either can make. But for a magazine? Particularly, for such a magazine as this? Heavens!

And so the auditing firm, Peat, Marwick, Mitchell & Co., told State Auditor Osman that Arizona Highways should be severed from the incongruous highway department and put in some more logical setting, say the state's tourism development agency.

As you have perhaps perceived by now, we really do admire good auditors, and we have a high regard for logic. Furthermore, neither logic nor reason helps us to explain the miracle that, each month, produces Arizona Highways. (A suspicion is that

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10. Private communication from James Stevens to Arizona Highway Commission, December, 1970.

it has something to do with the stars in Editor Raymond Carlson's eyes, and the good sense of those who know enough to leave him alone.)

But the thought does intrude: When something is that successful, where's the logic in changing?<sup>11</sup>

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11. Phoenix Gazette, December 17, 1970, p. 4.

## CHAPTER 9

### CIRCULATION

Arizona Highways is at the apex of state magazine circulation. No other magazine lauding the virtues of a particular state can come within 24 percent of the circulation of Arizona Highways.<sup>1</sup> The "Statement of Ownership" Post Office figures published in the January, 1973, issue of Arizona Highways showed an average circulation figure for the previous 12 months as being 503,218.<sup>2</sup> Vermont Life, the only other state-supported magazine with more than 100,000 circulation, could only claim 128,215<sup>3</sup> for the same statement in the winter of 1973.

The state magazine next closest was New Mexico, a state supported publication which began in April, 1925, the same month as Arizona Highways. New Mexico's post office statement showed a circulation of 88,085.<sup>4</sup>

Vermont Life began in 1946. Nebraskaland, with circulation of approximately 60,000 in 1973, began in 1926. Most of the remaining 20-plus state magazines began after World War II.

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1. Brown, Ruth. Ohio University, "Beyond Arizona Highways: A Survey of State Aided Travel/Promotional Magazines," a paper presented to the Association for Education in Journalism, Southern Illinois University, Carbondale, Illinois, August 1972.

2. Arizona Highways, Vol. 49, No. 1, p. 48.

3. Vermont Life, Vol. 38, No. 10, p. 27.

4. New Mexico, Vol. 50, No. 11, p. 42.

Unquestionably, the granddaddy of all state magazines is Arizona Highways . . . based upon circulation, and reputation.

#### The Early Period

Arizona Highways began humbly, with a circulation of 1,000 in 1925. Circulation grew slowly through the 1930's, perhaps because of the depression, and because the magazine was not very inviting, unless you were a contractor or an aggravated taxpayer concerned about the rising cost of highway construction.

There was very little editorial content to attract anyone other than the person seriously interested in construction or state spending on roads. Gradually, as the depression softened, so did the engineering/finance editorial content. Travel became a part of the editorial diet . . . scenic and recreational travel. And color came along in the late 1930's. Circulation increases followed. Table 6 shows a mushrooming growth from 19,000 in 1943 to 70,000 in 1945. The war apparently had a positive and a negative effect on circulation. While the war could be expected to detract from the wonders of Arizona scenery, it could also account for an influx of military personnel who were excited about the exciting and sometimes bizarre scenery of Arizona and wanted a continuing momento of the state when their training was finished and they moved on. A subscription to Arizona Highways could provide just that.

The next dramatic jump in circulation came in the post-war period of the last half of the 1940's. Circulation stood at 77,000 in 1946, but zoomed to 250,000 by 1951.

Table 6. Known Circulation Figures, 1925-1972, Compiled from Various Sources.

Year	Circulation
1925	1,000 <sup>a</sup>
1935	7,500 <sup>b</sup>
1940	10,000 <sup>c</sup>
1943	19,000 <sup>d</sup>
1945	70,000 <sup>e</sup>
1946	77,000 <sup>f</sup>
1948	180,000 <sup>g</sup>
1951	250,000 <sup>h</sup>
1960	300,000 <sup>i</sup>
1964	388,833 <sup>j</sup>
1965	391,018 <sup>j</sup>
1966	396,337 <sup>j</sup>
1967	404,405 <sup>j</sup>
1968	427,420 <sup>j</sup>
1969	457,210 <sup>j</sup>
1970	448,435 <sup>j</sup>
1971	498,348 <sup>j</sup>
1972	497,676 <sup>j</sup>
1973	503,218 <sup>j</sup>

<sup>a</sup>Arizona Highways, Vol. 39, No. 7, p. 4.

<sup>b</sup>Ibid.

<sup>c</sup>Private communication with James Stevens, January 19, 1973.

<sup>d</sup>Ibid.

<sup>e</sup>Ibid.

<sup>f</sup>Arizona Men of Achievement, Vol. II, 1966, p. 102.

<sup>g</sup>Fortune, Vol. 37, No. 1, p. 114.

<sup>h</sup>Life, Vol. 31, No. 13, p. 97.

<sup>i</sup>Phoenix Arizona Republic, November 6, 1960, p. 41.

<sup>j</sup>Statement of Ownership, filed with U. S. Post Office, Phoenix. Average circulation for previous 12 months.

### Gradual Growth

Circulation grew gradually through the 1950's and into the 1960's and early 1970's. So did Arizona's population: 749,587 in 1950; 1,302,161 in 1960; and 1,754,122 in 1970. Travel into Arizona, indicating an interest in the state, also grew, from expenditures of tourists in 1950 of \$100 million, to \$290 million in 1960, and finally to \$600 million in 1970.<sup>5</sup>

Yet Stevens, the person most closely identified with engineering the circulation mechanisms from which the magazine has grown, feels that television has played a role in slowing the growth of the magazine. Stevens cites sales of the popular Christmas issue as an example (Table 7). By the mid-1950's when Christmas sales growth should have continued to expand, growth slowed to a creeping level. "I blame television mostly for this slowdown in sales of the Christmas issue. As most of our sales of the Christmas issue are from the newsstands, we feel television has been a factor in slowing the growth," Stevens says. He adds, "We don't have the local (Arizona) newsstand display like we used to, and now the big nationwide supermarkets won't display small sale magazines (like the Christmas issue of Arizona Highways). Further, many other state magazines have come out with their own Christmas or annual issues, and this naturally cuts into our sales. And finally, the newsstand marketing picture has changed our pricing structure in such a way that it isn't worth our while in some places to attempt Christmas sales," Stevens says.<sup>6</sup>

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5. Arizona Statistical Review, 26th edition, Valley National Bank, Phoenix, Arizona, 1971, p. 17.

6. Private communication with James Stevens, March 14, 1973.

Table 7. Press Run Figures for Arizona Highways Christmas Issues, 1939-1972.

Year	Press Run	Year	Press Run
1939	14,000 <sup>a</sup>	1959	850,000
1941	32,500 <sup>b</sup>	1960	906,000
1946	250,000 <sup>c</sup>	1961	875,000
1947	350,000 <sup>d</sup>	1962	820,000
1948	300,000	1963	835,000
1949	300,000	1964	805,000
1950	350,000	1965	830,000
1951	550,000	1966	830,000
1952	700,000	1967	865,000
1953	850,000	1968	825,000
1954	900,000	1969	816,000
1955	900,000	1970	817,000
1956	990,000 <sup>e</sup>	1971	790,000
1957	955,000	1972	850,000
1958	890,000		

<sup>a</sup>Arizona Highways, Vol. 15, No. 12, p. 1.

<sup>b</sup>Arizona Highways, Vol. 16, No. 12, p. 1.

<sup>c</sup>Arizona Highways, Vol. 39, No. 7, p. 5.

<sup>d</sup>Arizona Highways masthead for the December issues, 1948-1955, lists press run figures. Editor Carlson is the source.

<sup>e</sup>The December issue masthead for the years 1956-1960 listed press run figures of 1,000,000. According to James Stevens, these were inflated figures. The figures reported from 1956 to 1972 are accurate, coming from Stevens' records.

Stevens stresses the importance of Christmas issue sales because they have been a major entre' to annual subscriptions. As Christmas issue sales slow down, so do subscriptions, on a proportional basis.

"At one time, when we printed our Christmas issue in Milwaukee, we unloaded a box car of magazines in Albuquerque, but now New Mexico has improved its magazine, so we aren't selling near as many copies there as we used to," Stevens says.

The television pressure, which supposedly has helped bury many of the big mass magazines (Saturday Evening Post, Colliers, Look, and Life) apparently has cut into Arizona Highways growth, because of less reading time available due to more intense watching of television.<sup>7</sup>

#### Arizonans Ignore Magazine

In analyzing Arizona Highways' circulation figures, it is apparent that out-of-state subscribers account for the vast percentage of subscription holders. The figure is exactly 94 percent, with the remaining six percent of subscribers living in Arizona

"This has always bothered us, yet I don't know why more Arizonans aren't subscribers," Stevens says.<sup>8</sup> Stevens is unable to explain the phenomenon.

A look at a state-by-state breakdown of circulation (Table 8) shows California with nearly twice as many subscribers as Arizona.

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7. "Saving Your Magazine from Fate Worse Than Apathy," Folio, Vol. 1, No. 3, p. 16.

8. Private communication with James Stevens, March 14, 1973.

Table 8. State-by-state Breakdown of Subscriptions, September 1972, Amounting to 354,582 Total.<sup>a</sup>

State	Number of Subscriptions	State	Number of Subscriptions
Alabama	1,429	Montana	1,956
Alaska	622	Nebraska	3,133
Arizona	36,746	Nevada	1,734
Arkansas	1,740	New Hampshire	1,112
California	69,385 <sup>b</sup>	New Jersey	7,411
Colorado	7,059	New Mexico	3,320
Connecticut	3,414	New York	19,948 <sup>c</sup>
Delaware	694	North Carolina	2,334
Dist. of Col.	1,463	North Dakota	983
Florida	7,301	Ohio	17,005
Georgia	2,175	Oklahoma	4,041
Hawaii	889	Oregon	6,352
Idaho	1,957	Pennsylvania	13,836
Illinois	20,678	Rhode Island	665
Indiana	9,972	South Carolina	906
Iowa	6,926	South Dakota	1,435
Kansas	5,765	Tennessee	2,547
Kentucky	2,037	Texas	16,703
Louisiana	1,864	Utah	3,231
Maine	1,096	Vermont	893
Maryland	3,387	Virginia	4,080
Massachusetts	6,109	Washington	7,988 <sup>d</sup>
Michigan	14,940	West Virginia	1,353
Minnesota	7,145	Wisconsin	7,108
Mississippi	1,013	Wyoming	1,145
Missouri	7,567		

<sup>a</sup>Circulation records provided by James Stevens, March 14, 1973.

<sup>b</sup>Includes 657 subscriptions addressed to California APO destinations.

<sup>c</sup>Includes 817 subscriptions addressed to New York APO destinations.

<sup>d</sup>Includes 67 subscriptions addressed to Washington APO destinations.

Beyond these two states, areas which account for most of Arizona's tourists are highest in out-of-state circulation figures.

Table 9 also shows subscribers in 67 foreign countries.

#### Renewal Rate High

The subscription renewal rate for Arizona Highways is extremely high--approximately 84 percent.<sup>9</sup> Very few magazines can claim a higher renewal rate. One is National Geographic, an organizational (National Geographic Society) magazine, with a renewal rate approaching 90 percent.<sup>10</sup>

Most consumer-oriented magazines expect a renewal rate between 50 and 60 percent.<sup>11</sup>

#### Looking Ahead

Stevens has some definite goals for Arizona Highways' circulation.

He says:

Obviously our desire in the future is to generate a greater circulation, to expand and develop old and new by-products, perform a greater circulation fulfillment service, as well as to expand and develop greater public relations through tourist information, map brochure distribution and any other public relationship activities to further develop this state in the eyes of the general public.

We are hopeful of attaining a long-time goal of a half million paid subscribers within the next five years. Along this line, we hope to continue the advances which have been made in publishing a magazine containing more pages and more color, along the same basis of accomplishments which have been made in the

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9. Private communication with James Stevens, March 14, 1973.

10. Ibid.

11. Roland E. Wolseley, Understanding Magazines, first edition, Iowa State University Press, Ames, Iowa, 1965, Chap. 5.

Table 9. Foreign Subscription Breakdown, September 1972, Amounting to 14,446.\*

Country	Number of Subscriptions	Country	Number of Subscriptions
African Nations	335	Japan	392
Arabia	27	Jordan	2
Argentina	37	Korea	24
Australia	752	Lebanon	14
Austria	144	Luxemburg	21
Bolivia	13	Maylasia	26
Belgium	142	Mexico	331
Brazil	81	Nationalist China	73
British Honduras	10	Netherlands	320
British W. Indies	49	New Zealand	276
Bulgaria	2	Nicaragua	3
Burma	1	Norway	230
Canada	3,298	Panama Republic	6
Chile	10	Paraguay	4
Czechoslovakia	79	Peru	20
Colombia	33	Philippines	67
Costa Rica	16	Poland	30
Denmark	56	Portugal	19
El Salvador	3	Rep. of Singapore	21
England	2,379	Romania	10
Equador	12	Russia	12
Finland	80	Ryukyu Island	14
France	438	Scotland	346
West Germany	1,997	Spain	89
Greece	51	Sweden	382
Guatamala	22	Switzerland	650
Hungary	32	Thailand	34
Iceland	11	Turkey	21
India	78	Uruguay	8
Indonesia	8	Venezuela	35
Iran	15	Vietnam	4
Ireland	197	West Pakistan	7
Israel	45	Yugoslavia	25
Italy	172		

\* Circulation records provided by James Stevens, March 14, 1973.

past few years. We also expect to keep abreast, or even ahead, of many other publishers in the adoption of newly developed methods of fulfillment service through modern equipment.<sup>12</sup>

#### A Look at Prices

Historically, Arizona Highways has not been a high priced magazine for the public. If one considers the fact that the magazine does not carry advertising, and the fact that those magazines which do average 60 to 70 percent advertising pages, the magazine has been a reasonable bargain.

Part of the reason Arizona Highways has been a bargain, has been the willingness of the state to subsidize the publication. A buyer obtains 48 to 60 pages of splendid color photography and good writing, uninterrupted by commercials.

Table 10 logs the single copy and subscription price charges for the magazine during its history.

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12. Private communication with James Stevens, March 14, 1973.

Table 10. Single Copy and Subscription Pricing, 1925-1973.\*

Date Price Established	Single Copy Price	Subscription Price
1925, April	10¢	\$1.00
1943, December	25¢	-
1944, April	-	\$2.00
1945, June	35¢	-
1947, June	-	\$3.00
1955, September	-	\$3.50
1958, March	40¢	-
1962, February	50¢	\$4.00
1968, July	60¢	\$5.00
1973, January	-	\$6.00

\* Copy-by-copy examination of back issues.

## CHAPTER 10

### A PROFILE OF OUT-OF-STATE SUBSCRIBERS

In the spring of 1972, Bruce Mitton, an undergraduate student in the Department of Journalism at the University of Arizona, undertook a study of Arizona Highways' out-of-state subscribers. The study was undertaken as partial fulfillment of the requirements for Journalism 262 (Magazine Seminar).

Mitton, with the help of the author, obtained the cooperation from Stevens.

Mitton's objectives were (1) to draw a profile of out-of-state subscribers, (2) to determine reading habits, and (3) to sample the impact of Arizona Highways on these readers.

A questionnaire was developed by Mitton, and approved by Stevens and this author (see Figure 7). Personnel at Arizona Highways randomly selected 1,500 names of out-of-state subscribers, addressed the envelopes, printed the questionnaire, inserted a postage-paid, return envelope addressed to the Department of Journalism, and mailed the survey.

The out-going survey was mailed in university envelopes, and there was no identification whatsoever with the magazine, other than Arizona Highways was the subject of the inquiry.

Mitton received a return of 974 questionnaires at the end of four weeks, at which time he began to tabulate the responses.



THE UNIVERSITY OF ARIZONA

TUCSON, ARIZONA 85721

COLLEGE OF LIBERAL ARTS  
DEPARTMENT OF JOURNALISM

Dear ARIZONA HIGHWAYS Subscriber:

Your name has been selected at random from the subscription list of ARIZONA HIGHWAYS for a survey that I am doing on the magazine as part of my studies at The University of Arizona. Would you be kind enough to complete this brief questionnaire and return it to me in the self-addressed, postage-paid envelope which I have enclosed? Your help is very much appreciated. Thank you.

Sincerely,

/signed/  
Bruce Mitton  
The University of Arizona

1. How long have you been receiving ARIZONA HIGHWAYS by subscription?  
 1 year or less  2-3 years  3-4 years  5-10 years  11-20 years  more than 20 years
2. How did you acquire your subscription?  
 as a gift  direct mail  advertisement  from subscription blank in a single copy  
 don't remember  other
3. How much of the story material do you read?  
 usually read all stories  skim some stories  read some stories  never read stories  
 seldom read stories
4. Have you ever visited Arizona?  yes  no Do you plan to?  yes  no  
 If yes, did ARIZONA HIGHWAYS influence your decision to travel to the state?  
 yes  no  partially
5. Does ARIZONA HIGHWAYS stimulate you into wanting to move to Arizona?  yes  no
6. State in which you now reside: \_\_\_\_\_
7. Do you plan to move to Arizona within the next ten years?  yes  no  possibly  
 If yes or possibly, please indicate the reason or reasons for your anticipated move:  
 retirement  health  scenery  climate  less crowded living conditions  
 business or employment opportunities  other
8. What other magazines, with similar content, do you subscribe to:  
 National Geographic  The Iowan  New Mexico  Colorful Colorado  Nevada  Holiday  
 Travel and Camera  Vermont Life  Others: \_\_\_\_\_
9. Age of head of household: \_\_\_\_\_ years
10. Income:  \$5,000-\$8,500  \$8,500-\$12,500  \$12,500-\$20,000  Above  
 Retired:  yes  no Years from retirement:  5 or less  5-8  8 or more
11. How do you usually dispose of old issues of ARIZONA HIGHWAYS?  
 pass along to others  throw away  save as loose copies  bind them for future reference  
 other

What complaint do you have regarding ARIZONA HIGHWAYS, if any, either concerning content in the way of photos, story material, quality of production, etc., or subscription procedures?

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Would you like to make any other comments?

\_\_\_\_\_  
 \_\_\_\_\_

THANK YOU!

Figure 7. Questionnaire Mailed to Out-of-State Subscribers in the Spring of 1972 to Obtain a Reader Profile.

This was a response of 65 percent. In a following four-week period, another 128 returns were received, but these arrived too late for tabulation.

The 65 percent response can only be classified as phenomenal. This author, as a trade magazine editor, then publisher during the period 1961-1965, had occasion to conduct at least 15 surveys of magazine readers. Seldom did returns amount to ten percent, and never more than 20 percent.

#### Survey Results

The results of the survey, as tabulated by Mitton, are as follows:

1. How long have you been receiving Arizona Highways by subscription?

1 year or less	23%
2-3 years	21%
3-4 years	14%
5-10 years	29%
11-20 years	10%
More than 20 years	3%

2. How did you acquire your subscription?

As a gift	88%
From a subscription blank in a single copy	6%
Direct mail	2%
Advertisement	-
Don't remember	2%
Other	2%

## 3. How much of the story material do you read?

Usually read all stories	42%
Read some stories	42%
Seldom read stories	42%
Skim some stories	8%
Never read stories	2%

## 4. Have you ever visited Arizona?

Yes	82%
No	18%

## Do you plan to visit Arizona?

Yes	50%
No	9%

If yes, did Arizona Highways influence your decision to travel to the state?

Yes	16%
No	50%
Partially	34%

5. Does Arizona Highways stimulate you into wanting to move to Arizona?

Yes	43%
No	57%

## 6. State in which you reside . . .

California led, with 17%, followed by Texas with 9%, Kansas with 7%. In all, responses were received from 28 states.

## 7. Do you plan to move to Arizona within the next 10 years?

Yes	7%
No	66%
Possibly	27%

If yes, or possibly, please indicate the reason or reasons for your anticipated move: (Many checked more than one reason, so percentage is based on number of category responses against total survey returns.)

Climate	22%
Retirement	19%
Scenery	13%
Less crowded living conditions	11%
Health	9%
Other	4%
Business or employment opportunities	3%

## 8. What other magazines, with similar content, do you subscribe to?

<u>National Geographic</u>	50%
<u>Holiday</u>	7%

Twenty-seven other magazines were listed, but none were read by more than 3% of the respondents.

## 9. Age of head of household:

20-34	9%
35-49	22%
50-64	37%
65 and up	32%

10. Retired?<sup>1</sup>
- |     |     |
|-----|-----|
| Yes | 35% |
| No  | 65% |
11. How do you usually dispose of old issues of Arizona Highways?
- |                          |     |
|--------------------------|-----|
| Save as loose copies     | 44% |
| Pass along to others     | 40% |
| Bind them for future use | 8%  |
| Throw away               | 5%  |
| Other                    | 3%  |

#### Conclusions

From the data gathered in this 1972 survey, it seems appropriate to make the following conclusions:

1. A vast majority of respondents (88%) acquired their subscriptions by means of gifts.
2. Story material is quite well read, with 42% "usually reading all stories," and another 42% "reading some stories." Only 2% claimed they did not read any stories. It is thought by many observers that the magazine is mostly scanned for its photographic content, but the survey results indicate fairly high story readership.
3. Half of the respondents who had traveled to Arizona indicated that the magazine did not influence their decision to visit the state, and only 16% of this group said the magazine had been influential.

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1. Question 10 also asked for income levels, but less than 20 percent of the respondents completed this question. Therefore, no tabulation was made by Mitton.

4. Nearly half (43%) of the respondents said the magazine stimulates them into wanting to move to the state.

5. Two-thirds do not plan to move to Arizona.

6. Of those who do plan to move to Arizona, only 13% listed scenery as the attraction.

7. Exactly half of the respondents also subscribed to National Geographic magazine, but there was no other magazine with similar content scoring significantly.

8. Two-thirds of the respondents were 50 years or older.

9. One-third were retired.

10. Ninety-two percent of the respondents either saved back issues, passed them on to others, or bound them for future use, indicating that the magazine has a long life and excellent pass-along readership.

In addition to the 11 questions asked of subscribers, Mitton solicited complaints from readers. He got very few, but the three most prevalent objections were: (1) readers wanted maps locating stories and scenery featured in the magazine, (2) readers wanted some form of protective wrapper used for mailing the magazine, and (3) readers wanted less art work, and more color photos. It should be emphasized, however, that approximately fewer than ten percent of the respondents listed any complaint at all.

Generally, comments were highly complimentary of the magazine. Such remarks as "Don't change anything," or "Keep up the fine work" were very frequent.

Many respondents signed the questionnaire, and many wrote notes to Mitton wishing him "luck" with his survey, and a few even "thanked" him for "selecting" their name.

It would be appropriate to conclude from the comments that many respondents felt a deep loyalty and attraction to the magazine, and were quite concerned that the magazine continue its present course.<sup>2</sup>

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2. The author personally read approximately 500 questionnaires.

## APPENDIX

### CHRONOLOGY OF EVENTS

- 1925 April-----First issue mailed April 15; 28 pages black and white,  
Vincent J. Keating, editor.
- November---First house ad for Christmas issue appears page 18,  
"Don't miss the Christmas issue of Arizona Highways  
at sale at Newsstands (SIC)."
- 1927 July-----Issues of July, August and September are not published  
because of internal problems in highway department lead-  
ing to the adoption of a new highway code.
- October----Highway commissioners appear on masthead for first time.
- November---Blue tint or blue ink (very light) appears on cover as  
first color used by the magazine.
- 1928 June-----F. C. Southgate appears on masthead as advertising  
manager. Blue ink cover used for this and next several  
issues.
- August-----Magazine named official organ of Arizona division of  
American Automobile Association. Now carries AAA News.
- 1929 March-----Southgate leaves masthead as ad manager. No replacement.
- May-----Seventy-four page issue with three color cover featur-  
ing dedication of bridge at Lee's Ferry.

- 1930 November---Keating disappears from masthead as editor. No replacement named. First Indian appears on cover.
- December---No editor appears on masthead.
- 1931 January----George W. Comparet, secretary to highway department is listed as editor.
- May-----Comparet leaves masthead as editor, and moves to secretary of the highway commission. No editor is listed.
- 1932 July-----Comparet leaves as secretary; still no editor listed until October, 1933.
- 1933 October----Hal Mitchell appears as editor.
- 1934 April-----First cactus (night-flowering Cereus) appears on cover.
- May-----House ad (page 22) encourages pass-along readership.
- December---Hal Mitchell disappears as editor from masthead.
- 1935 January----John C. McPhee appears on masthead as editor.
- 1937 March-----McPhee leaves as editor to join Bureau of Indian Affairs.
- April-----Bert Campbell appears as editor.
- November---First colored ad appears, bought by The Asphalt Institute on inside front cover. Letters to editor page begins, page 34.
- December---Campbell leaves as editor.
- 1938 January----Raymond Carlson appears as editor.
- February---Carlson announces amateur photo contest to display Arizona, offering prizes of \$15, \$10 and \$5.
- May-----Sepia insert of four pages on pictorial photography.
- July-----First four color cover showing Oak Creek-Sedona area.

- December---Second four color cover appears, showing Grand Canyon, and bearing words, "Christmas Greetings from Arizona."
- 1939 January----Four pages of colored paintings.
- February---Last advertisement appears, run by Western Metal Manufacturing Company of Phoenix, page 40.
- April-----"Yours sincerely," appears as letters page heading.
- July-----Center spread is colored map.
- October----Barry Goldwater photos appear for first time.
- December---Christmas issue, four color cover of Mission San Xavier, with four color center feature with several small photos. Press run 14,000. Initials "R.C." appear on his column for first time.
- 1940 June-----First "Indian Issue," featuring eight page sepia photo essay by Forman Hanna, on Hopi Indians.
- December---High quality cover in color, and 12-page color insert. Printed 32,500 copies.
- 1941 February---Artist Ted DeGrazia introduced.
- May-----Started series on each county, beginning with Yavapai.
- August-----Complete change of type faces.
- 1942 March-----Carlson writes and publishes "Letter to Hirohito," Emperor of Japan, on inside front cover.
- June-----Special issue entitled, "Thunder in the Skies" featuring flight training in Arizona. Dedicated to Emperor Hirohito.

- September--First of several special issues on Mexico.
- 1943 March-----"Coffin Nails for Tojo" editorial published by Carlson.
- May-----Carlson apologizes for "delay" in publishing because  
of paper scarcity.
- August-----Guy Jackson listed as Assistant Editor, in article.
- October----September-October issues combined because of Carlson's  
leaving for induction into Army.
- November---November-December issues combined because of Carlson's  
absence, and Bert Campbell appears as editor again.  
Single copy price increased to 25 cents--first price  
increase.
- 1944 February---New logo design appears.
- May-----Yearly subscription price goes to \$2.00 from \$1.00.
- 1945 January----Forty-eight page magazine, of which 16 are in color,  
plus cover--pattern for the year.
- May-----Single copy price increases to 35 cents.
- 1946 March-----Carlson returns as editor; Campbell exits.
- April-----George Avey appears on masthead for "design."
- May-----Ansel Adams introduced, and first photos appear.
- July-----Avey now listed as "art editor."
- December---First all-color issue, 52 pages.
- 1947 May-----Price increase announced, effective after June 1, to  
\$3.00/year inside U. S., and \$3.50 outside U. S.  
Single copy price remains at 35 cents.

- July-----Special issue commemorating 100th anniversary of Mormons' arrival in Salt Lake Valley.
- November---Special issue devoted to Sonora, Mexico.
- December---All color 44-page Christmas issue, with a press run of 350,000.
- 1948 December---Christmas issue reverts to combination of color and black and white printing, with a press run of 300,000.
- 1949 January----Single copy price of 35 cents appears on cover for first time. Photographic data added for most color shots.
- August-----"Window of the West" slogan appears on masthead.
- December---Forty-four page all color Christmas issue, with a press run of 300,000.
- 1950 July-----New slogan appears, "House Organ for Heaven." Logo design used up to 1972, but smaller, appears for first time.
- December---All color, 44-page Christmas issue printed for first time by W. A. Kreuger Company of Milwaukee. Press run is 350,000.
- 1951 January----Slogan, "House Organ for Heaven" disappears.
- December---All color, 44-page Christmas issue has press run of 550,000.
- 1952 April-----Announced "Cumulative Index, 1925-1951" available at \$1.00.
- December---All color, 44-page Christmas issue has press run of 700,000.

- 1953 December---All color, 44-page Christmas issue has press run of 850,000.
- 1954 May-----Announcement of "Color Classics" slides availability, with initial offering of 100 slides featuring scenic photos which have appeared in the magazine. Photographic Society of America awards magazine the LaBelle Trophy for excellence in use of color photography.
- December---Press run of 44-page all color Christmas issue is 900,000.
- 1955 January----Full page house ad appears offering "by-products"-- binders, books, slides, colored prints, etc.
- August-----Larger logo appears, in same size as used up to 1972. Subscription prices increased to \$3.50 inside U. S. and \$4.50 outside U. S. Single copy price remains at 35 cents.
- December---Press run of 900,000.
- November---Two more awards announced: Photographers' Association of America for use of color and professional talent, and American Association for State and Local History for constant attention to history and for illustrating it well.
- 1956 December---Press run of one million.
- 1957 January----James E. Stevens, appears on masthead as Business Manager.
- December---Press run of one million.
- 1958 February---Single copy price increases to 40 cents.

- December---Press run of one million.
- 1959 December---Press run of one million.
- 1960 December---Press run of one million.
- 1961 December---Press run of one million.
- 1962 February---Combined issues of February and March for special 64-page issue commemorating 50th anniversary of Arizona statehood. Single copy prices increases to 50 cents.
- December---Press run of one million.
- 1963 July-----"Printed in Arizona" notation appears on contents page as W. A. Kreuger Company buys printing plant in Phoenix.
- December---Press run figure disappears from contents page.
- 1964 October----Post Office circulation statement appears on contents page, showing total distribution as 388,833--a 12-month average figure.
- 1965 April-----"Black listed" in Russia as a "subversive" magazine.
- 1966 January----Circulation statement shows average 12-month distribution of 396,337.
- November---Issue made up of brochures created by Arizona Development Board for 52-page edition.
- 1967 October----Joseph Stacey appears on masthead as Editorial Assistant.
- 1968 July-----Single copy price increased to 60 cents; subscription price increases to \$5 inside U. S., and \$6 elsewhere.
- 1969 January----Circulation statement shows 457,210 average distribution for past 12 months.
- April-----Color photography taken by N.A.S.A. astronauts appears, featuring Arizona.

- 1970 January Circulation statement reads 448,435, for average of previous 12 months.
- 1971 January Circulation statement reads 498,348.
- November Carlson retirement of September is announced. Moved to Editor Emeritus; Stevens to Director of Publications; Stacey to Editor, and Avey to Senior Associate Editor.
- 1972 January Circulation statement reads average distribution of 497,676. Wesley Holden appears as Associate Editor.
- March William C. Angius, appears as Circulation Manager.
- November George Avey's official retirement of October 1 is announced.
- December Louis DeMayo appears as Art Director.
- 1973 January New logo design appears. Circulation statement reads 503,218 for average of 12-month period. Subscription rate increases to \$6 in U. S. and \$7 elsewhere, while single copy price remains at 60 cents.

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