

When George ("Dad") Center, manager of the 1920 Hawaiian Olympic swimming team, returned with his squad from the games in the fall of that year he lamented the fact that the team had not taken a publicity director along.

"We could have obtained reams of publicity, much more than we did, if we had only had someone with us to furnish what the newspapers wanted. I did the best I could, but I am not a newspaperman. It takes a trained newspaperman to understand just what is wanted," he said.

Now there is some talk that a publicity director should go with the 1924 Olympic team, but as a matter of fact the team already has a publicity director, and a good one, in D. L. Conkling, team manager.

Conkling is a veteran newspaperman and knows his business. He will be able to obtain plenty of space for the islanders on the front pages of every city which the teams visit, and there is no need to send along an additional man and spend \$1000 in that way. That \$1000 can well be used to send one of the athletes who was mentioned but did not get a place on the team.