

# NATIONAL PRINTER JOURNALIST



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E. P. ("Dad") MICKEL,  
Director, Southeastern  
School of Printing

## THE FUNDAMENTAL

THE Printing and Publishing business is the heart of service to Mankind : : The Printing Factory is the fundamental, the very life of publishing newspapers, books, or anything else : :

The machinery men are looking after your requirements : : the paper manufacturers are looking after them : : studying your needs in laboratories and experimental shops : :

BUT, to keep this alive, to keep it prosperous, we, ourselves, must give more to the needs of re-manning and replenishing our working forces : : The training must be entrusted to those who love and know the industry : :

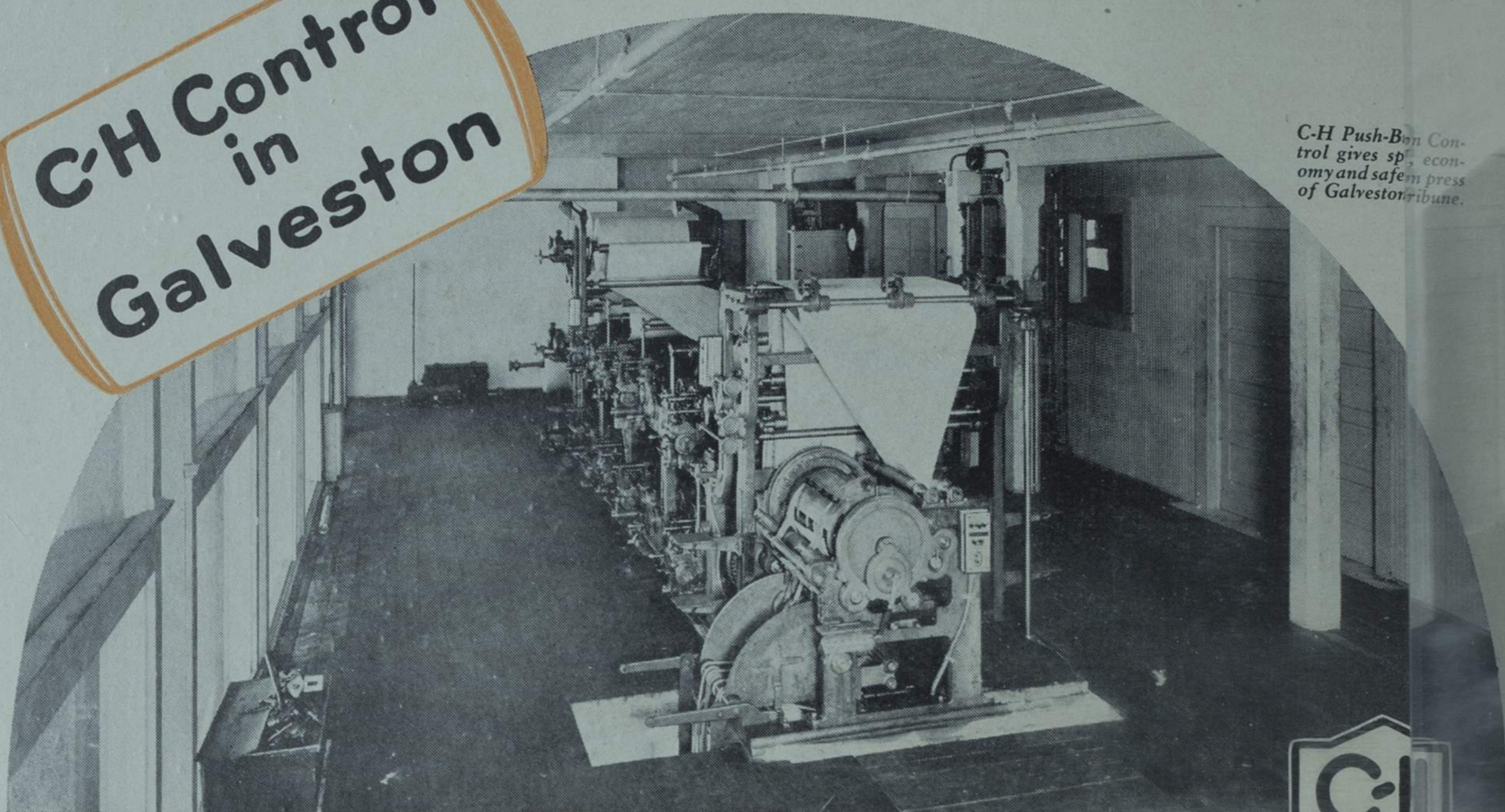
Address to Southern Newspaper  
Publishers' Association

September 1925

Number 9 :: Volume 43



**C-H Control  
in  
Galveston**



C-H Push-Button Control gives speed, economy and safety in press of Galveston Tribune.



## The Safest System in the World

FOR NEWSPAPER PLANTS OF EVERY SIZE

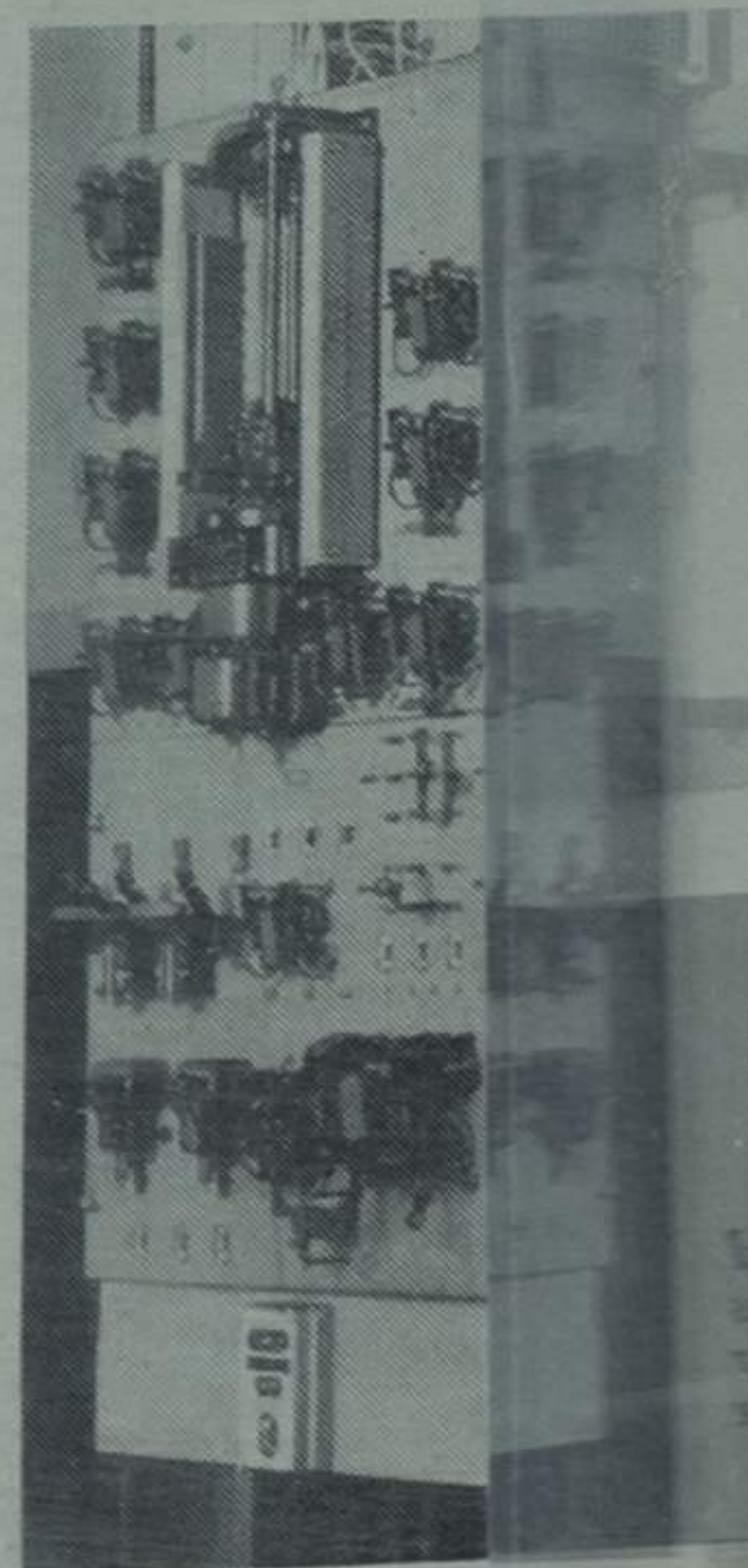
**I**N large and small newspaper plants, the economy, speed and safety of Cutler-Hammer Control are important factors.

C-H Control fits in with the present day trend of production—"Get the papers out", is the demand of every publisher.

Because Cutler-Hammer Engineers have lived with the publisher's problems from the earliest days of electric drive—every requirement is provided for.

Smooth, safe acceleration, easy push-button control of speed adjustments, instant stopping—these are accomplished with safety.

There is a C-H Electric Controller for every type of motor drive in your plant that will give you the maximum results. Tell us what equipment you have and our engineers will be glad to make recommendations.



Close-up of C-H Control Panel as used with smaller and medium size equipment.

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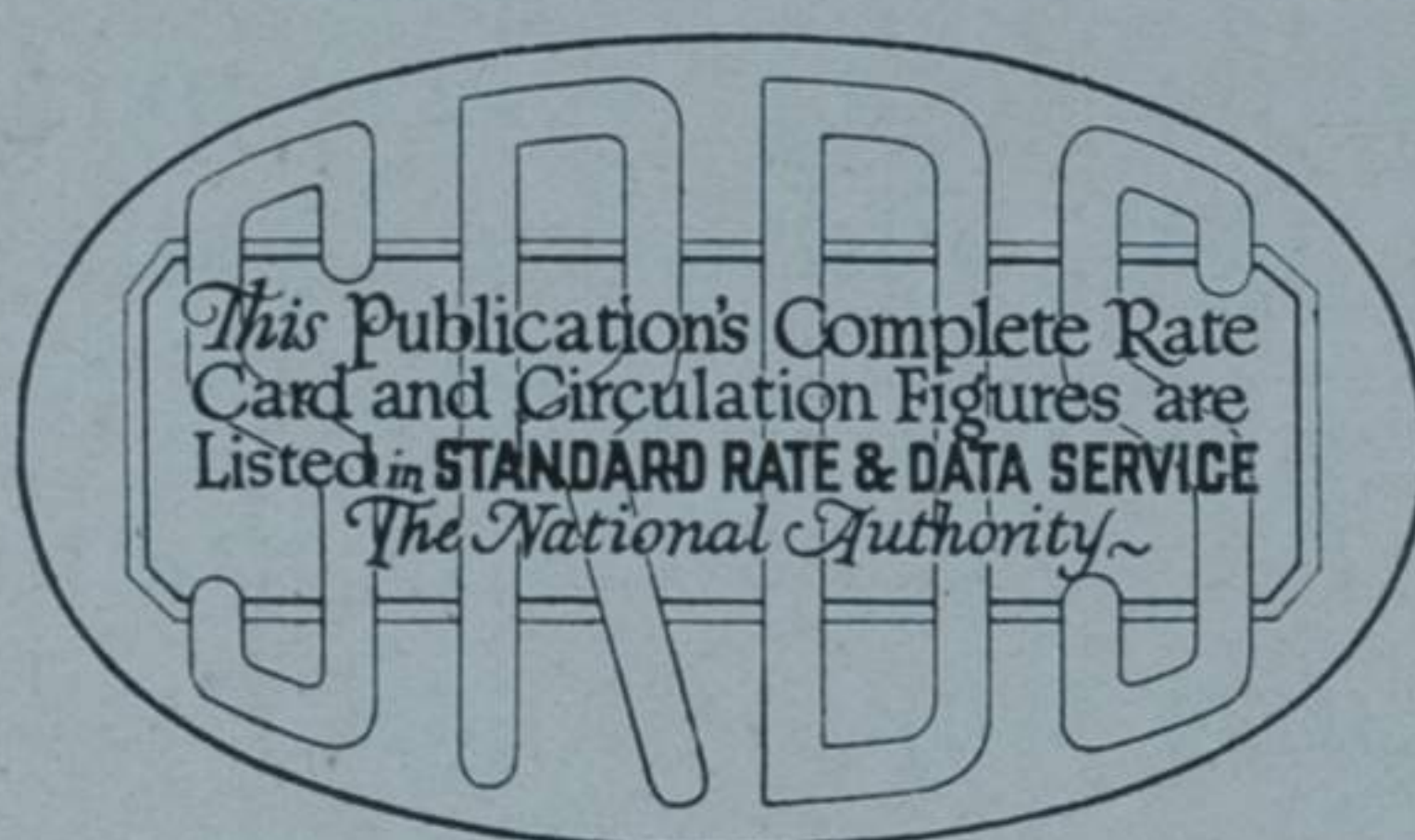
Northern Electric Co., Ltd., Canada

# CUTLER-HAMMER



"Within the past few days, I have completed quite a job—requiring almost constant use of STANDARD RATE AND DATA SERVICE. After doing this, I cannot help but write you a few lines to express my appreciation of your Service."

D. J. CRIMMINS, Contract Manager,  
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New York City.



**PUBLISHERS**—This electro will be furnished to you, free of charge. Use the symbol in your advertisements, direct-by-mail matter, letterheads, etc. It's a business-producing tie-up—links your promotional efforts with your listing in STANDARD RATE & DATA SERVICE.



*The Service Represents an Ideal Medium for Your Advertising*

## **STANDARD RATE & DATA SERVICE**

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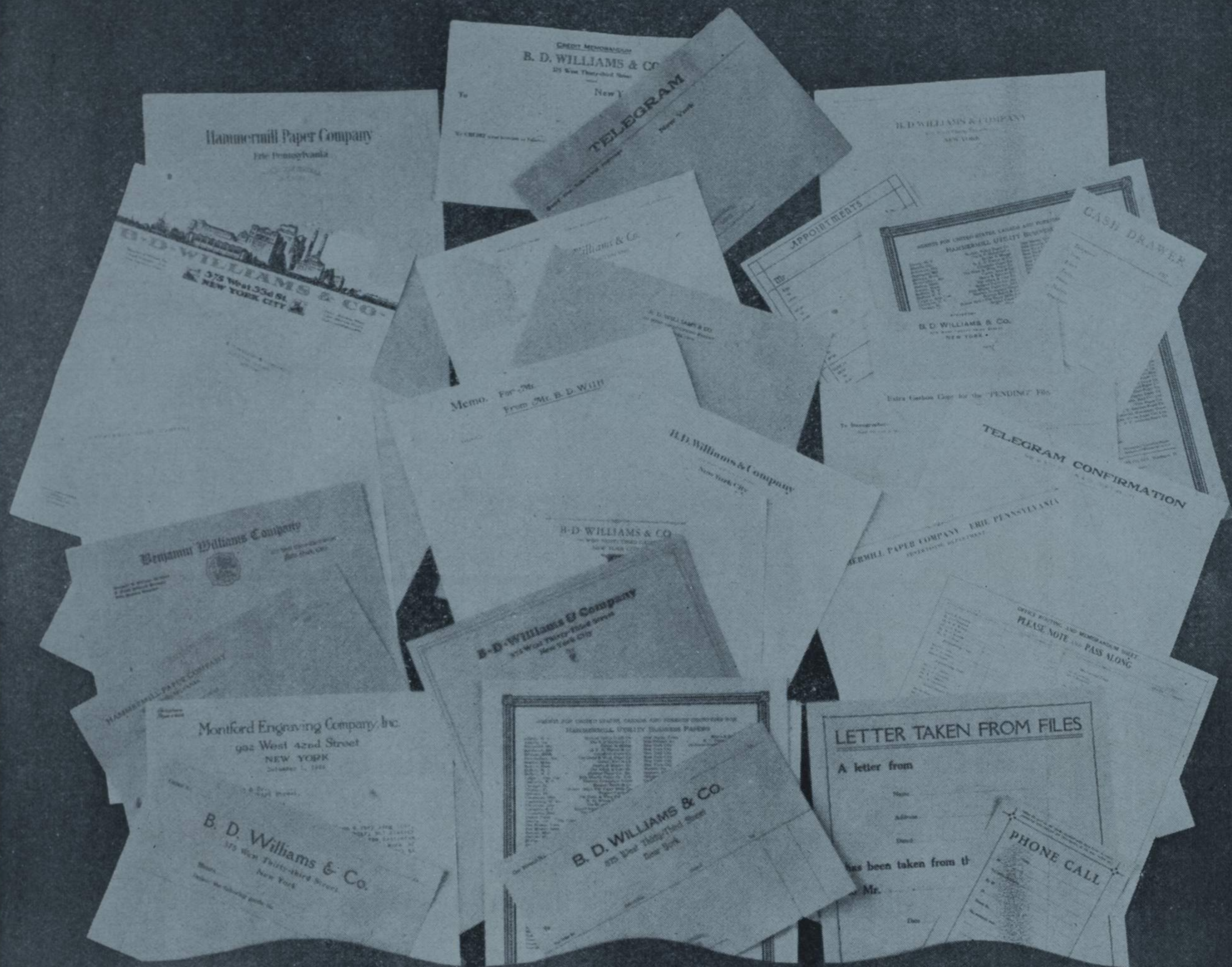




**G**ETTING business is still a battle. Battles are not won bare-handed. Great structures are built with tools and not with talking. The salesman of printing has to fight for business. He has to build for future business. He can do neither empty handed. Give your salesmen plenty of samples.

The Hammermill Working Kit is an unusual set of samples. It is a tool for printing salesmen. It is a Working Kit, neat, simple and efficient. In one pocket full size sample letterheads in great variety. In the second pocket sample printed forms suggesting ideas





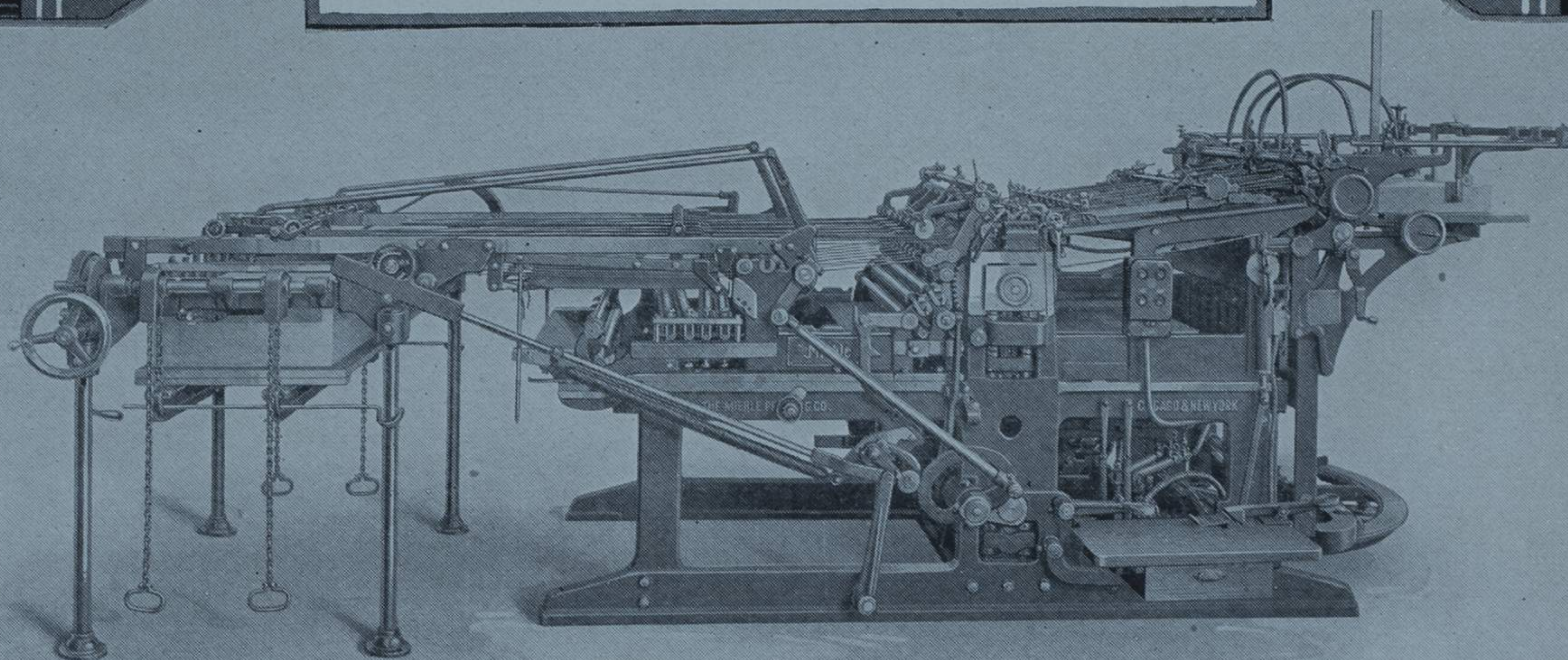
creating new business. And in the third pocket blank sheets to test or to use for proofs or dummies. You can get working kits of

# HAMMERMILL BOND

from any Hammermill Agent or by writing Hammermill Paper Company, Erie, Pa., New York Office 291 Broadway.



# Miehle Automatic PRESSES for Continuous Production



## GIVE AND TAKE

**W**E cannot take without giving. And the more we give the more we can take.

In the purchase of MIEHLE AUTOMATIC PRESSES, the purchaser puts himself in a position to get much more than he gives.

MIEHLE AUTOMATIC PRESSES give you  $1\frac{1}{2}$  times as much work for the same payroll. This additional 50 per cent. will pay the whole cost of the new installation in a remarkably short time.

Any printer who expects to maintain his relative position in the field cannot hope to maintain it without one or more MIEHLE AUTOMATIC PRESSES in his shop. Investigate!

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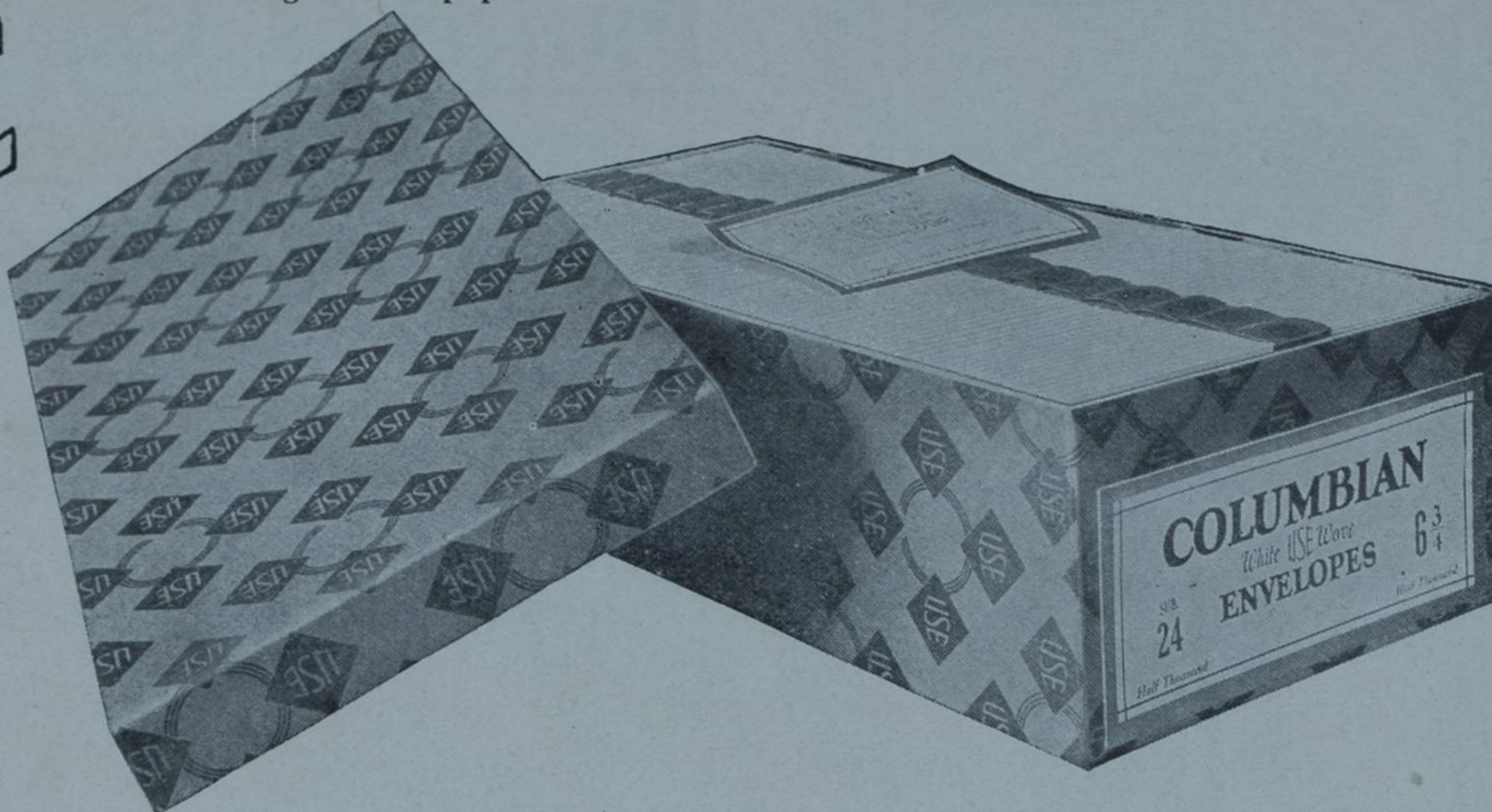
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USE

Hold a Columbian White Wove Envelope so the light comes behind it. You'll see these initials watermarked right in the paper.

They are the initials of the manufacturers, the world's largest makers of envelopes.



## Who is your best customer on envelopes?

**T**HE customer who orders envelopes by a name, size and quantity, who doesn't need to examine samples and compare prices every time, is a mighty satisfactory customer to do business with.

The man who buys that way saves his time and yours. You know exactly what he expects. He knows exactly what he will get, and what it will cost him.

The customer you sell once on Columbian White Wove Envelopes will re-order again. Because he finds in them exactly what he wants, he doesn't need to shop around.

Columbian White Woves give him good appearance, surface splendid for writing, typ-

ing and printing, including halftones; perfect fold, excellent gumming. They come to him in strikingly attractive boxes that are dustproof and do not soil in the stock-room.

Columbian White Woves are watermarked U S E. They can be identified anywhere, even when separated from the box and banding.

In the mind of the man who has used them, Columbian White Woves speedily become fixed as trouble-free envelopes, standard in quality, reasonably priced, beautifully put up—and easy to re-order.

Columbian White Woves are made in all sizes from 5 to 14 and Monarch. You can get them quickly, from your regular paper merchant.

## UNITED STATES ENVELOPE COMPANY

*The world's largest manufacturers of envelopes*

SPRINGFIELD, MASS.

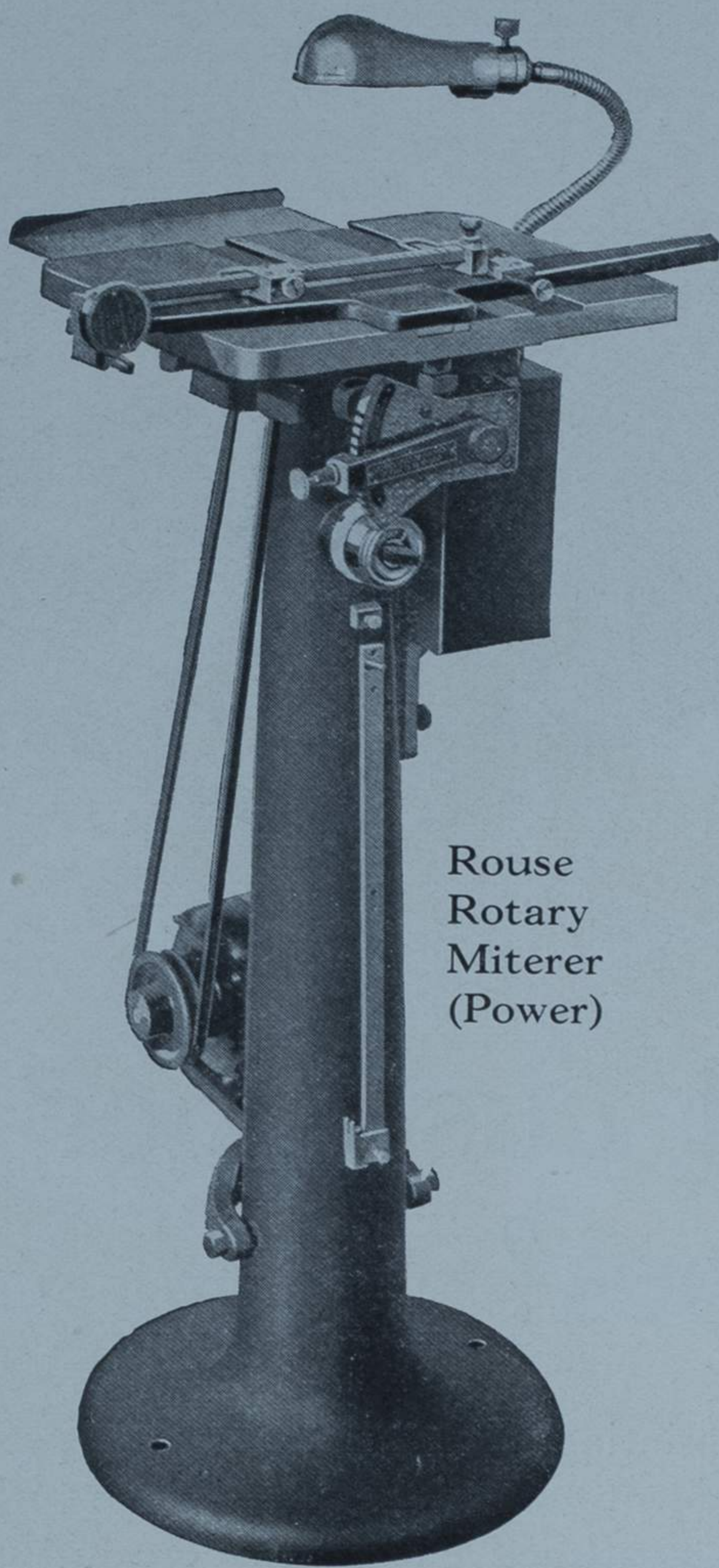
*Location*  
Worcester, Mass.  
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Hartford, Conn.  
Springfield, Mass.  
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*Division*  
Logan, Swift & Brigham  
Envelope Co.  
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Plimpton Manufacturing Co.  
Morgan Envelope Co.  
National Envelope Co.

*Location*  
Springfield, Mass.  
Worcester, Mass.  
Worcester, Mass.  
Indianapolis, Ind.  
San Francisco, Cal.  
Philadelphia, Pa.

*Division*  
P. P. Kellogg & Co.  
Whitcomb Envelope Co.  
W. H. Hill Envelope Co.  
Central States Env. Co.  
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The Monarch Envelope Co.





Rouse  
Rotary  
Miterer  
(Power)

# PRINTERS USE MORE Rouse Mitering Machines

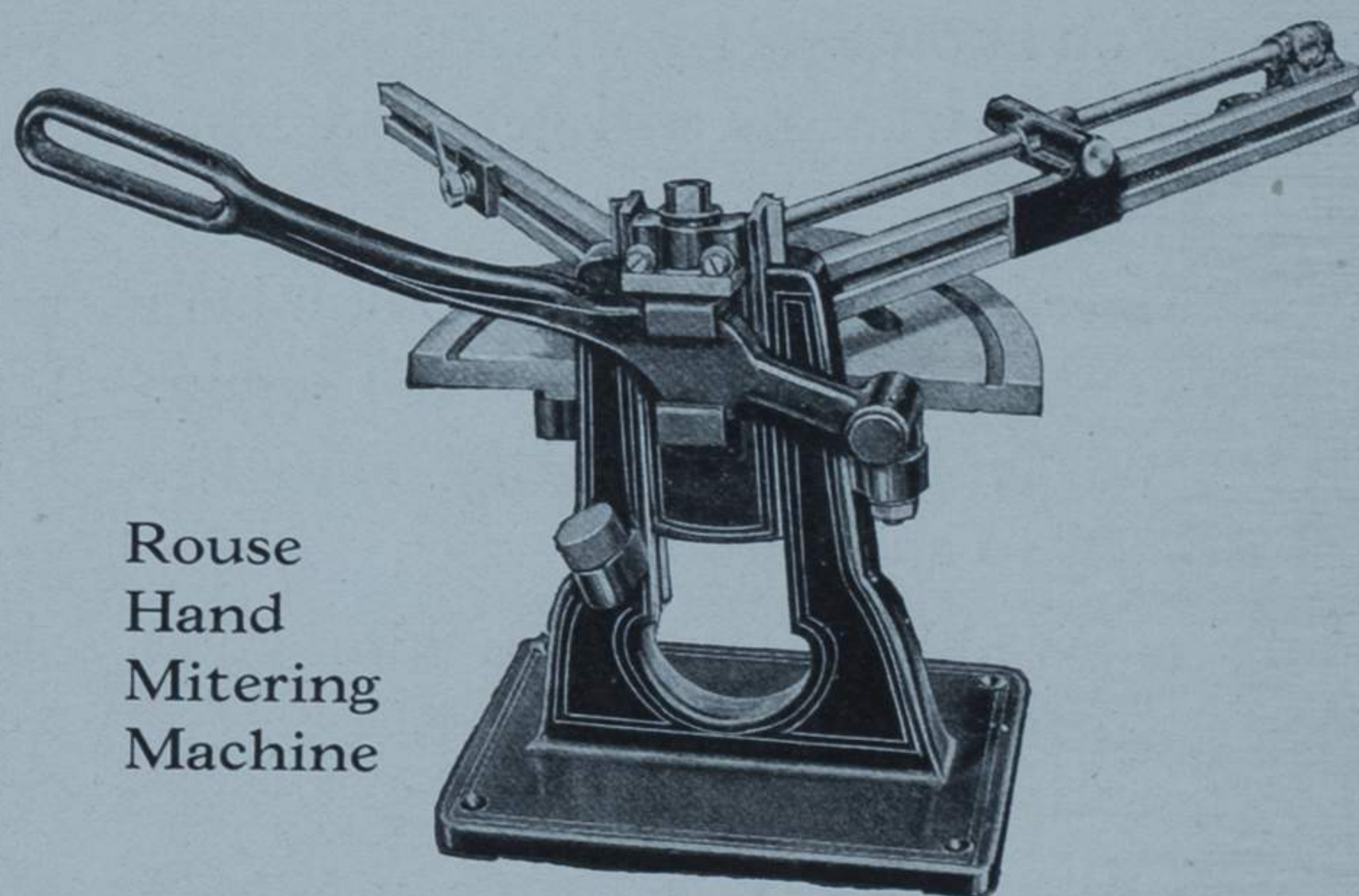
*than all other makes combined*

For the past 25 years, printers have been buying more and more ROUSE Hand Mitering Machines until today ROUSE sells practically all mitering machines used in the United States and a great number in foreign countries. Following this spectacular record of the ROUSE Hand Mitering Machine, the ROUSE Rotary Miterer was introduced recently and today it is used and endorsed by most of the prominent printing plants in the United States. Almost all important daily papers and prominent commercial printers such as Norman T. A. Munder, The Eilert Printing Co., The Technical Press, McGraw Hill Publishing Co., R. R. Donnelly & Sons Co., have

adopted this motor driven mitering machine. You can see this machine at any leading Type Founders' branch, or write the manufacturer for literature.

Smaller printing plants can make adequate use of the ROUSE Hand Mitering Machine which undoubtedly is the most accurate and complete Hand Mitering Machine ever manufactured. This hand machine will miter to any useful angle and is equipped with the famous patented Rouse gauges.

Whether your concern is large or small, there is a ROUSE Mitering Machine to fit your need.



Rouse  
Hand  
Mitering  
Machine

***When you buy a ROUSE Mitering Machine—you buy the best***

**H. B. ROUSE & CO.**  
2214-16 WARD ST., CHICAGO

IN CANADA: ROUSE HEAVY PRODUCTS SOLD EXCLUSIVELY BY TORONTO TYPE FOUNDRY COMPANY, Ltd.





**Foldwell**  
TRADE MARK

One touch of animation enlivens the

SETH THOMAS

ONE TOUCH OF ANIMATION ENLIVENS THE WHOLE ROOM

Hints from a Famous Decorator

## A successful SETH THOMAS Folder and its history

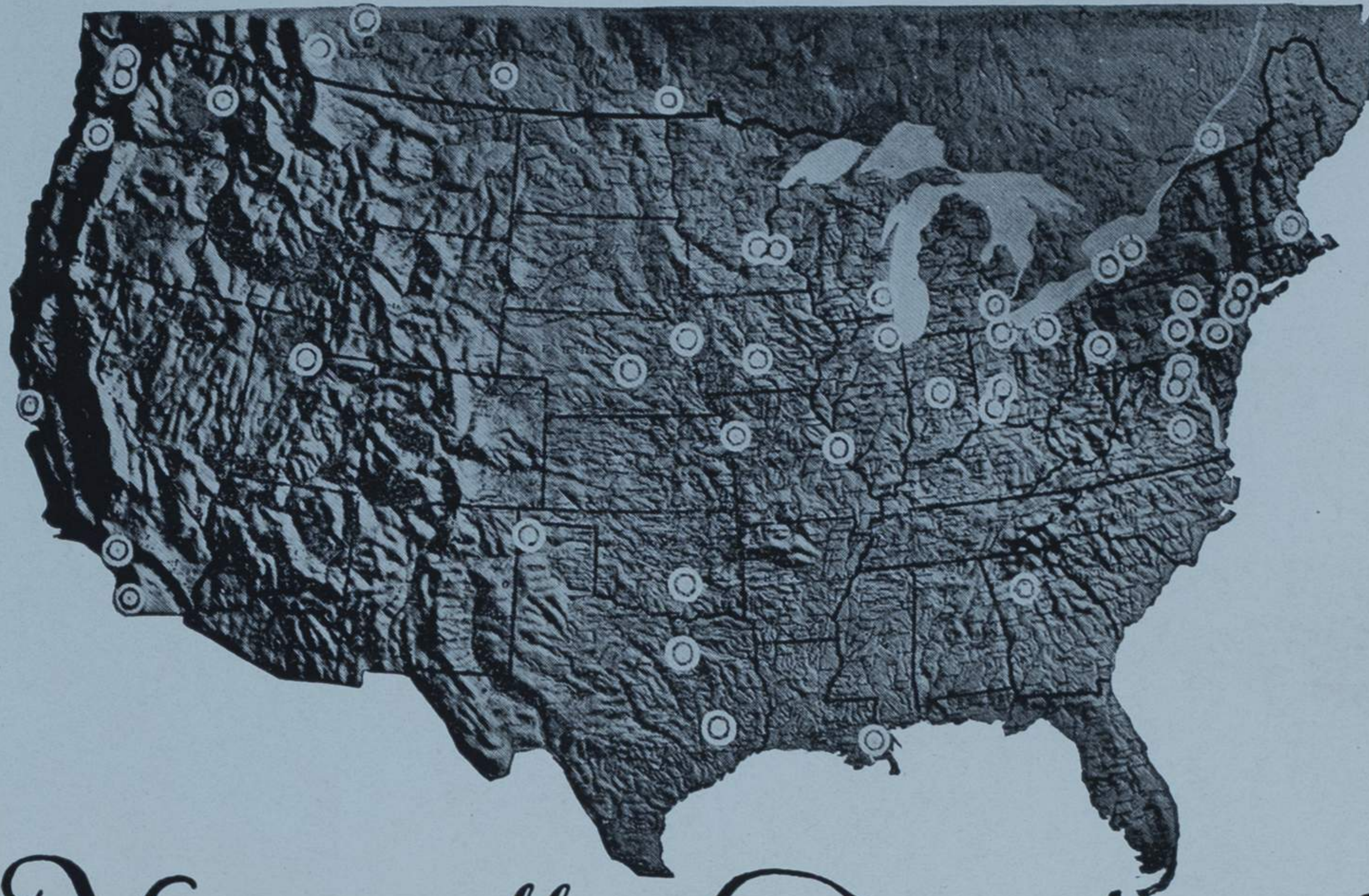
A SECOND edition of 250,000 pieces is evidence of the resultfulness of this beautiful four color process folder. Throughout, it is a work of art. Layout, paintings, copy, plates and printing all speak of infinite care in preparation. A perfect printing surface was needed to complete the cycle—and Foldwell was chosen. Incidentally, folding across illustrations in many places did not detract from the loveliness of this piece. Foldwell's rag base and splendid folding quality took care of that. The history of this piece follows:

Manufacturers of the Foldwell line of folding coated papers—Coated Book, Cover, Writing, Dull-Coat Writing and Split-Color.

**Purpose:** General sales piece for dealer use.  
**Distributed:** By bulk to dealers and from dealers to their customers as an envelope enclosure.  
**Imprinted:** By Seth Thomas Clock Company with names of their dealers.  
**Quantity:** First edition 750,000. Subsequent edition 250,000.  
**Size:** Flat, 13" x 10 1/4". Folded, 3 1/4" x 6 1/2".  
**Folds:** One short fold and two right angle.  
**Plates:** Four color process by Beck Engraving Company, New York and Philadelphia.  
**Printing:** By Redfield-Kendrick-Odell Co., New York City.  
**Art work and Copy:** By the Corman Co., New York City.  
**Paper:** 28 x 42-86 lb. Foldwell Coated Book, white.

CHICAGO PAPER COMPANY • Manufacturers • 801 S. WELLS ST., CHICAGO  
NATIONALLY DISTRIBUTED





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Stanford Paper Company  
1215 "C" Street, N.W.

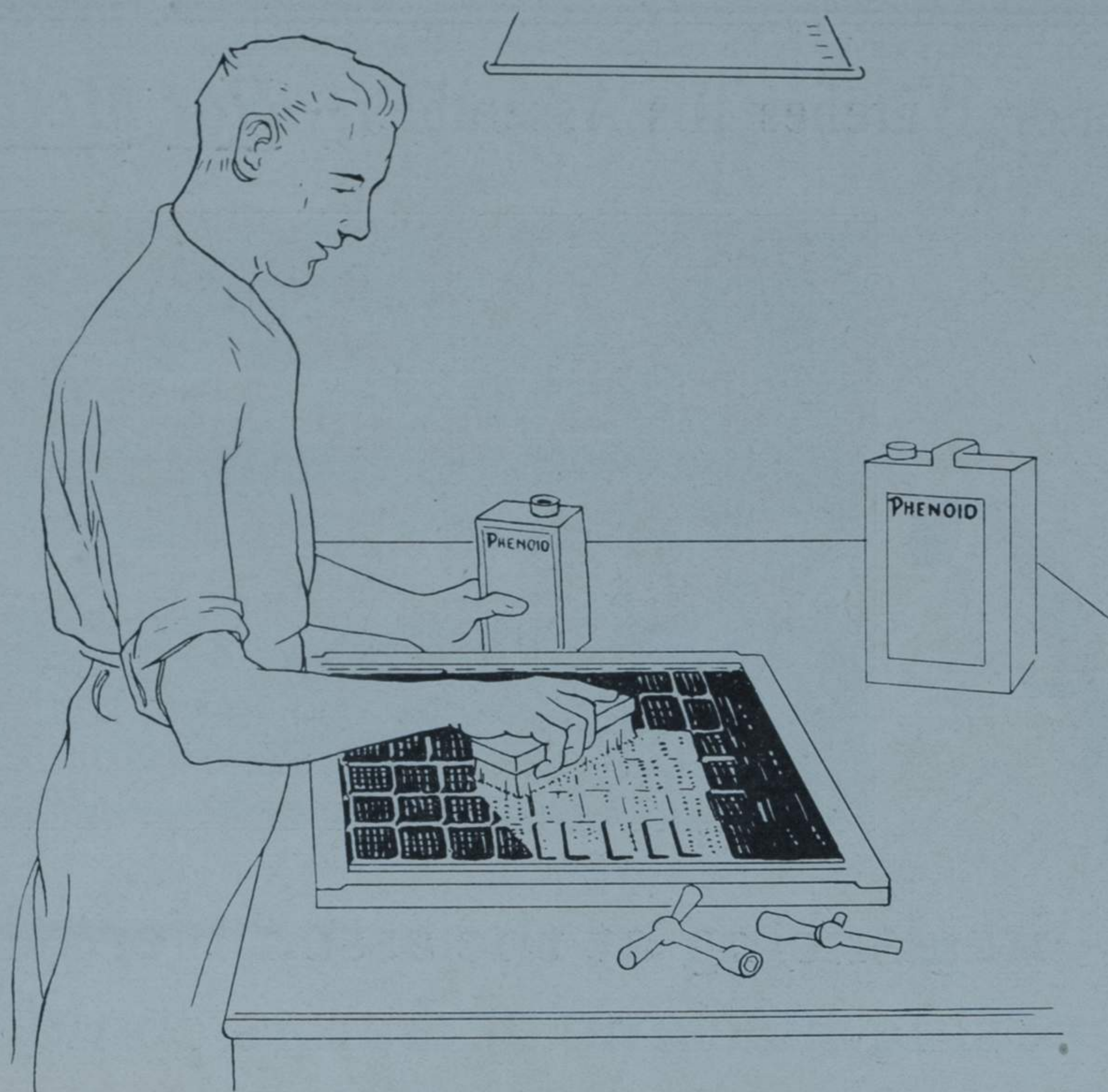
**WINNIPEG, MAN., CAN.**  
John Martin Paper Co., Ltd.  
315 William Avenue

CHICAGO PAPER  
COMPANY, Manufacturers

**Foldwell**  
TRADE MARK

801 SOUTH WELLS STREET  
CHICAGO, ILLINOIS





## You see—it's this way

**W**HEN ink gets caked — trouble and muscle get plenty of work.

But not with Phenoid around. Caked ink comes off forms, cuts and color fountains like chalk off a slate.

No matter how hard and old the ink, Phenoid wipes it off like dust.

Try this test. Pour some Phenoid on a sheet of white paper. See how quickly it dries... and find a grease spot — just try and find even a speck. Then you know why Phenoid saves 2 to 4 wash-ups on a single job.

# PHENOID

TRADE MARK

## INSTANTANEOUS TYPE CLEANER

**CHALMERS CHEMICAL COMPANY**

*Specialists in solvents and detergents for over 20 years*

123 Chestnut Street

Newark, N.J.

**MURPHY VARNISH CO., LTD.**

305 Manufacturers St.

Montreal, Canada

*Sole Manufacturers for Canada*

## TRY—at our risk

Here's a fair offer. Send for a quart can of Phenoid. Use it up. If you like it, pay us. If not — send back the bill. Just pin this offer to your letterhead and mail today.



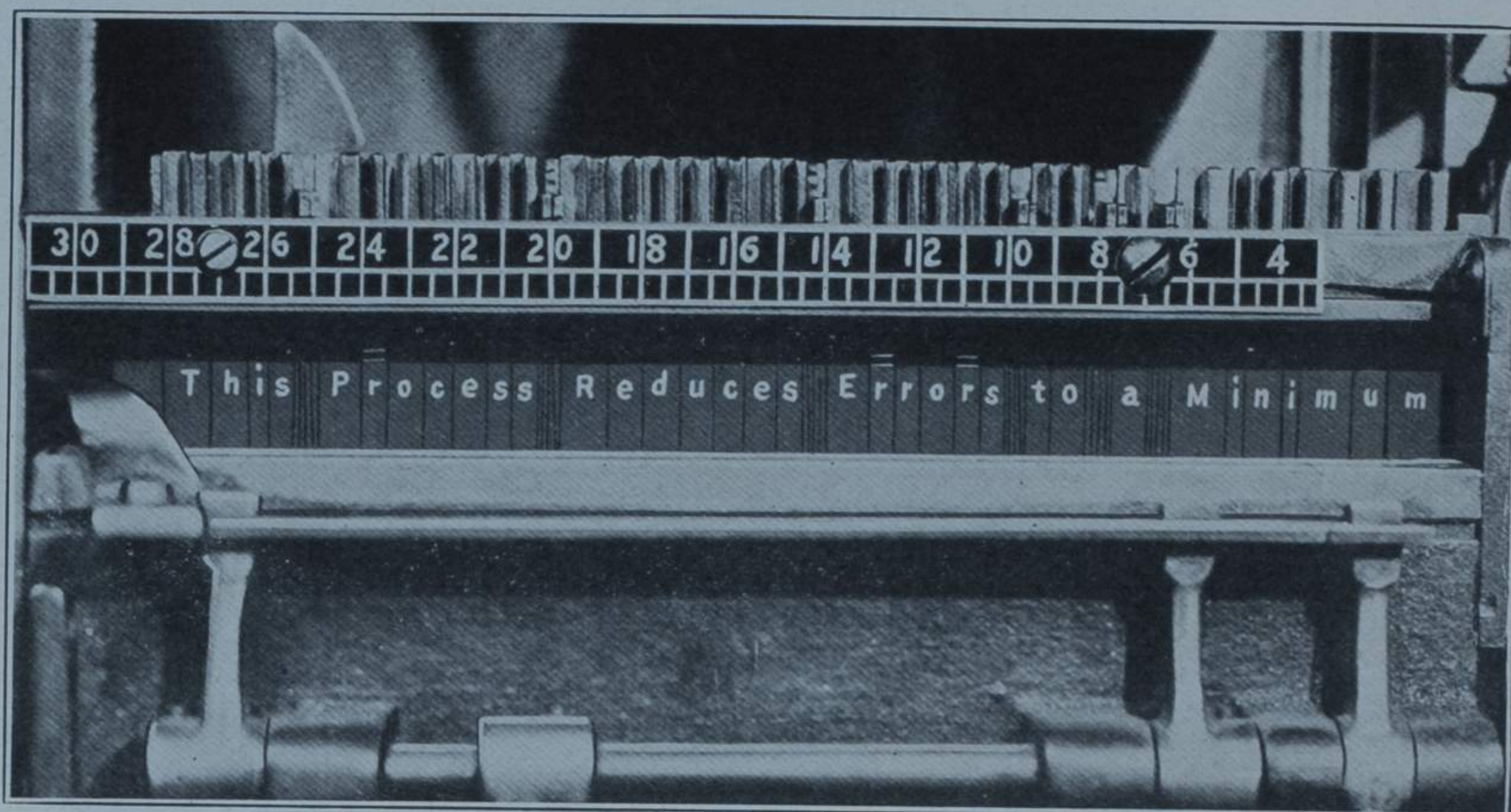
## Every Operator Watches His Assembler—Hot Metal Burns!

*If*

, in glancing at the assembler, your composing machine operators could read the mats before the line was cast

### *You Would Save*

at least 50% (<sup>We can</sup><sub>prove it!</sub>) of all correction costs.



#### USERS of the BLACK & WHITE Contrast Matrix

New York Times  
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Cleveland Press  
Akron (O.) Times-Press  
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Huntington (W. Va.) Advertiser  
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Evangelistic Publishing House, Cleveland, O.  
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*and they have found it*  
PROFITABLE

**C**ATCH errors before they are made, and you save not alone the cost of making the error but the tremendously high cost of rectifying it.

With all your matrices (lino-type, intertype, ludlow) treated with our patented Black & White process, the engraved characters on the back of the mats are readable at a glance — transpositions, double letters, mistakes of all kinds are caught *before the line is cast*. And the operator's speed is not affected.

It is welcomed by operators because it saves eye-strain and the "boss" likes it because it saves money — actual, traceable dollars.

#### *And It Costs You Nothing*

We come into your plant and find the dollars to pay the processing charge *plus* a handsome profit to be turned back into your own cash drawer. You take absolutely no chance. Let us explain — show — prove! Write for details. There is no obligation.

## Matrix Contrast Corp.

33 West 42nd St., New York



# NATIONAL PRINTER-JOURNALIST

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Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.

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Coast Pub. Co., 756 So. Broadway  
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Advertising Rates on  
Application

Volume 43

Milwaukee, Wis., September 1925

No. 9

## (1) BIRDIES; (2) MEDITATION

*Hours of Chasing No. 1 vs. Moments of  
No. 2 as Builders of Good Circulation*

By EDGAR WHITE

*Macon (Mo.) Republican*

SOME one has observed that ten minutes employed in serious meditation are better than many hours spent in jumping about for an elusive bird. For out of meditation comes the Idea!

When the Democrats of Missouri received an acceptance from a nominee for President of the United States to visit Bunceton and speak there, the chiefs in every large city newspaper office in the state laid plans to cover the event in harmony with its importance. The Democratic nominee for governor, lived on a farm near Bunceton, and he decided to have an old-fashioned barbecue on his estate in honor of the distinguished visitor.

"Good!" cried the big editors in St. Louis and Kansas City. "We'll play that up fine."

In truth it looked like a daily newspaper story exclusively. The best staff men would be sent to report it. With that old-fashioned barbecue, a candidate for president and for governor, to say nothing of a host of smaller fry—congressmen, state senators and the like—it looked like one whale of a story—not for the "little country weeklies."

BUNCETON, (Mo.) had a population of 860 at the last census. A quiet young fellow, Mack F. Denman by name, published the *Eagle* there. And Mack got to studying how he would make the eagles fly his way on the big day. He couldn't scoop the big city papers on the story. They'd have everything printed from the opening gun until the last crack from the retreating

line before the *Eagle* went to press. There was nothing for the weekly to do, it seemed, but to stand on the sideline while the big procession went by. But the man who published a paper in a town of 860 and had over 3,000 circulation at \$2 a year in town and surrounding country looked at it from a different angle.



MACK F. DENMAN

*Editor, Bunceton (Mo.) Eagle;  
Weekly, 3,000-\$2 Circulation in  
a Town of 860*

"The first thing that occurred to me was that as far as I was concerned it would have to be a *circulation* proposition," Mack told the editors and publishers at a Northeast Missouri press convention at Kirksville, "and I began to figure on the possibilities. While there would be people from all over the state, the great bulk of those attending would be from our own county of Cooper and adjoining counties. That meant, most of the people there would be interested in the local news the *Eagle* printed, and particularly to its frequent references to the candidate for governor, who was a Bunceton man.

"Then I considered that all the visitors would have money in their pockets. What would be the most likely amount to hit them for? The paper is \$2 a year. Three months for 50 cents would, I judged, be about the size coin the people would part with without much haggling. The three months would carry them through the campaign and during that time it would be up to me to make the *Eagle* so interesting they would stay with us.

A PICKED staff of 40 bright young men and women was employed to circulate among the big crowd. Each one was armed with a bundle of sample copies, containing some features of the big meeting and pictures of the celebrities taking part. The line of talk for the solicitors was simple:

"The *Eagle* will keep in touch with (candidate for governor) all through the campaign—only 50 cents."

"The *Eagle* had a tent at a prominent place on the grounds. The pleasant young women were in charge. They handed out sample copies, recorded subscriptions and answered questions concerning the barbecue. They also took care of bags, traveling cases and so on without charge.

"One woman left her baby there for an hour, and when she came it was handed back to her smiling. Our motto that day was to make everybody happy.



"Our press and the folders worked all night long the night before the rally, printing sample copies for the solicitors and for distribution from the tent. Towards evening it looked like everybody had a copy of the *Eagle* in his pocket to take home as a souvenir of the big day.

"One of our girls took in 86 new subscribers. The others averaged from 25 to 30. The total for the day was 1,044.

"The solicitors were paid a satisfactory commission, and all said it had been wonderfully easy to get subscribers on the plan indicated. It took hardly any talking. The crowd was in a happy frame of mind, had plenty of money to spend, and thought nothing of planking down 50 cents for three months of a paper from Dr. Nelson's town, but the aggregate was over \$500 for the *Eagle*.

THEN the big thing was of course, to hold as many of those short term subscribers as possible, so we put in our best licks to improve the *Eagle* so they would stay with us. About one-third are on our subscription list now, and some who dropped off at the end of the three months are coming in and signing up.

"The incident has been commented on throughout the state, though there is nothing wonderful about it. It was just a matter of planning in advance for the approaching opportunity."

# The Bunceton Weekly Eagle

A Weekly Journal Devoted to the Interests of Bunceton, Cooper County and the State of Missouri

VOLUME 36, NUMBER 2

BUNCETON, MISSOURI, FRIDAY, MAY 8, 1925

3 MOS. 50c—6 MOS. 85c—1 YEAR, \$1.50

## TWO LOCAL LUMBER YARDS MERGED BY G. A. ALEXANDER

Deal Completed Last Week and Became Effective on Friday, May 1

TO MOVE TO LOWER YARD

A. L. Scott Yard Was Established Here in 1912—Alexander Came in 1918

George Alexander, owner of the Bunceton Lumber Company, closed a deal the past week, effective on last Friday, May 1, whereby the A. L. Scott Lumber Company and the Bunceton Lumber Company were consolidated, he becoming owner of both.

The A. L. Scott Lumber Company was one of a chain of nine such yards owned by A. L. Scott and C. M. Ward in Missouri and Kansas with the head office at Topeka. The yard was established in Bunceton in 1912 and has operated continuously ever since carrying at all times one of the largest and most complete stocks of lumber to be found in a yard in any town comparable with the size of Bunceton.

Later Mr. Scott bought an interest in the Bunceton Lumber Company with yards in the west end of town and continued to hold this interest in both yards.

The town was established on

## MOTHER AND DAUGHTER BANQUET BEING PLANNED

Will be Held on Thursday Night, May 21, at the Masonic Hall—Men are Helping

Arrangements are under way for a Mother and Daughter Banquet which will be given in their honor at the Masonic Hall on Thursday night, May 21.

The banquet is being held in connection with the week of May 18th to May 24th which is known as National Mothers and Daughters Week. It was the desire to stage the banquet on one evening of this week but due to the closing exercises of the local schools it was decided to postpone the affair until the following week.

Committees representing the four churches were appointed last Sunday and have held a meeting and appointed sub-committees and arrangements for the banquet are now under way.

In our issue next week we hope to be able to give more detailed particulars and carry a copy of the program for the evening.

CLOSING EXERCISES OF LOCAL SCHOOLS

Baccalaureate Sermon Sunday Night—Senior Play Next Wednesday Night

Next week will be Commencement Week at the Bunceton School. The first event of the Commencement festivities will be the Junior Senior Banquet at the Masonic Hall on



MOTHER

Never a sigh for the cares that she bore for me, Never a thought of the joys that flew by, Her one regret that she couldn't do more for me, Thoughtless and selfish, her Master, was I.

Oh, the long nights that she came to my call, to me, Oh, the soft touch of hands on my brow, Oh, the long years that she gave up her all to me! Oh, how I yearn for her gentleness, now!

Slave to her baby! Yes, that was the way of her, Counting her greatest of services small; Words cannot tell what this old heart would say of her, Mother—the sweetest and fairest of all.—By Edgar A. Guest

## POPULAR YOUNG COUPLE OF MT. NEBO COMMUNITY WED

Miss Lucille Paxton Became Bride of Edward Windsor Jr. on Tuesday Evening, May 5

A pretty May wedding occurred at the home of Mr. and Mrs. W. S. Paxton of near Mt. Nebo on Tuesday evening of this week when their oldest daughter, Miss Lucille was

## FUNERAL OF LOUVINA L. STEIGLEDER HELD MONDAY

Body Brought to Home of Brothers From St. Joseph—Services at Lone Elm Church

The remains of Miss Louvina L. Steigleider who passed away at the hospital at St. Joseph following a lingering illness on Saturday, May 2, was brought to the home of her brothers, G. H. and F. W. Steigleider

## FOUR 8TH GRADE GRADUATES AT PLEASANT GREEN SCHOOL

Miss Lottie Hunt Closed A Very Successful Term of School at Pleasant Green

Miss Lottie Hunt, teacher for the past year at the Pleasant Green school, closed a very successful term on last Friday at which time four students were graduated. From the Eighth Grade, and an all day program and basket dinner was held at the school attended by the parents of the children.

Miss Hunt has had an enrollment of 44 students during the year and has concluded her third successive year as teacher of the Pleasant Green school. She was not an applicant for the position next year and the school board has elected Miss Trella Gibson of near Speed as the teacher for next year.

The four composing the graduating class were: Miss Norma Powell, Miss Lottie Hunt, Miss Nellie Bridges and Margaret Esker.

## MRS. S. RENFROW AGED 86, IS DEAD

Was One of Bunceton's Oldest and Most Loved Citizens—Funeral Thurs.

One of Bunceton's oldest and most beloved women, Mrs. S. Renfrow, died at her home on Wednesday afternoon at the advanced age of 85 years, 9 months and 25

## BOONVILLE TEAM WON STATE GRAIN JUDGING TROPHY

Russell Werts Won Individual Honors With Highest Score in the Contest

BOONVILLE TO KEEP CUP

Boonville Base Ball Team Defeated Mexico 3-2—To Play Centralia Sunday

The grain judging team of the Boonville High School has been declared the winner in the contests conducted at Columbia at the University last week at Junior Farmers Week, and awarded the \$75 trophy cup.

Russell Werts, a member of the team won individual honors in being declared the best grain judge in his class in the state. He is the son of Mr. and Mrs. Leslie Werts and is a junior in the Boonville high school. Other members of the team are Eugene Frederick and Lawrence Meyer.

This is the third time in five years that Boonville has won the grain judging contest and the trophy cup becomes the permanent property of the school. During the five years this affair has been held Boonville has won three times in the grain judging, and twice in the stock judging, giving her as many

## "ZINC" SHOWING TYPICAL BUNCETON (MO.) EAGLE MAKE-UP

Neatness and Good Typographical Taste Along the "Newsy" Style Prevail on Every Page of This Remarkable Weekly

When a member asked Mr. Denman the method he used in holding his short term subscribers, he said:

"Well, I believe in good local features. I always try to start my first page with a feature story that will be of interest to everybody in our circulation area. The feature story with the outdoor atmosphere we have found most popular.

"Then we have an editorial page on

local subjects. Editorials are read, even in a country weekly. I know that. But they must treat on familiar matters, something in which the public is interested. The over-smart editorial does not appeal.

"And a good serial story—if you have a really good one—is a splendid feature in holding interest. When I run a serial story, it is only after I have read every line of it, and decided it will please my readers. I have had some most interesting correspondence with my subscribers about the serial stories we run. They tell me frankly just what they think about them, and these letters are good guide-marks in helping me to decide the sort of story to use. I might not be able to write a very learned review of the latest best seller, but I know the kind of a yarn my people like to read."

## HOW TO WHOLLY KILL A WOUNDED CUSTOMER

WHEN a customer comes in to a shop with a complaint, he is wounded. If you treat him suspiciously he is killed. He needs "First Aid to the Injured."

He has already had one crack from your shop, or thinks he has. If you give him another crack, he is lost.

A complaining customer is at the crossroads. Where he goes, depends on how you treat him. He will become either a dead customer or a live and loyal one.

So, make sure that you have a Red Cross system in your firm, for the special treatment of wounded customers. Don't knock them on the head, as most shops do, when they come in wounded.

The Efficiency Magazine.

BROWN HILL, Southern California Editor: "Let's pray for what we get and have the other fellow to do the same."

## If You Are Not Already a Subscriber of THE KENDALLVILLE DAILY NEWS-SUN

Become a Reader of This Newspaper Without Delay : : : :

With its thoroughly modern printing plant, including Goss Printing Press, two multiple magazine Intertype typesetting machines, and other equipment, unusual in most cities the size of Kendallville.

## SUBSCRIBE NOW

Buy a Paper Published in the City Where You Do Your Trading

By mail \$3.50 per year in Noble, DeKalb, Steuben and LaGrange Counties. Elsewhere \$4.00 per year

By carrier \$6.00 per year in advance or 12½ cents per week

Fill in and mail to the Kendallville Daily News-Sun, Kendallville, Ind., the following coupon for a 3 months trial of the News-Sun:

Enclosed find \$\_\_\_\_\_ for which send the Kendallville Daily News-Sun to

Name \_\_\_\_\_

Address \_\_\_\_\_

3 months in city of Kendallville \$1.50

3 months by mail \_\_\_\_\_ 50c

## "STRAIGHT TALK" PAGE BRINGS RETURNS

Kendallville (Ind.) News-Sun Just Tells a Straightforward Story of Its Service, Between Sets of Strong Display Lines



# YOUR HEAD-LIGHTS ON?

*Trends of the Times in Printing Field That Involve Loss or Profits*

By WILLIAM M. METZKER

TO quote from a recent bulletin of the U. S. Department of Commerce: "Goods must be sold at a profit or industry and commerce will not survive. Truly remarkable were the findings of the U. S. agencies in the war years regarding the knowledge and understanding of costs in productions and distribution. Losses were often confused with profits, all for the lack of knowledge of the fundamentals of Cost Accounting. So today the trade association is proving itself the most potent organized influence in the study of costs in industry and trade. *Standard cost systems applicable to the peculiar conditions are being developed within each business group. All tend to more scientific knowledge of business and ultimately lowered costs.*"

There is an outstanding characteristic of the cost finding systems of trade organizations which reflects the modern trend in cost accounting, and that is to carry out all cost items to the sold unit of product.

TAKING the U. T. A. Standard Cost Finding System, which has today been adapted to meet the needs of most of the branches of the entire



THE "EAGLE" IS MISS EDNA McGUIRE, PROOFREADER;  
HER PARTNER: MISS MARGARETHE STREIT, SOLICITOR

*Miss McGuire, Who's Also Reporter for the Bunceton Eagle, Worked With Miss Streit, School Teacher and Farmer's Daughter, One Drawing the Crowd and the Other Landing the Subscriptions During the Paper's Big Party; They Sold 97 "Pays"*



MISS KATHRYN BOULWARE  
*Landed 86 Subscriptions in One Day During Bunceton (Mo.) Eagle's Flight Described on Pages 11 and 12. She Is the Daughter of a Wealthy Farmer*

graphic arts—"What are the fundamental principles?" They are:

- (1) The Standard Unit of Production in the various departments of manufacture shall be the Chargeable Hour;
- (2) The Standard Hour Cost shall be the Total All Inclusive Cost per Chargeable Hour; and
- (3) The Standard Hour Cost shall be a normal average cost, covering a period sufficiently long to be representative of average conditions.

WHEN one attempts to describe a cost system, one is proceeding at more or less of a handicap. A cost system should be seen or, better, *experienced* in operation. There are so many details to mention that the hearer or reader comes to the conclusion that all these things together must make a very complicated system. In actual operation, however, only one thing is done at a time and that usually is a most easily comprehended step.

(PLEASE TURN THE PAGE)



THE definition, "that the Average Cost rate should be the experience of a normal period," introduces a profound question and that is, "what is a normal period?" Is it six months, a year, two years, seven years, or periods that span economic upheavals?

Whatever the normal period is, there is one danger sufficiently imminent that wants to be pointed out. That is, that we forever hold before ourselves an unwarranted 99% productivity when experience for one, two, and even three years, clearly indicates that some major change has taken place in industry and that a lower basis must be used as a normal one.

As a general statement, the Costing or Set-up Rate should be based on the best average available, the criterion of its accuracy being that, over a given period, usually a year, your actual costs will be recovered on the finished orders for the period.

ALONG the line of changing conditions: I wonder how many association members are face to face with

that pernicious and ever-increasing menace, *Estimates*? I have heard many a business man say that times are so different than they used to be. Formerly it was maintained, a man had a field of customers which he cultivated and upon whom he depended. There was no question as to price, quality was satisfactory, and service above criticism. What is the real condition today?

I am *not* willing to admit that service does not count, and that quality is overlooked, and that everything goes "on price"; for, that is a sure sign of approaching old age.

But, granted that there is a change in the trend of business, that between competitors there is less difference in quality and less difference in service and that business is placed "on price", then if these are the facts, there is all the more reason for the development of accurate costs, so that great differences in quotations are impossible. We all know that a man usually gets what he pays for. And that if the actual cost of *identical* service or commodity is compared, it is almost uncanny how surprisingly close these costs will be.

Suffice it to say that a complete Cost history of every job, and a comparison of that cost with the Estimate will and must eventually lead to two things: (1) more correct estimates, and, (2) better performance on the individual jobs; *these cannot help but reflect a marked improvement in the competitive situation.*

MANY plants have Time Systems, though their financial records and books of account, may be seriously inadequate. But very few plants have attempted to get on the basis of a Cost System but what have been compelled to put their financial recording on an improved basis.

The complete justification for uniform Cost Work and Uniform Accounting Work is that it not only gives the individual plant the best in systems and methods that can be devised for the industry, *but also gives the individual plant the opportunity to make intelligent comparisons with the results of other plants.*

That which then benefits the individual will also benefit the industry.

PERMIT me, therefore, to offer to those who direct the activities of associations the following propositions:

- (1) Direct the energies of your organization to educational Cost Work.
- (2) Eliminate from your industry the competitive **abuse** and substitute therefore the actual **use** of the potential means at your command.
- (3) **Succeed** in your problem by recognizing that above all, **you yourself** are the Key Man and that every Key Man must be the **first to act.**

IF you want to travel on the Road to Profit, you must do so by the proper vehicle and be properly equipped. We are all familiar with the apt expression "standard equipment." If so, "*how about your headlights?*"



WILLIAM M. METZKER

THE author of these "beacon lights" for the Industry of Printing and Publishing is a member of the International Association of Cost Accountants, and a director of the Milwaukee (Wis.) Chapter. The article is composed of a few excerpts from his address recently to the Fifth Annual Conference of the Third District, International Trade Composition Association, in his capacity as Director of Accounting, Milwaukee (Wis.) Typothetae, Inc.

## WHERE DO WE GO FROM HERE?

A SURVEY by a New York Advertising Agency revealed that only 27% of the printers examined produced "Advertising Printing"; 73% were "Commercial Printers."

Of the 27% Advertising Printers, the ideas for the advertising were furnished by the printer on only 2% of the work, by an advertising agent on 10% of the work, and on the remaining 88% the advertiser himself, who bought the printing, suggested the plan.

This agency further discovered that there are only 800 printers in the United States who maintain service departments.

There are 5,049 designers of printing, advertising, and layout; 2,623 advertising agencies, 53,000 large consumers, and 1,221,000 small consumers of advertising.

## REAL COST OF ADVERTISING SPACE

THE Canadian Weekly Newspapers Association at its recent annual issued the results obtained by Hugh Savage, proprietor of the Duncan (B. C.) Leader, and a director of the association. The Leader was put through as a job by the United Typothetae Cost System for 12 months, with the following results:

Average number of papers printed, 1,614.

Average number of pages, 12.

Average cost per issue, \$238.92.

Average cost per page, \$19.53.

Average cost of producing one inch (reading matter or advertising) 16.73 cents (i. e. total cost of papers divided by total number of inches in them).

Percentage of advertising to total, 57.

Percentage of reading matter to total, 43.

Total cost of 52 issues, \$12,424.22.

Total advertising, 42,550 in.

29.2 cents COST per inch. (Inches divided into Cost.)

Deduct subscription revenue from cost before dividing by advertising inches, cost per inch 22.76 cents.

The hour costs on which these figures are based are: Hand Composition, \$2.60; Machine Composition \$2.80; Cylinder Press, \$2.90; Cutter, \$2; Bindery, \$1.10.

These figures are COST, with nothing added for profit.



# WHY NEWSPAPER ADS So Often FAIL the LOCAL MERCHANTS

*Analysis From Retailers'  
Standpoint Contains Text  
for Newspapermen*

THE Philadelphia (Pa.) *Retail Ledger* was a "child" of the Curtis magazine organization, similarly as *System* and other business publications have grown out of house organs—always, however, really worth while house publications, let be noted.

Now a distinct, distinctive and independent institution, the *Retail Ledger* comes out in newspaper form and circulates among thousands of retail merchants in all lines. It is not a free circulation enterprise. Its contents are "experience stories" of and by retailers, well illustrated.

William Nelson Taft, editor of the *Retail Ledger* is teaching merchants by the hundreds to improve their newspaper advertising, through showing practical examples of successful uses of newspaper columns by local retailers, and strong editorials and features. The contents are noteworthy for absence of impractical leads and mere hip-hooray stuff. The leads are tied, not to spurious "tie-up-with-the-magazines" suggestions, but with local merchandising methods.

## WHY IS RETAIL ADVERTISING NOT BEING READ?

Mr. Taft answered as follows in a recent address to retail advertiser-merchants: "Too stereotyped in style. Most of it might as well all come out of the same office, from the same writer—meaningless phrases about style, splashy circus-style cuts,—plus a price reduction appeal. That's all. And such things are expected to bring in crowds of people."

## WHY RETAIL ADVERTISEMENTS ARE NOT BELIEVED

"Stores have undermined confidence through insane insistence on featuring cut prices and 'sales'.

"On a recent afternoon two Philadelphia newspapers carried 197 different sales advertisements containing, by actual count, 83 different adjectives used in connection with these sales. In addition to the 'sales' of practically every type of merchandise carried by stores, there were 'momentous' sales and 'epochal' sales—sales that were 'Monumental' and sales that were 'gigantic'—sales that were 'unprecedented' and sales that were 'unparalleled'.

"In order to restore confidence it is necessary that retail advertisements should be frank and that they should



WILLIAM NELSON TAFT  
Editor, Philadelphia (Pa.) *Retail Ledger*

understate, rather than exaggerate. A policy of this kind, coupled with the proper use of institutional advertising, will eventually restore the public's faith in the printed word as it appears in retail copy.

"Today, there is something wrong with retail advertising, but I firmly believe that the moment stores generally analyze the situation and apply the necessary remedies, they will find that their copy pays them as handsome dividends as those which are being returned to advertisers in the national field, where the correct principles have long been applied."

## THEY WONDER WHY?

By A. K. CLEVINGER  
(Publisher, Claremont, Va.,  
*Herald*)

COUNTRY merchants, all complain

And talk of takin' off the train  
Of diggin' up good roads and sich  
And runnin' autos in the ditch.

Because the people buy by mail  
And with tin lizzies hit the trail—  
These ancient traders wail and cry

"We must stop this exodus or die!"

The guy today that gets the trade,  
Don't yelp that "Biz's a fickle jade,"  
But Advertises and tells what he's got  
Makes prices right on the whole  
d—lot!

MORAL: The people don't care a  
Tinker's dam,  
They're goin' where the  
Advertiser am!

—Courtesy, Bonnet-Brown SCARAB.

THERE'S a job—whether or not Mr.

Taft is all O. K. or only partly right—in this subject for the newspaper publisher and advertising manager; yes, for the associations, too. It is "NPJ's" opinion that too much time is being wasted roasting the billboards, the magazines, the "other fellow" and all the rest of that, which could be profitably employed in really analyzing local merchants' ad-problems and serving him better.—J. L. M.

## SHORTSIGHTED

POOR ole Bill! 'E's so shortsighted  
'e's working 'imself to death."

"Wot's 'is short-sighted got to do with it?"

"Well, 'e, can't see when the foreman ain't looking, so 'e 'as ta keep on setting 'em up all the time."

LINCOLN STEFFENS, journalistic "clean-'em up," confesses that after a long rest he was surprised and shocked to discover the world had not fallen to pieces when he let go.

WOULD some newspapers have more backbone if they ran a spinal column?



# FORTY PAPERS IN ONE

*Lawrence (Kans.) Daily Journal-World  
Learned Well the Art of Swim-or-Sink*

By JOHN L. MEYER

SOME executives of newspaper:job printing plants solve the apparently over-lapping interests of the various divisions of their businesses—when it comes to the point of planning a new building or a rebuilding—by making the architect and construction company the umpires; others, by inter-departmental consultations, something like when “the doctors disagree”. There are many other methods used.

Then, again, the experience, local conditions, and the more particular interests of the head of the business are thrown into the balance, and one or the other division and department may get an easier hearing in the finals. This does not imply partiality. It means using knowledge gained by experience to the best advantage. If a publisher is comparatively most interested in and acquainted with the advertising work, his adjustments of very fine angles of problems will reflect it every time; and, likewise, if it is circulation, or accounting, commercial printing, or editorial work which is closest to him.

One can see this point exemplified in many newspaper plants in all parts of the country.

THE Lawrence (Kans.) *Daily Journal-World* recently entered what is in effect a wholly new building. Here is an example where a more basic idea than one which might be termed “de-

partmental leaning” has been applied. I wish there were a newer word than “efficiency”. Anyway, “all-around efficiency” is the keynote of the planning which I find there. Many newspaper:job plants, small and large, are planned for sane efficiency, of course. No end of them. The *Journal-World* has some points of efficiency which are peculiar to itself in comparison with others I have studied. The principal is used, it seems to me, with more than average *general* application. The publisher, if I may say so, has a peculiar *breadth* of vision which looks in a large way “over and above” smaller details to the larger and more general fundamentals and factors.

Not all the equipment is new. Before making the plans, the lot, floor and other sizes were definitely drawn on charts. The needs of the plant today and for 25 years ahead were determined. The kind and quality of machinery believed necessary was another matter established. Then, what to scrap and what to keep, of the old equipment. Floor sizes of each piece to be used and ordered were carefully ascertained. Paste board squares and circles and angles, representing each installation, and each piece scaled down correctly, were made. There was something like a game of checkers. Every department and division chief had his say and his moves. So did the architects and builders. Thereupon W. C. Simons,



CAPT. J. W. MURRAY  
Managing Editor, *Lawrence*  
(Kans.) *Journal-World*

president-manager of the company, made the final moves, and pinned down the bits of card board.

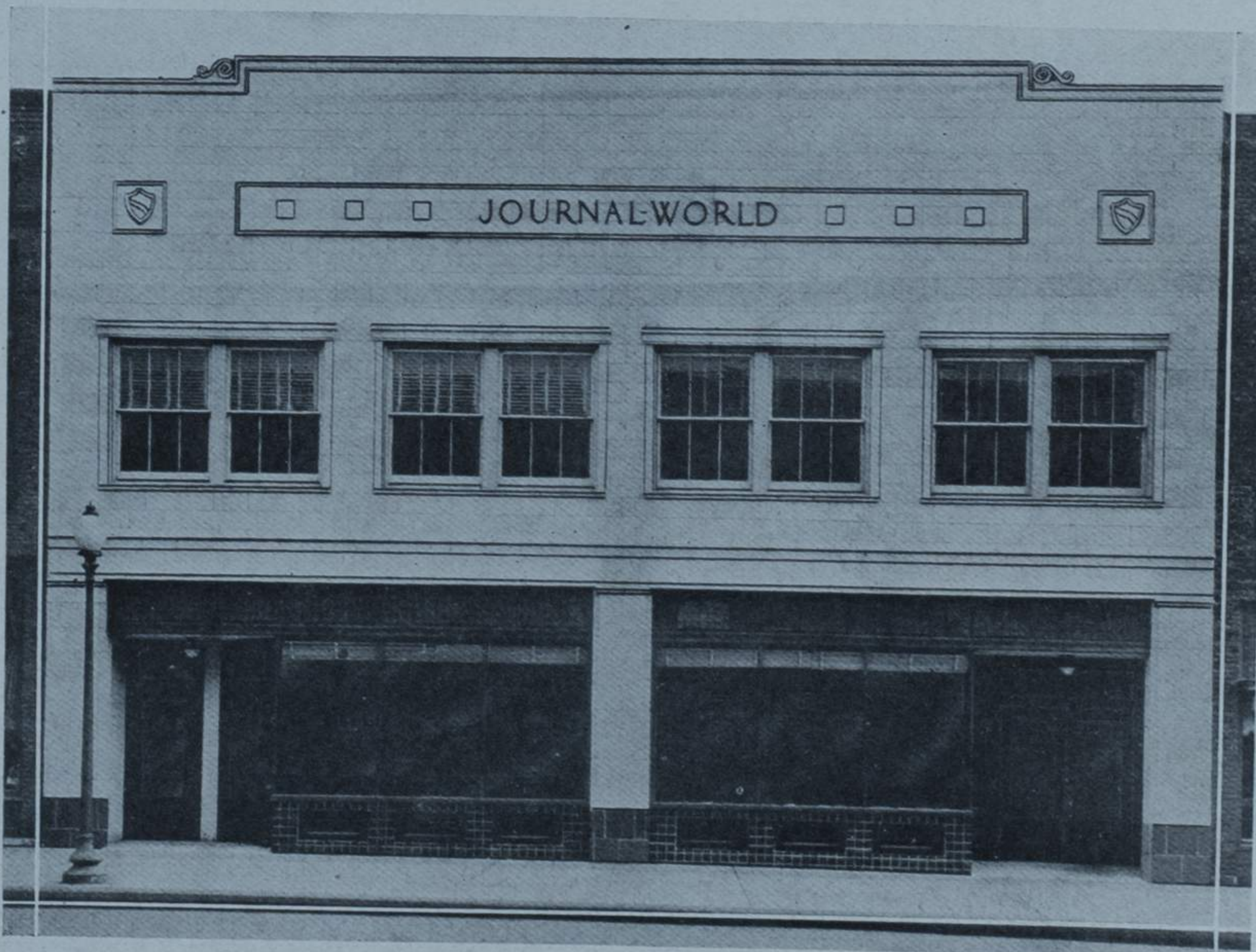
“Room for More Room” in  
Planning New Structure

THE new building of the *Journal-World* has a frontage of fifty feet, a depth of 117 feet. The second floor runs back 65 feet. Skylights for the first floor cover the remaining area. The basement goes under the *entire* building. On account of the slope of the land this has a full story on the alley, thus providing both light and ventilation to an unusual extent for the “nether regions.”

The front is of mottled terra cotta, nearly white in general effect, with a trim of granite grey, and with chocolate tile below the plate glass windows. The rest of the building is of brick and stone, with wired glass and steel sash in the rear.

At present one room, first floor front, is rented, but it can be taken over at any time and utilized for office purposes. A tract of land 75 ft. by 117 ft. back of the office is owned. Another building can be erected and the two connected by a bridge over the alley.

Entering, one finds himself in a lobby forty feet long and seven feet wide. This contains seats for about ten persons and a writing table for two. The counter is of oak, with marble base and fitted with shelves, and has sliding doors at the back in which office supplies are kept within easy reach of each department.



NEW BUILDING, LAWRENCE (KANS.) DAILY JOURNAL-WORLD  
Structure is Fifty Feet Across Front, by Hundred-Seventeen;  
Second Floor Runs Back Sixty-Five Feet; Basement Full Length



### Arrangements in Office, Mechanical Departments

THE "office" arrangement (See "NPJ Blue Prints"): In front is the desk of the manager, with stenographer's desk at the side. Directly back is the desk of the manager of foreign advertising with another stenographer, so that letters may be given as the occasion demands, without loss of time. Small easel signs on the counter call attention to Information, Cashier, Circulation, Advertising, Job Printing and Superintendent, and the desk of each is located for elimination of lost motion. The business office and corridor are floored with battleship linoleum.

A great deal of study was given to the arrangement of the mechanical department in order to save steps. An example of a simple time saver: A cabinet for corrected galleys of type. It is open at both ends and the galley boy puts the galleys in from one end and they are taken out from the other by the makeup men without the loss of a single step.

An electric elevator, with ton capacity runs from the basement to the second floor. The use of stock platforms and lift trucks enables stock to be moved easily and quickly without rehandling. The ink drum in the news press room rests upon a platform, which is taken to the press where the ink is pumped into the fountains. While the plates for the day's run are taken to the press one at a time, after the run is off they are placed on a small truck which takes them back to the foundry all at once.

Directly over the turtles in the news composing room there is a ventilating fan in the skylight, which changes the air in the office every few minutes. In the job room a late type of skylight provides for excellent ventilation as well as for light.

Even on the darkest days no artificial light is needed in the job room.

There is a toilet room for men on each floor with shower baths in the basement. On the second floor there is a rest room 12 ft. by 18 ft., comfortably furnished, for ladies.

The heating plant which was installed as a coal burner, has been changed to burn oil. A study of the floor plans will indicate the efficient arrangement of the foundry, the mats being backed up for casting as they come down, and after being cast work back toward the press room. The vault in the basement, 12' x 16' is used to store files and inactive accounts and is fire proof.

The arrangement in the stock room is clearly shown in the plans. This room is fire proof and practically dust proof. The foundry and job rooms are also fire proof. All doorways between the two halves of the building have automatic fire doors.

THE second floor houses the bindery and the news room, besides the rest room and the president's private office. As the president is also the active man-



W. C. SIMONS, President-Manager

LAWRENCE (KAN.) DAILY JOURNAL WORLD

Printers, Binders, Blank Book Makers

ager he spends the greater part of his time at his desk in the front office downstairs.

An automatic copy carrier takes the copy from the copy desk in the news room to the copy desk in the composing room.

It will be noted that there is room for expansion in all parts of the building. It was the judgment of the management that the volume of business could be doubled or trebled before additional building would be required.

### *Eighth Time That More Space Has Been Provided*

THIS is the eighth time that more room has been added during the present management. From fifty-five to sixty hands are now employed in the business, not counting the twenty-five carrier boys and fifty neighborhood correspondents. The office is operated on the American Plan basis.

The *Journal-World* vies with two other papers in Kansas for the honor

of being the first paper published in the state. Its forerunners, the *Herald of Freedom*, and the *Kansas Tribune*, each published one issue dated Kansas Territory, September 1854—one edition having been printed in Ohio and the other in Pennsylvania. Beginning with January both were published in Lawrence as free state papers and were destroyed in 1856 at the order of some legislators then sitting at LeCompton. At that time the machinery was broken up and the type thrown into the Kaw river, from which a part of it was rescued, later to be cast into cannon balls and used in battle.

The papers were again destroyed when Quantrill raided and burned Lawrence in 1863. These two papers are among the more than forty papers which through purchase and consolidation have come to form the *Journal-World* of today, while more than sixty other papers started in the town simply went out of existence.

(PLEASE TURN THE PAGE)



*Thirty-three Years' Service**By President-Manager*

W. C. SIMONS, the president and manager, became identified with the paper thirty-three years ago, when there were eight papers in the field. Capt. J. W. Murray, editor, was first connected with the paper in 1899.

The *Journal-World* under its present management is said to be the only paper ever published in Lawrence to make money. While it is a Republican paper, it is independent in its policies. A Democratic meeting will secure as fair a news story as that of Republican.

A few years ago the Socialists of the city, a few hundred in number, sent representatives to the *Journal-World* to see what it would cost them to publish the national Socialist platform. The publisher realizing that any price in accord with the advertising rates of the paper would seem prohibitive to the group, offered to run, and did run, the platform one time for nothing. As a result at the following meeting of the Socialist union resolutions of appreciation were adopted, which were, it proved, of greater value to the paper than would have been the price for the space.

Many of the employees are home owners. Thirteen marriages occurred in the past three years and there are enough fine, handsome babies to form a good sized baby show.

The financial policy has been to make the obligations for stated payments as small as possible and then to pay more than the amount agreed upon. At present and for several years the World Company, the name under which the business is incorporated, has been out of debt and in making purchases of new equipment has taken all cash discounts. "Yes, that's correct," said Mr. Simons. "I was twenty, without capital and with eight papers in the field. It was sink or swim and sometimes it looked very much like swimming was a lost art."

The manager does not take credit to himself, but gives a large share to the men and women whose services have been given to make the *Journal-World* among the best papers in Kansas.

The paper and its employees take an active part in all civic affairs, giving both time and money for the advancement and development of the community.

WE OWNED two twenty-five foot frontage buildings, now occupied by our new building and spent something over \$30,000 in their reconstruction, and then topped it off by buying for spot cash a Duplex Tubular Printing Press," said Mr. Simons, replying to questions about the Lawrence *Journal-World* equipment.

"The new press is equipped with semi-automatic electric control and full equipment of the latest sort, including heavy type Ideal Matrix Rolling Machine, Frey's Dry Mat Humidor, Scorch-er, Metal Pot of 3,000 pounds capacity and Plate Caster, Duplex Plate Fin-

isher and Chipping Block. We already had metal furnaces for the melting of Linotype slugs and for stereotyping, a page size flat Casting Box, and a Miller Saw Trimmer complete with routing attachments for our stereotyping room. The press is operated by a General Electric Control with a 30 H. P. motor.

"The plant is heated by a Kewanee boiler, low pressure or vacuum system and we are now installing an Oil-O-Matic oil burner, and a supply tank holding a large supply of distillate. Residue oil could be used equally well, but there is not a large enough demand for this sort of oil to enable us to use it as cheaply as we can the distillate. Alongside the boiler is a Keystone Water Heater which supplies hot water for the showers and for the six lavatories.

"In our typewriter equipment we have one L. C. Smith, four Underwoods, one Royal, two Smith-Premiers, one portable Corona and one Woodstock. We have a National Cash Register, Burroughs Adding Machine and two Cincinnati Time Recorder Clocks.

"The arrangement of departments and office desks, we feel, is such that the work is well co-ordinated and moves without loss of time or extra steps. The stairway from the second floor is placed to make the easiest connection between the news room and the composing room, and a Lamson pneumatic copy carrier moves copy and proof quickly.

"Near the stairway is an electric elevator with a carrying capacity of a ton and with a speed of 30 feet a minute. It is type No. 416 C, made by the Kansas City Elevator Mfg. Co. and operated from the basement to the second floor. By means of the elevator stock is quickly moved from the stock and cutting room in the basement to the presses on the first floor and to the bindery on the second floor.

"We have five composing machines: Models A and B Intertypes and Models 5 and two 8's in Linotypes. The other equipment of the composing room is doubtless quite similar to that found in other shops. We have another Miller Saw here, steel turtles for makeup, imposing stones, type stands and cabinets, proof press, cut cabinets, etc.

"Scattered through the building are eight fire extinguishers, some of the Fyr-fighter and some of the Babcock type. These extinguishers are refilled once each year."

#### *Job Office Is Completely Equipped for Variety of Work*

The job office has a Century book press large enough to take a 35 x 50 form, and a Whitlock press to take 25 x 38; two 12 x 18, one 8 x 12, and one 7 x 11 Chandler & Price Gordons. The bindery is equipped with Hickok Ruling Machine, Backing Press, Latham Board Shears, Latham Embossing Press; Oswego 36-inch paper cutter, semi-automatic; standing book press, Rossback perforator, Portland power punch, Bos-

(CONCLUDED ON PAGE 20)

## *LAWRENCE (Kans.) Daily Journal-World EQUIPMENT : : :*

### BASEMENT, Press Room

Duplex Press  
Ink Pump  
"Semi-Automatic" Control  
30 h. p. G. E. Motor  
Century Campbell  
Book Press, 35 x 50  
Sheridan Automatic, 36-in.  
Paper Cutter  
Logemann Bros. All-Steel  
Waste Paper Balers  
Stereotyping Dept.  
Miller Saw, with Router  
Duplex Chuck Block  
Duplex Plate Finisher  
Duplex Metal Pot  
Duplex Casting Box  
Barnhart Bros. & Spindler  
Linotype Furnace and  
Flat Casting Box  
Duplex Scorch-er  
Keystone Hot Water Heater  
Kewanee Heating Equipment  
Oil-O-Matic Burner

### MAIN FLOOR, News Comp. Room

Miller Saw  
Cincinnati Time Recorder  
Hamilton Cabinets  
American Cases  
Duplex Turtles  
Lamson Copy Carrier  
K. C. Elevator, 416-C  
Intertypes, A and B  
Linotypes, 5 and 8

### Job Room

Ideal Heavy Type  
Matrix Roller  
Frey's Dry Mat Humidor  
Miscel. Cases and Cabinets  
C. & P. Jobbers, 12x18, 8x12, 7x11  
Whitlock Pony Cylinder, 25x38

### Business office

National Cash Register  
Inter-Communicating  
Telephone System  
Burroughs Adding Machines  
L. C. Smith, Underwood,  
Royal, Smith-Premier,  
Corona Typewriters  
in all departments  
Cincinnati Time Recorder

### SECOND FLOOR, Bindery

Portland Power Punch  
Rosback Perforator  
Cincinnati Recorder  
Brown Folder, 25x36  
Howard Standing Press  
Latham Board Shears  
Oswego 36-in. Cutter  
Hickok 3-beam Ruler  
Boston Power Stitcher  
Singer Sewing Machine  
Latham Stamping Machine  
Barrett-Gravens Lift Truck

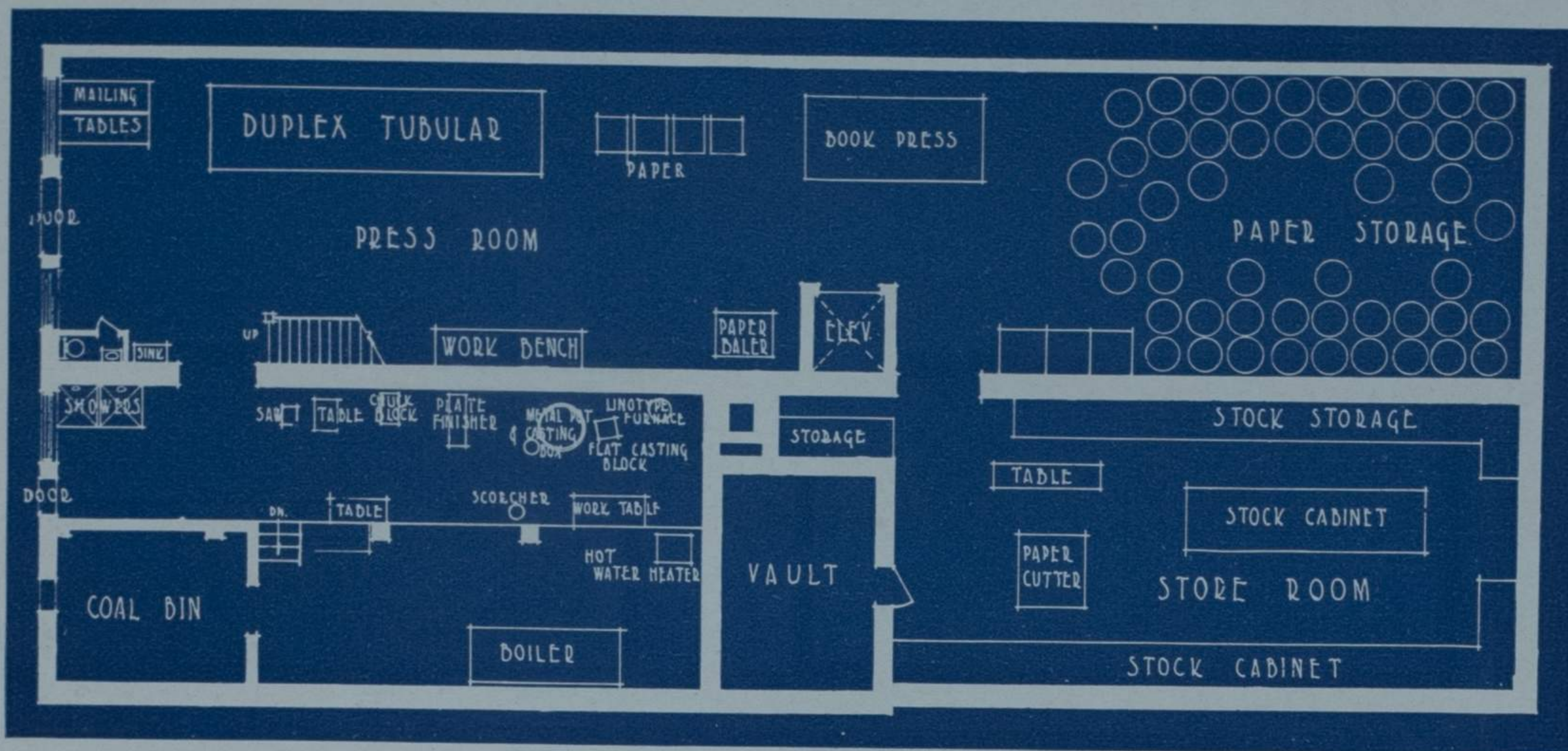
### News Room

Typewriters listed above  
Rouse Files

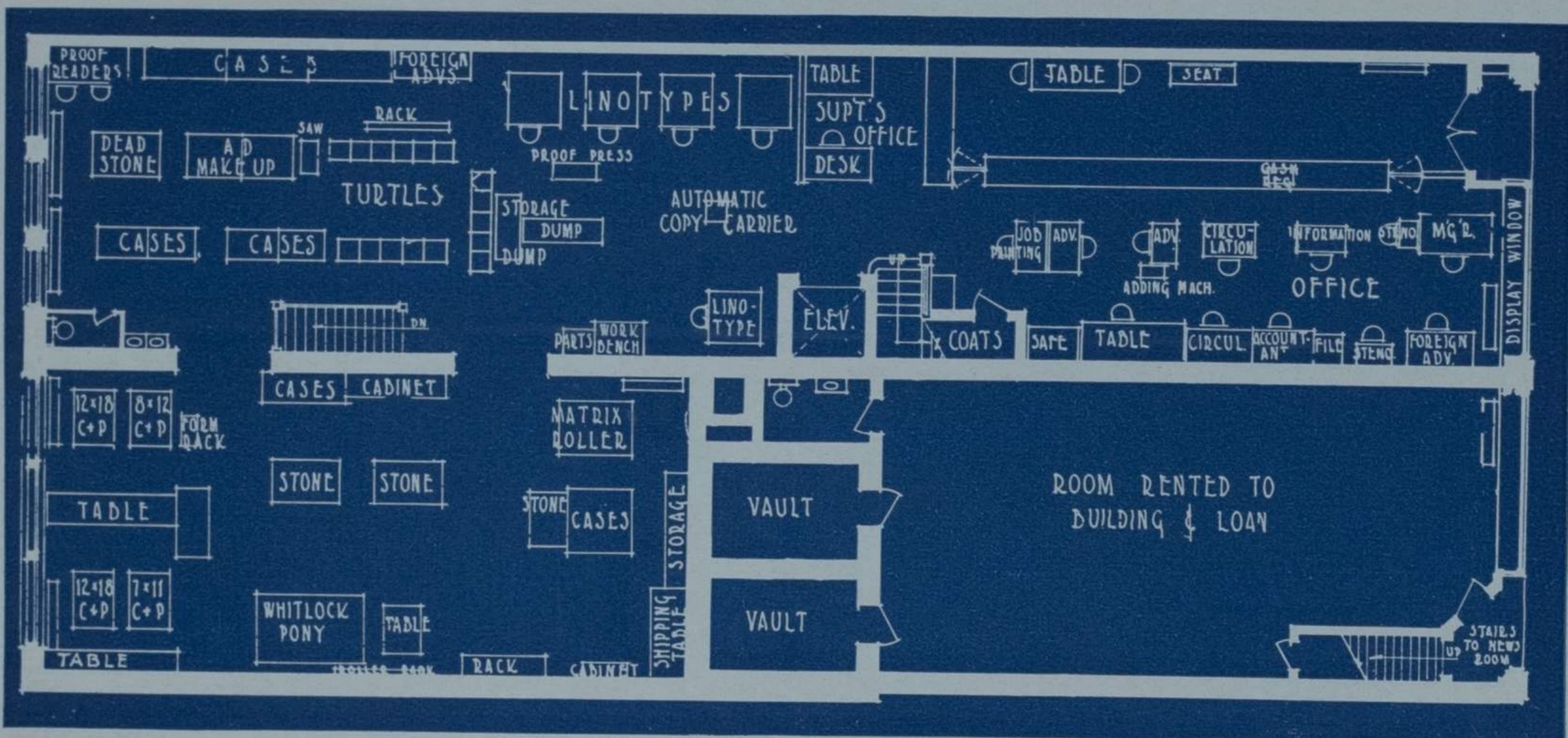
### MISCELLANEOUS

Babcock and Fire-Fighter  
Extinguishers  
25 Motors—G. E. Kimball

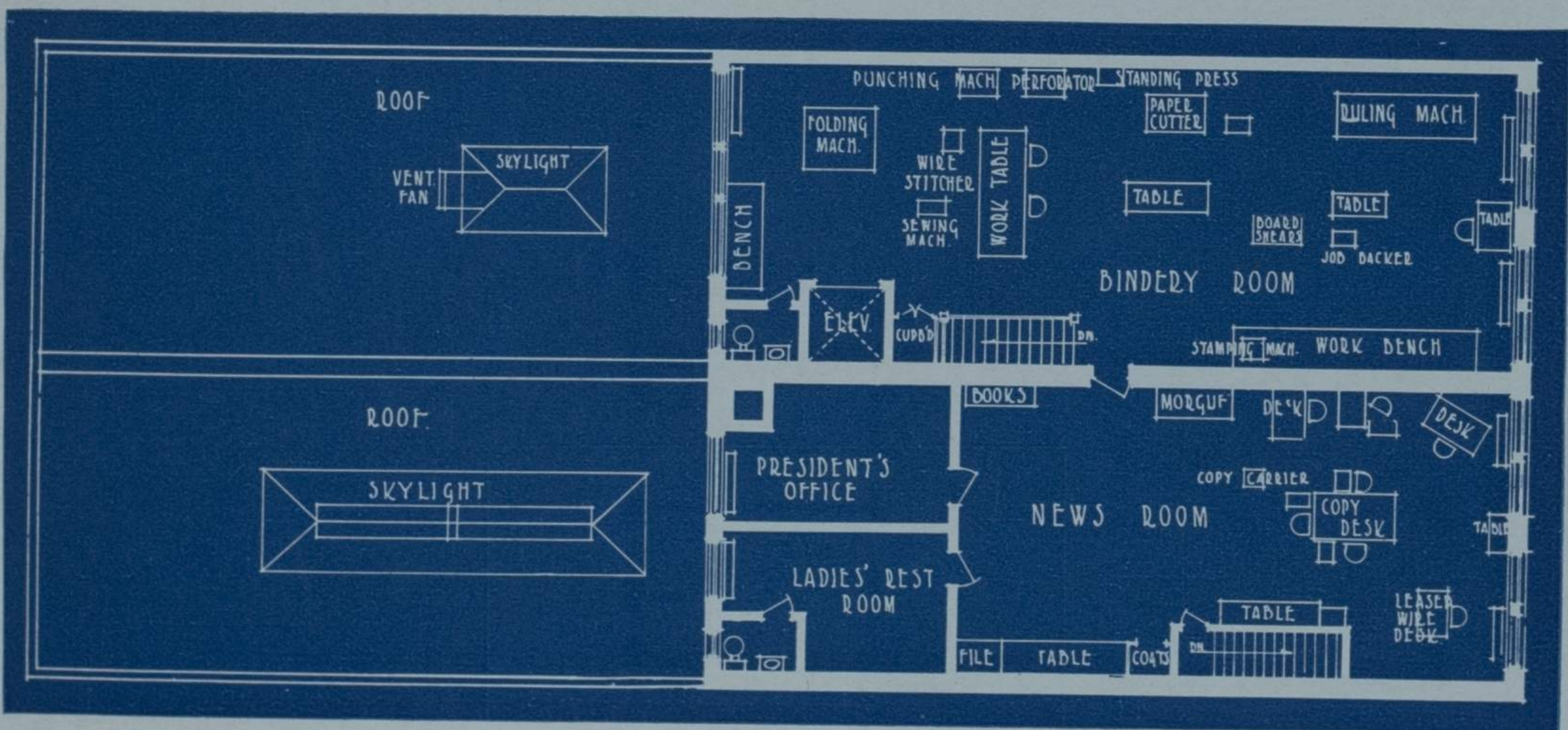




SUB-FLOOR: STEREOTYPING AND PRESS ROOMS, PAPER STORAGE



MAIN FLOOR, STREET LEVEL: OFFICE, COMPOSING ROOM, JOB ROOM



SECOND FLOOR: NEWS ROOM, EXECUTIVE OFFICES, BINDERY  
LAYOUTS OF THE LAWRENCE (Kans.) JOURNAL-WORLD



ton stitcher, Singer sewing machine, and Brown folder, capacity 25 x 36 and less.

Every piece of machinery is operated by an individual motor, there being about twenty-five in the plant, mostly General Electric, but also a few Kimballs. There is a Booster pump to maintain sufficient gas pressure at such times as the pressure in the mains might be insufficient. This pump has not been used more than a half dozen times in ten years.

"One of the most useful conveniences in the office is a lift truck made by Barrett-Cravens Company," said Mr. Simons. "All stock both in the stock room and in process of manufacture is piled upon platforms under which the truck is placed, the platform lifted and the stock moved from place to place on the floor or by means of the elevator to other floors.

"Another money saver, has been the all steel waste paper baler manufactured by Logemann Bros. Company. Since this baler was installed nearly twenty years ago, the waste sold would figure several thousand dollars. Still another small but fruitful convenience is the ink pump used in filling the fountains on the Duplex Tubular Press. By means of the truck the barrel of ink is taken to the press and with the pump the fountains are filled without waste, muss or loss of time.

"The men greatly enjoy the shower baths in the basement. They come to work dressed in good clothes and then change to their work garments. At the close of the day, they take a shower, put on their street clothes and leave the shop looking as well as any other business men in the city.

"The *Journal-World*, while well equipped, recognizes from time to time



DOLPH SIMONS

*Associated With His Father in Management of Daily, While Giving Half-Time to University Work*

the need of other equipment, some of which will doubtless be added, but like all other shops it will never have everything. The plant can handle as many pages and print as many papers as the town will possibly demand for many years to come and in its job department can turn out anything from small job work to editions, loose leaf and leather bound blank books "

the supplymen in friendliness, in fair play, in fraternity, in sociability and in *constructive salesmanship for the benefit of the entire printing industry.*

At the end of 1924 there were 854 members belonging to the International Printers Supply Salesmen's Guild in the five cities, and 450 members-at-large. There are now over 100 additional members.

Meetings, except during the summer, are held once a month, at which occasion dinner is served and a speaker of note is present, who discourses on technical or educational subjects.

It must not be thought that these meetings are a clearing house for the trade, for they are not. The spirit of the literal meaning of the *Guild* prevails. The Annual Meeting of the International Supply Salesmen's Guild is held co-incidental with the United Typothetae of America. The U. T. A. has recognized the International as a factor in and for the printing trades.

**W**E hold that *Printing* is the greatest invention in history and has expanded to form the fabric of our present civilized and progressive life. We could not function in our present day thought and habits without printing.

As supplymen we feel that we are a sort of right-hand power to you. *To purvey to your needs and wants, to nourish your plants with new fodder, to replenish when needed, to keep your plants, young, efficient and vigorous—to have your confidence and earn your respect.* In return you may expect fair and honorable treatment, gentlemanly courtesy, and constructive assistance—anything less would be unworthy.

Printing has been called an Industry. Its product has been called manufactures. It is not only an industry but a great deal more. Born of art and brought up in rendering service, it can never give up its heritage nor habits entirely.

To be in a baronetcy of any industry is not the ideal to which any individual or group should aspire. If he does he is lost—his peculiar and lofty vocation is lost.

During the last quarter century, there has been a feverish growth of the output of printing.

Technical and physical problems are always present in printing. The technical skill required in all branches of printing comes only through lifelong experience and many trials.

It cannot be stepped into nor acquired readily, even under guidance of the accredited scientific experts of the regular schools.

**A** PRINTING plan is composed, in part or whole, of machinery, appliances or supplies, and working under conditions requiring knowledge of electrical, mechanical and building engineering, illumination, sanitation, air conditioning, chemistry, metallurgy, etc., as

## *When HE RAPS at th' DOOR*

*Here's "A Slant Worth While," Upon the  
Printing Supply and Equipment Salesmen*

By BERTEL O. HENNING

**F**OR more than a generation there have been outstanding figures among supplymen who serve the printing industry. They have contributed to a large degree towards the progress and development of the industry. Some of these men will be set down permanently in printing history. Others will be remembered by their devotion, helpfulness and unselfishness.

There is hardly any one engaged in printing but what can recall one or more outstanding supplymen who at one or more times have counseled him through perplexing trials—usually for the best.

Mindful of shining examples of the past through individual effort, a small group of supplymen organized

a Guild—first in New York, then in Chicago, and later in Philadelphia, San Francisco and St. Paul. What was most particular in mind was more cohesion of

*HE never was gifted at swelling  
Plain facts with a stuffing  
of pride—*

*Like some, so much occupied selling  
Themselves, they sell little be-  
side.*

*He seemed somehow to lack that  
most coveted knack  
Of explaining, as other men  
could;*

*And so, to dispense with the need  
of pretense  
He simply—made good!*



required for the production of printing according to present day conditions and demands.

*It is doubtful whether any other single industry is housing such a varied number of the sciences as to the means of their respective productions, as required by printing.*

The technical printer is entitled to know the nature of the material he used and the means to handle it—the uses and limitations thereof, and why.

All matter in a printing plant is subject to the laws of physics. There will never be a "royal road" for the production of printing. Like human beings, material is not stable—constant changes in form, governed by natural laws, are going on all the time—some quickly and others at long duration.

Only knowledge *applied* can arrest deterioration, for instance; or, co-join the several operations necessary to maintain a sense of uniformity.

There has never been, in a full sense, any great revolution in the method of printing—and it is quite likely there never will be. But, multiplications of units, speed, and the acquisition of contributing departments have greatly added to the complexity of the industry—and will more so in the future.

Therefore, it seems that the art and craft of printing, like the nerve system of the human body, is surrounded by functional departments, conditions and matter, which will require the utmost intelligent application to co-ordinate to make a completed printed product.

In addition to the common selling of a supply man, he often acts as an expert or authority to the printing trade. If he is incapable of doing it himself, he searches for the information or obtains it from the organization which he represents. Or, he obtains it from the member of the Guild and passes it on to the inquirer.

**L**IKE the craftsmen who *share their knowledge*, so the Guild member shares his knowledge on technical subjects.

This benefit reflects to the printing trade. Therefore, the huge complexity of printing production is met by the supply man, the craftsman, the master printer and the workman in the manner which is without fuss or perplexity.

With this combination the future holds no fears. Our growth and development will be mutual.



**T**HIS article is based on an address by Mr. Henning to the International Association of Printing House Craftsmen, at the 1925 annual. "NPJ" has frequently expressed the belief that it is far more than a matter of courtesy to receive the salesmen—that, indeed, every call may be made *profitable*; and, it depends largely on the man *behind* the desk!

—J. L. M.

**ROOSEVELT**—There is only one quality worse than hardness of heart; that is, softness of head.

# ROSES ON THE THORNS


*Overly, Chillicothe (O.) News-Advertiser,  
Sees the Flowers All the Time; Sells 'em*

By RAY MEYRICK

**W**RITING heavy, immature woe-ful editorials about the "used car situation" in the automobile dealers' field, is one way. Getting up sales-advertising ideas for the dealers who have the used cars on their hands, and selling them a proper modicum of space, is another way. It pays the dealer and the paper.

That about covers the idea of O. O. Overly, advertising manager of the Chillicothe (O.) News-Advertiser. It is an evening-except-Sunday daily with around 5,000 net paid, and a weekly edi-

tion with almost as many subscribers. Chillicothe is a manufacturing and railroad town, in a rich agricultural locality; has 17,000 people and surrounded by 40,000 in Ross county. The News-Advertiser is especially well equipped to use illustrations from mats. It uses the Bonnet-Brown service, particularly for feature pages. The used car stunt was one. The "heading page" was another. Mr. Overly is always and ever putting on *another*—"Newlyweds," "The June Bride," "Wedding Gifts," are recent examples. (TURN THE PAGE)



## What Do You Say?

**1. Now, Watch 'Em Bite**

*Pretty proud fishermen—that fellow above. "Spore" you're hoping to have his luck, too, this summer?*

You will if you equip yourself with High Quality Fishing Tackle obtainable now at—

**Cameron-Kramer Hardware Co.**

**2. No Wonder She Smiles**

*How lovely! Just like new! She didn't think it was possible to make that Summer dress do for another vacation.*

We just gave it an Expert Dry Cleaning and made her happy. May we do as much for you?

**LANG'S**  
94 W. Second St.

**3. Indispensable! Take It With You Folks**

*Beautiful scenes. Humorous incidents. New friends. You encounter them every year on your vacation.*

Preserve these pleasant memories for all time with an Eastman Kodak. On sale now at—

**CHAS. F. SCHLEGEL & SONS**  
Jewelers and Optometrists  
88 N. Paint St.

The only place in the city where films are developed free.

**4. Travelers! Take Note**

*When it comes right down to packing up for that vacation trip, you find a dozen and one things you'll want to take along. Then—what to put them in?*

Before starting—better see our line of high-grade line of luggage for every purpose and purpose.

**J. M. REPPEL**  
Cor. Water and Walnut Sts.

**5. Forewarned Should Be Forearmed**

*If you're a-planning to "hit the road" for a vacation this year, you better figure out whether your car is all equipped to "do the trick."*

There's the Baggage-Carrier to be thought of. A Spotlight for night driving. Skid-Chains for slippery roads. And—well, just note these offerings:

Goodrich Silverstone Cord Spare Tires, Tools, Automatic Windshield Wipers, Motorometers, Mirrors.

**H. S. KAY**  
East Main Street

**6. How Absurd! Vacationing Without Cigars**

*It's tough to be a "mile from nowhere" on your vacation and out of smokers. And yet, that's apt to happen to any man. Better take precautions. The day before you set sail, stop in and pick a few boxes of El Producto Cigars. It's one o' those smokers that "taste like a million dollars."*

**THE CIGAR STORE**  
N. Paint Street

**7. Here It Is! The Ideal Pen**

*Friends and folks back home will miss you while you're on your vacation. And a letter from you will prove as welcome as a cool, refreshing drink on a hot day. So take along a Shaffer Fountain Pen. It's a pleasure to write with and certainly indispensable.*

**O. J. FUCHS**  
N. Paint Street

**8. Double the Charm of Your Vacation**

*Campin' out on your vacation this summer? Then—keep in touch the "of" world and while away many a pleasant hour by including a De Forest Radio Set in your equipment.*

We have several 5-Tube Sets with loop aerials and loud speakers that are just what you want for that trip. See them.

**WISSLER ELECTRIC CO.**  
41 N. Paint St.

**9. Happy On the Way**

*Have the "time o' your life" seeing the country on your vacation this year. Take your time, enjoy the scenery and travel in comfort. It can be done—in a*

**CHANDLER OR CLEVELAND**

Exceptional Used Car Bargains here, too. Stop in and see them. Liberal Terms.

**MILLER & TETER**  
24 W. Main St., Phone 829

**10. Look!! In Spite of that Sun**

*The sun may not like it but you'll enjoy the eye comfort you can get with a pair of our specially ground Sun Glasses. They're a necessary vacation adjunct.*

Circle 7.

**SIGLER**  
Sunlight Spectacles—2014 E. Third

**11. Remember! An Ounce of Prevention—**

*The tough is on you if you make yourself the target for burning sun's rays. Not so much of a laugh for you, however. But—quite painful. Better protect your skin with preventive lotion we offer.*

**J. HAROLD HOWSON**  
Cor. Water and Walnut

"HEADING CONTEST" BY CHILLICOTHE NEWS-ADVERTISER

Ohio Paper's Advertising Department Sold the First Run of This, Without the Headings, in Two Hours and Five Minutes; Cut Shows the Second Run, With the Prize-Winning Lines



## DEPARTMENT STORE & SPECIALTY SHOP ADVERTISING AND OTHER EXPENSES

From Annual Report Just Issued by HARVARD University  
Graduate School of Business Administration, Bureau of  
Business Research; Study for Newspaper Advertising Men

### DEPARTMENT STORES WITH NET SALES

Net Sales=100 Per cent.

	\$1,000,000 and Over		Less Than \$1,000,000		SPECIALTY SHOPS	
Main Divisions	1923	1924	1923	1924	1923	1924
Number of Firms	163	168	403	399	41	46
	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent
Salaries and wages	15.4	16.2	14.2	15.3	14.8	15.9
Rentals	2.8	3.0	2.3	2.3	3.4	3.5
Advertising	2.9	3.2	2.0	2.2	3.8	4.1
Taxes	0.5	0.5	0.7	0.7	0.3	0.4
Interest	1.8	1.9	2.5	2.6	1.7	1.9
Supplies	1.2	1.3	0.65	0.75	1.1	1.1
Service purchased	0.6	0.6	0.7	0.75	0.7	0.85
Unclassified	1.0	1.0	1.0	1.1	1.0	1.0
Traveling	0.4	0.5	0.35	0.4	0.6	0.7
Communication	0.25	0.25	0.25	0.25	0.3	0.35
Repairs	0.25	0.25	0.2	0.2	0.2	0.35
Insurance	0.35	0.3	0.5	0.55	0.45	0.55
Depreciation:						
Losses from bad debts	0.2	0.25	0.3	0.35	0.3	0.35
Other depreciation	0.6	0.7	0.5	0.6	0.7	0.8
Professional services	0.15	0.15	0.1	0.15	0.2	0.25
<b>Total expense</b>	<b>28.4</b>	<b>30.1</b>	<b>26.3</b>	<b>28.2</b>	<b>29.6</b>	<b>32.1</b>
<b>Gross margin</b>	<b>32.0</b>	<b>32.1</b>	<b>28.2</b>	<b>28.5</b>	<b>32.9</b>	<b>33.0</b>
<b>Net profit</b>	<b>3.6</b>	<b>2.0</b>	<b>1.9</b>	<b>0.3</b>	<b>3.3</b>	<b>0.9</b>
Stock-turn (times a year)	3.7	3.5	2.4	2.3	5.9	5.0

COMMENTING on the showing, the Fairchild Publications, New York, the leading experts in the American textile and allied fields—manufacturing, wholesaling and retailing—have this to say on the sub-division of advertising

#### Rent and Advertising Costs Up

"Rental costs and advertising were higher in 1924 than in 1923 for stores in the \$1,000,000 and over group. The increases were 2 per cent and 3 per cent, respectively. While the rental variation was downward according to increase of stock turn, it was upward where the basis was the volume of sales and the size of the city. In other words, the highest ratios were incurred by firms with net sales of \$10,000,000 and over, and by stores in cities of 400,000 and over.

"The trend was not quite the same for advertising costs, the figures showing a low of 2.8 per cent in cities less than 50,000 population to a high of 3.7 per cent in

cities of 400,000 and over, but a low of 3.1 per cent of net sales for 20 firms, each with sales of \$10,000,000 and over as against a high of 3.3 per cent for 31 firms with net sales between \$4,000,000 and \$9,999,000. The medium of 3.2 per cent was made by 117 firms with net sales in the lowest volume class, between \$1,000,000 and \$3,999,000.

"Of course advertising as used in these calculations refers only to newspaper space costs and does not include those other items that come under the functional heading of publicity.

"It is significant to note in both these major expense items that whereas the advertising and rental costs are higher in the department stores with net sales of \$1,000,000 and over than in those stores with net sales of less than \$1,000,000, they are considerably lower than in the specialty shops whose reports were included in the study."

## PICKING ROSES OFF USED CAR LEMONS

(Continued From Page 21)

TEN pages of ads of automobile dealers and their fellow supply and equipment dealers were carried in a recent single issue, and the whole stunt sold hosts of used cars off the dealers' hands. Mr. Overly said:

"I told all the automobile dealers that this paper was going to put on a 'Used Car Week' in Chillicothe. And that by co-operative advertising they could create a bigger market for used cars.

"Some of the dealers only wanted to use small space but, to combat that, I told them that they would only get out

of the proposition what they put into it. By using small space they could only expect small returns, and that what we wanted was big returns.

"Did they get it? I'll say they did. THEY SOLD 18 CARS THE FIRST DAY! And they were certainly very much pleased!"

"I went a little further and asked the dealers to print big signs on their show windows telling the people that it was 'Used Car Week' in Chillicothe. And they did as requested. Some of them even listed their cars on the windows! It all helped to make the event the fine success that it was.

"You, no doubt, know what the used car market is at the present time. The

## CRAFTSMEN'S CHIEF Enjoys BROAD EXPERIENCE



GEORGE A. FABER

President, 1925-6, International Association of Printing House Craftsmen

THE new executive, advanced from the first vice-presidency, is the head of the Specialty Press, Milwaukee, Wis., and has given 26 years to Craftsmanship, beginning as "devil" at Rooney & Otten Publishing House, New York City. Subsequent connections were: New York Commercial, Appeal Printing Co., Law Printers of New York City. He learned all forms of machine composition.

For two years Mr. Faber "toured," working in many large cities from coast to coast, and Gulf to Canada. Since then he has been employe and executive with the De-Vinne Press, and the Winthrop Press of New York; Meyer-Rotier, Milwaukee; Feister-Owen Press, Milwaukee; J. W. Clement Co., Buffalo; Meyer-Rotier, Milwaukee; executive secretary, Milwaukee Graphic Arts Exposition (1924), and Specialty Press, Milwaukee.

Mr. Faber's experience includes sales as well as all other departments of commercial printing, and trade composition.

cuts I used in our special edition were collected from the cut service for the last three years. I want to say they certainly came in handy for, without them, the ads would not have been as effective."

Following this interesting stunt, Mr. Overly succeeded in putting on the Vacation Heading Contest-Ad page.



# Editorial

By JOHN L. MEYER

Managing Editor, National Printer-Journalist

IT IS given to some to leave monuments which shall shine down the centuries in the forms of pictures; to others, in the poetry or prose of grand ideas; to others, in the granite of achievement and material contributions of unending value in the present and to posterity.

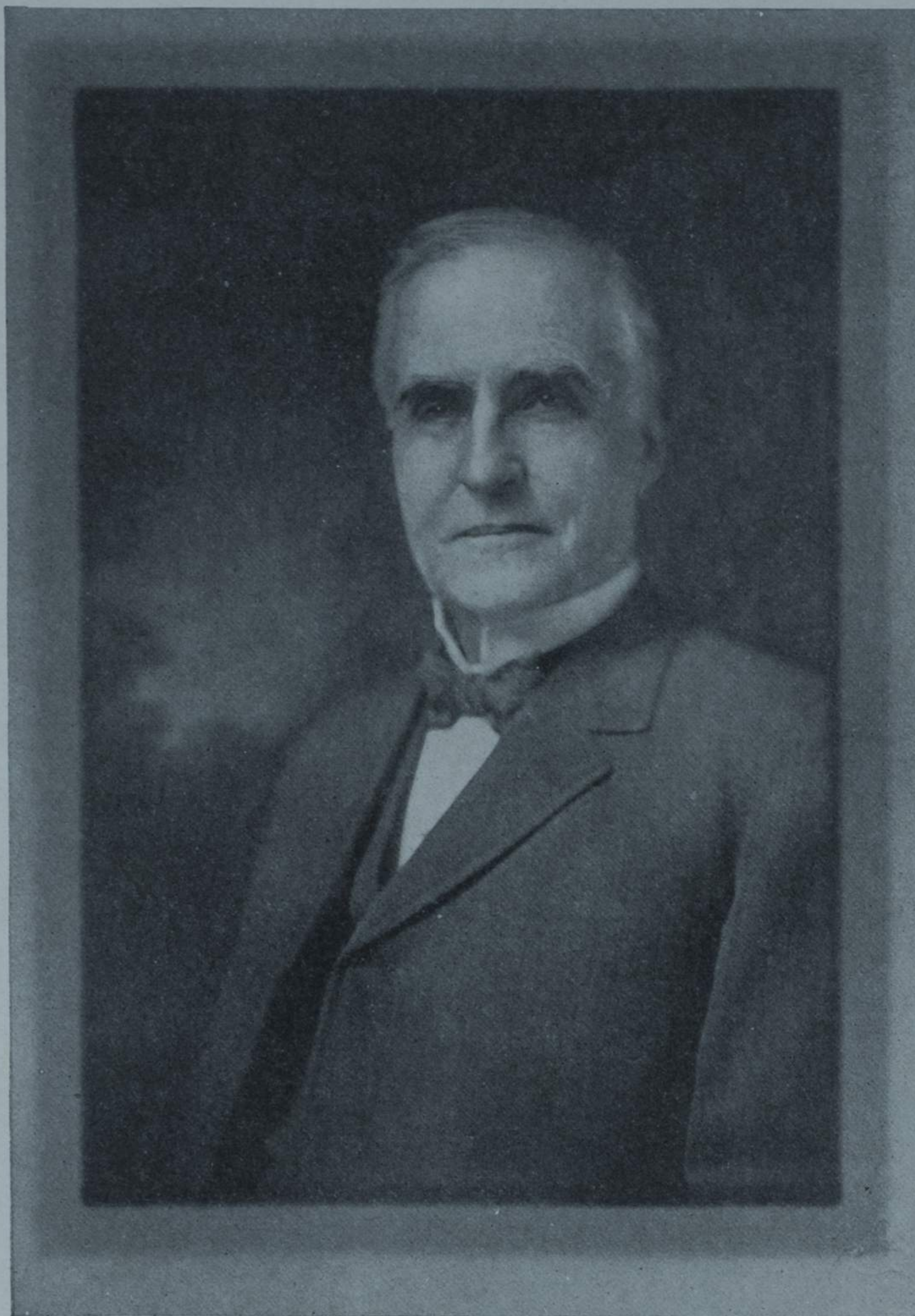
Records are made of these things. They are never complete. They never can satisfy those who had good acquaintance with the Founder and with the Builder. They can't satisfy the reality, the innermost. The printing press, at least in these past 400 years, is the World's recording tool. The tool is adequate enough. Men's thoughts and words and tongues are never adequate enough. Without the tool—would they not be even far less?

IRVING L. STONE, founder and builder of the Duplex Printing Press Company, Battle Creek, Mich., was one who enjoyed—and he surely did enjoy it—the rarest opportunity of all: His monument is, at once, that which Did and Served, and that which records; that which will continue to Do and to Serve, and will continue to Record.

"This man *understands*." "He understood *me*." The men and women who reflect that wise as they hear of Irving L. Stone's passing—at 84—number hundreds and hundreds. I count myself as one of them. Born in Vermont, coming west in an ox cart, teaching school within a pebble's throw of the great physical legacy he leaves, inspiring and founding a great business of concrete service to mankind, he was always a Scholar of Experiences. He not only knew his classics, traveled, met up with great lights of American and foreign life,

but he was at heart a Friend—the kind that never starts with self, or criticism, or resistance; but, the open, inviting, listening and bearing kind of a friend. Not to a chosen few, either. But, to as many as came for friendship, openly and frankly. Then, "he would *understand*." *Always* understand. Gently, interestedly and interestingly, and with integrity.

Seeking truth becomes less of a task, is less discouraging,—indeed, becomes a pleasure—with such ensamples as Irving L. Stone. It may be that truth is self-existent. It may be that truth is ever in the making; yet what of that? This man helped another, and yet another and another, to search, and listen,—and DO!



1841 — Irving L. Stone — 1925

Founder and Builder of the Duplex Printing Press Company, Battle Creek, Mich.





National

Send An Idea

## PUBLISHER-PRINTER ROUND TABLE

Covering the United States and Canada

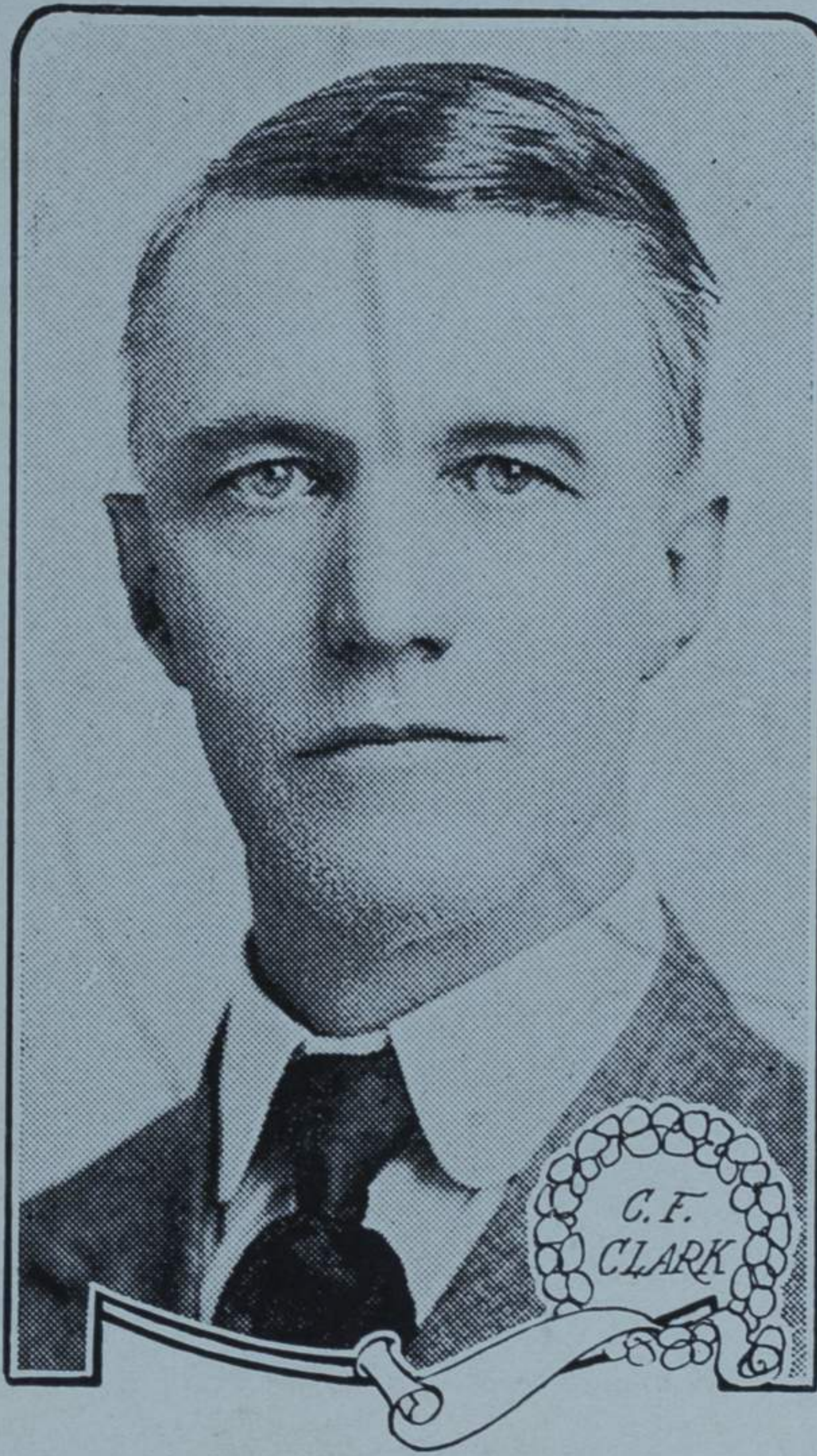


## DOES NEW THINGS IN NOVEL WAYS

*How David City (Neb.) Butler County Press, Headed by  
Clark and Owen, Invents and Adapts Many Good Ideas*

By JOHN L. MEYER

HERE is a brief review of a group of "experiences and ideas-used." While "NPJ ROUND TABLE" has and will continue to present timely and useful items from all parts of the U. S. A. and Canada, in departmental and classified, briefed form supplementing the larger experience stories each month, an exception is being in the case of Charles F. Clark and his David City (Neb.) Butler County Press, a lively weekly. J. H. Owen is business manager. Mr. Clark furnished an unusual assortment of plans and methods. They contain food for thought for every publisher, city as well as community. So, we are "bunching" them as this month's "lead" for the department.



Mr. Clark's weekly is \$2 a year, paid in advance, and every letterhead and issue carries the message "Subscription list on Cash Basis—NO PAPER SENT AFTER EXPIRATION OF TIME PAID FOR." He is equipped to use mats. The circulation (sworn) recently was directorized as 1,711 net paid, and has shown a steady growth. The Press was established in 1873 and is the oldest paper in the county of Butler. The letterhead also says: "Democratic: Representative of the Political Party in Majority in County." This and other striking lines are used in the paper itself, and in all manners of ways. David City has 2,500 people, and the county 16,000. It is 75 miles west of Omaha on several of the great railroad lines. The town is a shipping center for farm products. There is some manufacturing.

**TAKES EXCEPTIONS TO ENDORSEMENTS  
GIVEN BY PRESS ASSOCIATIONS**

MR. CLARK has repeatedly taken opportunities to boldly fight things in the newspaper-job field which he believes detrimental to the interests of the business as a whole. He

has frankly disagreed with association leaders, sectional and national, on the problems involved in the postal rates as affecting the advertising volume of newspapers. In a letter to "NPJ" he said: "It is my belief that properly conducted country papers have nothing to fear from dailies and national weeklies, and that the dailies and national weeklies are really of advantage to country papers in the development of volume of advertising."

"Some years ago I learned that the man who gives much time to watching competition and chafing thereat, is crippling himself in efficiency."

Mr. Clark stated that he felt a sense of humiliation, and more, as to endorsements by press organizations "on zoning and postage rates which penalize advertising."

"This feeling," he continued, "is not over the time required to measure and record and report the percentage of advertising and of reading in each issue, for knowledge of that is

**REPORT OF PUBLIC SALE  
For The Press, David City, Neb.**

Name .....  
 Location .....  
 Total of sale..... \$.....  
 Top price and other good prices for horses.....  
 .....  
 Top price and other good prices for cows.....  
 .....  
 Top price for hogs .....  
 Top price for sheep.....  
 Top price for chickens.....  
 Prices for principal farm machinery .....  
 .....  
 Estimated attendance at sale .....  
 How many purchasers?.....  
 How many purchasers gave notes?.....  
 Remarks .....  
 .....  
 Is Mr.....moving away? If so, where?.....  
 .....  
 If bought farm, where and how many acres?.....  
 .....

Send to Butler County Press, David City, Neb.

**GETTING THE NEWS OF PUBLIC SALES PROMPTLY**

*David City (Neb.) Butler County Press Employs  
Blanks, Mails and Correspondents to Get Facts*



“NPJ” ROUND TABLE  
(CONTINUED)

useful to the publisher toward improving his record; nor is it because of increased cost of postage, which to the average country paper is not at all a large total.”

Mr. Clark also took pointed exception to advertising rates of ready-prints, saying: “While these rates may be all that advertising on the ready-print pages are worth, which I do not believe, they in their ridiculously low rate per 1,000 of bulk circulation constitute destructive competition, depreciating in the minds of the national advertisers the value of advertising in country papers in general and discouraging the placing of such advertising in country papers printing all pages at home, or on the home-print pages of papers using ready-prints whose publishers charge reasonable and self-respecting rates for advertising space.”

REPORT OF BUILDING  
For the Press, David City

Name of Owner .....  
Location (Name of Street or Township) .....  
House front faces .....  
Estimated cost .....  
Style of architecture .....  
Character of construction (Frame, Brick or Stucco) .....  
Size of House .....  
Number of Stories .....  
Number of rooms on each floor and arrangement of same .....  
Finish of floors and woodwork .....  
Porches, (Size and Location) .....

(SEE OTHER SIDE OF THIS SHEET)

REPORT—CONTINUED  
(REVERSE SIDE)

Conveniences and Fixtures (Furnace, Electric Lights, Water System) .....  
Basement (Depth, Size, How Arranged) .....  
Remarks: .....

Please fill this report in each detail, so that complete description can be given in the Press. Send to the Press by return mail.

(SEE OTHER SIDE OF THIS SHEET)

EIGHT-AND-A-HALF BY FIVE-AND-A-HALF

News of New Buildings, Local and Farm, Gets Ample and Prompt Attention, Through Reports; All the Blanks Used Are Similar in Design

NOVEL CURVES PITCHED, BOTH TO THE READERS AND TO THE ADVERTISERS

ON THE editorial page Mr. Clark carries an unusually complete although brief masthead. It is reproduced on page 26. Note the “briefed” advertising rate statement and then, again, the home telephone numbers of the two executives.

When the *Press* sends out a sample copy, it is always one that has been specially imprinted in red at the top of the front page. Note illustration on page 26, and text used in a recent instance in the red lines.

The form letter used to advise subscribers of the expiration of subscriptions reiterates the fact that the paper will be stopped when the last subscription payment expires. One said this:

“You will not miss any issue of the *Press* if you renew your subscription promptly in response to this notice, *which is sent you as a matter of courtesy*. Mail us a check right now while you have it in mind. It will be a pleasure to us to receive a prompt renewal. A receipt will come to you by return mail. Enclosed is remittance form and printed-address envelope for your convenience.”

Advertisers who are solicited by mail or in person often receive special letter-insert slips, and here is the text of one which to us appears as unusual; it is a very simply made-up slip:

THESE FOUR THINGS (Front)

are done by the publisher of *THE PRESS, DAVID CITY, NEBR.*, promptly upon receipt by mail of an order for advertising at the rate of the Press:

1. Wrappers are written for sending papers showing insertion of the advertising and filed for forwarding on publication day; or if the order be for a number of insertions, entry is made for putting address of the patron in type for addition to the regular mailing list.
2. The order is recorded in the Advertising Record Book.
3. The copy or plate and schedule of insertions are called to attention of the superintendent of the paper, who at once makes entry in a record book in the advertising room.
4. Acknowledgment of receipt of the order is sent.  
(over)

(Reverse Side of Slip)

There is no postponing of any of the series of acts in this system; and they are done in sequence as stated.

It is a system designed to make doing business with the *Press* easy and satisfactory.

Statement of account is sent promptly.

When so requested, pages of paper showing insertions are sent in sealed envelopes under first-class postage. Each page of the *Press* has at top a line showing name of paper, place of publication and date of issue.  
(over)

FORMS USED TO GET NEWS MATTER FACTS FOR THE EDITOR; USEFUL IN OTHER WAYS

IN THE body of this story will be found resets of forms used by the *Press* for news gathering purposes; and, no doubt, they also furnish facts for every other division of the business to work upon. The nature of the questions included is very interesting and instructive, as will be obvious on careful analysis.

One of the forms is “*Report of Building*,” another, “*Report of Public Sale*.” For the sake of brevity, the spacing of the blanks is not exactly observed herein, but any publisher can easily see the relative amount of space and lines to allow for the various questions.

Recently the *Press* ran the following (in part) editorial, which shows a method for handling a circulation problem, as well as indicating the militant policy of the business department of the paper:

TO PRESS PATRONS—AND OTHERS

THE Butler County *Press* is the oldest paper in Butler county; it is the largest also, on account of favor of its patrons in giving orders for advertising; it is the newsiest also, every week



## "NPJ" ROUND TABLE (CONTINUED)

carrying more news of David City and Butler county than any other paper. Naturally and inevitably these matters of superiority give the *Press* the lead in bona fide paid-in-advance circulation, the kind of circulation of most advantage to advertisers.

"Circulation of the *Press* is tabulated each week and an advertising patron of the *Press* can at any time obtain a dependable statement of the net paid circulation of the *Press*, classified as to number in Butler county and number going to subscribers outside the county. Such patron can obtain on request a statement showing number of subscribers of the *Press* at each post office and on each rural mail route in the county.

"If an advertiser desires to inform himself as to the relative standing of David City papers in point of bona fide net-paid circulation the *Press* suggests this practicable plan: A *Press* representative in company with the interested advertiser will, permission being given, make a count of the bona fide paid-in-advance subscribers of the other David City paper, as shown by the dates after the names on its mailing list; and a representative of the other David City paper in company with the interested advertiser will be permitted to make a count of the bona fide paid-in-advance subscribers of the *Press* as shown by the dates after the names on the *Press* mailing list.

### BUTLER COUNTY PRESS

C. F. CLARK ..... Publisher  
J. H. OWEN ..... Business Manager  
FLORENCE JOHNSON ..... City Editor

PUBLISHED EVERY THURSDAY

Entered at Post Office at David City, Neb.,  
as Second Class Mail Matter.

#### SUBSCRIPTION RATES

One year, in advance.....\$2.00  
Six months, \$1.00 Three months, 50c  
The *Press* is not sent after time paid for expires.

#### ADVERTISING RATES

Display, per column inch .....25c  
Composition 10c per inch additional  
Locals, per line ..... 7c  
Locals, caps or small caps, line .....12c

PHONES—Press office 59

C. F. Clark residence 58  
J. H. Owen residence 290

THURSDAY, AUGUST 20, 1925

#### "FLAG" CONTAINS MOST OF THE ESSENTIALS

*If It Were Amended to Make It Just a Little  
Easier to Find the Name of City and State (?)*

"The United States Post Office department does not recognize as a subscriber to a paper anyone who is more than a year in arrears in payment of subscription, and a publisher who persists in sending his paper to a subscriber delinquent more than a year is amendable to charge of postage of two to four cents per copy, stamp attached. A law of Nebraska also limits the definition of what is a subscriber to a paper, definitely stating that payment cannot be exacted by law if a paper is sent beyond the time ordered and paid for.

"Subscribers who are getting the *Press* are getting it because they want it and because they know that when time paid for expires it stops coming, that there is no bill running up, and that there is no free list.

**THIS SAMPLE COPY**

**COUNTY PRESS.**

CITY, NEBRASKA, THURSDAY, MAY 21, 1925.

FIFTY-SECOND YEAR—No. 35

MEET DAVID CITY CHURCH NEWS AT MEETINGS OF THE CLUBS GAVE A SPLENDID CANTATA ITEMS OUT OF THE ORDINARY.

List, Ulys. Notices of Social Services German Accounts of the Progress and Goals of the Club

#### TEXT OF SPECIAL IMPRINT SHOWN HEREUNDER

*"This Sample Copy is sent you in Personal Compliment and as an invitation to become a subscriber to the Butler County Press : : Please Compare it in Size and Contents, and its Merits as a County Newspaper will be apparent : : The Butler County Press is as Easy to Stop as to Start, for it stops coming when time paid for expires : : One Dollar buys it for six months; \$2 for a year. Receipt by Return Mail."*



"The *Press* does not play favorites. It has the same rule for all, wherever the subscriber, the rule in practice by practically all successful publications, the rule requiring payment for the paper at the time ordered. There's no bill running up.

"Nor does the *Press* play any favorites in the matter of advertising. Every patron pays the same rate for same service.

"The *Press* has a proper pride in doing business in self-respecting business manner, and its patrons steadily increase in number in consequence. And they remain patrons from year to year."

### MANAGEMENT: ACCOUNTING

#### PERCENTAGE OF LOSS ON BAD ACCOUNTS

Harvey J. Kelly's survey of the Pacific Northwest Newspaper Association on this subject shows nine returns, as follows:

1. Three-fourths of one percent.
2. 1.15 per cent.
3. One-half of one per cent.
4. Loss 1921—.63 per cent.  
Loss 1922—.88 per cent.  
Loss 1923—.77 per cent.  
Loss 1924—.91 per cent.
5. Two per cent.
6. One fifth of one per cent.
7. 1 per cent.
8. .58 per cent.
9. .0818 per cent.

#### WHAT IS THE COST SYSTEM DOING?

Here's something from *Wood Turning*, one of the six companion publications of "NPJ," Trade Press Publishing Co., Milwaukee, Wis., which is "good for printers."

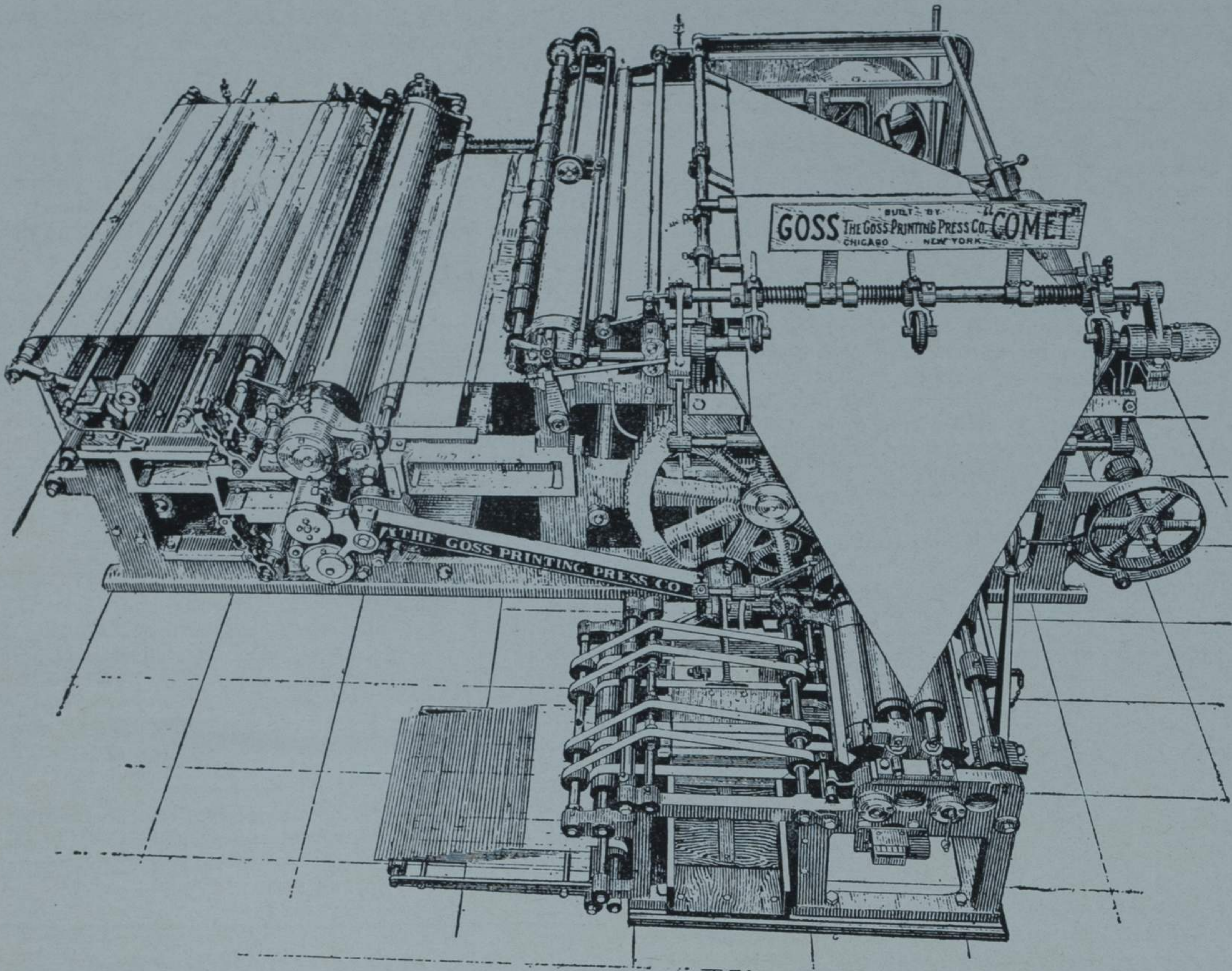
"Does your system do all of these things:

- 1—Give you up to date costs, not merely history?
- 2—Aid in stabilizing your wages and piecework rates?
- 3—Point out defects in your routing system?
- 4—Help you maintain a perpetual inventory?
- 5—Increase your production?
- 6—Measure your overhead?
- 7—Detect new overhead expense?
- 8—Point out leaks in expense?
- 9—Encourage your employees?
- 10—Promote intelligent competition?
- 11—Point to non-profit paying lines?
- 12—Permit you to bid safely?

#### GETTING AVERAGE COSTS PER COLUMN

The New England Association has just made a survey of composing room costs, requiring the name of the city, name of the paper, population of the city, and number of inches to the column. Then it has four questions. It says add all hours in the composing room in the month of ..... of all employees, including superintendent, foreman, machinist, apprentice proof readers and copy holders. 2—Multiply that result by 60, which





The Goss "Comet" Flat Bed Web-Perfecting Press folds as it prints 3,500 four, six or eight pages per hour of a 6, 7 or 8 column newspaper from type forms or flat stereotypes and roll paper. The column length can be 20 to 21 inches. The cut of sheet is 22 inches. A 12 x 12 foot floor space accommodates the press. A 5 H. P. motor will drive it. The Goss "Comet" has but half as many composition rollers as other flat bed presses and these rollers are interchangeable. It is also equipped with former, rotary folder (metropolitan press type), thumb screw ink fountains, narrow margin chases and all the other latest, patented Goss devices that have been found necessary to perfect a newspaper at lowest cost.

## "How Often Does the Web Break?"

PUBLISHERS accustomed to sheet fed presses frequently evince some anxiety concerning the breakage of webs on a web press.

As for the Goss Comet we are pleased to say that we have received many unsolicited letters from its users, some stating that they had not broken a web for six months, others for a year, and still others for longer periods.

The consensus of experience, among users of the Comet, is that the perfection of its construction and

the ease of its operation render web breakage a negligible consideration.

Built by the same mechanics and in the same shops that turn out the big presses for the world's leading metropolitan newspapers, the Goss "Comet" is likewise of the same quality, backed by the same reputation and the same "sleepless service" that is relied upon by the largest publishers.

Foundation plans gladly furnished on application.  
*Write for Catalog.*

THE GOSS PRINTING PRESS CO. CHICAGO

*The Goss Printing Press Company of England, Ltd., London  
Messrs. Edwards Dunlop Company, Ltd., Sydney, Sole Australian Agent*

**GOSS**

**"COMET"**

LITTLE BROTHER TO THE BIG PRESSES THAT PRINT THE METROPOLITAN PAPERS



## "NPJ" ROUND TABLE

(CONTINUED)

will give the total number of minutes. 3—Get the number of columns of each issue published in the month of ..... 4—Divide the total number of minutes by the total number of columns, giving the average minutes per column.

### RENT IS CHEAP—OVERHEAD IS LOW (?)

Ben Durr, secretary-treasurer of the Washington (D. C.) Typothetae, gives this in a recent bulletin: "One of the pet delusions of the employing printer who lacks adequate accounting methods is expressed in the heading of this spasm. Rent and overhead are thought of—by such a printer—in terms of dollars and cents, as "That big firm pays five hundred a month rent, while I pay only fifty." It isn't the amount of the check to the landlord that counts, it's the number of cents for rent that have got to come out of each hour sold to the customer. The firm that pays ten times as much rent may sell fifteen times as many hours, which makes the *rental cost of the sold hour* cheaper. Just to prove it, read the following figures compiled by the U. T. A. from a volume of sales amounting to \$58,000,000 in 1923:

<i>Shops with Plant Investment of</i>	<i>Percentage of Rent to Sales</i>	<i>Percentage of Overhead to Sales</i>
\$10,706.27	5.12	23.63
13,893.01	3.88	23.99
24,852.87	3.37	20.69
52,633.99	3.16	20.21
79,614.68	2.52	20.04
170,407.92	2.81	16.04
261,433.72	2.84	18.42
276,201.15	2.44	15.14

### LOWER COSTS ARE COMING

George K. Hebb, president of the U. T. A. to the Photo-Engravers' annual: "This is a period of specialization and consolidation in the printing industry; hence its turmoil. Lower costs are coming—not cut prices, but lower costs. Then more printing will be used. This is true unless Henry Ford is wrong."

### New Newspapers, Offices, Plants

San Pablo (Calif.) Bee.  
Boynton (Fla.) Progress.  
Bushnell (Fla.) Sumter County Tribune.  
Miami Beach (Fla.) Beacon.  
New Ponona (Fla.) Putman District Progress.  
Arnold's Park (Ia.) Bulletin—E. R. Deater.  
Idaville (Ia.) Enterprise.  
Long Island (Kans.) Press—B. G. McCoy.  
Cosmos (Minn.) News.  
Hastings (Minn.) Minnesota Veteran.  
Hastings (Minn.) Standard—David E. Cuppernull.  
Mountain Lake (Minn.) Observer.  
Avoca (N. Y.) Press—Geo. E. Tripp.  
Humboldt (Nev.) Star.  
Jefferson (N. C.) Ash County News—R. F. Wellons.  
Statesville (N. C.) Evening Ledger.  
Dodge (N. D.) Herald.  
Fargo (N. D.) American.  
Agra (Okla.) News.  
Cherokee (Okla.) Alfalfa County News—C. L. Wilson.  
Davenport (Okla.) Dispatch.  
Quinn (S. D.) Star.  
Central Point (Ore.) American—Wallace G. Trill; printed from plant of Medford News.  
Friona (Tex.) Star—John White.  
Wytheville (Va.) News.  
Kennan (Wis.) News-Letter.  
Hulett (Wyo.) Crook County News.

## SELLING JOB WORK

### "HOME BREW" : : BY GOSH

The Woolverton Printing Co., Cedar Falls, Ia., gets out a monthly "house organ" on a blotter, entitled as above. The "page"—it runs the long way of the blotter, two columns—consists of snappy little promotional paragraphs, usually garished and seasoned with a special offer—rather, specific offers, not price inducements.

### MAKING ESTIMATES; WHO PAYS?

Taxes are handed down to the ultimate consumer, every time. Printers still "make estimates" and furnish layouts and specimens "on speculation". Who pays? Usually the printer. The Printing Trades Division of the Los Angeles (Calif.) Mer-

chants & Manufacturers' Association is issuing circulars to local buyers of printing pointing out some of these evils and by-product evils.

### GOOD REMINDER-REMINDER

"You may have been in business at the same old stand for ten or twenty years . . . there are lots of people who have fine forgettories . . . and new folks are always moving in. Better keep right on advertising your business. Then you are taking no chances."—Minneapolis (Minn.) *Empeco News*.

### PUTTING ACROSS THE INDUSTRY

Wichita, Kans., now has an organization named "The Printing Industry of Wichita". They set aside September 5 for a public demonstration to the citizens of the value of the industry to the city. All employees, was the plan, do all their shopping before 3 p. m., Saturday, Sept. 5. Each hands the merchant a card, on the back of which is the question: "Where do you buy your printing and lithographing?" The next day, Sunday; the next, Labor Day. Everybody keeps track of purchases. The returns are tabulated and analyzed and used. A barbecue picnic—prizes to employees buying the most, etc.

### BUSH-WA, AND THEN SOME

Some printers who issue house organs are falling for a "new idea" which praises and lauds and be-laurels the 1½ cent postage, replacing the 1-cent postage used for many purposes before the new rates went into effect. This idea, to be blunt: The new stamp fools the public. "Everybody knew the one-cent stamp. So the prospect getting the mail was prejudiced at the outset". Now the 1½ center "is received with all the honor of first-class matter." *Think of it; in this age!*

### GOVERNMENT ENVELOPES

U. T. A. publications state that a bill limiting the government printing of stamped envelopes, will be presented in Congress. The corner card would be nothing more than a blank line and name of city and state.

## PRODUCTION ANGLES

### CONSIDERING 12-EM COLUMNS

By G. L. CASWELL, Field Manager Iowa Press Association—"Occasionally some publisher of a weekly newspaper asks about the possibility of adopting the 12-em column as a standard and making the 6-column page a 7-column. The plan has already been adopted by several model weeklies in Iowa, notably the *Spencer Reporter* and the *Iowa Falls Sentinel*. Nearly all advertising cuts are made to go into 12-em columns, because most of the dailies have that width column. In fact, there is no real bar to such a change, unless it should be the press. Sometimes it will be found the 6-column press used may not be changed to accommodate the heavier forms, and the grippers may not take the sheets through or deliver them properly, because of the narrow margins. To use the regular 30½x44 sheet of newsprint for a 7-column paper, thinner chases must be ordered, with narrower head pieces; also thinner column rules. The margins must then be narrowed down to half an inch or so, in place of the full inch. The scheme has considerable merit, often facilitating make-up and display, and, of course, automatically raising the advertising rate, as the publisher gets 7-columns to the page to sell rather than only 6-columns.

### "HENRY FORD TO THE RESCUE"

M. H. Hinckley, Decatur (Mich.) *Republican*—engine breaks down on press day—no help and no hope—goes out for air—sees Fordson tractor—borrows it—hitches it to press—"cans" the engine—buys electric motor. All's well that ends well!

### TWO OLD TIMERS STILL GOING GOOD

Two of the four Linotypes in daily operation at the Beaver (Pa.) *Daily Times* have been going steadily there for more than 25 years. The two were overhauled in the shop a year ago.

### JOIN CARNEGIE TECH PRINTING SCHOOL

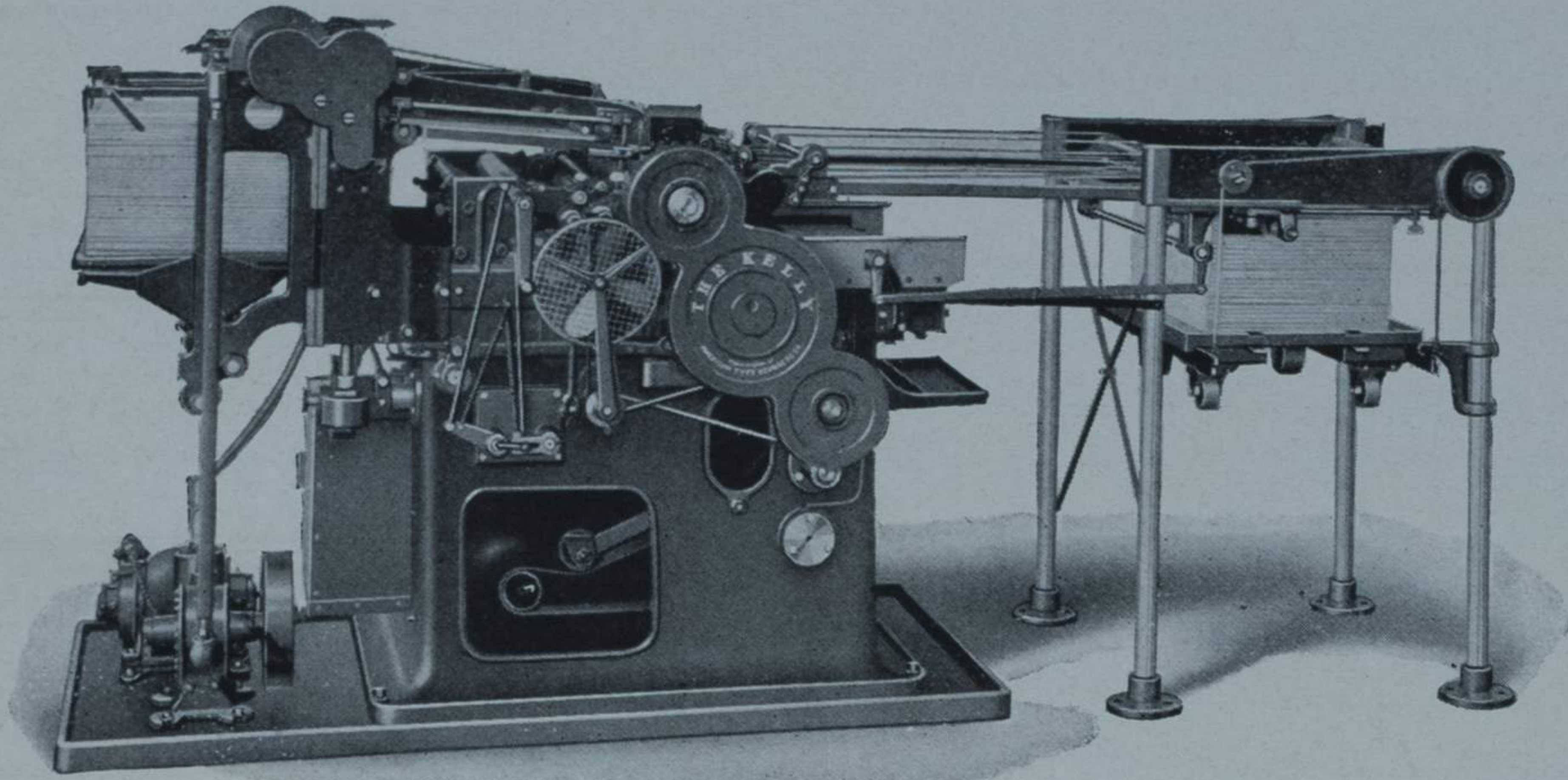
Theodore Misch, a Carnegie graduate, becomes instructor in press work, and Jere S. McCracken, also a Carnegian, instructor in hand composition. John C. Martin, instructor in machine composition, becomes head instructor in the printing shop, and D. E. Drummey instructor in machines composition, from a similar post in typography.

### HOW TO PREVENT OFFSETTING

"We would suggest proper working conditions in the shop, the use of sheet heaters, good rollers properly set, thorough



“Five Million impressions annually  
for a period of five years  
~from one KELLY PRESS”



THE STYLE B KELLY AUTOMATIC PRESS, WITH EXTENSION DELIVERY AND FAN

## Unequalled Kelly Press Production

Additional testimony direct from the printing office, in which every master printer should be interested. Mr. E. P. Rivas of New Orleans, La., bought his first Kelly five years ago. Annually during that period his production has totaled approximately five million impressions. The result—profit for Mr. Rivas, and—another Kelly.

*Read the following letter!*

New Orleans, La., June 22, 1925

AMERICAN TYPE FOUNDERS COMPANY

Dear Sirs:

It is a pleasure to inform you of the splendid results derived from your invaluable Kelly Automatic Presses. I bought my first Kelly Press five years ago, and was the first to use it in New Orleans. This press has been turning out approximately five million impressions annually without giving any serious trouble. I was so well pleased with the results obtained that I bought another, which is also giving excellent results.

Yours very truly,

(Signed) E. P. RIVAS

**Mr. Printer:** Have you an automatic pressroom equipment for large production at minimum cost? Can you get by in the pinches? **Kellyize your plant** and lift a troublesome burden. Over ten years on the market, and still leading.

~FOR SALE AT ALL SELLING HOUSES OF~

## American Type Founders Company

Also by BARNHART BROS. & SPINDLER at Washington (D. C.), Omaha, Dallas, Seattle;  
all houses of NATIONAL PAPER AND TYPE COMPANY, in Latin America; TORONTO TYPE FOUNDRY COMPANY, LTD., Canada East of Port Arthur;  
ALEX. COWAN & SONS, LTD., all houses in Australia and New Zealand; CANADIAN-AMERICAN MACHINERY COMPANY, London, England.



## "NPJ" ROUND TABLE

(CONTINUED)

makeready and a full-bodied ink which possesses sufficient color to permit of maximum color strength when a reasonable amount is run. Compounds used properly will aid in overcoming offset under certain circumstances, as they may cause a free working of the ink and aid in the drying or the setting of it. These compounds have their place and come in handy at times, but it is foolish to expect them to make up for all of the other things which might enter into the offset of the ink."

—American Pressman.

### JOHN J. DEVINY GAINS PROMOTION

He has become first assistant director in charge of production of the Bureau of Engraving and Printing, Washington. Mr. Deviny is nationally known as former president of the International Association of Printing House Craftsmen.

### THE PIKEY PRINTER

*TRAMPING printer came to town  
(Said his name was Ikey),  
Put him on an eight-point case,  
Asked if we had "Pikey."*

*"Up in Bumville where I worked  
(Speaking now is Ikey),  
"Set ten columns ev'ry day,  
All in good old Pikey."*

*"When I die, as die I must  
(Mournfully speaks Ikey),  
"Set my obit up in type  
That justifies with Pikey."*

*"When you put my tombstone up  
(Hopefully talks Ikey)  
"Grave on it in letters deep—  
Grave in twelve-line Pikey:"*

*"'Neath this sod a tramp print lies'  
(Epitaph for Ikey),  
"Wasn't much on eight-point type;  
But simply hell on Pikey.'"*

AMERICAN PRINTER.

### WHAT THE EDITORIAL MEN SHOULD KNOW

Earl Hamer, in the *Wrong Font*, takes up a point with which your editor is wholly in accord and hopes to keep a'pounding till it gets over. Mr. Hamer shows the faults due to a lack of correlation between typesetting and the newspaper writing and copy-reading. It is a mighty costly lack. The journalism schools do not seem to wake up to it. The proposition is one of their opportunities. Mr. Hamer says in part: "Many times, while holding down a newspaper desk, I have sent out heads only to have them land back on the desk with the notation, 'just out of rubber type'; or else the 'devil' would enter and remark that the type condenser had been misplaced, so a new head would have to be written. I am confident I can prepare better heads now than I could with my previous ten years experience on newspapers, simply because I know a little something now about type. Every newspaper man knows that they have 24-point, 30-point, 36-point, and 'scarehead' type in the plant where they work, but that is usually as far as they get. They do not, for the most part, know why it is 24, 30, 36, or any other size or what the 'point' part has to do with it. To them it is just type, which those in the back part have to handle. That 'good-looking sheet,' which the city editor and reporter brags about, is not entirely a result of the reporters' and city editor's work. The 'good looks' are a result of the manner in which the typesetters handled the copy the reporters furnished the city editor and he in turn sent to the typesetters."

### "NO ERROR DAY" ACHIEVED AGAIN

The Hastings (Neb.) *Daily Tribune* tells of a Linotype operator who recently turned out a whole day's work without a single mistake. The linometer registered 1672 lines. Previously, making a like record, the registry was 1718 lines in 8 hours. Henry Carmerzell, foreman, says: "His name is Jack P. Turley. He's a 'new club' all by himself, similar to its prototype, the 'Hole in One Club' of the golfers."

### Rebuildings; New Homes; Additions

Troy (Ala.) Messenger—Bought new home.  
Wheatland (Calif.) Herald—To build.  
Woodland (Cal.) Daily Democrat—In new home.  
Avon Park (Fla.) Highlands County Pilot—Building home.  
Gainesville (Fla.) Sun—Building home.  
Villa Park (Ill.) Argus—In new home.  
Fort Wayne (Ind.) News-Sentinel—In new home.  
Nevada (Ia.) Representative—In new home.  
Atwood (Kans.) Square Deal—Building home.  
Hiawatha (Kans.) World—Building home.  
Howard (Kans.) Citizen—To build.  
New Haven (Mich.) Rolling Fork Echo—In new home.  
Park Rapids (Minn.) Enterprise—Added complete new electrical equipment.  
Columbus (Miss.) Commercial-Dispatch—In new home.  
Billings (Mo.) Times—In new home.  
Medford (Ore.) Pacific Record Herald—Erecting new home.  
Chester (S. C.) News—Building home.  
Plainview (Tex.) Evening Herald—To build.  
Hilo (Hawaii) Hawaii News Publishing Co.—Weekly paper.

### GLOSS OF PAPER CAN BE TESTED

Dr. L. R. Ingersoll, University of Wisconsin, Madison, Wis., has perfected the "Glarimeter", the only known instrument for measuring the gloss of paper. It has been adopted by the U. S. government in connection with legal standards to determine news print specifications. Paper mills and large publishing houses use it. The principle used is polarization; the process requires about 15 seconds. The scale ranges from about 20 to 60. Ordinary magazine stock tests around 30.

## MANUFACTURERS : SERVICES

### AMERICAN CASLON ITALIC SERIES

Especially appropriate for direct-mail printing, complete with new swash letters—by the American Type Founders Co. The company has twenty-five other members of the Caslon family. (Get a specimen folder, if you haven't one; it is a charming line, sturdy, beautiful.)

### NEW C. & G. STEREOTYPE SAW

Advance proofs from the Cheshire & Greenfield Manufacturing Co. indicate that the saw is of particular interest to the smaller publisher who needs a type-high stereotype saw which will not cost a great deal of money. Mr. Greenfield said: "The new model will handle plates from a 1-inch single column to a full-sized page. It has all the essentials of higher-priced saws, and we are proud of its beauty of design." A large portion of "foreign" advertising comes to publishers in matrix form. Flat casting boxes in newspaper job plants are plentiful, and more are being put in. Then comes the question, what to do with the plate when cast; it must be sawed to fit. Many of the regular precision saws have not the necessary capacity to handle the diversified sizes. Newer devices which are inexpensive and give the printer/publisher what he needs, are desirable additions to the day's offerings. Specifications of the C. & G.: Size of table, overall, 36x33 in.; base, 24x20½; floor space, 36x33; normal position height, 38 in.; net weight without motor, 365 lbs., etc. This company makes the famous C. & G. Trimmer, three sizes.

### MORE FOLDWELL BROADSIDES

The Chicago Paper Co. has issued another broadside showing the uses to which Foldwell Split-Color can be used, especially for broadsides, booklet covers and the popular four-page letter. The broadside is well illustrated and clearly shows just how to use Split-Color to a variety of advantages.

### "A NEW STEEL THAT HOLDS ITS EDGES"

Title of a folder by the R. J. Dowd Knife Works, Beloit, Wis., announcing a new "Special A" Dowd Knife for printers. "No matter how slight the trim, a clean sure cut is always assured, retaining uniform type margins," says the announcement. The Dowds have been making paper knives for 77 years.

### "AN IMPORTANT MESSAGE FOR YOU"

A practical discourse on the Kelly Press, by Frank B. Stiles, superintendent of the Stetson Press, Boston, Mass.; copies distributed free of charge, in neat booklet form, by the American Type Founders Co. The discourse is filled to the brim with practical suggestions, based on experience in the shop.

### B. W. RADCLIFFE WITH INTERTYPE

B. W. Radcliffe has been appointed advertising manager of the Intertype Corporation, New York City. He will have charge of direct-by-mail and other advertising and sales promotion work of the Standardized Intertype Composing Ma-



# Gardiner Metals

## Enjoy the Confidence of Your Workmen

Wherever Gardiner Metals are used—whether it be Linotype, Monotype or Stereotype—the workmen know by experience that it is absolutely dependable. Each shipment is uniform—there is no variance in quality or performance.

*“That’s  
Real  
Metal”*



## Newspaper Plants Using Gardiner Metals

are always sure of producing a clean cut, attractive newspaper.

### Give Us a Trial

When next in need of Linotype, Monotype or Stereotype metal be sure to specify “GARDINER.” You will be surprised with the results.

*Where Quality Metals Count  
Gardiner Metals Are Used*

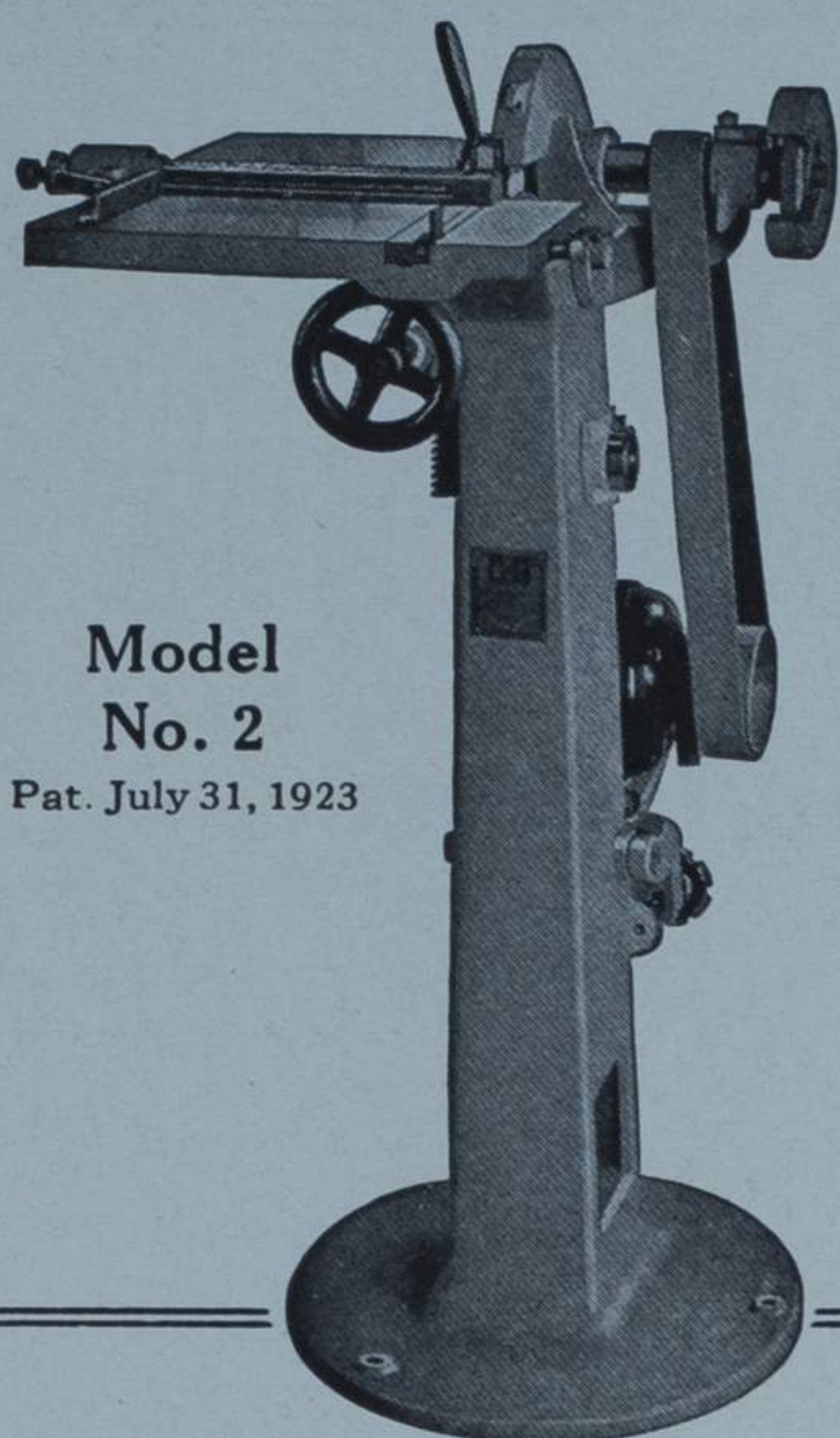
## Gardiner Metal Co.

*Established 1901*

1356 West Lake Street  
Chicago, Illinois







Model  
No. 2  
Pat. July 31, 1923

Shipped  
Ready  
for Use

## Charge it off at the Rate of Ten Cents a Day

This small rate of depreciation will make it easy for you to own a Trimmer — and in ten years — or less, the item will be "charged off" your books entirely. While a Trimmer in your plant may be considered a "small tool," yet, it is one of the most important machines in your composing room.

You can *renew* your old leads, slugs, rule, and other spacing material by standardizing them; square-up cuts, saw, trim, undercut, and out-mortise more economically on the —



[SAW AND MITERING MACHINE]

because its price is lower, and quality the highest. Absolute safety to the operator. Every cutting element is thoroughly safeguarded.

All Trimmers are shipped complete ready to run, and include motor of any standard voltage. Prices quoted are f. o. b. factory, Port Washington, Wisconsin.

"Ad-Alley Model".....	\$260.00
Model No. 1.....	275.00
Model No. 2.....	340.00

Trimmers are sold by all first class type foundries and dealers in printing equipment, or write direct to the maker for further information.

**Cheshire & Greenfield Mfg. Co.**  
538 South Dearborn Street, Chicago, Ill.

## "NPJ" ROUND TABLE

(CONTINUED)

chine. He goes to the Intertype Corporation from the Waterman Fountain Pen Company where he held the office of production manager of advertising. He was formerly in charge of production and layout with Elliott's Advertising Engineers of New York. Previous to coming east Mr. Radcliffe was a printing executive of The J. W. Burke Company of Macon, Ga.

### NEW CLEVELAND FOLDER

The Cleveland Folding Machine Co. announces a new model for folding letters, small folders, circulars, etc., styled the Model L, taking a sheet as small as 4x6 and up to 17x22. It makes one or two parallel folds which may be followed by one or two right angle folds, parallel to each other. A descriptive and illustrated folder has been published.

### RUESCH SERVICE RECEIVES PRAISE

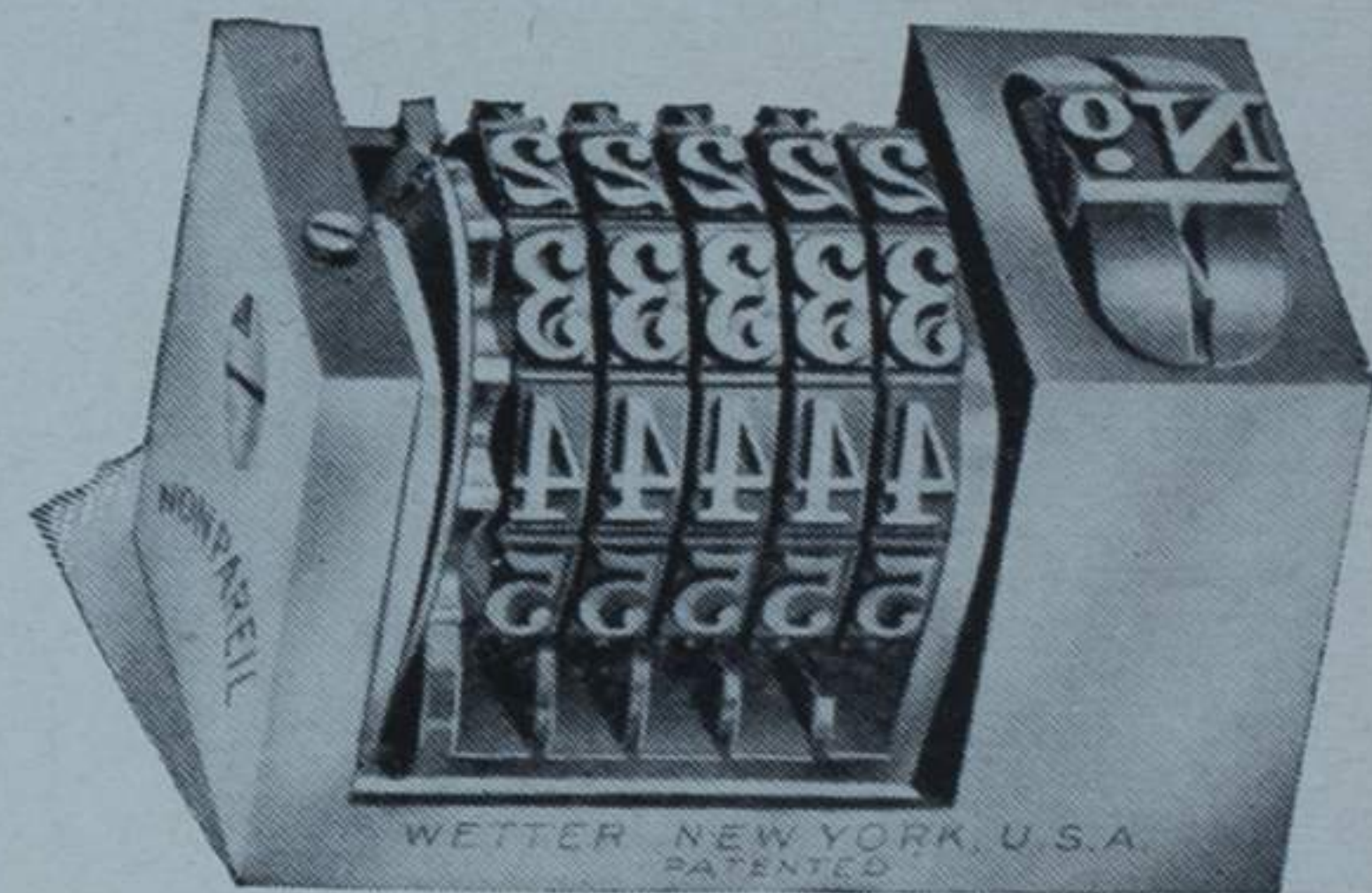
Local newspapers recently carried write-ups of the Ruesch Printing & Machinery Co., Milwaukee, Wis., including: "Not only in Milwaukee but all through the Country, this concern has become noted for its high grade machinery in the line of cylinder presses, platen presses, paper cutters, folding machines, punching machines, perforating machines, wire stitchers and electric welded chases. The printing business was started many years ago by J. A. Ruesch and now is in charge of Mr. Ruesch, Jr."

### SUPPOSE THIS WERE YOUR CATALOG?

The Du-Plex Envelope Corporation, Quincy, Ill., in a booklet by that name, described its service to business institutions for developing more efficient and economical mailing systems. There is included a valuable *resume* of postal rulings covering the use of envelopes, especially the Du-Plex carrying first class letter with fourth class parcel post together. "Get the full use of your postage stamps", is the keynote of the booklet. It is a valuable manual.

### WETTER SHOWS NEW MODEL, "NONPAREIL"

The Wetter Numbering Machine Co., announcing a new model type-high Numbering Machine, which it calls the "Nonpareil", bases the name, it may be presumed, on the dictionary definition of that word, which is: "Without an equal; unequaled excellence." This machine is equipped with the Wetter patented drop cipher, an important feature of internal construction in any numbering machine; and, as it is conceded by all experienced printers that in order to make a perfect impression, it is necessary to crush the fibre of the paper to set the ink, the necessity for rigid construction of this particular feature will be appreciated by all users with the assurance that it will withstand the heavy strain often necessary to do this work properly. The machine is just nine picas long. The manufacturers call attention to the fact that skipping wheels and others used in the regular Boston Model, etc., are interchangeable with and can be used in this new model, so that it will not be necessary for them to buy new equipment when occasion requires, as it would be quite an expensive proposition for printers to purchase new skipping wheels for every new model that was produced.



### TWO-COLOR GORDON ATTACHMENT

The Two-Color Gordon Attachment Co., J. E. Vawter sales manager, announces removal of sales offices to 203 Transportation Bldg., Chicago. The attachment is now on a mass-production basis and the sales department has made remarkable strides in recent months.

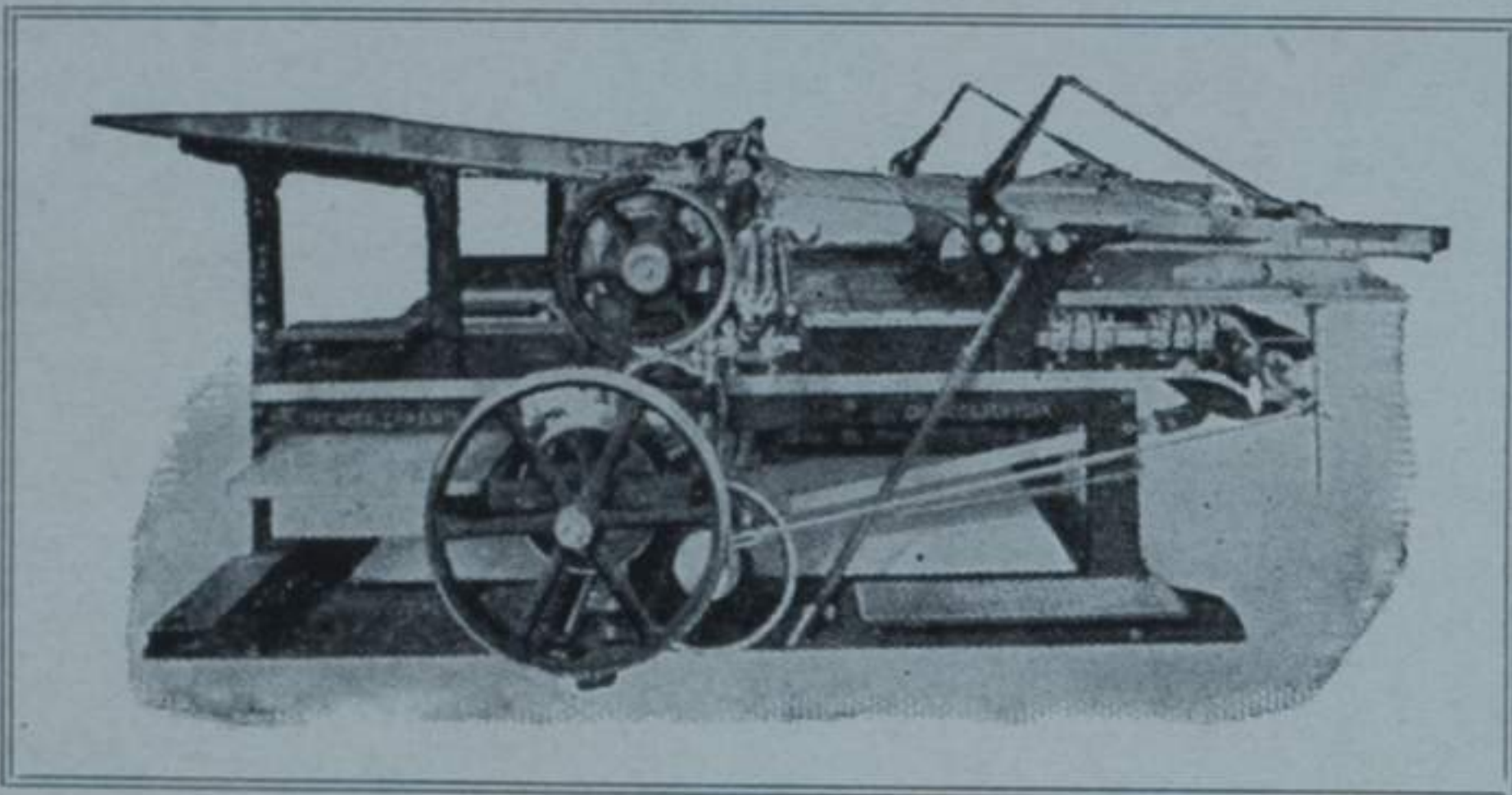
### SINCLAIR & VALENTINE ENLARGE

Both the Chicago and Dayton branches of this printing ink manufacturing concern are being enlarged. The Dayton branch was organized less than a year ago, with O. G. Fricke in charge. He was for eight years superintendent of the Otterbein Press, Dayton, and previously with the color depart-



# Johnsonized

Johnsonized machinery is not sold as second hand or used machinery, but the Johnsonized trade mark means thoroughly remanufactured machinery, sold with an absolute guarantee against defective material and workmanship. The machines are complete with all standard equipment that is included with similar new machines. You are guaranteed satisfactory machines at a real saving. It would pay you to get the complete list of Johnsonized machinery when you are in the market for additional equipment.



## IN STOCK:

Miehle Two Revolution Job and Book Machine in the following sizes:

- Pony, two roller, bed 26 x 34,
- No. 4, four roller, bed 29 x 41,
- No. 2, four roller, bed 35 x 50,
- No. 1, four roller, bed 39 x 53,
- No. 2/0, four roller, bed 43 x 56,
- No. 5/0, four roller, bed 46 x 65.

These machines are all fitted with convertible front delivery, fly printed side down or sheet printed side up.

## Also

- A 36 x 48 four roller Whitlock Premier two revolution with convertible delivery,
  - A 43 x 56 late style Cottrell two revolution with convertible delivery,
  - A 46 x 56 four roller Huber Hodgman with convertible delivery.
- All at about half of what a similar new machine would cost.
- A 12 x 18 New Series Chandler & Price Gordon with complete automatic Miller Feeder Unit, in first class operating condition,
- Also one 10 x 15 New Series Chandler & Price Gordon with Miller Feeder Unit.

© © ©

## C. I. Johnson Mfg. Co.

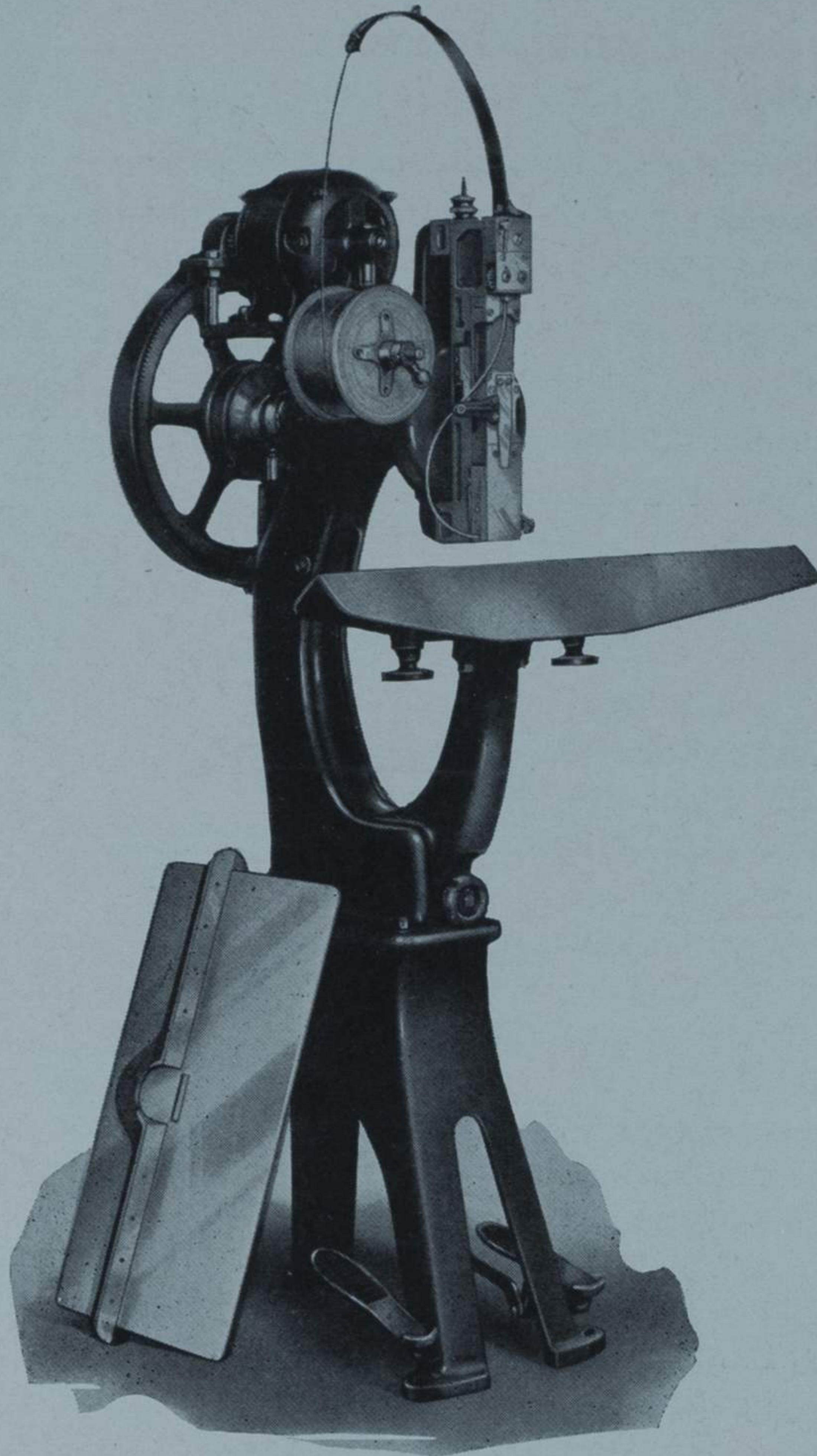
*Furnishers of*

Complete Printing outfits, New or Johnsonized machinery, Hamilton Wood and Steel Furniture, Agents and Service agents for Morrison Perfection Wire Stitchers, Vandercook Proof Presses, Mentges, Liberty and Omaha Folders.

Saint Paul, Minnesota

# MORRISON "PERFECTION" WIRE STITCHERS

*Built in Sizes to Meet  
Your Requirements*



Shown above Model 5-A, capacity two sheets to quarter of an inch. A high speed unit, capable of instant adjustment, using 25 to 30 wire with complete success.

© © ©

## C. I. Johnson Mfg. Co.

**[ MORRISON ]**  
*Sales and Service*

Sole Northwest Agents  
Saint Paul, Minnesota



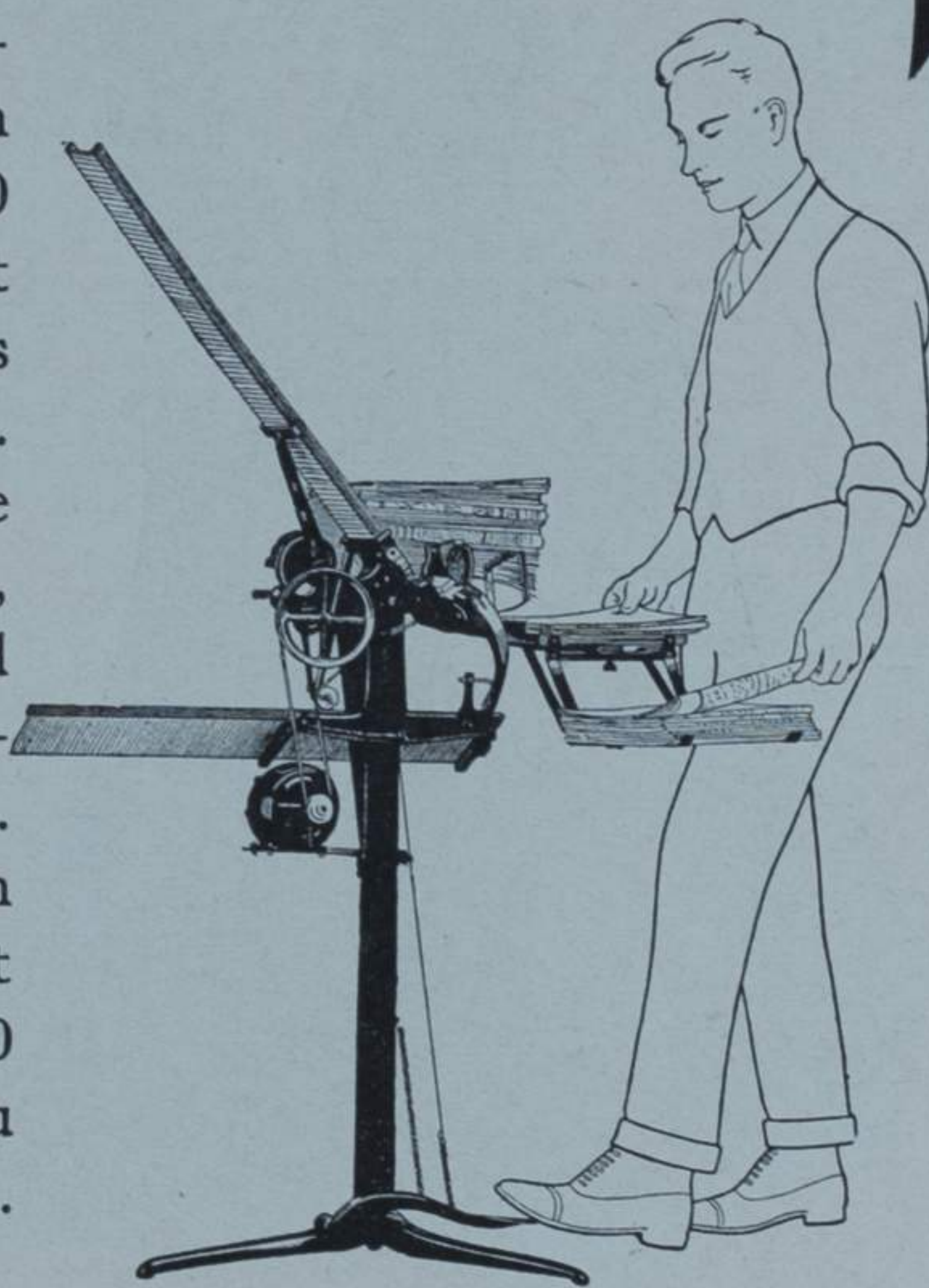
# TRY THIS TYPADDRESSER IN YOUR SHOP SOLD ON 30 DAYS FREE TRIAL

## Your Plant Needs a Typaddresser

For All-around utility, time-saving and economy in addressing the Typaddresser has no equal. Prints from linotype slugs, 4,000 clear-cut visible addresses per hour, through an inked ribbon on the margin of the paper. Anyone can operate it easily. Electrically driven. Fully guaranteed.

Sold on 30 Days  
Free Trial

Try the Typaddresser in your plant 30 days. Make it prove that it's what you want. You'll find it the most simple, efficient and economical machine of its kind. If for any reason you're not pleased after 30 days use, you need not keep it.



Mail the Coupon Today!

Investigate the Typaddresser, right away. It will save your time, money and a lot of addressing worry. Get all the facts. Don't put it off. Clip and send the coupon, right NOW!

## THE TYPADDRESSER CO.

City National Bank Bldg.

OMAHA, NEB.

THE TYPADDRESSER CO.,  
City National Bank Building,  
OMAHA, NEBRASKA

Please send me complete information and prices on the Typaddresser.

Name.....

City..... State.....

## "NPJ" ROUND TABLE (CONTINUED)

ment of the Crowell Publ. Co., Springfield, O., and has served as secretary of the Dayton Club of Printing House Craftsmen. Peter C. Steinebrey, another well-known man in the practical printing field, is associated with him. George R. King is the Chicago manager.

### AUTOMATIC SPACE BAND CLEANER

Increasing interest in the device of the Rockaway Co. (Milwaukee, Wis.) is shown by sales records. The machine is about 2 ft. long, 15 in. high and 11 in. wide, weighing less than 100 pounds. Its capacity is 30 space bands in about one minute. The operation, very simple, is interesting—almost "human" in attractiveness and highly mechanical in efficiency.

### PEERLESS CUT BLACK AND DIAMOND RED

Circular letters and folders announce these two new inks by the Consolidated Printing Ink Co., St. Paul, Minn. The former is especially commended in the literature for S. & S. C. and enamel papers; free flowing, non-filling, quick-setting and strongly toned. The Diamond Red is featured for brilliancy and harmonization with black, according to John Hansen, general manager of the company. The literature illustrates uses of these inks.

### CHALLENGE MACHINERY CO. APPOINTS

Mark Garlick as branch manager for Chicago, Ill. Mr. Garlick has been for several years traveling representative of this company, whose manufacturing plant is at Grand Haven, Mich. The Chicago branch office and warehouse is at 124 So. Wells St. The appointment became effective August 15.

## MORE ADVERTISING

### COUNT THE STARS, SAYS THE NEWS

A neat folder to its local and national advertising field by the Buffalo (N. Y.) *Evening News*, is headed, "Count the Stars". There is a complete record for every paper in Buffalo of various classes of advertising, and a (\*) follows each class in which the *News* leads.

### "BLOTTERS HELP"—SAM SPURRIER

The publisher of the Mount Ayr (Ia.) *Record-News* gets out blotters at least once a month to his advertisers and the agencies. Each contains a little sermon on advertising, or something specific about the *Record-News*. Often he uses a jingle; for instance:

"A good thing to remember—  
And a better thing to do—  
Is work with the construction gang  
Not with the wrecking crew."

This is followed by a talk on "Honest Advertising."

## Local Advertising

### COUNTY FAIR TIME IS RIGHT HERE!

Through efforts inspired by the Macon (Mo.) *Republican*, Edgar White editor, the Macon County Fair now attracts visitors from all parts of Northeast Missouri. The process: "Dusting off" the local commercial association, forming a local ad-club, —AND large-space newspaper advertising on the basis, "Let the People Know What We've Got." The local commercial association arranges monthly with one of the local papers to get out a "Trade Service Edition" distributed in every rural route and in twenty-five towns. A recent *Republican* special carried 16 pages. Twenty pages of ads were ready, but only 16 pages could be gotten out in the time limit.

### AND, SPEECH-MAKING PAYS HIM

S. P. Preston, publisher of the Gillespie (Ill.) *News* (weekly) has learned to make addresses to merchants. Here is one thing he tells them in the paper and in speeches: "Often you spend an entire day in dressing your windows in the most artistic manner, and many of you have expert window trimmers. Yet many merchants turn around and in five minutes jot down a jumble of articles and send it to the newspaper for an advertisement. Don't you realize that the newspaper advertisements are literally TRAVELING SHOW WINDOWS, INVITING PEOPLE TO COME AND BUY? Give your ads the same attention you do your windows, and have them work together, and you will get real results."



## First Choice Typefaces—All you want Produced Rapidly In New Sluglines

**T**HE wide range of job composition that can be produced by the Ludlow system makes it of great value to the job plant. Immediately, upon the installation of the Ludlow, single-type worries are over—there is no more hunting for sorts or resetting of jobs thru lack of first choice typefaces. Instead, at the finger tips are brass matrices from which an endless quantity of sparkling new clear-cut type in easily-handled slug lines can be produced quickly.

Without mold or machine changes the Ludlow will supply typefaces as large as 60 point or as small as 6 point, including light, medium, bold and extended faces.

Duplicate lines are secured simply by recasting—no extra setting is required.

The Ludlow library of matrix faces now contains over 400 different fonts—a 100% increase in less than two years.

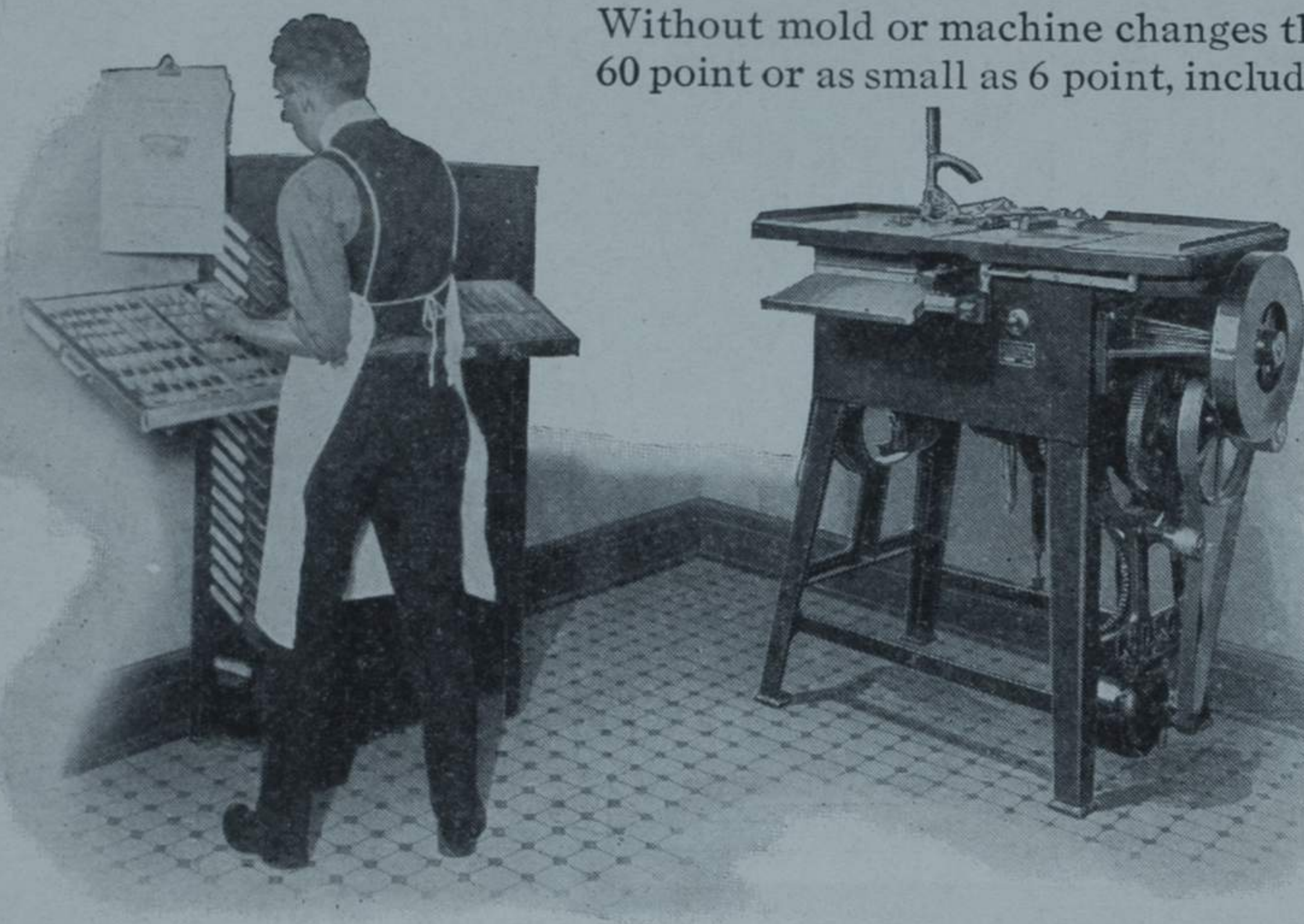
On account of new business created for the printer by the Ludlow, it begins to pay for itself as soon as it is installed.

Let us tell you the advantages of the Ludlow system of composition for your own special needs.

**Ludlow Typograph Co.**

2032 Clybourn Avenue

San Francisco CHICAGO New York  
Atlanta Boston



LUDLOW QUALITY COMPOSITION

## Miller Saw-Trimmers

"Universal" "Heavy-Duty" "Special-Purpose" "Printer's Bench"

*"A Miller Saw-Trimmer for Every Need  
A Need for Every Miller Saw-Trimmer"*

Miller  
Heavy-Duty  
Saw-Trimmer

### Representative Miller Saw-Trimmer Users

News, Birmingham  
Gazette, Little Rock  
Examiner, San Francisco  
Post, Denver  
Star, Washington  
Times-Union, Jacksonville  
Journal, Atlanta  
Herald & Examiner, Chicago  
News, Indianapolis  
Capital, Des Moines  
Eagle, Wichita  
Courier-Journal, Louisville  
Times-Picayune, New Orleans  
Sun, Baltimore  
Globe, Boston  
Free Press, Detroit  
Tribune, Minneapolis  
Globe-Democrat, St. Louis

Miner, Butte  
News, Omaha  
Eagle, Brooklyn  
American, New York  
News & Observer, Raleigh  
Plain Dealer, Cleveland  
Post, Cincinnati  
Times, Oklahoma City  
Oregonian, Portland  
Inquirer, Philadelphia  
Journal, Providence  
Comm. Appeal, Minneapolis  
Star-Telegram, Fort Worth  
Tribune, Salt Lake City  
News-Leader, Richmond  
Post-Intelligencer, Seattle  
Gazette, Charleston  
Journal, Milwaukee

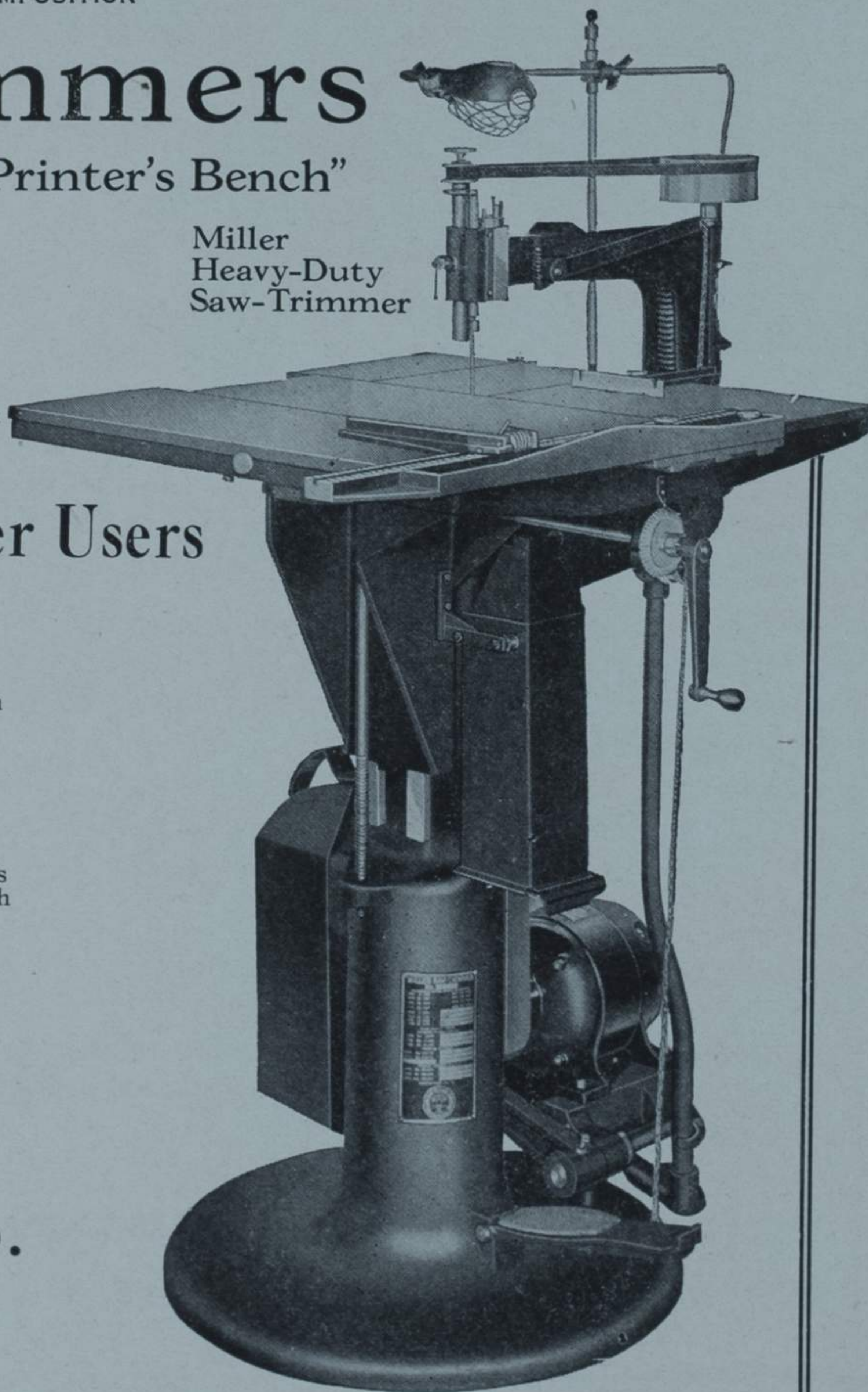
and Upwards of 8,000 Others

Write for Catalog Descriptive of Complete Line

**Miller Saw-Trimmer Co.**

PITTSBURGH, U. S. A.

Branches In All Principal Cities





## Newspaper Publishers Interested In Labor Saving Devices

Should read the following letter written by  
**The Minneapolis Tribune**

Minneapolis, Minn., July 20th, 1925

Gentlemen:

"The ROCKAWAY Space Band Cleaner has proven to be worth many times its cost as a labor and time saver."

Very truly yours,  
The Minneapolis Tribune,  
Signed: W. R. Somers, Pur. Agent.

## ROCKAWAY Automatic Space Band Cleaner



The ROCKAWAY Automatic Space Band Cleaner cleans and assembles thirty space bands in approximately one minute, under uniform pressure applying graphite in just the right quantity.

Cleaning space bands by hand is considered a "dirty job" and therefore very often neglected. The ROCKAWAY Space Band Cleaner makes it a pleasant task.

Perfectly Clean Space Bands  
Insure Sharp Linotype Slugs

Machine Sent on 10 Days Trial

If not found satisfactory you can return it at our expense. Write for the ROCKAWAY Space Band Cleaner Today.

**THE ROCKAWAY COMPANY**  
3508 Grand Ave. - - Milwaukee, Wis.

## "NPJ" ROUND TABLE (CONTINUED)

**RAH!  
CENTRAL!**  
Win the  
State  
Championship!



We want  
to print  
the story  
of your  
victory in  
the Sagas—



**LUCIEN ASHBY**  
Much of the Gold and Brown success on the hardwood will have to be attributed to Lucien "Chisel" Ashby. No other player on the team has been as consistent and dependable as Ashby throughout the season. He has a deadly basket eye and is a wonder on the dribble. It is a rare occasion when he fails to garner at least seven or eight field goals and is partly responsible for a half dozen or more "through" his accurate and heady passing.

We have published the SAGAS, Central's Senior Annual, for many years, just as we have published the books, catalogs and other material for most Evansville establishments which wanted something really good.

## Keller-Crescent Co.

Artists—Engravers—Printers—Binders  
Complete Advertising and Printing Service  
"WE DO IT ALL AND DO IT WELL"

214-16-18-20 Locust Street Phones Main 52 and 2917

HERE'S A SCHOOL-SPORT EVENTS IDEA  
Part of an Advertisement From the Evansville  
(Ind.) Courier Illustrates Its Application

## Classified Advertising

### IT'S THE "ACADEMY OF ADVERTISING"

"The Classified department is not less than that", said Carl P. Slane, publisher Peoria (Ill.) *Journal-Transcript* in a convention address. "When the advertiser learns the value of advertising through the inexpensive classified columns, he develops into a display user. Then he should be taught to use both classified and display. Protect the department that is the stepping stone. The paper with the classified is the one that is both read and depended upon. For national advertising, classified proves reader interest, pulling power and general excellence."

### SELLS IT RIGHT: "DISPLAY CLASSIFIED"

Harry Gwaltney, Milwaukee (Wis.) *Journal*—If I had say four columns of classified I would have none or little display type in it. If I had several pages, I would allow considerable display and would not believe it would materially affect the resultfulness or permanency of the classified department. A small volume of classified made up of a few large ads can never attract enough readers to make it profitable. I would restrict any type bigger than 10 point to classified advertisements of at least 1 inch. I would not break column rules under ordinary circumstances. (A. N. A. E. Address).

### QUOTAS FOR CLASSIFIED SALESMEN

The Cleveland (O.) *Press*, Baltimore (Md.) *Sun*, and other newspapers having large classified volume, set up quotas for solicitors, based on previous records for certain sections of the cities by the territory men. Some times special quotas are made for some Sunday or other day, or a season or period. The solicitors enter into the spirit of the competition, with a definite mark to shoot at.

### GETTING BUSINESS WITH BUSINESS

The New York *American* uses as high as \$8,000 to \$10,000 worth of display in its own columns some weeks, to increase its classified advertising patronage. This supplements a large corps of girls who solicit by phone. The main idea is to show prospects, especially housewives, what the classified ads can do for them, in selling things they do not need, and in getting things they do need.





# WESTVACO FOLDING ENAMEL

*Exactness of reproduction is the artist's objective; a true reproduction of the artist's work is the mission of WESTVACO FOLDING ENAMEL. That it fulfills its mission is proved by an ever growing popularity.*



## *The* Mill Price List

*Velvo-Enamel*  
*Marquette Enamel*  
*Sterling Enamel*  
*Westmont Enamel*  
*Westvaco Folding Enamel*  
*Pinnacle Extra Strong*  
*Embossing Enamel*  
*Westvaco Ideal Litho*  
*Westvaco Satin White*  
*Translucent*  
*Westvaco Coated Post Card*  
*Clear Spring Super*  
*Clear Spring English Finish*  
*Clear Spring Text*  
*Westvaco Super*  
*Westvaco M.F.*  
*Westvaco Eggshell*  
*Minerco Bond*  
*Origa Writing*  
*Westvaco Mimeograph*  
*Westvaco Index Bristol*  
*Westvaco Post Card*



Design by HARVEY HOPKINS DUNN

See reverse side for list of WESTVACO DISTRIBUTORS



# *The Mill Price List*

## *Distributors of*

### *Westvaco Mill Brand Papers*

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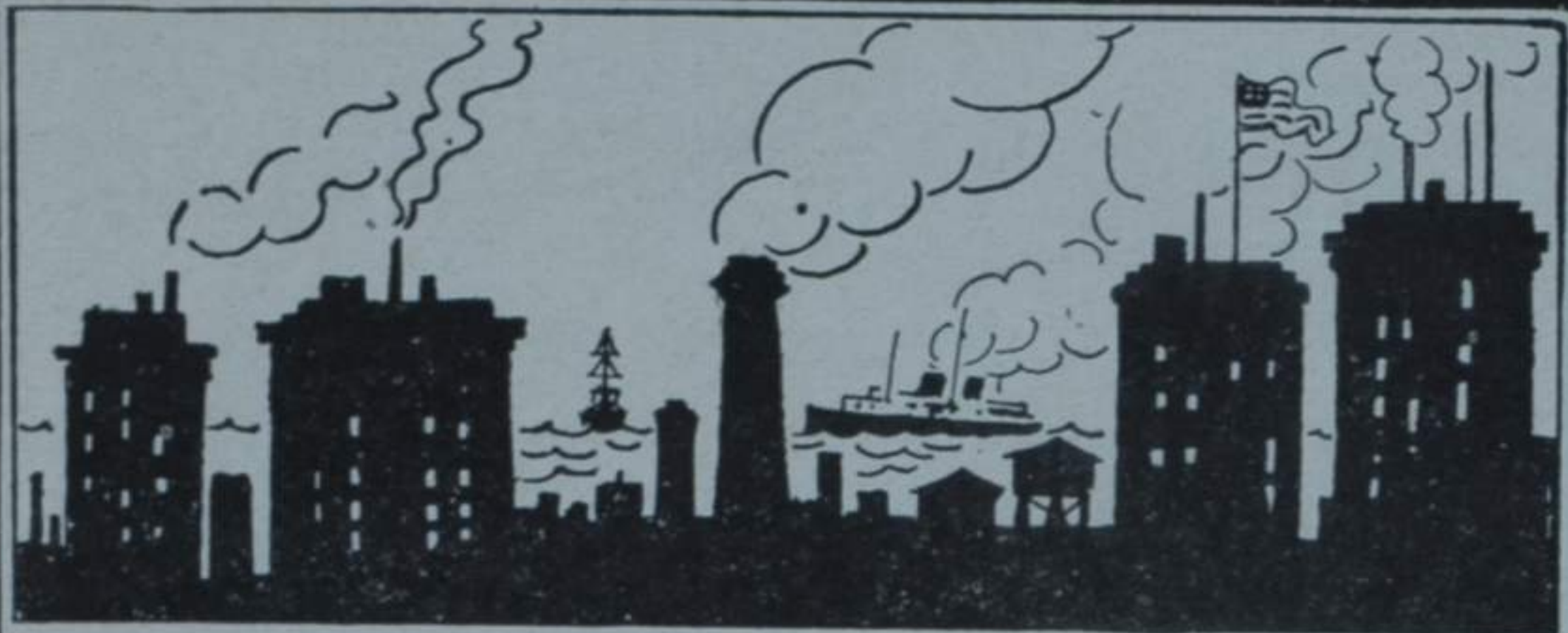
THE CHATFIELD & WOODS CO.	20 W. Glenn Street, <i>Atlanta, Ga.</i>
THE ARNOLD-ROBERTS CO.	<i>Augusta, Me.</i>
BRADLEY-REESE CO.	308 W. Pratt Street, <i>Baltimore, Md.</i>
GRAHAM PAPER CO.	1726 Avenue B, <i>Birmingham, Ala.</i>
THE ARNOLD-ROBERTS CO.	180 Congress Street, <i>Boston, Mass.</i>
THE UNION PAPER & TWINE CO.,	559-561 E. Swan Street, <i>Buffalo, N. Y.</i>
BRADNER SMITH & CO.	333 S. Desplaines Street, <i>Chicago, Ill.</i>
WEST VIRGINIA PULP & PAPER CO.	732 Sherman Street, <i>Chicago, Ill.</i>
THE CHATFIELD & WOODS CO.	3rd, Plum & Pearl Sts., <i>Cincinnati, O.</i>
THE UNION PAPER & TWINE CO.,	116-128 St. Clair Ave., N.W., <i>Cleveland, O.</i>
GRAHAM PAPER CO.	421 Lacy Street, <i>Dallas, Texas</i>
CARPENTER PAPER CO. OF IOWA,	106-112 Seventh St. Viaduct, <i>Des Moines, Ia.</i>
THE UNION PAPER & TWINE CO.	551 E. Fort Street, <i>Detroit, Mich.</i>
GRAHAM PAPER CO.	201 Anthony Street, <i>El Paso, Texas</i>
GRAHAM PAPER CO.	<i>Houston, Texas</i>
GRAHAM PAPER CO.	6th & Broadway, <i>Kansas City, Mo.</i>
THE E. A. BOUER CO.	175-185 Hanover Street, <i>Milwaukee, Wis.</i>
GRAHAM PAPER CO.,	607 Washington Avenue, South, <i>Minneapolis, Minn.</i>
GRAHAM PAPER CO.	222 Second Avenue, N., <i>Nashville, Tenn.</i>
THE ARNOLD-ROBERTS CO.	511 Chapel Street, <i>New Haven, Conn.</i>
GRAHAM PAPER CO.,	S. Peters, Gravier & Fulton Streets, <i>New Orleans, La.</i>
BEEKMAN PAPER AND CARD CO., INC.,	318 West 39th St., <i>New York, N. Y.</i>
WEST VIRGINIA PULP & PAPER CO.,	200 Fifth Avenue, <i>New York, N. Y.</i>
CARPENTER PAPER CO.	9th & Harney Streets., <i>Omaha, Neb.</i>
LINDSAY BROS., INC.	419 S. Front Street, <i>Philadelphia, Pa.</i>
THE CHATFIELD & WOODS CO.,	2nd & Liberty Avenues, <i>Pittsburgh, Pa.</i>
THE ARNOLD-ROBERTS CO.	86 Weybosset Street, <i>Providence, R. I.</i>
RICHMOND PAPER CO., INC.	201 Governor Street, <i>Richmond, Va.</i>
THE UNION PAPER & TWINE CO.	<i>Rochester, N. Y.</i>
GRAHAM PAPER CO.	1014 Spruce Street, <i>St. Louis, Mo.</i>
GRAHAM PAPER CO.	16 East 4th Street, <i>St. Paul, Minn.</i>
R. P. ANDREWS PAPER CO.	704 1st Street, S. E., <i>Washington, D. C.</i>
R. P. ANDREWS PAPER CO.	<i>York, Pa.</i>

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*Manufactured by*  
**West Virginia Pulp & Paper Company**



## "NPJ" ROUND TABLE (CONTINUED)



### The Sheboygan Press

THE PAST IS GONE WE FACE TO-DAY

the appended comment is from the issue of

July 22, 1925

Broughton, Editor

#### Curtailling Scandal

In England they have introduced what is known as Lord Darling's judicial proceedings bill, which if followed in America would forbid the publication in newspapers of "any indecent matter, medical, surgical or physiological details, being matter of details the publication of which would be calculated to injure public morals or otherwise be to the public mischief." The bill further bars newspapers from reporting divorce court particulars other than giving the names, addresses and descriptions of the parties and witnesses.

In other words, this bill, if enacted, would eliminate scandal, and while we know of some things which the divorce courts bar as "indecent," it is not the

The Sheboygan Press covers a great section of prosperous Wisconsin

WHEN THEY SEND OUT CLIPPINGS  
Sheboygan (Wis.) Daily Press Folks Use  
This Form; C. E. Broughton, Publisher

#### THEATER ADVERTISING RATES

George W. Purcell, Cincinnati (Ind.) *Western Sun*, mailed questionnaires to newspapers in his state, of which fifteen replied they charge higher rates for theaters' advertising than for local display, twenty-one the same rate and seven less. Thirty-one give free press notices and twelve give none.

## NEWS :: EDITORIAL

#### 'TIS A YOUNG MAN'S GAME

(Elmira (N. Y.) *Star-Gazette*)

M— G—, aged 19, veteran newspaper and advertising executive, died at his home at Flushing, L. I.

#### WHAT DO YOU THINK OF THAT!

Augusta (Mich.) public officials sent a warm letter of thanks to Publisher H. J. Richardson, *Augusta Beacon* after the town voted for water works bonds after a hard battle in which the paper fought for the issue.

#### WEEDING OUT THE SLACKERS

Michigan weeklies recently got after local authorities who failed or refused to observe the state laws to run noxious weeds notices, "legals". It worked!

#### OF COURSE WE MUST HAVE IDEALS

And we also have traditions—glorious ones—but you can't take traditions to a bank and borrow money on them and you can't meet your payroll with ideals no matter how lofty. While there always will be a certain "atmosphere" about a news-

## Here's an Investment Guaranteed to Pay 100% Dividends Annually

No man would hesitate to invest \$500 to \$1,000 with the absolute assurance that he would get his money back the first year—with a further assurance that it would pay 100% dividends annually thereafter. This is only one of the benefits being derived by the present users of

## The MONARCH MONOMETER RE-MELTING FURNACE

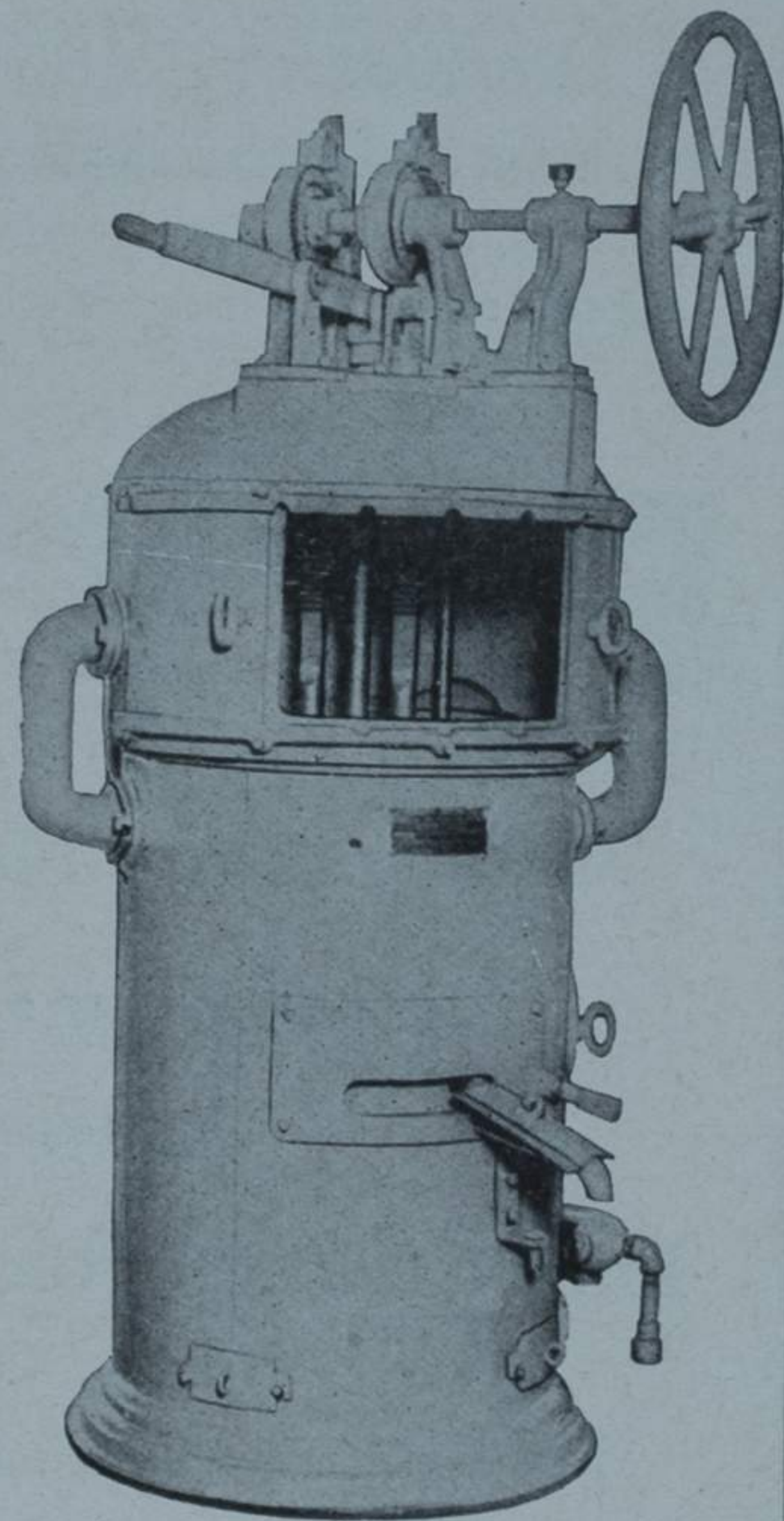
This furnace is scientifically constructed and will remelt your type metal with a minimum of dross. The gas is controlled by thermostat effecting a saving in fuel also preventing the burning of metal, thereby retaining the tin.

No Fumes—Less Fuel—Better Metal

THE saving in fuel and dross will pay cost of "Monometer." It is built to last a lifetime.

THE "Monometer" is built in standard sizes of 500, 1,000 and 2,000 pounds and up to 5 ton capacity.

WATER cooled molds mounted on carriages are supplied to meet the requirements of your plant.



Every Newspaper Plant  
Can Profitably Install  
The MONARCH FURNACE

Write for Descriptive Catalog "N" and references

The Monarch Engineering & Mfg. Co.  
1206 American Bldg., Baltimore, Md., U. S. A.  
WORKS, CURTIS BAY, MD.



## Thirty Days Trial Convinces Ohio Publisher **THE MENTGES FOLDER**

Is the Best Machine

Read this letter:

THE GIBSONBURG DERRICK  
GIBSONBURG, OHIO

The Mentges Folder Co.,  
Sidney, Ohio.

Gentlemen:

Our thirty days trial of the Mentges No. 2 Folding Machine is about up and we feel we cannot get along without this wonderful time and labor saving machine. We are therefore enclosing check as per contract.

Yours very truly,  
THE GIBSONBURG DERRICK  
(Signed) J. T. Loveland

### The Mentges No. 2 Newspaper and Periodical Folding Machine

Has been designed to meet every requirement of the average small newspaper office. It is built for years of effective service with a minimum expense.

It is the Ideal Unit for Your Plant

This machine is absolutely dependable. Twenty-five years' experience in building folding machines has enabled us to eliminate the things which cause trouble and delay.

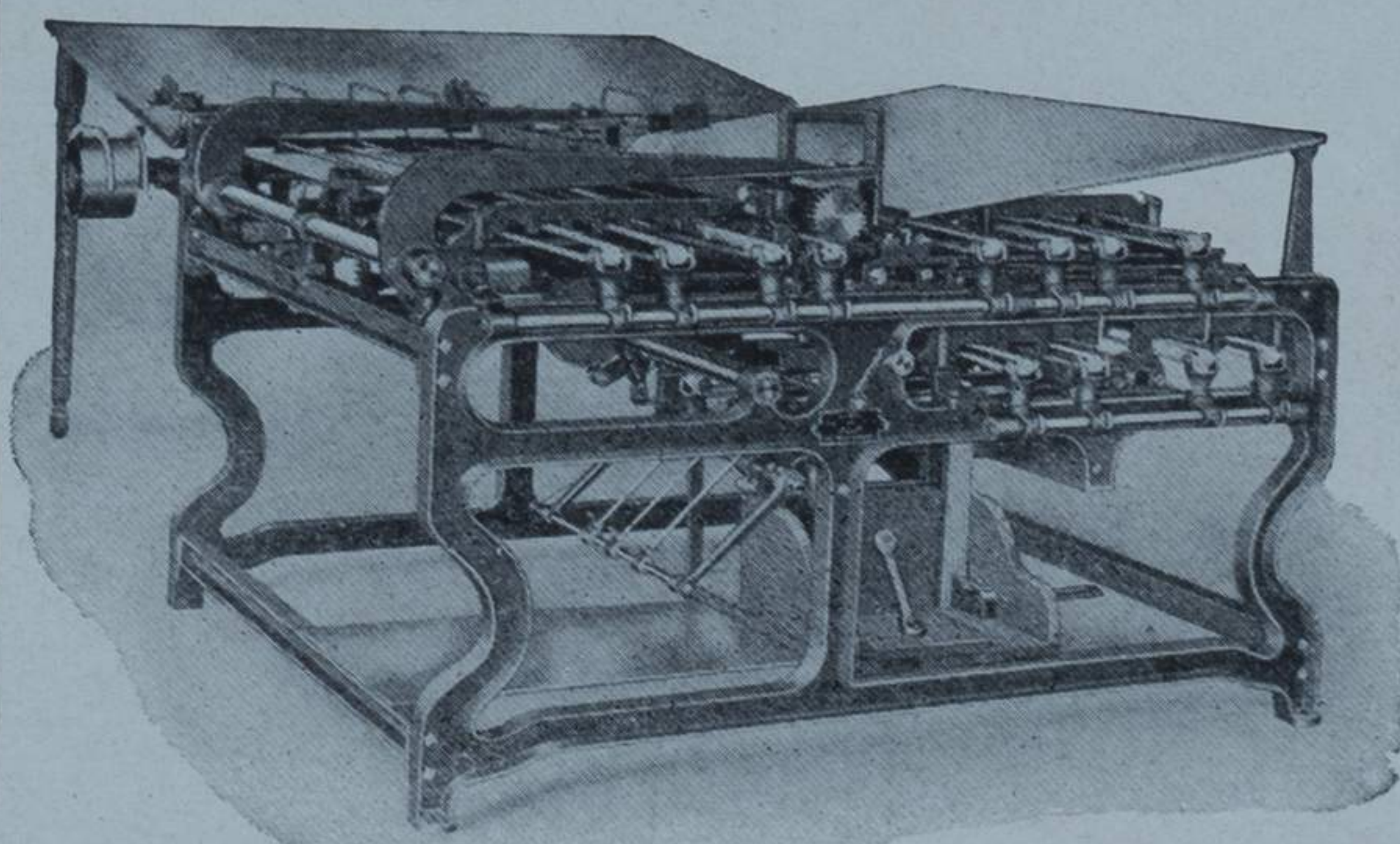
Machine Sent on Thirty Days Trial

Write for Our Proposition

◆◆◆◆◆

**The Mentges Folder Company**  
Sidney, Ohio

"Builders of Profitable Folding Machinery"



## "NPJ" ROUND TABLE (CONTINUED)



paper plant, the fact remains a newspaper is a manufacturing plant producing a commodity sold at retail : : it can profitably use promotion and publicity in all phases of its business—ANDREW L. CARMICAL, *Director of Promotion*, Chicago (Ill.) *American*.

### FINANCIAL REVIEWS PASSING ON

There are signs that the newspapers are letting up on publishing free the bank and other "business reviews" which have become as numerous, almost, as the bond houses, banks, etc., et al.

### PUTS THE SPOTLIGHT ON LOCALS

The Battle Creek (Mich.) *Enquirer-News*, A. L. Miller publisher, is using a 3-column, simple box heading "Of Local Interest" over its local briefs. In the center column under this is a smaller box, 1-column, with a daily short quotation from the Bible and another from a great classic; then a 13 pica cut-off dash, and "Do You Know",—a half-dozen questions of interest; then, the answers to "Yesterday's Questions". The local briefs are "sized" from the smallest down the columns to the larger ones, none very long. The style is 1-em indent, two or three words of heading in bold face, a 2-em dash, and the item itself following in on the same line.

### Do You Know HOW?

THE people who are *accomplishing* anything are the people who *KNOW HOW* to do things! A man had to call in an aged negro to skin an animal for him. When the job had been performed dexterously, he asked the price. "That job," replied the expert skinner, "will cost you \$1." "Why, I don't think it's worth more than 50c." "Well, boss," was the reply, "I only charged you 50c for my time but the other fifty was for KNOWING HOW."

—L. M. Cross

### MORE ABOUT "KEPT" PUBLICATIONS

Says *Sales Management Magazine*, editorially: "We understand that the American Association of Manufacturers has embarked on an ambitious program to build up its organ. 'American Industries' into a second 'Nation's Business.' It would seem to us that there ought to be other ways that the secretary of the American Association of Manufacturers can secure revenue without going into the publishing business in competition with the legitimate publications. It seems strange, to say the least, that an organization which boasts of the good influence it exerts upon the ethics of industry should stoop to this sort of thing. *Not only it is eminently unfair for an association which is maintained by subscription to employ its funds to finance a subsidized publication, but it encourages other associations to follow the example.* As it is, there are about 40,000 "kept" publications in this country—that is to say, publications that are printed and distributed *regardless of whether they are wanted or not.* Nearly all of these publications use the "stuffed club" to sell advertising space."

### NINE THOUSAND WOMEN

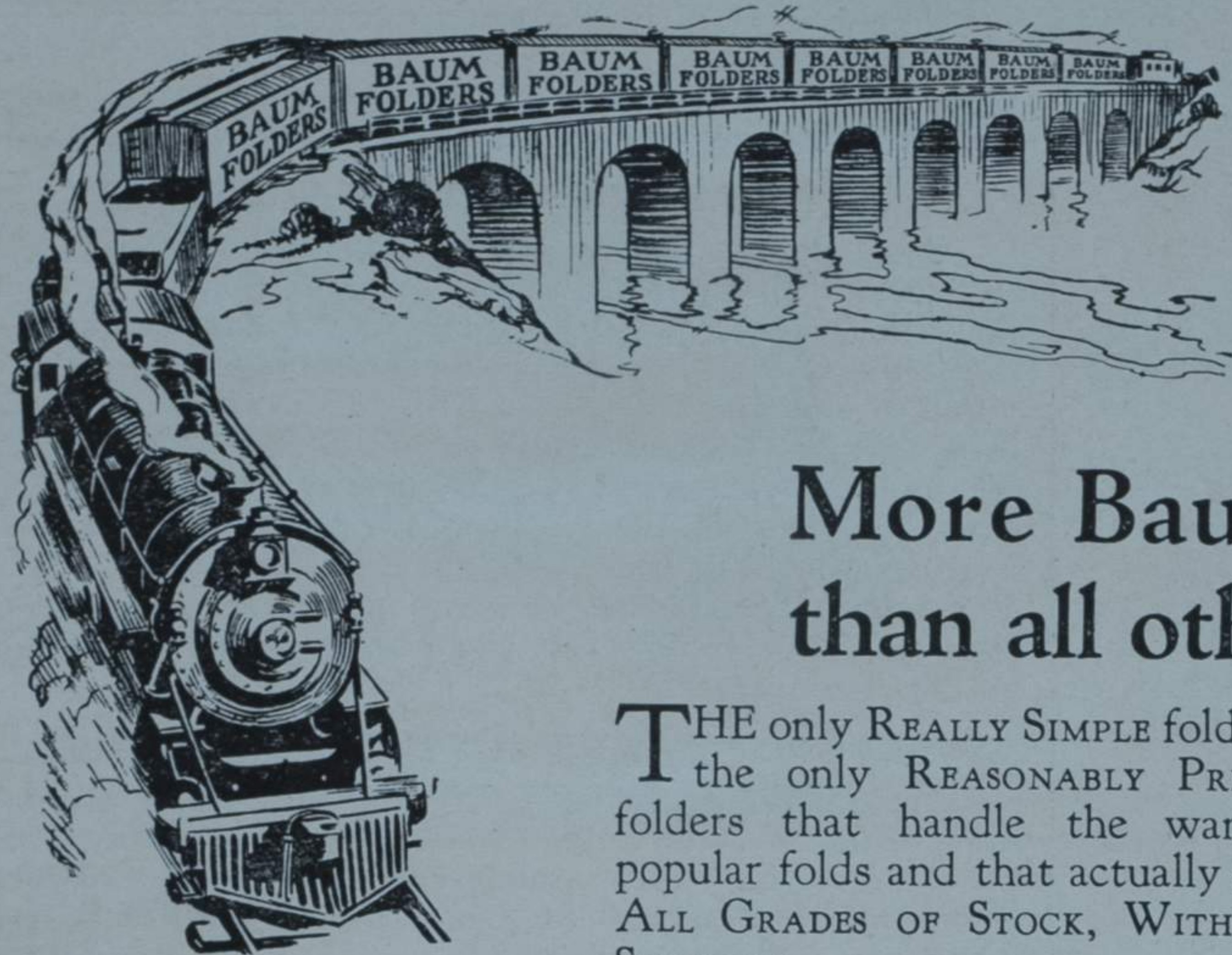
That many are engaged in Journalism in America, says Izil I. Polson, a charming member of the 9,000 and associate professor Department of Industrial Journalism, Kansas State Agricultural College. "Sob sisters are going; many of them already gone—giving way to clear-headed, conscientious newspaper workers "without faking or romance", she declared in a recent address, pointing out the special adaptability of women newspaper workers to handle feature and special stories.

## CIRCULATION BUILDING

### WHOLE CITY GOES TO PICNICS

The St. Louis (Mo.) *Star*, Frank W. Taylor, Jr., managing editor, got out about 18,000 children, many coming with their parents, in a series of outings at an amusement resort of St. Louis, a city of nearly 1,000,000. The city was divided into four districts. Children brought their lunch baskets. The *Star* published coupons four days in advance of each event,





## 8 Carloads of Baum Folders Sold in July!

More Baum Folders are sold than all other folders combined

THE only REALLY SIMPLE folders; the only REASONABLY PRICED folders that handle the wanted popular folds and that actually fold ALL GRADES OF STOCK, WITHOUT SPOILAGE.

Baum Folders combine the advantage of both types of folders—the roller or buckle-fold type, which

is unexcelled for parallel work, and the knife type, which is unbeatable on right angle folding—RESULT: 100% ACCURACY—ELIMINATION OF SPOILAGE; VERSATILITY (EVERY GRADE OF STOCK); TREMENDOUS PRODUCTION (150,000 folds an 8 hour day).

Send for our Payment Out of Folder Earnings Plan.

*A model to meet every requirement—all closely priced—as low as \$270, with Motor*

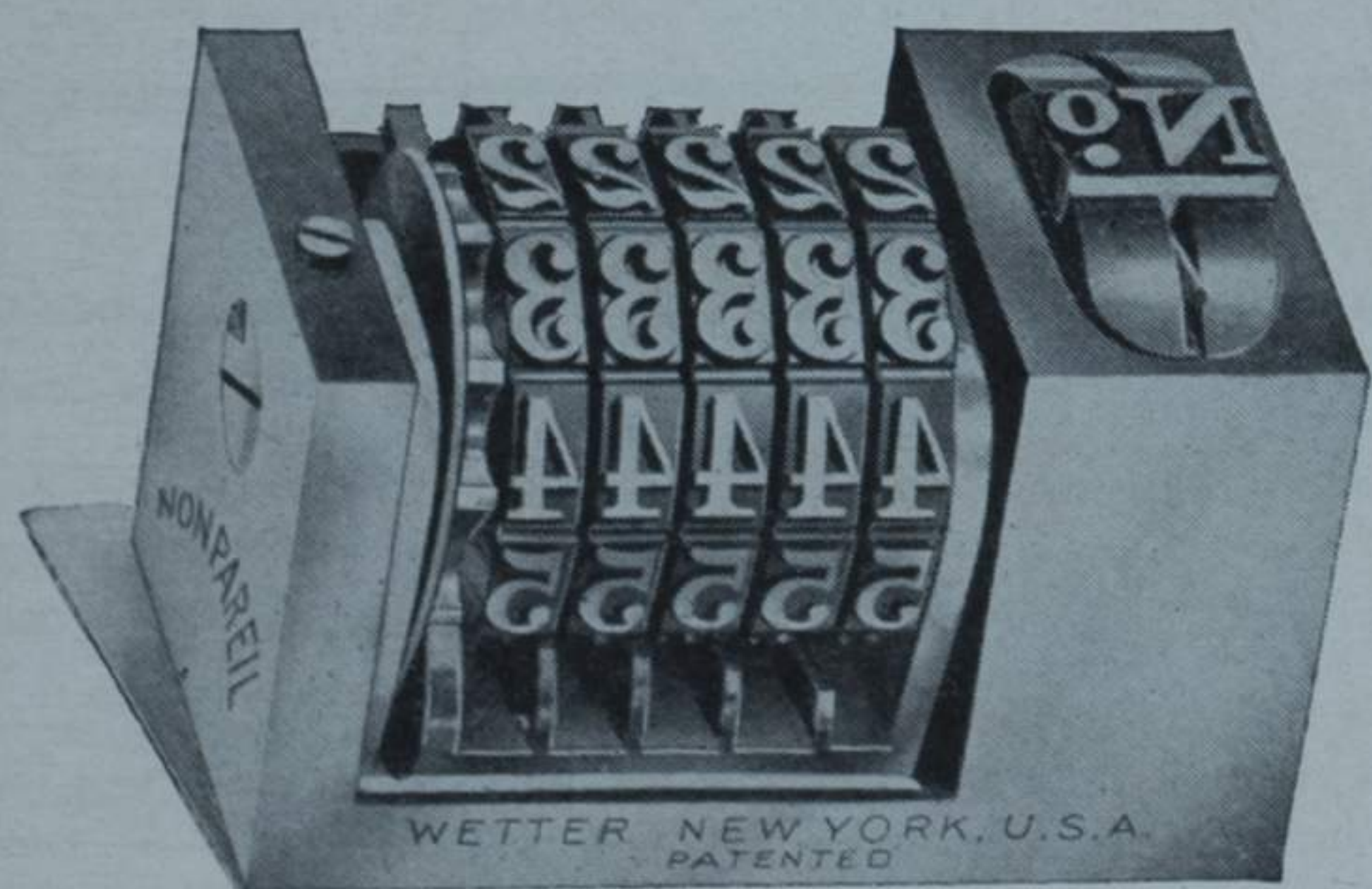
**RUSSELL ERNEST BAUM**

615-45 Chestnut Street :: Philadelphia  
BRANCHES OR DEALERS EVERYWHERE

# THE NEW "Nonpareil" WETTER MODEL Numbering Machine

5 Wheel **\$11<sup>00</sup>**  
6 Wheel **\$14.00**

*Is Only Nine Picas Long*



**Nº 12356**

FACSIMILE IMPRESSION

Ask the dealer to show you the "NONPAREIL" Model and be convinced it is the only low price machine for accurate work

The skipping wheels and other wheels used in this machine are the same as used in our Boston Model, Pica Model, Model 125 and 126; that is, they are interchangeable so that the printer using other models will not have to buy a new equipment for the "Nonpareil."

The "No." slide is removable so that a letter or other character can be inserted in its place without removing the machine from the form.

We will keep this machine in all details up to the dictionary definition of the word; that is, "WITHOUT AN EQUAL."

SOLD BY ALL DEALERS

**Wetter Numbering Machine Co.**

Atlantic Avenue and Logan Street, Brooklyn, N. Y., U. S. A.



# YOU MEN who are tired of the usual convention places



HERE is a different, better, much more interesting and enjoyable convention site—famous French Lick Springs Hotel, the home of Pluto Water, known the world over as America's premier health and recreation resort. A less expensive place, too—meals and room are included in the moderate rate you pay at French Lick Springs; and you avoid the heavy theatre, restaurant, taxicab and other entertainment bills that other convention sites require of you. Doesn't that picture the sort of place your organization would do well to choose next time?

There is renewed health for you here in the bubbling natural waters of the Pluto, Bowles and Proserpine Springs. Severe winter is unknown in this semi-southern Cumberland foothills region. Golf is played on the two 18-hole French Lick Springs Hotel courses long after weather stops all thought of golf elsewhere. And this superb, perfectly appointed and equipped metropolitan hotel affords other diversions in abundance.

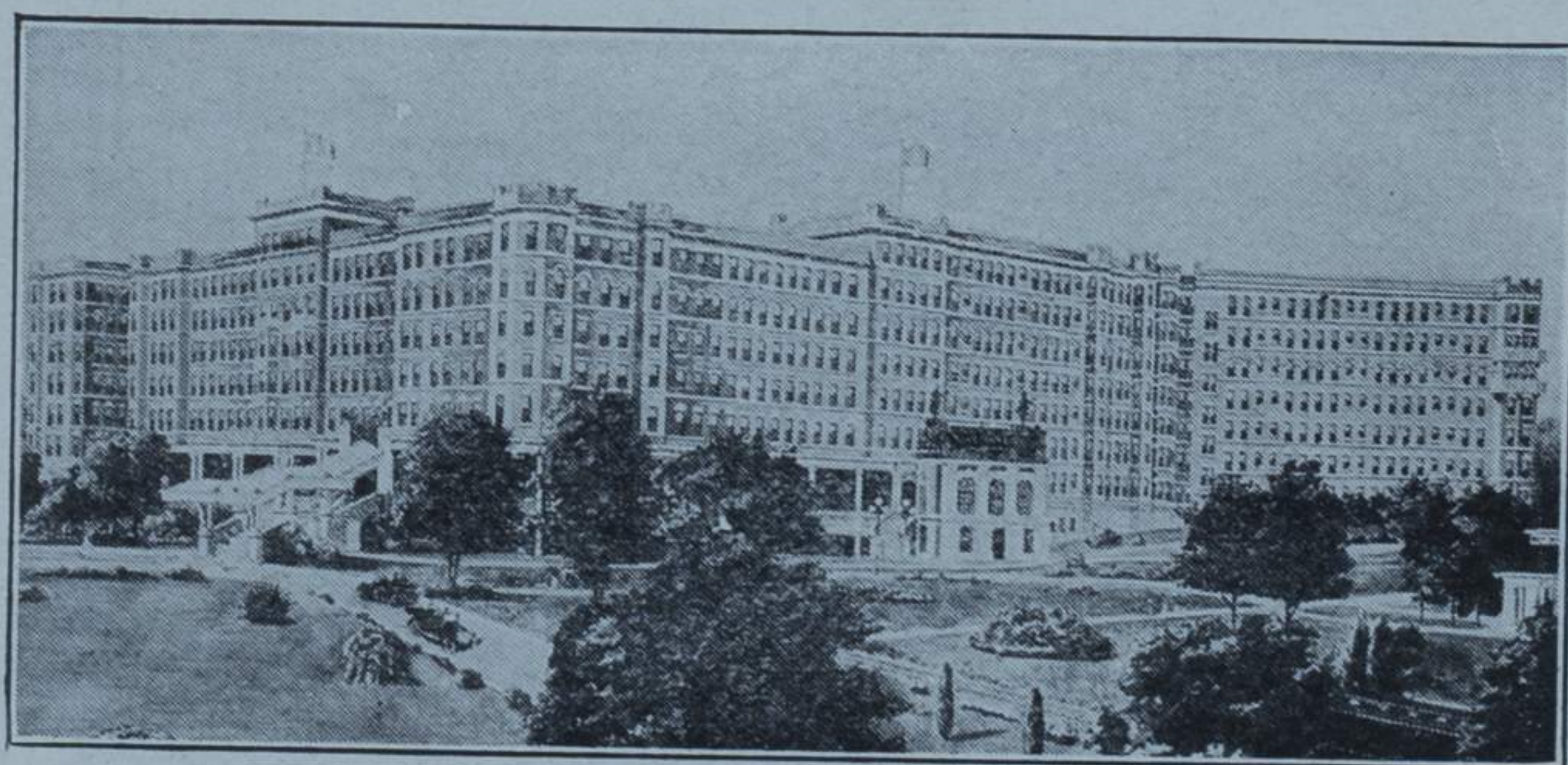
Ready now, too, is the large new wing containing, among other features, a well-ventilated daylight ground floor convention auditorium flexibly arranged so that meetings of any size from 50 to 1500 persons can be held without leaving the hotel.



Everyone intends to visit French Lick Springs some day. Your next convention is your opportunity to do so. Write now for illustrated booklet with detailed convention information. Address Convention Secretary, French Lick Springs Hotel Co., French Lick, Indiana.

"Home of Pluto Water"

## FRENCH LICK SPRINGS HOTEL



## "NPJ" ROUND TABLE (CONTINUED)



exchangeable for tickets to the various amusement devices, ice cream, etc. Religious organizations furnished chaperons.

### PRICING TOMATOES vs. PRICING SERVICE

Says the *Live Hook*, Washington (State) Press Association bulletin: "There is nothing gained by asking a Greek merchant the price of tomatoes, for the price has been set : : so, for shoe shines. Publishers have never set the price in their merchandise and probably never will. *This need not prevent them from talking about what their wares should bring* : : Ever since the first newspaper, circulation has set the advertising rate. Have we been on the wrong trail all these years, or are we starting something that will have an opening in the bottom? *There are a few of the thinking publishers who feel the time has come to start thinking along other lines than circulation as the basis of rates.*

### SCHOLARSHIP FUNDS WITH SUBSCRIPTIONS

The Midland (Mich.) Weekly *Sun* campaigned successfully for a Midland High School Scholarship Fund of \$1,500. For four weeks students made collections from present readers and new subscribers at \$1.50 a year for the *Sun*, one half the collections going to the fund.

### SOMETIMES THEY WORK "IN REVERSE"

Circulation building is the result of paper building, says Albert H. Lee, Minidoka (Ida.) *County News*. It took him two or three years to live down a bargain offer. "Clubbing with farm papers has killed newspapers. You cannot keep circulation unless the paper is worth the money you ask for it." He is a firm believer in the field man as a circulation builder. "There is such a thing as too much circulation; few advertisers of weeklies base their cost of advertising on circulation and some can't be made to realize that they should pay more for 2,000 than for 1,500." (He indicates that a paper which can't get, in its locality, above a certain rate, should think about not increasing its circulation above a practical point.)

### PREMIUMS KEEP UP, OLD AND NEW

Bicycles and velocipedes are live circulation getters for children's contests, says the Emblem Mfg. Co., New York; newsbags and change aprons, the Allied Belting Co., Greenville, O.; chinaware is "Good", the Limoges China Co., Sebring, O.; travel accident insurance is taking a fresh hold, the Hickey-Mitchell Co., St. Louis; dinner sets, the Salem China Co., Salem, O. A big fall boom in newspaper circulation is predicted by each of them.

### LODGES AND SOCIETIES OFFERED CHINA

The Quincy (Ill.) *Whig-Journal* put out a 130-piece china set to organizations, the deal being twenty 26-week subscribers to the set. Walter E. Hoots, circulation director, says such a method works well in smaller communities. He had each set embossed with the emblem of the organization earning it.

### NO TIME TO READ, AND WHY?

The Indianapolis (Ind.) *News* recently got a carrier's report saying the subscriber stopped because his mother-in-law was coming for the summer and he would therefore have no time to read.

## COMMUNITY BUILDING

### GO AFTER THE PEDDLERS

A number of weeklies and dailies in Central New York State, in Pennsylvania and in other states are campaigning vigorously against the itinerant merchants "organized, legalized and otherwise." The work had a good ring: "When they are honest and earnest, they do not offer something for nothing, or fabulous values. The latter: Give them the air." The movement is cropping out all over the country.

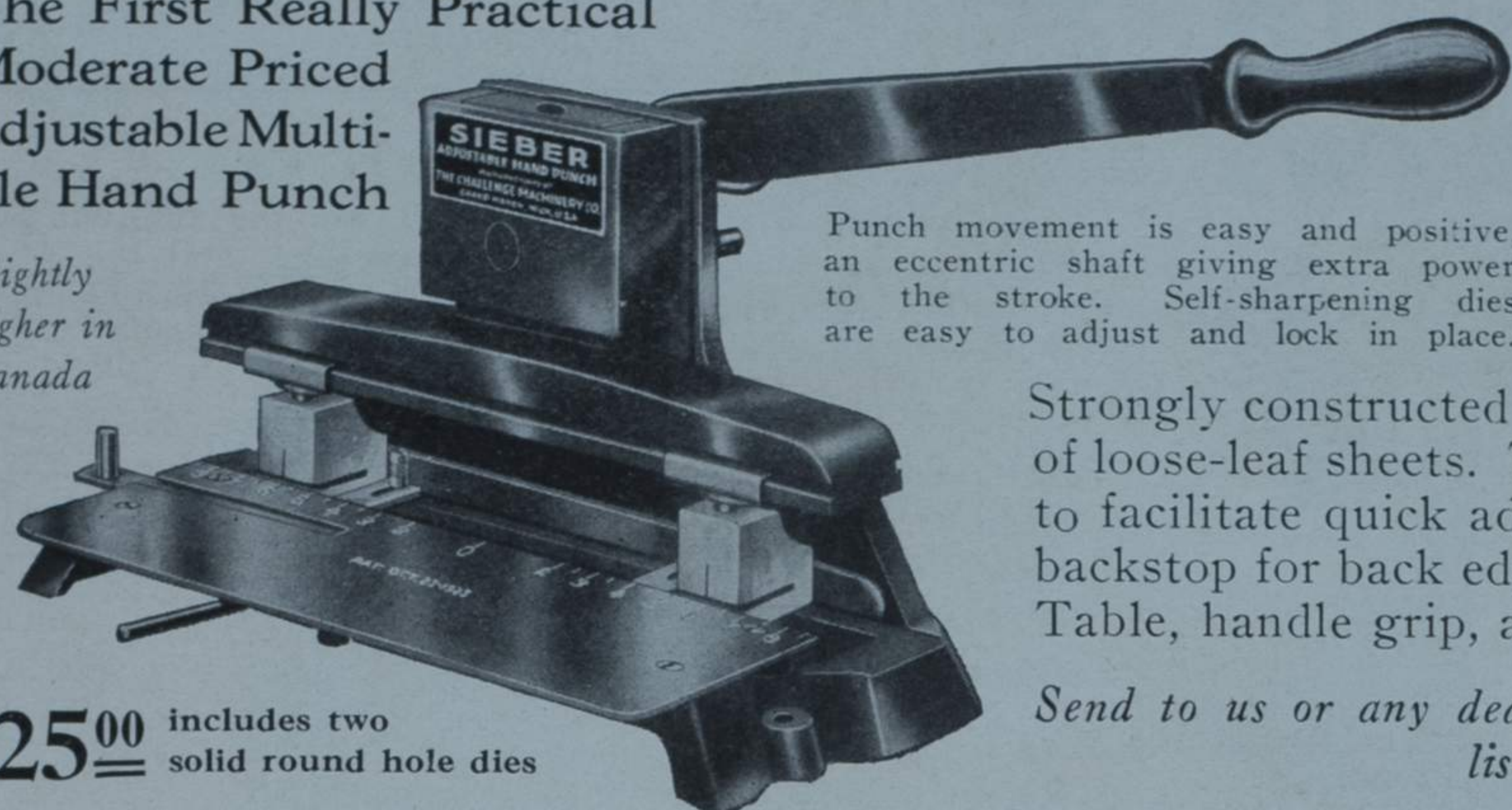
### FREE ADS, TO BUILD UP COMMUNITY

The Long Prairie (Minn.) *Leader* made the following announcement: "WANTED TO EXCHANGE—THE LEADER will run free of charge advertisements in this department for those who want to exchange pure bred sires with Todd county farmers. If you have used your sire until you desire to change and will exchange him with some other farmer in the county, send us the facts and we will advertise him for you free."



The First Really Practical  
Moderate Priced  
Adjustable Multi-  
ple Hand Punch

*Slightly  
higher in  
Canada*



**\$25<sup>00</sup>** includes two  
solid round hole dies

Punch movement is easy and positive,  
an eccentric shaft giving extra power  
to the stroke. Self-sharpening dies  
are easy to adjust and lock in place.

## THE SIEBER ADJUSTABLE HAND PUNCH

Strongly constructed and will handle all kinds and sizes  
of loose-leaf sheets. Table is graduated in plain figures  
to facilitate quick adjustment of dies. Has adjustable  
backstop for back edge of sheet. Handsomely finished.  
Table, handle grip, and dies are nickel-plated.

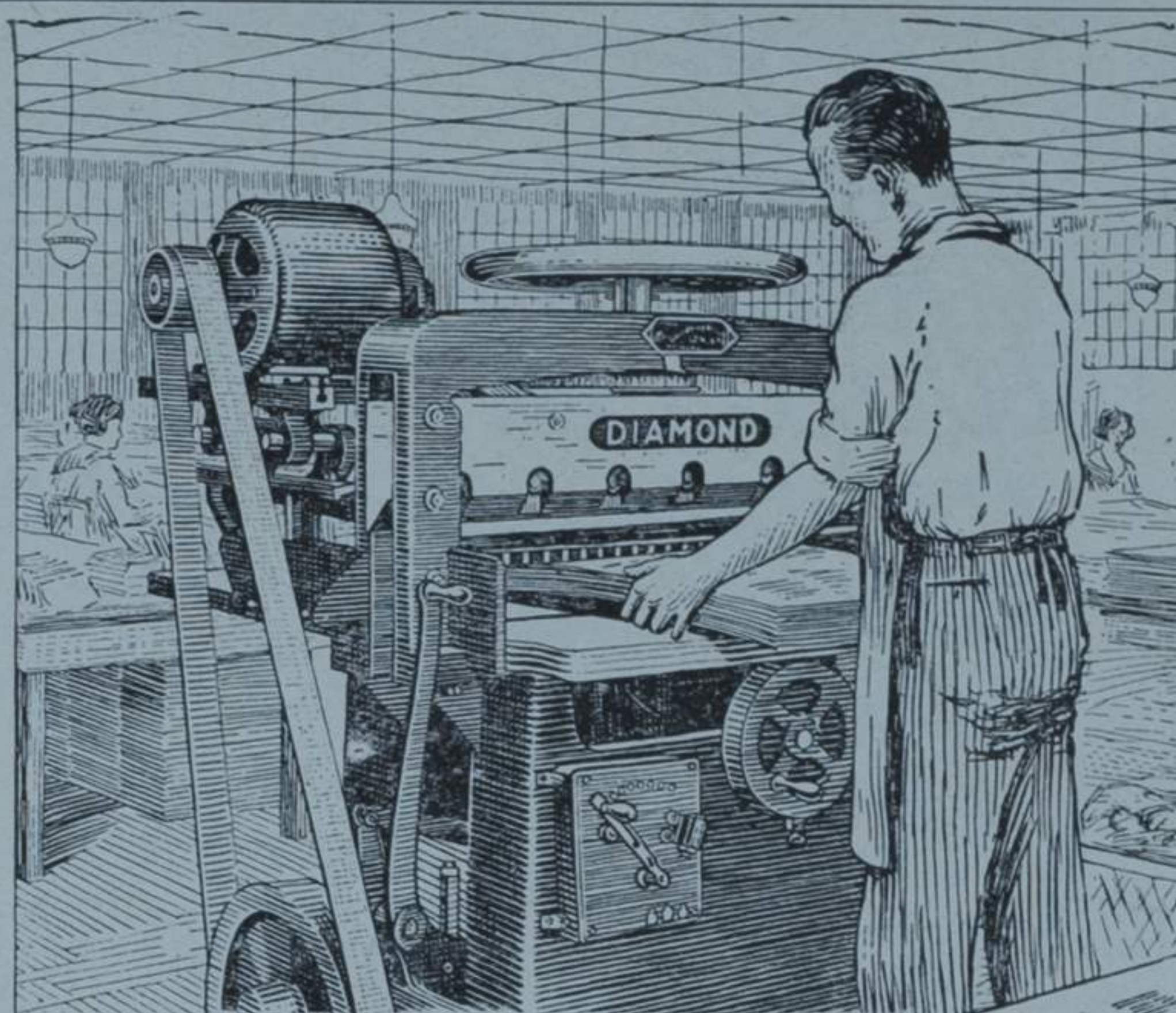
*Send to us or any dealer for Illustrated Circular showing  
list of Sieber Dies.*

## Paper Cutter Satisfaction

IT is just as much an efficiency and money-making prop-  
osition to have a cutting machine doing **better work  
in less time** as it is to have proportionate economy in any  
of your other machines. The Diamond Power Cutter yields the  
maximum result with the least operating and up-keep expense.  
Diamond Cutters have the largest sale of any power paper cutter  
in the United States, within their rated sizes. Note the massive  
three-piece construction—base, arch and table—other cutters use  
as many as seven pieces. Those who want the best Power Cutter  
to be had always insist on a "Diamond."

Sold and Guaranteed by Type Founders and Dealers

**The Challenge Machinery Co., Grand Haven, Mich.**  
NEW YORK, 220 W. 19th ST. CHICAGO, 124 S. WELLS ST.



*For Immediate Shipment at all Selling Houses*

# Printing Machinery and Supplies

Chandler & Price Presses  
Paper Cutters  
Colt's Armory Presses  
Cutters and Creasers  
Boston Wire Stitchers  
Boston Staple Binders  
Portland Multiple Punches  
Golding Machinery  
Challenge Mach'y Co. Products  
Hamilton Manufacturing Co.  
Wood and Steel Equipment

AMERICAN  
TYPE

*The Best in Any Case*

Lee Two-Revolution Press  
F. P. Rosback Co. Products  
H. B. Rouse & Co. Products  
Type, Borders and Ornaments  
Metal Leads and Slugs  
Brass Rule and Metal Furniture  
Numbering Machines  
Ink Knives and Plate Brushes  
Stapleset Benzine and  
Lye Brushes  
Galleys, Brass and Steel

## American Type Founders Company

BOSTON  
NEW YORK  
PHILADELPHIA  
BALTIMORE

RICHMOND  
ATLANTA  
BUFFALO  
PITTSBURGH  
CLEVELAND

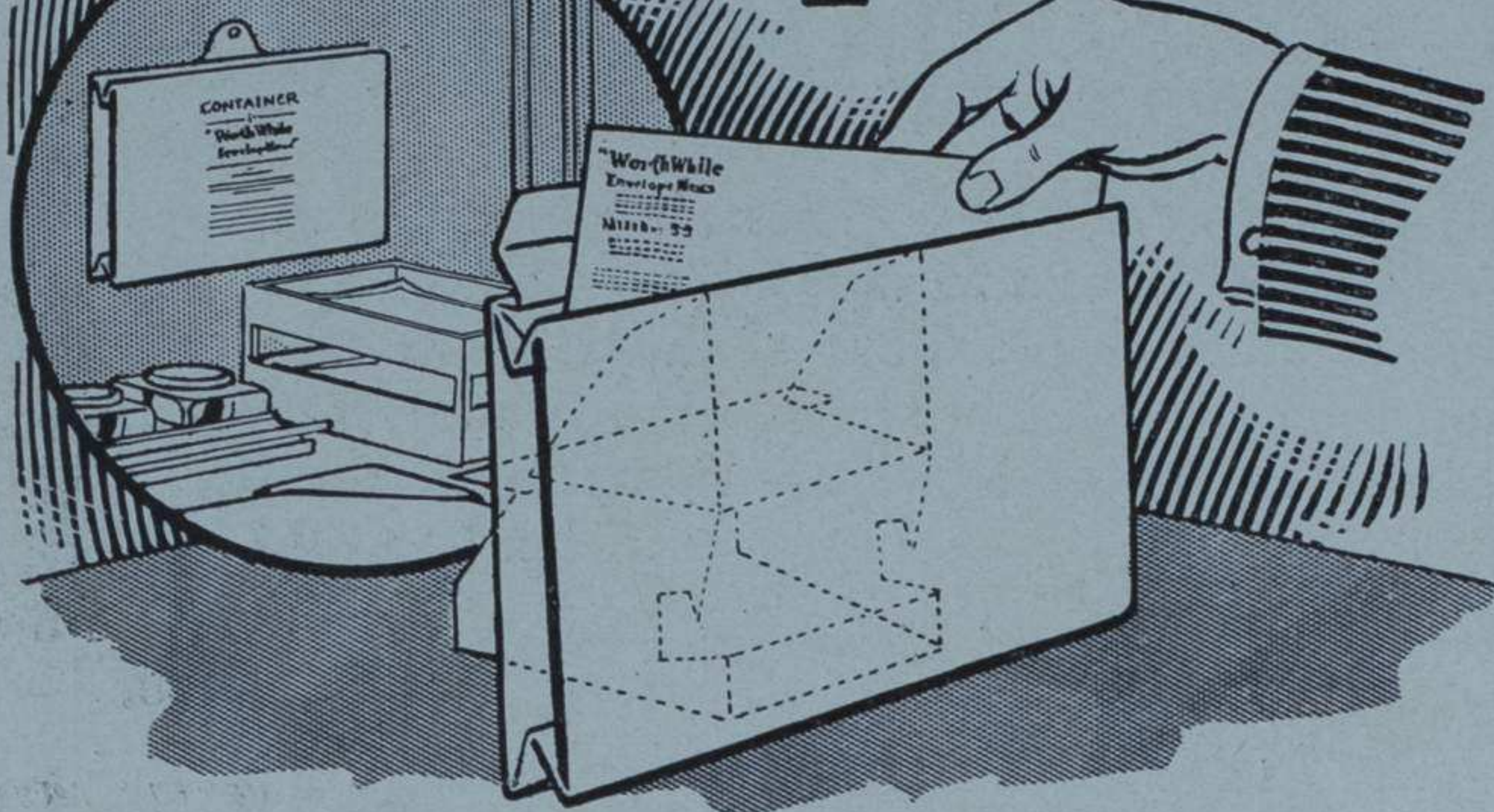
DETROIT  
CHICAGO  
CINCINNATI  
ST. LOUIS  
DES MOINES

MILWAUKEE  
MINNEAPOLIS  
KANSAS CITY  
DENVER  
LOS ANGELES

SAN FRANCISCO  
PORTLAND  
SPOKANE  
WINNIPEG



# Your "Worth While Envelope News"



— and now this Upright Desk or Wall container to keep it more handily in front of you.

Each issue of our "Worth While Envelope News" is crammed with facts of infinite value to you. Don't take the edge off its usefulness by putting it away so carefully that you can't find it!

So that you'll have it handy, we are sending out the special desk container which keeps it *upright* on your desk or can be used as a wall hanger.

Keep it within arm's reach and we'll guarantee it will pay a rich return on the trifling parking space which it takes up.

*If you have not received your container — or worse — if you're not on the "Worth While" mailing list, write us at once. And ask for free Price List No. 27 that tells you about the 600 separate styles that make up our array of*

TWENTY MILLION ENVELOPES IN STOCK—FOR INSTANT SHIPMENT

**The Western States Envelope Co.** South Water from Clinton to Ferry Sts. Milwaukee Wisconsin

## "NPJ" ROUND TABLE (CONTINUED)

### JUDGING FIRST PAGES IN CONTESTS

In judging first-page contests, I use the following scale, with 100% as the highest possible average, and the classified percentages the highest possible for each sub-division: (In response to numerous requests as to my "system.")

General Appearance .....	20%
News Value of Contents .....	20%
Heading and Text Typography .....	15%
Head-Construction* .....	15%
Preparation of News* .....	15%
Economy of Production .....	15%
	100%

\* Refers to writing, grammar, balance, etc.

—J. L. M.

## ASSOCIATION PROGRESS

### HOME PAPER WEEK IN KANSAS

The Kansas Press Association gained international newspaper publicity through its recent enterprise. The observance included a proclamation by the Governor, sermons in churches on the community newspaper, meetings of chambers of commerce and civic clubs with programs dealing with the home paper, a radio program by one of the most powerful stations in the State, displays of books or articles on the press by city and town libraries, and displays in windows of newspaper offices. One of the most interesting and useful features of the week was the holding of prize contests for essays by school pupils on subjects connected with the home paper.

### Dates for Printer: Publishers

#### September

VIRGINIA PRESS ASSOCIATION, 10-12, Clinton Forge.  
INTERSTATE CIRCULATION MANAGERS' ASSOCIATION, 15, Wilmington, Del.  
INTERNATIONAL ASSOCIATION OF ELECTROTYPERS, 17-19, Congress Hotel, Chicago, Ill.  
TRI-STATE EDITORIAL ASSOCIATION, 24-26, Sioux City.  
GEORGE PRESS ASSOCIATION, 21-24, West Point and Tallulah Falls.

#### October

INLAND DAILY PRESS ASSOCIATION, 13-14, Sherman Hotel, Chicago.  
AMERICAN ASSOCIATION OF ADVERTISING AGENCIES, 7-8, New York.  
ASSOCIATED BUSINESS PAPERS, INC., 13-15, Chicago.  
ASSOCIATION OF NATIONAL ADVERTISERS, 16-18, Washington.  
NATIONAL ASSOCIATION OF STATE PRESS MANAGERS, St. Louis, Mo.  
UNITED TYPOTHETAE OF AMERICA, 19-24, Edgewater Beach Hotel, Chicago.  
DIRECT MAIL ADVERTISING ASSOCIATION, 28-30, Boston.  
OHIO CIRCULATION MANAGERS' ASSOCIATION, 28, Columbus, O.  
TEXAS EDITORIAL ASSOCIATION, 3-5, Brownsville.  
UNIVERSITY PRESS CLUB OF MICHIGAN, 29-31, Ann Arbor.  
ILLINOIS PRESS ASSOCIATION, 1-3, Urbana, State University.

#### November

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION, 12-14, White Sulphur Springs.

#### December

TEXAS EDITORIAL ASSOCIATION, 3-5, Brownsville.  
KANSAS DEMOCRATIC EDITORIAL ASSOCIATION, 28, Wichita.

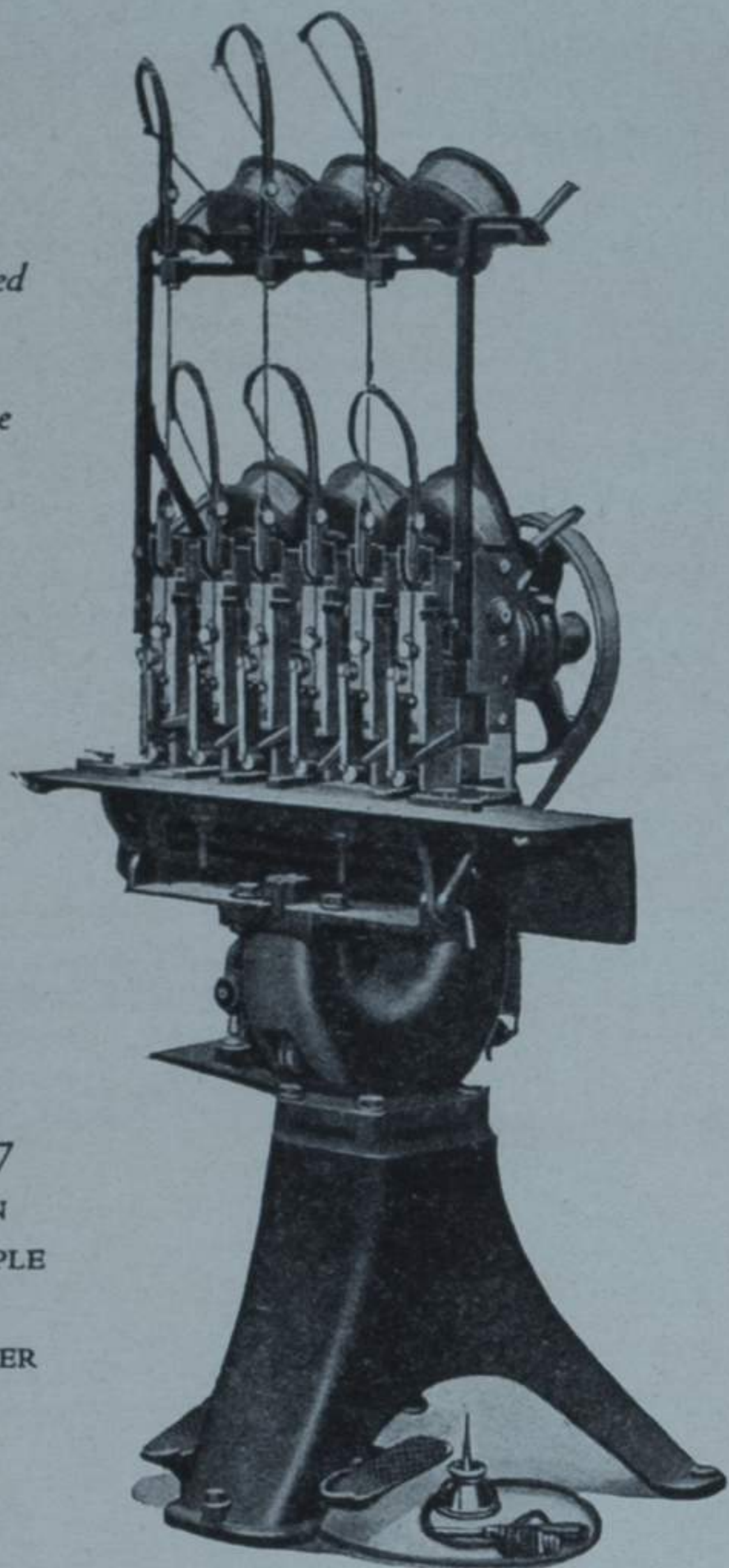
### Association Elections

ASSOCIATION OF NEWSPAPER SYNDICATES—President, David Lawrence, Current News Features, Inc.; vice-president, George Matthew Adams, George Matthew Adams Service; secretary, H. H. McClure, Associated Newspapers; treasurer, Thomas W. Gerber, United Features Syndicate Organization Committee: Mr. Lawrence; Christy Walsh, Christy Walsh Syndicate; William Johnson, Johnson Features, Inc.; Maximilian Elser, Jr., Metropolitan Newspaper Service; V. V. McNitt, McNaught Syndicate, Inc.; Harry Staton, New York Herald Tribune Syndicate; F. B. Knapp, New York World Syndicate; Mr. Adams; C. T. Brainerd, McClure Newspaper Syndicate; and Mr. McClure. Present at the organization dinner: William Clayton, R. M. Cleveland, Readers' Syndicate; David Lawrence, Lemuel F. Parton, Current News Features, Inc.; Clinton T. Brainerd, McClure Newspaper Syndicate; John Van Biber, D. P. Syndicate; E. W. Gilland, Newspaper Information Service, Washington, D. C.; F. J. Murphy, McNaught Syndicate, Inc.; Leslie Fulenwider, C. D. Russell, Famous Feature Syndicate Inc.; Christy Walsh, J. F. Hanratty, Christy Walsh Syndicate; W. H. Johnson, Johnson Features, Inc.; J. E. Watkins,



# BOSTON *Multiple Wire Stitcher* No. 17

*Two  
Hundred  
Stitches  
per  
Minute  
for  
Each  
Head*



No. 17  
BOSTON  
MULTIPLE  
WIRE  
STITCHER

*I*N considering fall changes in your bindery equipment investigate the No. 17 Boston. This Multiple Model was designed for checkbook, salesbook, ticket and pamphlet stitching and produces all at a considerable saving in cost. It is a new idea in wire stitching machinery and is efficient and dependable.

Two to ten heads may be mounted on the twenty-inch cross-head and quickly adjusted to the work. Capacity two sheets to one-fourth inch, flat and saddle table, 200 stitches per minute for each head. One touch of the treadle places all the heads in operation in unison. Minimum distance between stitches  $1\frac{5}{8}$  in.

*The Standard No. 17 Multiple Equipment includes Two Heads  
Flat and Saddle Table, Centering Device for Saddle Work*



GENERAL SELLING AGENT

## American Type Founders Company

Sold also by BARNHART BROTHERS & SPINDLER, and in Mexico and South America  
by NATIONAL PAPER AND TYPE COMPANY

SET IN MEMBERS OF THE CLOISTER FAMILY CLELAND BORDER

## Colored and Black

# INKS

### for Every Purpose

## FAMOUS

# GRITLESS NEWS

### for Every Style of Press

### Service From Fourteen Cities

## THE QUEEN CITY PRINTING INK CO.

CINCINNATI, OHIO  
CHICAGO, ILLINOIS  
BOSTON, MASSACHUSETTS  
KANSAS CITY, MO.  
DALLAS, TEXAS

MINNEAPOLIS, MINNESOTA  
ST. LOUIS, MO.  
PHILADELPHIA, PENN.  
ROCHESTER, N. Y.  
DETROIT, MICHIGAN

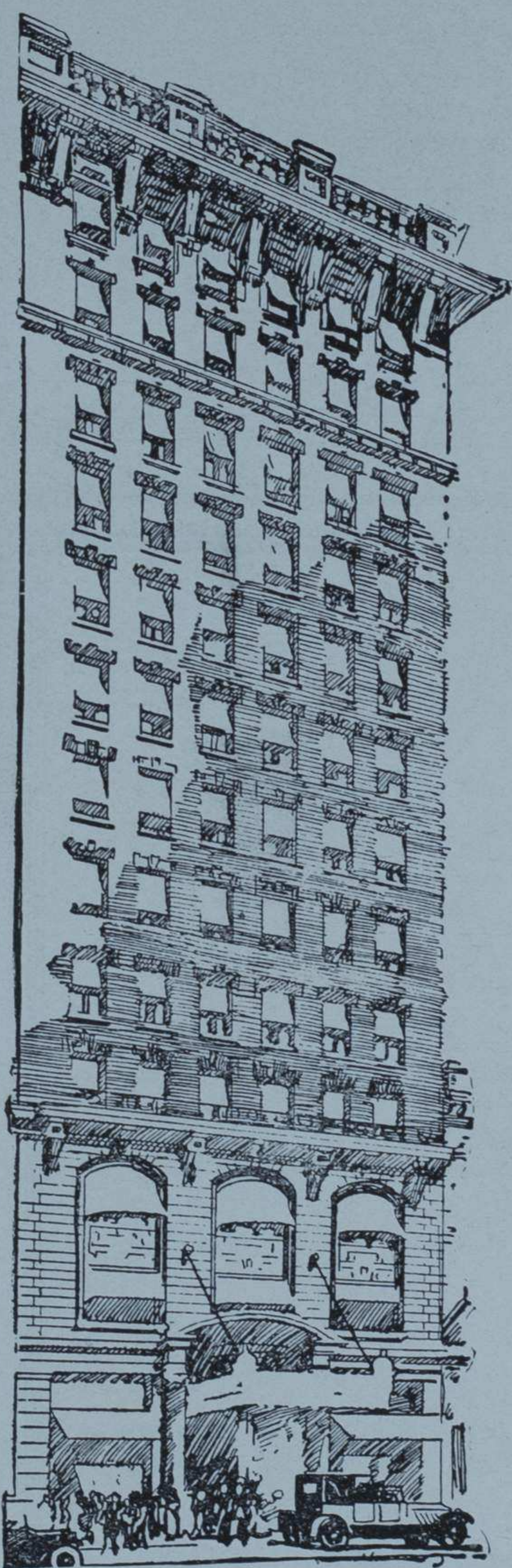
KALAMAZOO, MICHIGAN  
INDIANAPOLIS, INDIANA  
BIRMINGHAM, ALABAMA  
NASHVILLE, TENNESSEE



# Hotel Brevoort

Madison St., East of La Salle  
CHICAGO

COMPETENT authority has said that, of the three best restaurants in Chicago, two are located in the Hotel Brevoort.



When you visit Chicago, have at least one meal in the beautiful Main Restaurant or the Old English Grill of this famous hotel.

The superiority of service that distinguishes Brevoort Restaurants is typical of accommodations in every department of this convenient downtown hotel. And Brevoort charges are notably moderate.

Near at hand are the principal stores, banks, theaters, office buildings and wholesale houses.

E. N. MATHEWS, President  
R. E. KELLIHER, Manager

## "NPJ" ROUND TABLE (CONTINUED)

Ledger Syndicate, Philadelphia and Post Syndicate, New York; John F. Dille, National Newspaper Service; Max Elser, Jr., Metropolitan Newspaper Service; Raleigh T. Curtis, Fairchild News Service; W. P. Sarver, Associated Newspapers; J. E. Rice, Watson Davis, Science Service, Washington, D. C.; Harland H. Allen, Allen Feature Service; A. A. Preciado, Thompson Feature Service, Inc.; Henry M. Snevely, Bell Syndicate; George T. Bye, Putnam Syndicate; E. S. McClure, Republic Syndicate, Inc.; Myles F. Lasker, Cosmos Newspaper Syndicate; Harper Kimber, Murray's Newspaper Service; Hugh Baillie, United Feature Syndicate; Bruno Pascale, George Matthew Adams, Fitzhugh Green, George Matthew Adams Service; Frank B. Knapp, New York World Syndicate; Robert E. Moyer, New York World News Service.

INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN—President, George A. Faber, 185 Martin St., Milwaukee; first vice-president, Ernest C. Dittman, Supt. Rand-McNally Printing Co., 1438 Norwood St., Chicago; second vice-president, Edward Kurrle, Supt., Caslon Press, Toledo, O.; treasurer, Harvey H. Weber, Supt. Baker-Jones-Hausauer, 45 Carrol St., Buffalo; secretary, L. M. Augustine, Plant Manager, Day Printing Co., 33 White Ave., Hamilton, Baltimore.

ENGRAVOGRAPHIA—President, Henry Sullivan, 111 Wisconsin St., Milwaukee, Wis.; vice-president, William J. Ecker, Jr., Ecker & Co., St. Louis, Mo.; treasurer, M. J. Bournique, Watkinson & Bournique, New York City; general manager, T. A. Insert, New York City.

OREGON STATE EDITORIAL ASSOCIATION—President, A. L. Malley, Oakland Tribune; secretary-treasurer, Hal E. Hoss, Oregon City Enterprise. Board of directors: Joe D. Thomson, Hood River Glacier; Earle Richardson, Dallas Observer; George Aikin, Ontario Argus; Edgar McDaniel, North Bend Harbor; A. E. Voorhies, Grants Pass Courier.

NEW HAMPSHIRE PRESS ASSOCIATION—President, George D. Cummings, Peterboro; vice-president, Arthur S. Morris, Littleton Courier; secretary, A. B. Rotch, Milford Cabinet; R. J. McLean, Plymouth Record.

WASHINGTON STATE PRESS ASSOCIATION (Group Four)—President, E. P. Murphy, Entiat Times; secretary, Frank Emert, Oroville Gazette.

NATIONAL BETTER BUSINESS BUREAU, Inc., (Supplants Vigilance Committee of A. A. C. W.)—President, Lou E. Holland, Holland Engraving Co., Kansas City, Mo., retiring president of the world association; vice-president, Lewis Harriman, Fidelity Trust Co., Buffalo, N. Y.; secretary-treasurer, Jesse H. Neal, New York, secretary-treasurer of the A. A. C. W.; manager, Edward L. Greene, E. Lansing Ray, publisher St. Louis (Mo.) Globe-Democrat, is a member of the directorate.

AMERICAN PHOTO ENGRAVERS' ASSOCIATION—President, E. W. Houser, Barnes-Crosby Company, Chicago; First vice-president, V. W. Hurst, Hurst Engraving Company, Rochester, N. Y.; second vice-president, H. C. Campbell, Western Engraving & Color Company, Seattle, Wash.; secretary-treasurer, Oscar F. Kwett, Northern Engraving Company, Canton, O.; executive committee, Adolph Schuetz, Sterling Engraving Company, New York; C. A. Stinson, Gatchel-Manning Company, Philadelphia; B. J. Gray, Gray Adams Engraving Company, St. Louis; C. W. Beck, Jr., Beck Engraving Company, Philadelphia; R. W. Hirschert, Mugler Engraving Company, Cleveland.

SOUTHERN ILLINOIS EDITORIAL ASSOCIATION—President, E. Evans, Belleville Advocate; vice-president, Mrs. Clara Schmidt, Nashville Journal; secretary-treasurer, John McConachie, Coulterville Republican. Executive Committee: S. S. Preston, Gillespie News; N. L. Wood, Flora Record-Journal; L. L. Lindley, Granite City Press-Record; Fred M. Rolens, Murphysboro Independent; I. S. Dunn, Diverdon News.

SOUTH DAKOTA ASSOCIATED PRESS ASSOCIATION—President, W. R. Ronald, Mitchell Evening Republican; vice-president, S. X. Wray, Watertown Public Opinion; secretary, R. Z. Henle, Pierre.

CENTRAL MICHIGAN PRESS CLUB—President, J. N. McCall, Gratiot County Herald; vice-president, Spencer Clark, Clinton County Republican News; secretary-treasurer, Theodore Thompson, Williamston Enterprise. (For four counties, sponsored by St. Johns Republican News and Field Director Len W. Feighner of the Michigan Press Association.)

## Educational :: Notes

### NEW JOURNALISM COURSE PLANNED

The College of Business Administration, Boston (Mass.) University, is opening a department of journalism, the outgrowth of courses given since 1914. Prof. Harry B. Center is in charge. Four-year programs leading to degrees have been prepared, including technique.

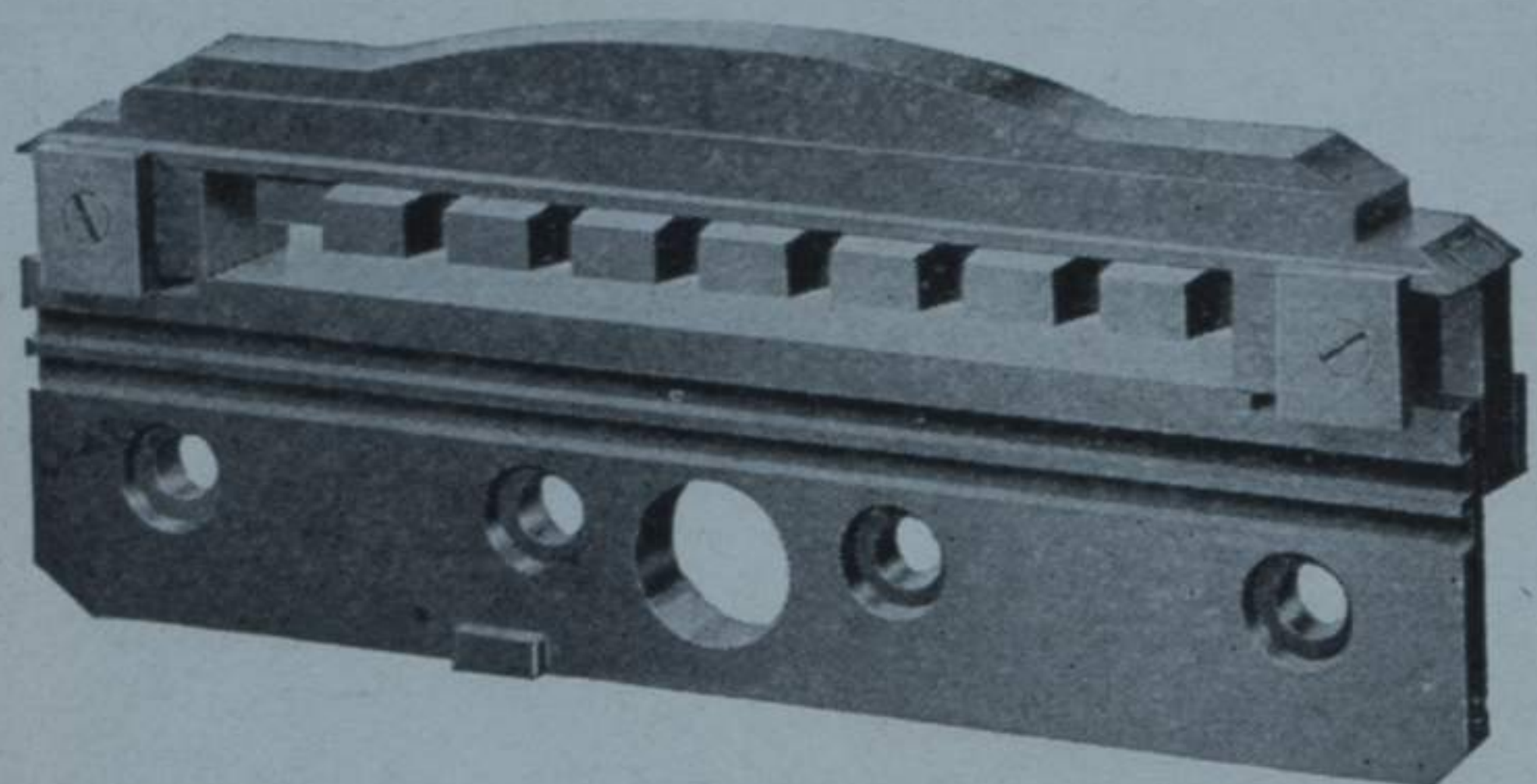
### TRAVELING CONVENTION A "LEAD"

Wisconsin newspapers, following another successful state tour in autos by the Wisconsin Press Association, are recommending the method for all sorts of conventions, replacing the proverbial convention hall, set program, etc. Wisconsin P. A. has done this for five years successfully.

### BUCKSHOTS BY OLE BUCK

Everybody over the Country knows about Ole Buck, the field manager of the famous Nebraska Press Association. Not many know as yet that Ole is syndicating a "colyum," called *Buckshot*. He tells me lots of papers copied it after he started the department, and now 250 Nebraska and other papers use





**Your Composing Room Foreman**  
can "speed-up" the "make-up"  
and lower his costs with unlimited  
base and spacing material at  
his command.

**Stevenson Furniture Molds**  
installed on your Linotypes or  
Intertypes will cast base and  
spacing material from linotype  
metal—

**At No Additional Cost to You**

*Write for full particulars.*

**Ashton G. Stevenson, Inc.**

**859 North Franklin St.**

**Chicago**



## HARVEST TIME

Make this fall show the biggest  
gain and the biggest business  
in all departments of your news-  
paper. P. C. C. Service can help  
you—it will give you MORE  
circulation—MORE influ-  
ence—GREATER adver-  
tising rate —  
**AND MORE PROFIT**

**\$141,769 IN CASH**  
**22,134 NEW**  
**SUBSCRIBERS**

Represents the business secured by this  
organization in recent campaigns—seven  
daily papers and seven weekly papers—  
a total of 14 newspapers in all—may we  
serve YOU?

*"Twenty Years Doing One Thing Well"*

**PACIFIC COAST CIRCULATION SERVICE**

Self Financing Circulation Campaigns

Bell Block

Cincinnati, Ohio

*"A Wire Will Save Time"*



## Ask Any User

**A**MONG the users of "Wilke's" Type Metals are many  
printers who turn out work of the highest quality,  
and publishers who take pride in a clearly printed sheet.  
They find our products a means toward an end.

"Wilke's" Metals have set a new high standard for metals  
used in line-casting, type-casting and stereotyping depart-  
ments. We take every precaution to safeguard and main-  
tain their uniformly high quality. Their value to users is  
expressed in our rapidly growing business.

"Wilke's" Type Metal Insurance Plan is your protection  
in maintaining the good condition of your metal supply.  
It is your insurance for good results.

*Write us for full details*

**METALS REFINING COMPANY**

HAMMOND, INDIANA

*Warehouses in All Principal Cities*

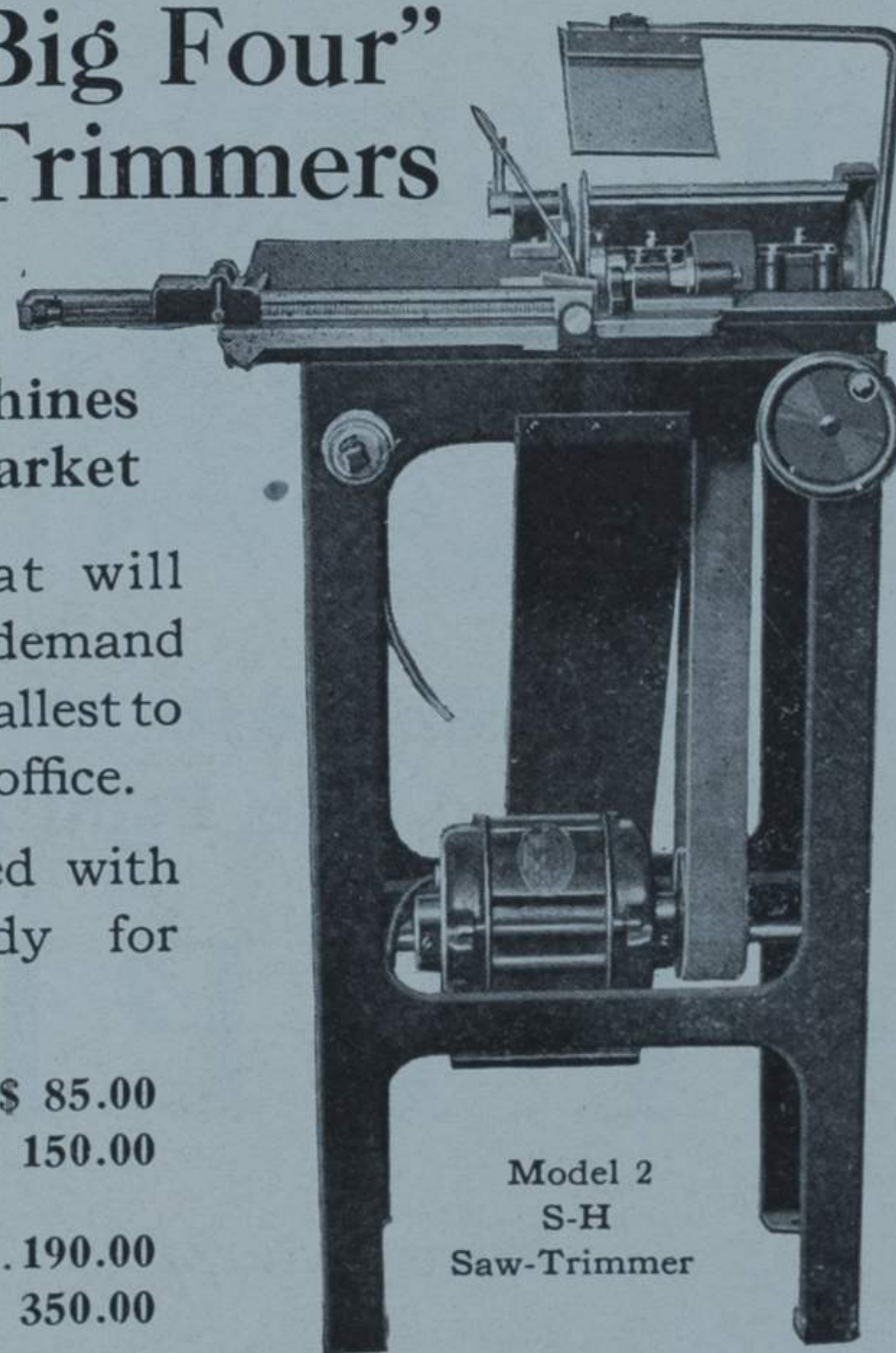
## S-H "Big Four" Saw-Trimmers

**Best Machines  
on the Market**

A line that will  
meet every demand  
from the smallest to  
the largest office.

All equipped with  
motor ready for  
use.

Model No. 4 \$ 85.00  
Model No. 3 150.00  
Standard  
Model. . . . . 190.00  
Model No. 2 350.00



Model 2  
S-H  
Saw-Trimmer

### SPECIAL OFFER

We have four Standard Models of an earlier make  
on hand. These machines are in first-class condition  
and sell for \$95.00, or half of the present price.

*Write for Literature, Terms and Special Discounts*

**The Schuyler-Hildman Saw-Trimmer  
and Linotype Supply Co.**

160 N. Wells Street

Chicago, Ill.



# SPARTAN TYPE METALS



THE PRINTING WORLD  
RECOGNIZES THE  
SUPERIORITY OF  
SPARTAN  
AND WE RECOGNIZE  
OUR RESPONSIBILITY

For  
Linotype Typograph Ludlow Monotype  
Stereotype Autoplate Compositype

All Special Feed Bars

**MERCHANT & EVANS CO.**  
PHILADELPHIA

Since 1866

## QUALITY SERVICE VALUE

Embodied in All  
Standard Line, Point Set

# TYPE

Manufactured by  
**Damon Type Founders Co.**  
INCORPORATED  
44 Beekman Street, New York

We Carry in Stock Ready for Immediate Delivery  
Chandler & Price Presses, Hamilton Wood and Steel  
Equipment, and Everything the Printer Requires.

## "NPJ" ROUND TABLE (CONTINUED)

it; "the income buys my pipe fodder," he added. By the way, get a specimen copy of Wil Tufford's monthly house organ for his printing plant, at Clinton, Ia. The secretary-manager of the Inland Dailies is quoted all over creation from this unique publication.

### SOUTHERN ASSOCIATION'S DUES RANGE

The following is the new article on memberships of the Southern Daily Newspaper Association:

*Any individual, co-partnership or corporation, which is the owner of a daily newspaper, may become a member of this organization. Admission shall be by vote of the Association. The Board of Directors make such other conditions, restrictions and limitations as to membership and changes in the dues as they in their discretion deem advisable.*

The annual membership dues shall be as follows:

Under 3,000 circulation	\$ 30.00
3,000 to 7,000 circulation	40.00
7,000 to 10,000 circulation	50.00
10,000 to 20,000 circulation	60.00
20,000 to 30,000 circulation	70.00
30,000 to 40,000 circulation	80.00
40,000 to 50,000 circulation	90.00
Over 50,000 Circulation	100.00

The Southern pays its manager a larger salary than the total revenue of many (most) other associations, and even then some of the others have to beg and plead for the annual dues.

### ONE HUNDREDTH BULLETIN

The Inland Daily Press Association recently issued its monthly bulletin, No. 100. Tufford has edited the whole thing, sometimes a small booklet, and it is a valuable compendium each month not only on Inland doings, but the high spots of association work from all over the Country. It goes to paid members only, with few exceptions. This bulletin started in 1918 as a one-page letter. When A. L. Miller, Battle Creek (Mich.) *Enquirer News*, became president of the Inland in 1916, it was put across in more pretentious style, the real beginnings of the present one. No advertising is carried; it is not considered proper to do so.

### WISCONSIN'S NEW RATE CARD

Louis H. Zimmermann, Burlington (Wis.) *Standard-Democrat*, has just mailed it to all agencies, advertisers, etc. He points out that the association is in no way an agency or representative. Anyone referring to this list can get all information needed about rates, etc., of Wisconsin newspapers. Then, there is some unusually well-edited matter about Wisconsin as an advertisers' field.

### E. ROY SAYLES LEAVES SECRETARYSHIP

After a long period as secretary-manager of the Canadian Weekly Newspapers' Association, Mr. Sayles has bought the Renfrew (Ont.) *Mercury*. His remarkably constructive work for the association will live long. Associations in the U. S. A. can get a lot of lessons in pulling together for real objectives.

### HERE'S A REAL JOURNALISM SCHOOL IDEA

In an address to the American Association of Journalism Teachers, this writer two years ago pointed out that the schools turn out the boys and girls by the hundreds; but, what do they do about "selling the product" to the editors and publishers? Announcement is now made of a national employment bureau by *Sigma Delta Chi* fraternity, Robert B. Tarr, 2929 Northwestern Ave., Detroit, Mich. Sponsors: Kenneth C. Hogate, managing editor, *Wall Street Journal*; James A. Stuart, managing editor, *Indianapolis Star*; Dean Eric W. Allen, University of Oregon School of Journalism; Lee A. White, editorial staff, *Detroit News*; Willard G. Bleyer, director School of Journalism, University of Wisconsin; Bruce Bliven, editorial staff, *The New Republic*.

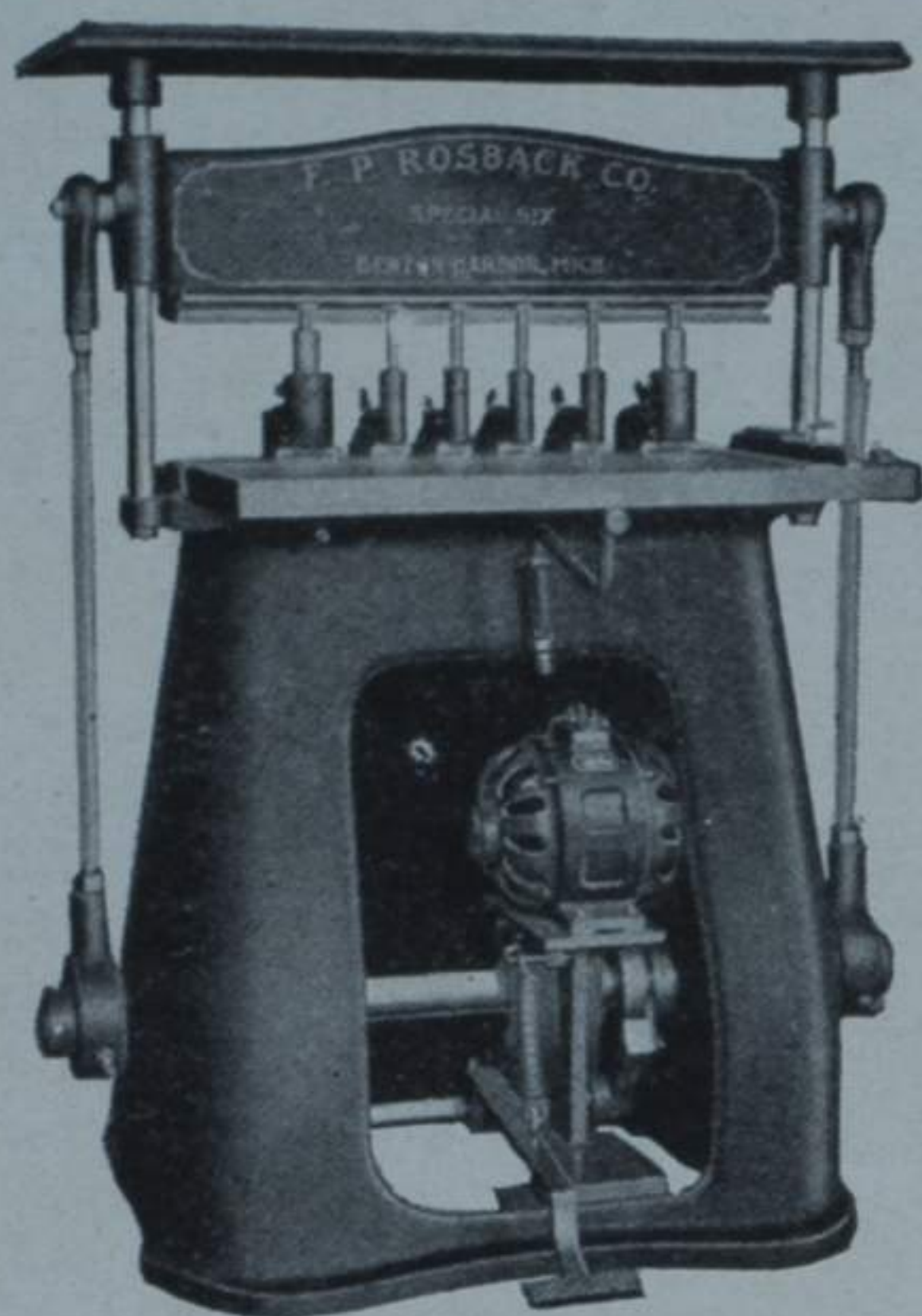
### EDITORS TO WRITE STORIES FOR MOVIES

The Universal Pictures Corporation, Universal City, Calif., announces a contest, with \$5,000 prizes, for the ten best motion picture stories by members of the National Editorial Association.

### SANDBAGLESS SANDBAG; by FEUDNER

Bill Feudner, Rushville (Ind.) *Republican*, is again "there" with something really new to get the boys to the conventions. As secretary of the Indiana Republican Editorial Association,





## THE ROSBACK MULTIPLEX PUNCHING MACHINE

*The Only Machine in The World That—*

Round Corners      Tab Cuts for Index Cards      Punches Round or Open Holes  
Perforates (Like Postage Stamps)

Does a Wider Range of Work than Any Other Punching Machine.  
Latest Type One-Piece Self-Aligning Punch Heads.

Power Applied on Both Ends.

Heads can't Creep or Move while Punching.

No Spring or Tilt of Head.

Very Massive—Heavily Constructed Throughout.

One-Piece Bed and Stand.

Heads can be Removed from any Position without Disturbing Others in Use.

**F. P. ROSBACK CO.**

Benton Harbor, Michigan

THE LARGEST PERFORATOR FACTORY IN THE WORLD

## NEENAH PAPER COMPANY

Neenah, Wisconsin

Makers of  
SUCCESS BOND  
OLD COUNCIL TREE BOND  
CHIEFTAIN BOND  
NEENAH BOND

Check  
✓ the Names

WISDOM BOND  
GLACIER BOND  
STONEWALL LINEN LEDGER  
RESOLUTE LEDGER  
PRESTIGE LEDGER

*"Note the Tear and Wear as well as the Test"*

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



*Measure service  
by proved results*

*Get our facts—  
then decide!*

**THE BASIL L. SMITH SYSTEM, INC.**

International Classified Advertising

Counsellors

Packard Building

Philadelphia

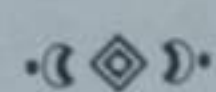
Here Is a Fine Opportunity for a Small  
Daily or a Weekly of Large  
Circulation.

## 12-Page Duplex Flat-Bed Web Press

Printing from type or flat forms, from  
a web, papers of 4, 6, 8, 10 or 12  
pages, at 3500 to 4000 per hour.  
Printed all at once, delivered folded  
to half page.

For sale because of consolidation of pa-  
pers. Can be seen in operation at  
Oswego, N. Y. Good press at an  
attractive price.

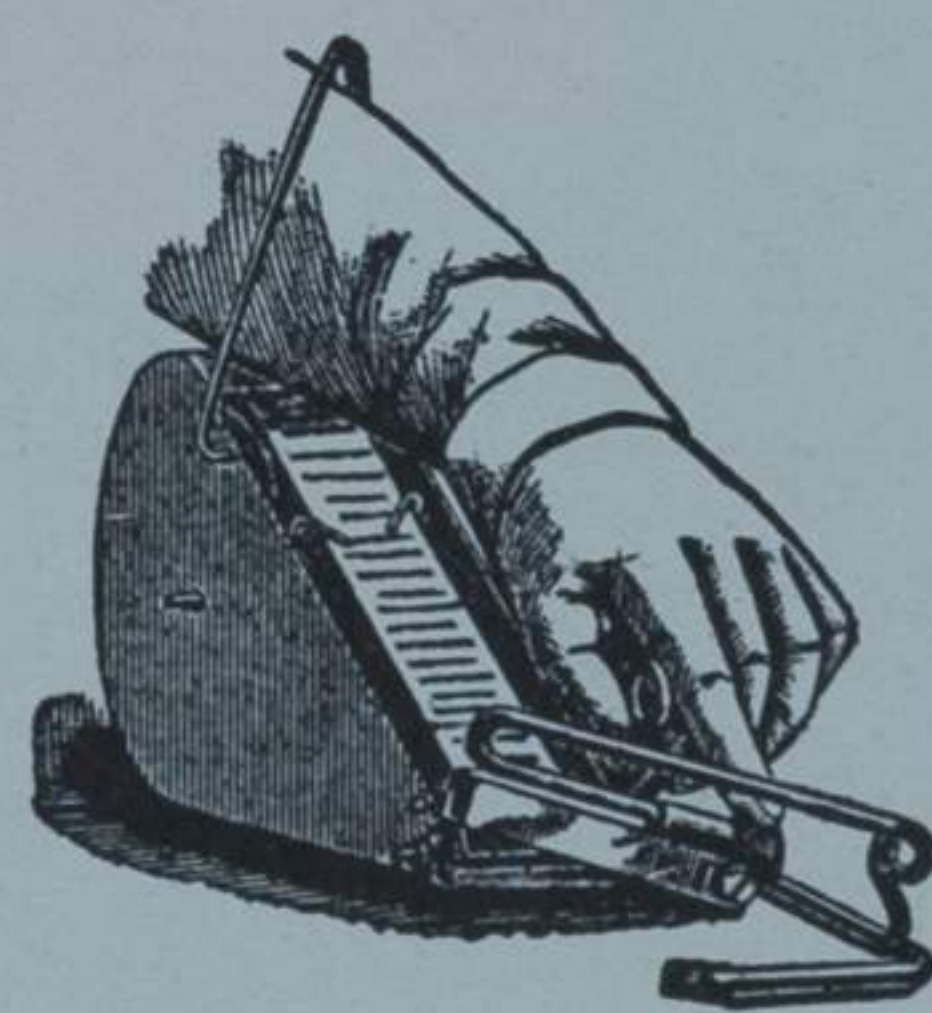
Ask us for details and price.



**BAKER SALES COMPANY**

200 Fifth Avenue - - - New York City

Send for Our List of Surplus Equipment No. 51.



## THE ROBERT DICK MAILER

Reduces mailing expense

Efficient

Light

Inexpensive

Addresses (expert) 8,556 an hour

Beats them all

Leads, others follow

Easy to operate

Write to-day for interesting Booklet

**The Robert Dick Mailer**

137 W. TUPPER ST.

BUFFALO, N. Y.



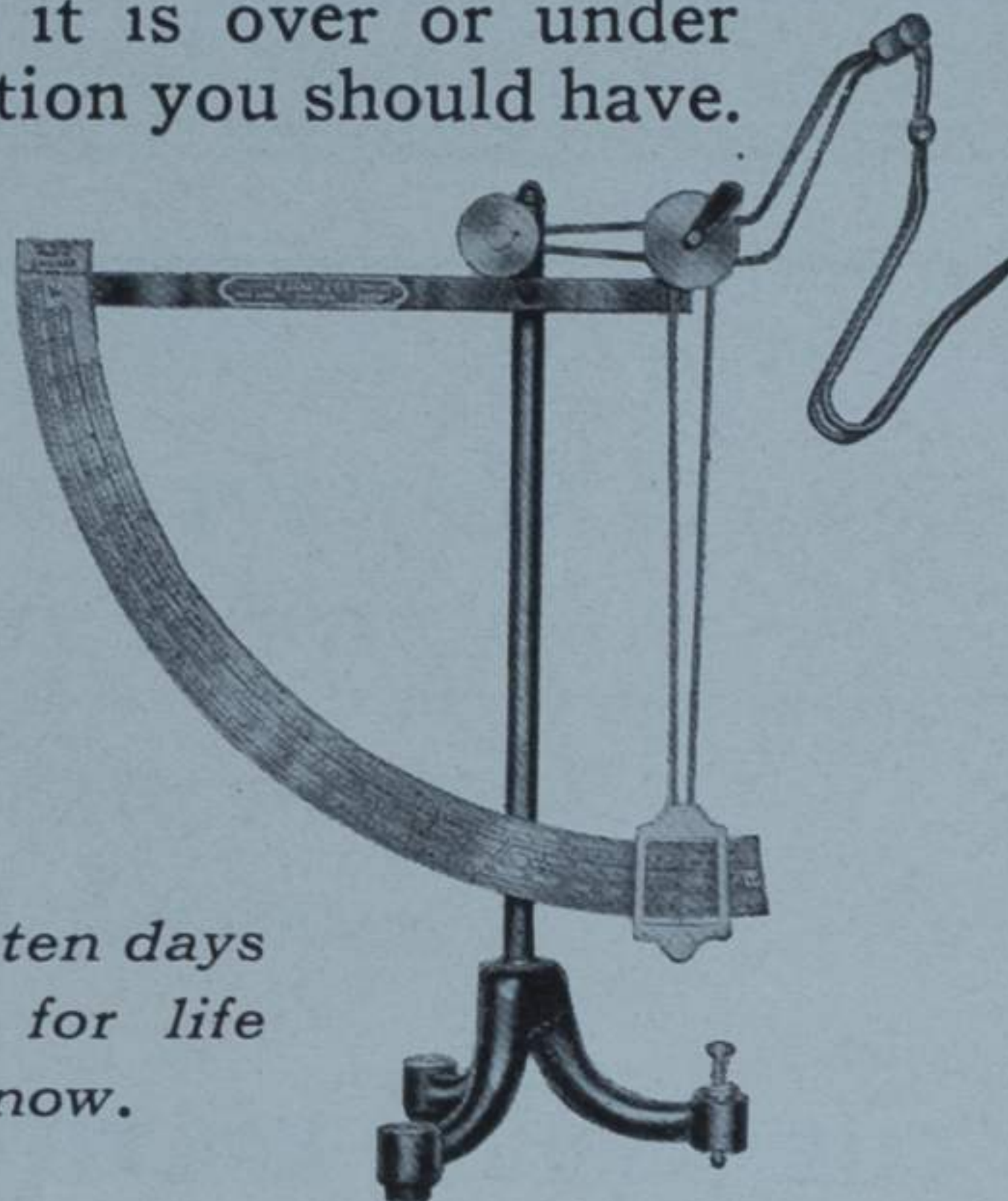
## Is Your Print Paper Up to Specifications?

Print paper which is over weight means added expense. Print paper under weight spells trouble in your press room.

### The Cady Scale

is a patented instrument which provides a simple and accurate method for testing a small sheet of paper from each roll to determine whether it is over or under weight—information you should have.

With the CADY SCALE you can have a daily report on every roll stripped in your press room.



All goods sent on ten days approval. Write for life size circular now.

**E. J. Cady & Company**  
549 West Washington Blvd. Chicago, Illinois

### IF YOU ARE

Buying Printing  
Using Direct-Mail Advertising  
Responsible for the Success of a Modern Business  
Interested in Typographical Design in Selling Documents  
Interested in Advertising Art Work  
Planning Advertising Campaigns  
Writing Copy  
Organizing a Service Department  
Looking for Business Building Principles

### IF YOU WANT

Solutions of These Hard Selling Problems  
To Study Current Advertising Work  
To Keep Abreast of Current Thought in Printed Salesmanship  
More Business—Greater Profits—Greater Success  
An Inspiring, Instructive, Informative Magazine

### Then You Should Read PRINTED SALESMANSHIP

(Incorporated with The Printing Art)

It is the one magazine that will provide all these things, because it teaches and demonstrates by practical men—AUTHORITIES, not theorists—men who make their living by successfully doing every day what they write about.

The subscription to PRINTED SALESMANSHIP (incorporated with The Printing Art) is \$4 a year. Each issue weighs one pound, contains over 100 beautifully printed pages with many illustrations in color, gathered from all over the world—the work of the masters in every line of Graphic Arts. The size is 9¼ x 12½ inches. They are too expensive to send as sample copies, but a copy of the current issue will be mailed on receipt of 40 cents in stamps.

Address

**PRINTED SALESMANSHIP**  
Cambridge, Mass.

## "NPJ" ROUND TABLE

(CONTINUED)

which "outed" at Michigan City, Aug. 6-7, he sent out a little advance bag of Indiana-Lake Michigan sand, with a shipping tag, saying: "*We don't want to sandbag you into coming, but if you don't come, WE ALL LOSE!*"

### UTAH PRESS USES THIS

The publicity committee, Will R. Holmes, Brigham City Journal, chairman, issues supplements four pages, six columns, well illustrated, about different sections of the state—agricultural, scenic, industrial, etc. Newspapers "supplementing" it have their folio lines inserted. The latest issue showed off the valley in which the summer meeting of the association was held.

## BOOKS AND PUBLICATIONS

### SHEPARD CO. UNDER NEW MANAGEMENT

James Hibben, for twelve years general manager of The Henry O. Shepard Company and *The Inland Printer* Company, 632 Sherman Street, Chicago, has resigned to give his law practice his individual attention. Mr. Hibben became affiliated with the two companies as one of the trustees of the Henry O. Shepard estate when Mr. Shepard died in 1903. Harry Hillman who for a number of years has been editor of *The Inland Printer*, as well as an officer and director of both companies, succeeds Mr. Hibben as general manager. Mr. Hillman is nationally known through his painstaking work and steady application for his great monthly. As an editor and as a lecturer on printing subjects, he carries with him into his new position the well-wishes of hosts of friends and acquaintances.

### NEW COURSE IN ESTIMATING

The U. T. A. announces early publication of "Typothetae Standard Estimating Course for Printers," twenty lessons each bound separately and punched for binder. The course is based on Typothetae average production records, and is reported to be particularly intended for elementary estimating matters.

### "SALES POWER IN LAYOUTS"

In a goodly number of years in the newspaper, magazine, advertising and similar fields, I have seen and read many publications—indeed, whole libraries—on the technique of the work, ever looking for practical experience to use, adopt and adapt. I find the finest compilation of its kind in the brochure of the above name, published by the Chicago Paper Co., the Foldwell house. It analyzes the laying out of printing jobs and advertisements in a most remarkably complete way. It tells what he does and how he does it—every step. It is charming with a multitude of fine illustrations, showing different effects and results. Not a single principal item in publicity and advertising through the printed page is omitted; and yet the volume is not large—it is enticingly small.—J. L. M.

### "GETTING THINGS DONE IN THE OFFICE"

A companion piece for the Hammermill Bond Working Kit and Signal System in Business. Here we find eight pages, nicely done, of actual forms useful for getting facts, getting action and following up matters and things in an office. Among others: Pending file copy, letter taken from files, cross filing letters, telegram carrier, confirmation of telegram, memos, department reports, appointments (today and future) cure for lateness, personnel list.

## LETTERS FROM READERS

G. H. NORDON, *North Vancouver (B. C.) Press*

"My candid opinion is that from month to month you are providing your readers with a compendium of information, embodying the considered conclusions of experts and also the means by which desirable results have actually been attained by practical printer-journalists who have accomplished something worth while, all of which cannot but prove valuable to printers or journalists or both. That is to say, in my humble opinion, under your able editorship, "NPJ" is fulfilling the purposes for which it exists. Keep your hat on. I am not insinuating that "NPJ" is perfect in every detail; for instance, it is



# TIME SAVED IS MONEY SAVED!

## NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbings, Tipping and Mounting

**SAVES 50 PER CENT IN LABOR**

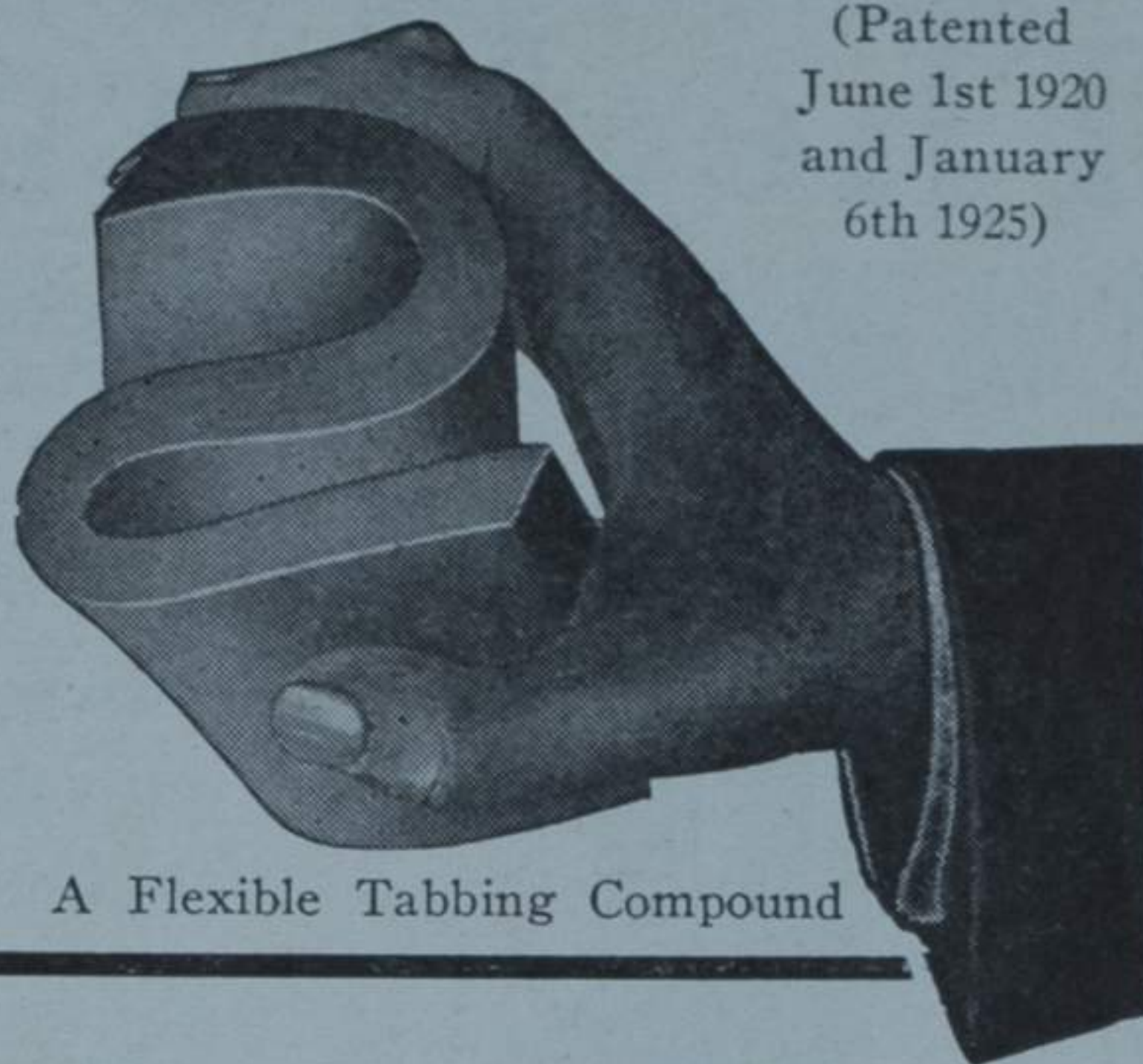
NUREX — The only Non-Inflammable Tabbings Compound on the market. **Beware of Imitations!** — NUREX — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

COLORS: Red or Natural Put up in Gallons or Quarts Government Measure

Trade supplied through all printers' supply houses

THE LEE HARDWARE CO.

Salina, Kansas, U. S. A.



(Patented  
June 1st 1920  
and January  
6th 1925)

A Flexible Tabbings Compound

**SEYBOLD  
CUTTERS  
TRIMMERS  
AND  
DIE PRESSES**



## Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

**Badger Electrotype Co.**

129-135 Michigan St.,

Milwaukee, Wis.

## Eliminate Waste

in Your

## Composing Room

### The MONOMELT System—

Produces better type faces.

Produces more solid slugs.

Eliminates metal furnace.

50% less labor operations.

75% less metal drossage.

10% more production.

**SAVES TIME, LABOR, MONEY**

**MONOMELT**  
SLUG FEEDER

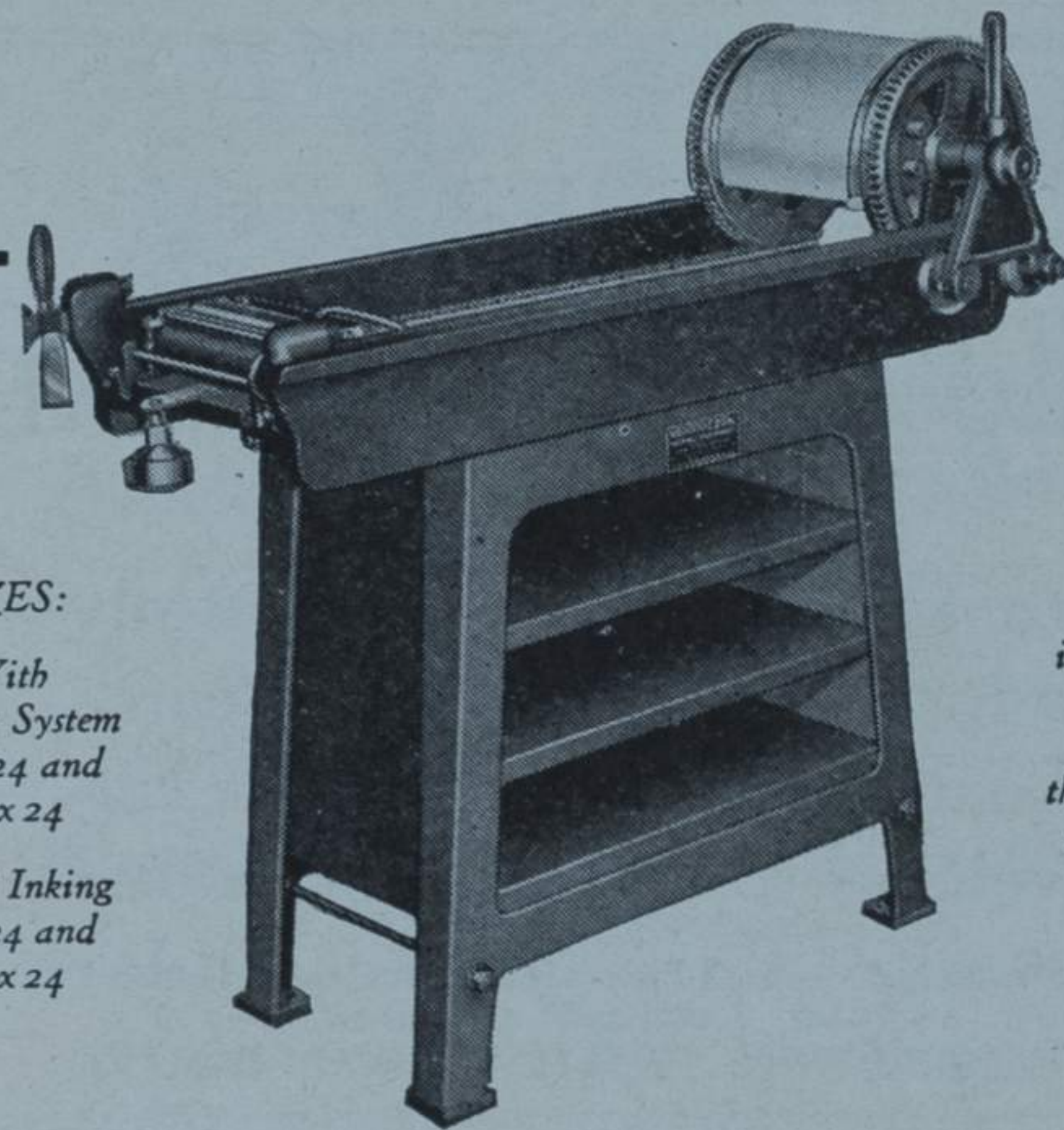
*It Cleans as It Melts*

**Printers' Manufacturing Co.**

1106-17 Transportation Bldg.

Chicago, Ill.

*Write us for Comments by Hundreds of  
Enthusiastic Users.*



SIZES:

With  
Inking System  
10 x 24 and  
12 x 24

Hand Inking  
12 x 24 and  
14 x 24

*Many  
improvements  
have been  
made in  
the design and  
construction  
of these  
presses.*

## Vandercook Rigid Bed ROLLER SERIES PROOF PRESSES

*One of the much used Vandercook models*

These simple and compact presses are without equal for the rapid production of good proofs on any work within their size that does not need to be fed to grippers. Their practical utility has been established by their use in the greatest plants in the world such as the United States Government Printing Office, R. R. Donnelley & Sons Co., The Curtis Publishing Co., The Henry O. Shepard Co., Chicago, The Amalgamated Press of London, England, etc. The five plants mentioned use a total of 30 Vandercook Roller Series Proof Presses.

WRITE FOR FULL INFORMATION

**Vandercook & Sons**

*Originators of the  
Modern Proof Press*

1716-22 W. Austin Ave., Chicago, Ill.