

NATIONAL PRINTER JOURNALIST



Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Copyright, 1925

Annual Subscriptions
United States and Canada \$2
Foreign Subscriptions \$3
Single Copies 25c

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THE FUNDAMENTAL

THE Printing and Publishing business is the heart of service to Man-
kind : : 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 labor-
atories 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