

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.

LIKE 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.



THIS 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

WRITING 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 good fishermen—that follow above above. Spare your helping to have his back, 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 St.



5. Forewarned Should Be Forearmed
If you're a-planning to "hit the road" for a vacation (and 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 Silverstern Cord Spare Tires, Tubs, Automatic Windshield Wipers, Motors, 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 of those smokes 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 Sheaffer Fountain Pen. It's a pleasure to write with and certainly indispensable.
O. J. FUCHS
N. Paint Street



12. Why Should You Stay At Home?
Don't envy those folks you see trotting off for a happy vacation and then feel pined because finances compel you to stay at home. A lot of these happy vacationists were probably members of our last year's
VACATION SAVINGS CLUB!
Do what they did so that your finances will give you a happy trip, too, next summer. Enroll in our 1926 Vacation Savings Club which opens Monday, June 15th.
VALLEY SAVINGS BANK & TRUST CO.



9. Happy On the Way
Have the "time of 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, here. 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 Specialist—216 E. Paint



11. Remember! An Ounce of Prevention—
The tough to see 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



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.

"HEADING CONTEST" BY CHILICOTHE 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