

"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:

Shops with Plant Investment of	Percentage of Rent to Sales	Percentage of Overhead to Sales
\$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 Pona (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 forgetteries . . . 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 employes, 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 employes 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