

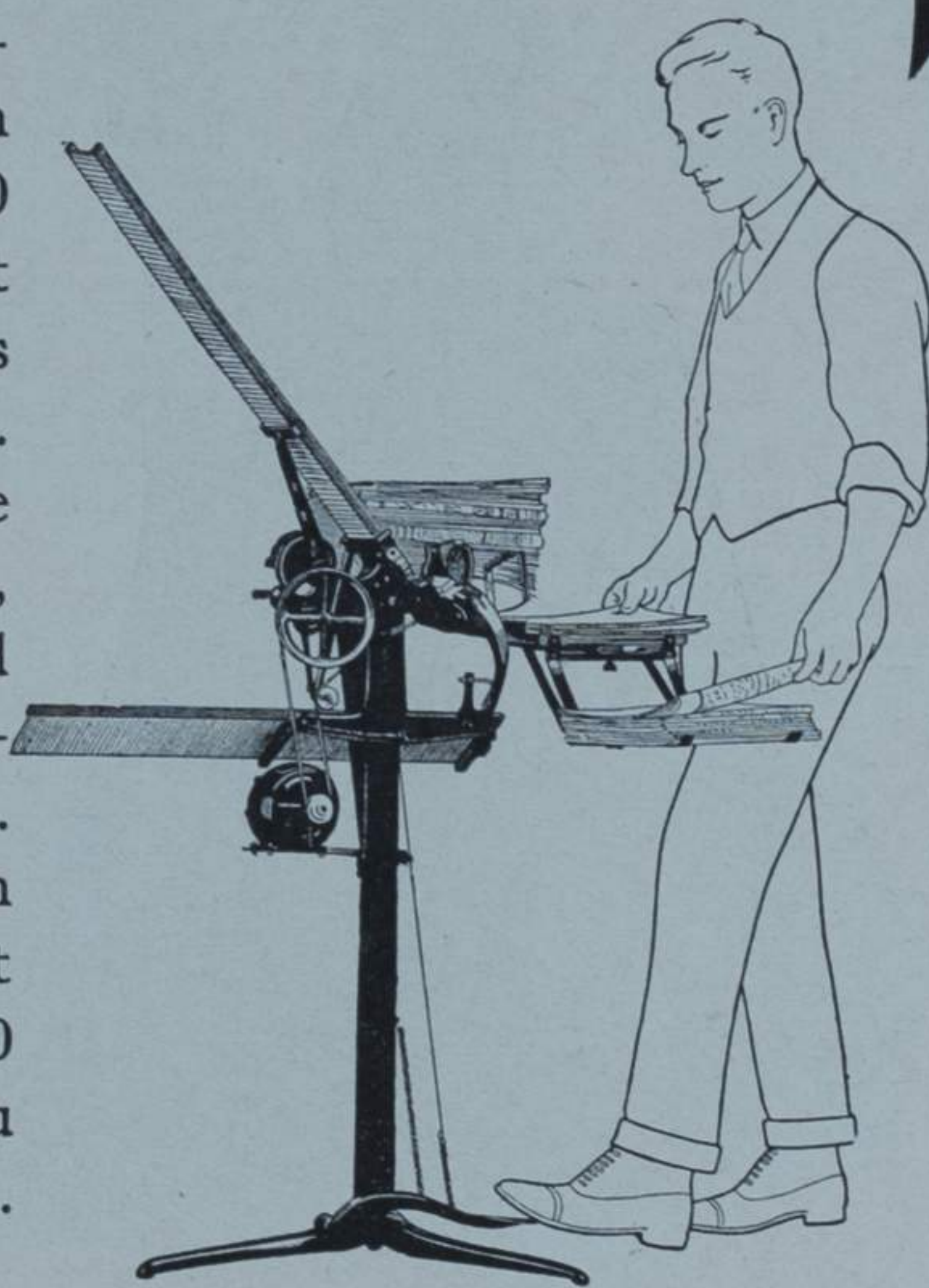
TRY THIS TYPADDRESSER IN YOUR SHOP SOLD ON 30 DAYS FREE TRIAL

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."