

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.