Thirty Days Trial Convinces Ohio Publisher THE MENTGES FOLDER

Is the Best Machine

Read this letter:

THE GIBSONBURG DERRICK GIBSONBURG, OHIO

The Mentges Folder Co., Sidney, Ohio.

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Gentlemen:

Our thirty days trial of the Mentges No. 2 Folding Machine is about up and we feel we cannot get along without this wonderful time and labor saving machine. We are therefore enclosing check as per contract.

Yours very truly,
THE GIBSONBURG DERRICK
(Signed)
J. T. Loveland

The Mentges No. 2 Newspaper and Periodical Folding Machine

Has been designed to meet every requirement of the average small newspaper office. It is built for years of effective service with a minimum expense.

It is the Ideal Unit for Your Plant

This machine is absolutely dependable. Twenty-five years' experience in building folding machines has enabled us to eliminate the things which cause trouble and delay.

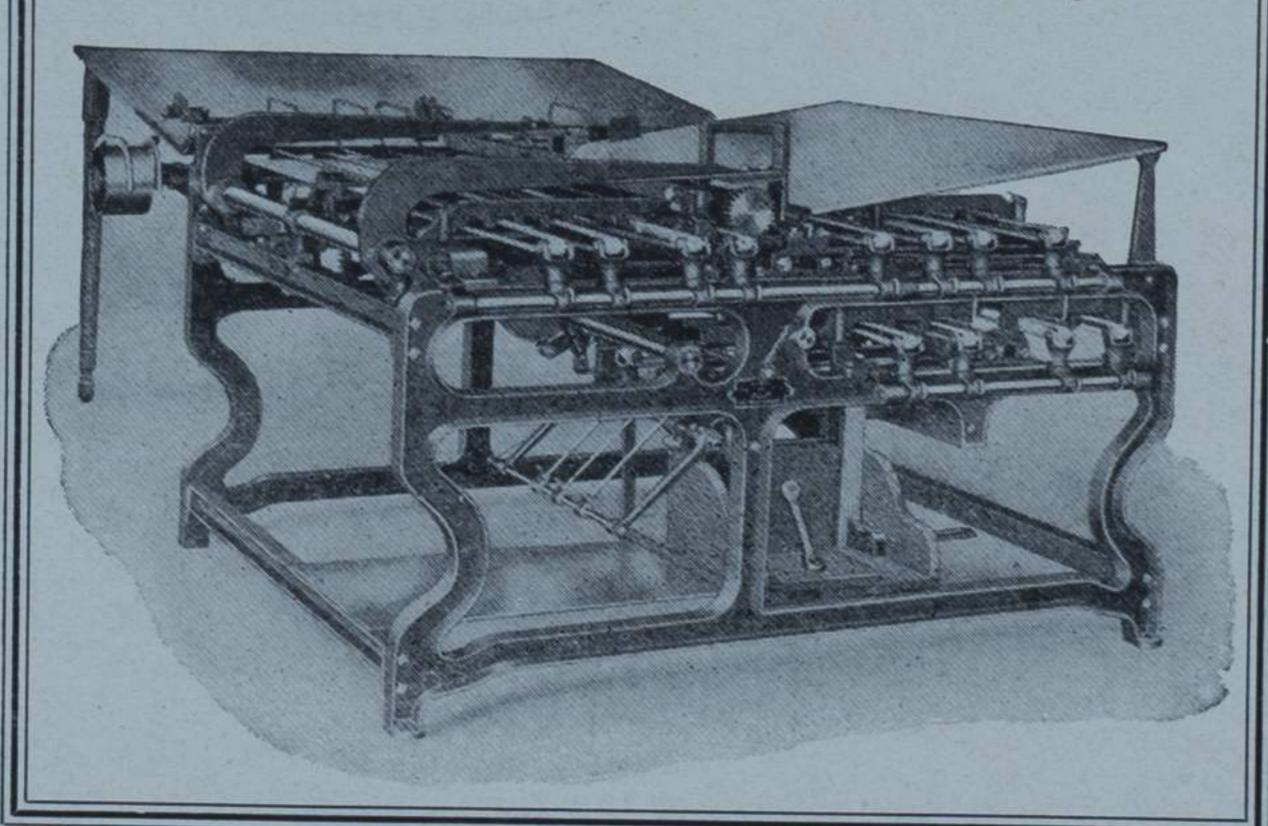
Machine Sent on Thirty Days Trial

Write for Our Proposition

The Mentges Folder Company Sidney, Ohio

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"Builders of Profitable Folding Machinery"





"NPJ" ROUND TABLE



paper plant, the fact remains a newspaper is a manufacturing plant producing a commodity sold at retail: it can profitably use promotion and publicity in all phases of its business—Andrew L. Carmical, Director of Promotion, Chicago (Ill.) American.

FINANCIAL REVIEWS PASSING ON

There are signs that the newspapers are letting up on publishing free the bank and other "business reviews" which have become as numerous, almost, as the bond houses, banks, etc., et al.

PUTS THE SPOTLIGHT ON LOCALS

The Battle Creek (Mich.) Enquirer-News, A. L. Miller publisher, is using a 3-column, simple box heading "Of Local Interest" over its local briefs. In the center column under this is a smaller box, 1-column, with a daily short quotation from the Bible and another from a great classic; then a 13 pica cut-off dash, and "Do You Know",—a half-dozen questions of interest; then, the answers to "Yesterday's Questions". The local briefs are "sized" from the smallest down the columns to the larger ones, none very long. The style is 1-em indent, two or three words of heading in bold face, a 2-em dash, and the item itself following in on the same line.

Do You Know HOW?

THE people who are accomplishing anything are the people who KNOW HOW to do things! A man had to call in an aged negro to skin an animal for him. When the job had been performed dexterously, he asked the price. "That job," replied the expert skinner, "will cost you \$1." "Why, I don't think it's worth more than 50c." "Well, boss," was the reply, "I only charged you 50c for my time but the other fifty was for KNOWING HOW."

—L. M. Cross

MORE ABOUT "KEPT" PUBLICATIONS

Says Sales Management Magazine, editorially: "We understand that the American Association of Manufacturers has embarked on an ambitious program to build up its organ. 'American Industries' into a second 'Nation's Business.' It would seem to us that there ought to be other ways that the secretary of the American Association of Manufacturers can secure revenue without going into the publishing business in competition with the legitimate publications. It seems strange, to say the least, that an organization which boasts of the good influence it exerts upon the ethics of industry should stoop to this sort of thing. Not only it is eminently unfair for an association which is maintained by subscription to employ its funds to finance a subsidized publication, but it encourages other associations to follow the example. As it is, there are about 40,000 "kept" publications in this country—that is to say, publications that are printed and distributed regardless of whether they are wanted or not. Nearly all of these publications use the "stuffed club" to sell advertising space."

NINE THOUSAND WOMEN

That many are engaged in Journalism in America, says Izil I. Polson, a charming member of the 9,000 and associate professor Department of Industrial Journalism, Kansas State Agricultural College. "Sob sisters are going; many of them already gone—giving way to clear-headed, conscientious newspaper workers "without faking or romance", she declared in a recent address, pointing out the special adaptability of women newspaper workers to handle feature and special stories.

CIRCULATION BUILDING

WHOLE CITY GOES TO PICNICS

The St. Louis (Mo.) Star, Frank W. Taylor, Jr., managing editor, got out about 18,000 children, many coming with their parents, in a series of outings at an amusement resort of St. Louis, a city of nearly 1,000,000. The city was divided into four districts. Children brought their lunch baskets. The Star published coupons four days in advance of each event,