

# YOU MEN who are tired of the usual convention places



HERE is a different, better, much more interesting and enjoyable convention site—famous French Lick Springs Hotel, the home of Pluto Water, known the world over as America's premier health and recreation resort. A less expensive place, too—meals and room are included in the moderate rate you pay at French Lick Springs; and you avoid the heavy theatre, restaurant, taxicab and other entertainment bills that other convention sites require of you. Doesn't that picture the sort of place your organization would do well to choose next time?

There is renewed health for you here in the bubbling natural waters of the Pluto, Bowles and Proserpine Springs. Severe winter is unknown in this semi-southern Cumberland foothills region. Golf is played on the two 18-hole French Lick Springs Hotel courses long after weather stops all thought of golf elsewhere. And this superb, perfectly appointed and equipped metropolitan hotel affords other diversions in abundance.

Ready now, too, is the large new wing containing, among other features, a well-ventilated daylight ground floor convention auditorium flexibly arranged so that meetings of any size from 50 to 1500 persons can be held without leaving the hotel.



Everyone intends to visit French Lick Springs some day. Your next convention is your opportunity to do so. Write now for illustrated booklet with detailed convention information. Address Convention Secretary, French Lick Springs Hotel Co., French Lick, Indiana.

"Home of Pluto Water"

## FRENCH LICK SPRINGS HOTEL



## "NPJ" ROUND TABLE (CONTINUED)

exchangeable for tickets to the various amusement devices, ice cream, etc. Religious organizations furnished chaperons.

### PRICING TOMATOES vs. PRICING SERVICE

Says the *Live Hook*, Washington (State) Press Association bulletin: "There is nothing gained by asking a Greek merchant the price of tomatoes, for the price has been set : : so, for shoe shines. Publishers have never set the price in their merchandise and probably never will. *This need not prevent them from talking about what their wares should bring* : : Ever since the first newspaper, circulation has set the advertising rate. Have we been on the wrong trail all these years, or are we starting something that will have an opening in the bottom? *There are a few of the thinking publishers who feel the time has come to start thinking along other lines than circulation as the basis of rates.*

### SCHOLARSHIP FUNDS WITH SUBSCRIPTIONS

The Midland (Mich.) Weekly *Sun* campaigned successfully for a Midland High School Scholarship Fund of \$1,500. For four weeks students made collections from present readers and new subscribers at \$1.50 a year for the *Sun*, one half the collections going to the fund.

### SOMETIMES THEY WORK "IN REVERSE"

Circulation building is the result of paper building, says Albert H. Lee, Minidoka (Ida.) *County News*. It took him two or three years to live down a bargain offer. "Clubbing with farm papers has killed newspapers. You cannot keep circulation unless the paper is worth the money you ask for it." He is a firm believer in the field man as a circulation builder. "There is such a thing as too much circulation; few advertisers of weeklies base their cost of advertising on circulation and some can't be made to realize that they should pay more for 2,000 than for 1,500." (He indicates that a paper which can't get, in its locality, above a certain rate, should think about not increasing its circulation above a practical point.)

### PREMIUMS KEEP UP, OLD AND NEW

Bicycles and velocipedes are live circulation getters for children's contests, says the Emblem Mfg. Co., New York; newsbags and change aprons, the Allied Belting Co., Greenville, O.; chinaware is "Good", the Limoges China Co., Sebring, O.; travel accident insurance is taking a fresh hold, the Hickey-Mitchell Co., St. Louis; dinner sets, the Salem China Co., Salem, O. A big fall boom in newspaper circulation is predicted by each of them.

### LODGES AND SOCIETIES OFFERED CHINA

The Quincy (Ill.) *Whig-Journal* put out a 130-piece china set to organizations, the deal being twenty 26-week subscribers to the set. Walter E. Hoots, circulation director, says such a method works well in smaller communities. He had each set embossed with the emblem of the organization earning it.

### NO TIME TO READ, AND WHY!

The Indianapolis (Ind.) *News* recently got a carrier's report saying the subscriber stopped because his mother-in-law was coming for the summer and he would therefore have no time to read.

## COMMUNITY BUILDING

### GO AFTER THE PEDDLERS

A number of weeklies and dailies in Central New York State, in Pennsylvania and in other states are campaigning vigorously against the itinerant merchants "organized, legalized and otherwise." The work had a good ring: "When they are honest and earnest, they do not offer something for nothing, or fabulous values. The latter: Give them the air." The movement is cropping out all over the country.

### FREE ADS, TO BUILD UP COMMUNITY

The Long Prairie (Minn.) *Leader* made the following announcement: "WANTED TO EXCHANGE—THE LEADER will run free of charge advertisements in this department for those who want to exchange pure bred sires with Todd county farmers. If you have used your sire until you desire to change and will exchange him with some other farmer in the county, send us the facts and we will advertise him for you free."