

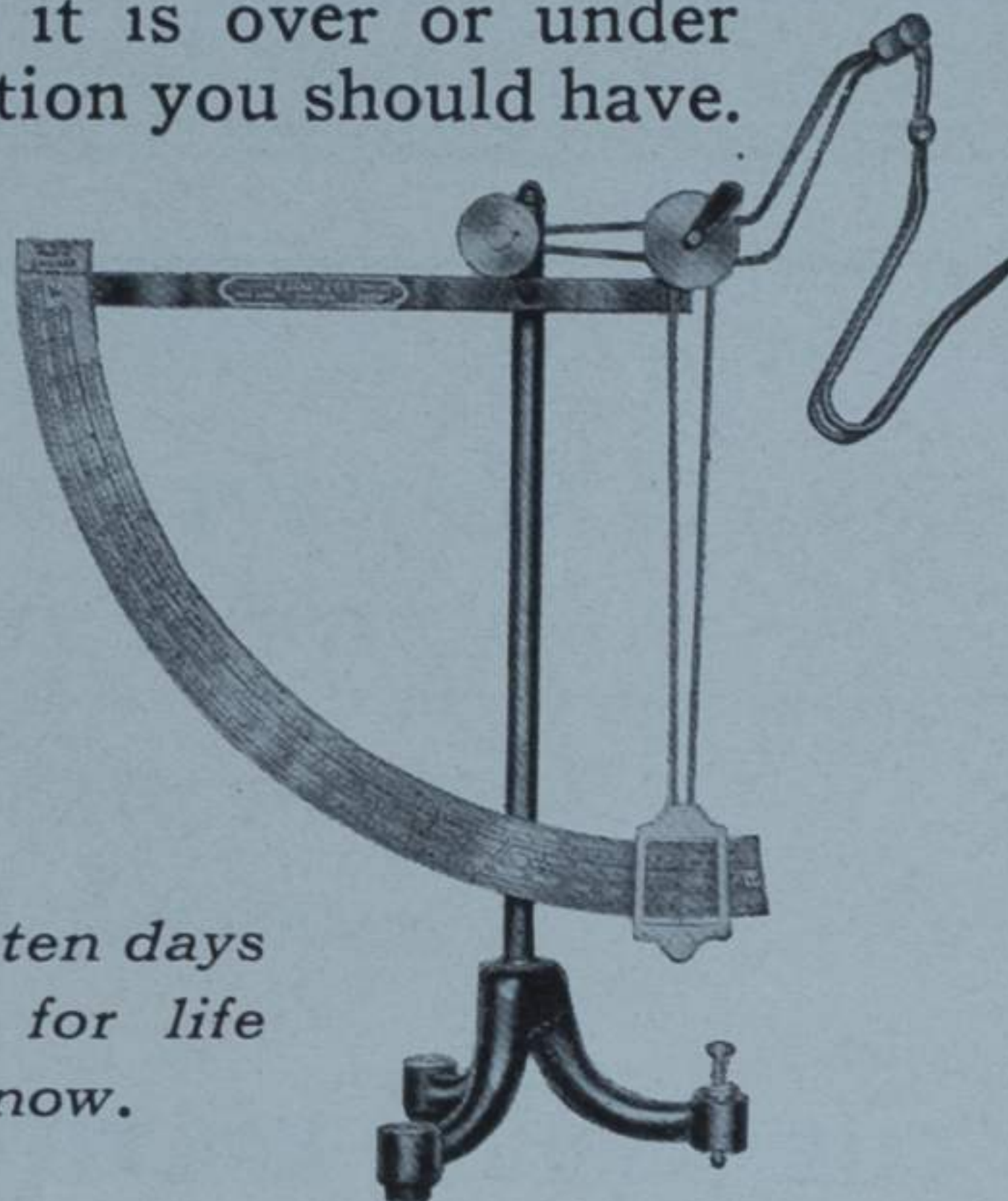
## Is Your Print Paper Up to Specifications?

Print paper which is over weight means added expense. Print paper under weight spells trouble in your press room.

### The Cady Scale

is a patented instrument which provides a simple and accurate method for testing a small sheet of paper from each roll to determine whether it is over or under weight—information you should have.

With the CADY SCALE you can have a daily report on every roll stripped in your press room.



All goods sent on ten days approval. Write for life size circular now.

**E. J. Cady & Company**  
549 West Washington Blvd. Chicago, Illinois

### IF YOU ARE

Buying Printing  
Using Direct-Mail Advertising  
Responsible for the Success of a Modern Business  
Interested in Typographical Design in Selling Documents  
Interested in Advertising Art Work  
Planning Advertising Campaigns  
Writing Copy  
Organizing a Service Department  
Looking for Business Building Principles

### IF YOU WANT

Solutions of These Hard Selling Problems  
To Study Current Advertising Work  
To Keep Abreast of Current Thought in Printed Salesmanship  
More Business—Greater Profits—Greater Success  
An Inspiring, Instructive, Informative Magazine

## Then You Should Read PRINTED SALESMANSHIP

(Incorporated with The Printing Art)

It is the one magazine that will provide all these things, because it teaches and demonstrates by practical men—AUTHORITIES, not theorists—men who make their living by successfully doing every day what they write about.

The subscription to PRINTED SALESMANSHIP (incorporated with The Printing Art) is \$4 a year. Each issue weighs one pound, contains over 100 beautifully printed pages with many illustrations in color, gathered from all over the world—the work of the masters in every line of Graphic Arts. The size is 9¼ x 12½ inches. They are too expensive to send as sample copies, but a copy of the current issue will be mailed on receipt of 40 cents in stamps.

Address

**PRINTED SALESMANSHIP**  
Cambridge, Mass.

## “NPJ” ROUND TABLE

(CONTINUED)

which “outed” at Michigan City, Aug. 6-7, he sent out a little advance bag of Indiana-Lake Michigan sand, with a shipping tag, saying: “We don’t want to sandbag you into coming, but if you don’t come, WE ALL LOSE!”

### UTAH PRESS USES THIS

The publicity committee, Will R. Holmes, Brigham City Journal, chairman, issues supplements four pages, six columns, well illustrated, about different sections of the state—agricultural, scenic, industrial, etc. Newspapers “supplementing” it have their folio lines inserted. The latest issue showed off the valley in which the summer meeting of the association was held.

## BOOKS AND PUBLICATIONS

### SHEPARD CO. UNDER NEW MANAGEMENT

James Hibben, for twelve years general manager of The Henry O. Shepard Company and *The Inland Printer* Company, 632 Sherman Street, Chicago, has resigned to give his law practice his individual attention. Mr. Hibben became affiliated with the two companies as one of the trustees of the Henry O. Shepard estate when Mr. Shepard died in 1903. Harry Hillman who for a number of years has been editor of *The Inland Printer*, as well as an officer and director of both companies, succeeds Mr. Hibben as general manager. Mr. Hillman is nationally known through his painstaking work and steady application for his great monthly. As an editor and as a lecturer on printing subjects, he carries with him into his new position the well-wishes of hosts of friends and acquaintances.

### NEW COURSE IN ESTIMATING

The U. T. A. announces early publication of “Typhothetae Standard Estimating Course for Printers,” twenty lessons each bound separately and punched for binder. The course is based on Typhothetae average production records, and is reported to be particularly intended for elementary estimating matters.

### “SALES POWER IN LAYOUTS”

In a goodly number of years in the newspaper, magazine, advertising and similar fields, I have seen and read many publications—indeed, whole libraries—on the technique of the work, ever looking for practical experience to use, adopt and adapt. I find the finest compilation of its kind in the brochure of the above name, published by the Chicago Paper Co., the Foldwell house. It analyzes the laying out of printing jobs and advertisements in a most remarkably complete way. It tells what he does and how he does it—every step. It is charming with a multitude of fine illustrations, showing different effects and results. Not a single principal item in publicity and advertising through the printed page is omitted; and yet the volume is not large—it is enticingly small.—J. L. M.

### “GETTING THINGS DONE IN THE OFFICE”

A companion piece for the Hammermill Bond Working Kit and Signal System in Business. Here we find eight pages, nicely done, of actual forms useful for getting facts, getting action and following up matters and things in an office. Among others: Pending file copy, letter taken from files, cross filing letters, telegram carrier, confirmation of telegram, memos, department reports, appointments (today and future) cure for lateness, personnel list.

## LETTERS FROM READERS

G. H. NORDON, *North Vancouver (B. C.) Press*

“My candid opinion is that from month to month you are providing your readers with a compendium of information, embodying the considered conclusions of experts and also the means by which desirable results have actually been attained by practical printer-journalists who have accomplished something worth while, all of which cannot but prove valuable to printers or journalists or both. That is to say, in my humble opinion, under your able editorship, “NPJ” is fulfilling the purposes for which it exists. Keep your hat on. I am not insinuating that “NPJ” is perfect in every detail; for instance, it is