

The Newspaper— America's Market Place



AN ODD form of calamity befell New York city in the autumn of 1923. It was neither fire, flood nor famine. There was neither rumor of war nor suggestion of riot. Yet into this peaceful picture there suddenly descended a kind of community paralysis that filled multitudes with dismay.

What had happened? Merely that for the first time in two centuries New York found itself without its usual newspapers. A pressroom strike had halted their publication.

On that day there was no paper on the doorstep. The news stands were unnaturally bare.

Why was this experience so disconcerting? Because, says a booklet issued by the Bank of the Manhattan company entitled, "News and Progress," it produced a feeling of isolation; it cut off the city from the outside world—not physically, but mentally; it even cut off the residents of the city from knowledge of each other, because people have come to rely almost entirely on the papers for their local news. One may be in a room with a number of others, but if the lights go out one feels strangely alone. When the newspapers suspended, co-operation became difficult—in some cases impossible.

The newspaper is in itself a remarkable example of voluntary co-operation. Not only is it a complex fabric woven of the labors and abilities of hundreds within its plant and of thousands on the outside, but it usually is a part of one of those great associations of newspapers through which the news of the world is daily gathered, exchanged and made available to all.

Not less significant and quite as important is the triangular co-operation between publisher, advertiser and public. Once it ceases, publishing, merchandising and buying all languish and the wheels of progress stop.

When it is considered that there are 45,000,000 copies of each issue of 13,400 newspapers entering every home, office and workshop of the land, we begin to realize the vastness of this co-operation. We begin also to sense the extent of the constantly renewed influence which brings our millions of people into continuous conscious touch with each other.

If it be true that modern conditions of life have created the modern newspaper, it is no less true that the newspaper has played a leading role in creating modern conditions of life. This has been the case as to habits of thought, political developments and matters of religion, science and culture, but it has been true in even greater degree in the field of material progress.

When a carrier leaves a paper on a doorstep it may not occur to him that he is playing a part in the economic life of his town, but so it is, for to each individual subscriber he is really delivering the market place of the community.

Follow a newspaper into any home. Here are gathered the members of the family circle—father, mother and children. Within a few hours each will read it and for each there must be that which he is most interested in reading.

To this wealth of information each member of the family will respond and each in his peculiar way. Only to one part of the newspaper will there be any degree of common response because that part has a universal appeal. That part is the advertising columns. In these, could the editor view the reception of the paper, he would find that others—the advertisers—were supplementing his labors

by providing for tastes and needs outside his province.

There is another important aspect of the newspaper as the market place of the community which is often overlooked; that is, the saving of time. Instead of trudging from store to store in search of clothing, shoes or any of the numerous other articles of modern commerce, the consumer turns instinctively to the advertising columns of the newspaper for information to guide him by the most direct route to the desired product. Thus wasted time is eliminated.

As the market place of the community the advertising columns of the newspaper yield even greater values, which, while ultimately social in their outcome, are founded upon a firm economic basis.

For example, if America has become a nation of home-owners, it is due in large measure to the persistence with which the desire for home ownership has been stimulated through newspaper advertising. A man with property to sell might rub elbows with several possible customers in the course of ten minutes' walk, but he could not buttonhole them one after another, for busy modern life does not permit it. But finally the real estate merchant awakened to the fact that all these unlabeled passers-by were alike in one important respect—they were newspaper readers.

Similarly, in the field of banking and in the promotion of individual thrift the advertising and news columns of the American newspaper have worked a magic transformation. Compare the atmosphere of the average bank today with that of a quarter of a century ago, before the banker had come to realize that the newspaper was a market place.

The public utility field offers still another striking example of how the newspaper as the market place of the community has been utilized not only to sell goods and service but to promote popular understanding and good will. It has been estimated that newspaper advertising has shortened by one-half the process of selling the services of such utilities.

As in the case of banks there has come a complete transformation in the attitude of the public utilities toward the public and in that of the public toward them. The old-time suspicions and antagonisms, now rapidly disappearing, have been replaced by a

spirit of co-operation. This new spirit has found expression in many ways, not least among them being the widespread and rapid growth of the customer ownership movement.

The American newspaper is, by its very nature, a local institution, its own community's mirror, voice, market place and leader. But, just as America is a national community, composed of thousands of local centers, so the American press as a whole is a unit formed by nearly 14,000 local papers which reflect the national life.

In this capacity newspapers together perform a nation-wide economic service comparable to that performed by each for its own community. Connected up for the transmission and exchange of news they form a national market place in which knowledge of the goods of any locality may be found.

How prodigious is the volume of newspaper advertising in facilitating this process is disclosed by the fact that of the \$750,000,000 used in such advertising in 1925 nearly one-third was paid by producers of goods which are distributed throughout the nation.

Visit where he will, the traveler will find in the show windows of almost any town the same makes of safety razors, toilet powders, cold remedies, hand cameras, men's hats and clothing, women's wear, shoes and other commodities with which he was familiar in his home town. Indeed, it may be hard for him to realize, in the face of such display, that he actually has traveled at all.

Just as our newspapers have unified our thoughts, aims and ambitions, so have they made possible the distribution and the sale of our national merchandise.

In much the same manner that an important piece of news of interest to all is, in a single day, broadcast to every corner of the land, so can the message of a product be distributed by the advertiser. And it is now an accepted fact that this message also is "news."

Kaleidoscope as it appears to be, our civilization is a stable civilization, nevertheless. How can stability exist amid much diversity? It could be destroyed if any large part of the American people become deliberately perverse.

In this larger sense the American newspaper constitutes the nerves of our entire social system.

The opening of the Detroit office was a momentous event in the history of the republic, for it marked the beginning of the regulated settlement of the mighty West. Uncle Sam's first land office, housed in a hut, was destroyed by the fire which wiped out Detroit in 1815.

Riding Log Carriage

"If you can picture a small truck traveling back and forth in a space about 40 feet long, and reaching a

maximum speed of 45 miles an hour at every trip, then you have some idea of the terrific strain men riding the 'carriage' in a saw mill work under," said a man just arrived in Detroit from an upstate lumber town. He said the carriage was used to carry the logs to the saw and was operated by a system of levers. Two men "ride the carriage," one to catch the logs with "dogs" as they are rolled onto the carriage and the other to gauge the thickness of the boards cut.—Detroit News.

LIVE STOCK NEWS

GIVE LAMBS LIGHT RATION OF GRAIN

The flock owner who is anxious to push his lambs should direct special attention to feeding liberally while they are suckling their dams. Good milking ewes produce enough milk to give the lambs a good start, but additional feeding is necessary to keep the lambs growing.

I have always found it a splendid practice in the management of my growing lamb crop to supply the lambs with a light grain ration as soon as they are old enough to feel the need of more nourishment than they are receiving from the ewes, writes Leo C. Reynolds in the Michigan Farmer. I find it pays to construct a small pen in a convenient place, either in the sheep barn or pasture, with a shallow trough where grain may be kept in easy reach of the lambs. This pen should be so constructed that there is a small opening for the lambs to pass in and out, but not large enough to admit the old sheep.

I have found it an easy and quick way to build this pen to have four panels constructed so that when they are put together, they will make a pen 12 feet square. The opening is built into one panel in a way that it is adjustable so that it may be made larger as the lambs grow older. I can set this pen up either in the sheep barn or pasture. The trough is 8 feet long and 10 inches wide, with 4-inch sides and mounted on legs 6 inches up from the ground. There is a 6-inch strip through the center of the trough so that the lambs cannot get into the trough and get their feed dirty.

The grain ration for growing lambs should be appetizing, nutritious and laxative. It should not be fattening, but should have essentials to encourage the lambs to grow bone and keep in good flesh. My experience has been that wheat bran, two parts; finely ground oats, one part; with a small allowance of oil meal, make an excellent grain ration to grow the lambs on. Later, I add one part more of cracked corn (old corn) to the ration. This ration may be kept before the lambs without any danger of over-feeding.

Protein Feeds Favored for All Live Stock

The true feeding value of many of our common animal feeds is dependent on the fact that they are rich in mineral matter or ash. This is brought very forcibly to the attention of most individuals when they give the subject any real thought or attention. Practical results, and experiments without end, have proven conclusively that for most of our live stock those feeds that are rich in protein are usually very excellent feeds. It has also been demonstrated that feeds that were rich in carbohydrates and fats, and low in proteins, were a very poor food, especially for growing or for breeding animals. Animals fed on such feeds frequently develop breeding diseases. Such feeds as cottonseed meal, linseed oilmeal, alfalfa hay and clover hay are usually rich in mineral matter or ash. The high protein feeds and leguminous hays are especially rich in lime, and are also plentifully supplied with potassium. The cereal grain feeds and seeds are particularly rich in phosphoric acid, or phosphorus, and for this reason it is the general practice in most feeding to combine these two classes of feeds in an effort to get a balance of the mineral elements in the ration.

Give the Colt a Chance

A few pounds of grain each day added to the allowance of good, clean hay, increases the colt's chances of making good. Dry shelter and a clean bed, with access to salt and fresh water, are also quite necessary. Give him a chance to grow a set of sound legs and feet by trimming the feet at least twice a year. Nature trims the feet where they are weakest first, without regard to shape, so nature's remedy should not be relied upon.

Live Stock Hints

Colts should be taught to eat grain as soon as this can be done. A mixture of ground oats and bran is fine—corn does not serve so well, because it lacks the protein element that makes muscle and bone.

Statistics for many years have proven that more pork and pork products are consumed than all other meats combined. In order to supply this demand the pigs must be looked after.

Rams should be selected early for two reasons: First, it affords the opportunity for a better selection. Second, it gives the ram a chance to become acclimated and acquainted in his new surroundings.

Good horses will help to keep the boys in the country. Give them a chance to raise a few.

Owners of fine flocks, as a rule, do not want twin lambs as the ewes are not heavy enough milkers to bring them on as rapidly as they desire.

FIRST to have a proving ground

Three years ago General Motors purchased an 1125-acre tract, 40 miles from Detroit and accessible to all its car and truck divisions.

This was transformed into a great Proving Ground, with every kind of road and grade over which an automobile is called upon to travel.

Here the collective experience and brains of the whole General Motors family are brought to bear upon the problems of each member; and here each make of General Motors car must prove itself against the best that American or European genius has developed.

The Proving Ground marks a forward step in the guarantee of motor car satisfaction. It is your final assurance that you are investing when you buy a General Motors car.

GENERAL MOTORS

CHEVROLET · PONTIAC · OLDSMOBILE
OAKLAND · BUICK · CADILLAC
GMC TRUCKS
YELLOW CABS, BUSES AND TRUCKS

"A car for every purse and purpose"

The Busy Telephone

Over 6,000,000 telephone calls are made in New York city in a single day. This total materially exceeds the number of phone calls made in all Great Britain within 24 hours, and Boston's daily average of telephone calls is twice that of Paris.

Celebrating

Lady (as reported in Chaparral)—Why have they left all the monkeys out of their cages?
Zoo Attendant—Holiday, mum. This is Darwin's birthday.—Boston Transcript.

Form of Food Poisoning

The word "botulism" is derived from the Latin word "botulus," meaning a sausage, and was probably first applied in cases of food poisoning originating from eating sausage. Afterward it was applied to other forms of food poisoning having the same characteristics.

Oh!

Willus—Say, mister, what's your big idea? You can't take this girl home! She dated with me for the evening!
Stranger—Oh, excuse me. I'm just her husband.



Do ants mobilize in your cake-box?

DON'T let ants raid your pantry. Spray Flit and kill them.

Flit spray destroys ants, bed bugs and roaches. It searches out the cracks and crevices where they hide and breeds and destroys insects and their eggs.

Kills All Household Insects

Flit spray also clears your home in a few minutes of disease-bearing flies and mosquitoes. It is clean, safe and easy to use. Spray Flit on your garments. Flit kills moths and their larvae which eat holes. Extensive tests showed that Flit spray did not stain the most delicate fabrics.

Flit is the result of exhaustive research by expert entomologists and chemists. It is harmless to mankind. Flit has replaced the old methods because it kills all the insects—and does it quickly.

Get a Flit can and sprayer today. For sale everywhere.

STANDARD OIL CO. (NEW JERSEY)

FLIT

DESTROYS
Flies Mosquitoes Moths
Ants Bed Bugs Roaches

"The yellow can with the black band"

