

ANNOTATED BIBLIOGRAPHY OF HOUSE MAGAZINE ARTICLES

(1944-1948 Inclusive)

ANNOTATED BIBLIOGRAPHY OF HOUSE MAGAZINE ARTICLES
(1944-1938 Inclusive)

By

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INTRODUCTION

In the United States and Canada more than six thousand business firms publish house magazines with a circulation totaling forty-nine million. In this manner these firms reach regularly such groups as stockholders, customers, dealers and persons who have some other special interest in these companies.

Because forty-nine million readers represent a large and significant segment of the population of these two nations, editors exert an influence that is not to be taken lightly. Editors of internal (employee) publications, for example, have the particularly responsible job of interpreting management to employees and employees to management. Because they must tie in company activities with those of the employees, these editors use a much more personal approach than is found in many other media of communication. Consequently house magazine editors are in a vital and enviable position, for they can help sell fellow employees on the merits of our democratic form of government and our free enterprise system.

Because of the responsible position held by these house magazine editors, they must be informed on the fundamentals and philosophies of their profession and skilled in the various techniques needed to produce attractive and readable publications. While some industrial editors are well-equipped by education and experience to meet the demands of their employers and readers, others are thrust into their jobs by chance, with little or no training for such work.

Regardless of their education, training, or experience, however, house magazine editors need to be constantly informed on new trends and techniques which are ever-changing in the field of industrial editing.

They can meet this need for information on current problems in this field by reading articles about the house magazines in several trade magazines, many of which are written by industrial editors, authorities and consultants.

It was felt, therefore, that an annotated bibliography on such articles which have appeared within the past five years (1944-48 inclusive) would prove valuable as a reading guide to editors in search of such material. Because the annotations summarize the articles instead of merely explaining them, the bibliography in itself should serve to supply significant facts relating to industrial editing.

The material contained in this bibliography is divided topically under fourteen divisions:

- (1) The House Magazine Editor
- (2) The Importance, Responsibility and Purpose of the Company Publication
- (3) The Content of House Magazines
- (4) Techniques and Procedures in House Magazine Editing
- (5) Relationships with Employees, Labor, Community and Stockholders
- (6) Training for House Magazine Reporters
- (7) Education for Corporate Journalism
- (8) Promotion for the Company Publication
- (9) Safety and Accident Prevention Campaigns
- (10) The External House Magazine
- (11) Sources of Material for the House Magazine
- (12) Contests Among House Magazines
- (13) The Activities of Industrial Editors Associations
- (14) Miscellaneous

The following magazines were especially rich in articles dealing with the house magazine field.

<u>Printers' Ink</u>	(205 E. 42nd St., New York 17, N. Y.)
<u>Stet</u>	(Box 120, Hamilton, Ohio)
<u>Industrial Marketing</u>	(100 E. Ohio St., Chicago 11, Ill.)
<u>Deadline</u>	(Room 1020, Peoples Gas Building, Chicago 3, Illinois)
<u>Reporting</u>	(Main & K Streets, Dayton 9, Ohio)

Articles concerning employee booklets or annual reports are not included in this bibliography, unless such articles deal in some way with house magazines and house magazine editing.

THE HOUSE MAGAZINE EDITOR

Hewens, F. E. "Ex-Newspaper Man." Stet, no. 41, p. 2 (February 1944).

Previous newspaper experience is not a prerequisite for house magazine writing and editing. The editor of Wright At The Moment, a former New York World Telegram staff member, offers 23 "editorial don'ts," which might well be used by other industrial publications. Every page of the Wright aeronautical employees' publication is a show window, and Editor Hewens treats each page as such, dressing it up to please the reader's eye.

"He Knew the People." Stet, no. 43, p. 3 (April 1944).

In the first of a series of articles on industrial editing pioneers, Stet presents a profile of Charles A. "Pat" Ward, the "dean of industrial journalism." The Pure Oil News was begun in 1918 by Mr. Ward, who edited the Chicago publication for 20 years with the conviction that the way to edit a publication for the people is to know the people.

"House Magazine Editors Study Post-war Role." Printers' Ink, Vol. 207, no. 10, p. 82 (June 9, 1944).

"Editors can no longer safely be simply propagandists for management; they've got to become powerful welding forces between management and employees."

Mathus, Kenilworth H. "A Blueprint for Editing the Company Magazine." Printers' Ink, Vol. 208, no. 3, p. 33 (July 21, 1944).

This discussion of problems confronting house magazine editors gives hints

on contributor and correspondent relations. Practical and to the point, the article deals with real editorial problems.

"All the Answers." Stet, no. 48, p. 4 (September 1944).

Stet delivers a caustic criticism of Editor and Publisher's attitude toward house organs when it emphasizes the opportunity open for newsmen to work part time as house organ editors. Stet sums up Editor and Publisher's philosophy of house organs as follows: "To be a successful internal editor, the background required is that of an underpaid newspaper man."

Hewens, Francis E. "Don'ts in Editing an Employee Newspaper."

Printers' Ink, Vol. 208, no. 9, p. 40 (September 1, 1944).

Written by Wright Aeronautical Corporation's administrative assistant, 20 "don'ts" are given as advice to employee newspaper editors. This is a treasure-chest for editors interested in improving their publications.

"Prize Winner." Stet, no. 49, p. 6 (October 1944).

"How well we think and plan, now, may determine the success of company-employee relationships in the years immediately following the war and the value of our publications to industry."

"NSC at Chicago." Stet, no. 50, p. 7 (November 1944).

The importance of house magazines and the people who produce them depends upon how much the individual editor wants to be an important part of business, how earnestly he wishes to advance the interests of his profession, Mrs. Alta Ewalt Evans of the Southern Union Gas Co., Dallas,

Texas, told delegates to the Employee Publications section of the National Safety Council's 33rd annual safety congress. R. E. Wolseley, professor of journalism at Northwestern University, said that editorial pages are either a stimulant or a narcotic to readers.

Evans, Keith J. "House Magazines---How Effective?" Industrial Marketing, Vol. 29, no. 12, p. 124 (December 1944).

In answer to a question from an advertising manager who wonders whether the "little gossip sheet" is worth its cost, Mr. Evans states that "a house magazine should be an important factor in interpreting workers to management and management to workers. There is no end to the opportunities awaiting a good house organ editor."

"Review of the Year." Stet, no. 51, p. 2 (December 1944).

The house magazine editor is being called upon today for advice on the company annual report to employees. This provides the editor with an opportunity to change a dry-as-toast statistical report into a live, well-illustrated, and understandable communication. By humanizing the annual report in terms readers can interpret, the editor will contribute much to good employee relations.

"Result of Stewardship." Stet, no. 52, p. 1 (January 1945).

The company publications editor is perhaps the most logical person to write the annual report to stockholders. The editor can improve the effectiveness of the report by humanizing and dramatizing it for the reader. Since management many times will not take the initiative in placing the annual stockholders' report in the editor's realm of activities,

the editor who wants this added responsibility should submit his bid in advance.

"His Book." Stet, no. 52, p. 6 (January 1945).

The editor of the Phoenix Flame, H. J. Higdon, collected and published a number of his poems in a brochure designed for overseas mailing and sent copies to servicemen. The well-known industrial editor writes daily for The Chicago Tribune in "Line O' Type" column.

"Home From the Wars." Stet, no. 55, p. 6 (April 1945).

Industrial Editors should possess a thorough understanding of company plans and methods of reorientation of veterans.

Newcomb, Robert. "Get the Most Out of Your Company Magazine."

Printers' Ink, Vol. 211, no. 6, p. 27 (May 11, 1945).

"A good house magazine editor should be the best-known person in his company. The employee publication should interpret, too, the man in the shop to the man behind the mahogany desk."

"All-Around Man." Stet, no. 57, p. 10 (June 1945).

To be successful, the house magazine editor should be: (1) a good reporter (2) a good writer (3) a good copy and proof reader (4) a good layout man (5) a good make-up man (6) an authority on production (7) a good photographer (8) an artist (9) an expert on circulation (10) a salesman.

"Opportunities Endless." Stet, no. 57, p. 11 (June 1945).

Clarence Coleman, vice-president in charge of manufacturing of The Coleman

Lamp and Stove Company, believes that the field of industrial editing offers vast opportunities to the ambitious individual who wants advancement, increased pay, the respect of his superiors, admiration of his equals, love of his subordinates and the good will of all.

Ignat, Lt. Joseph, U.S.N. "The Place of the Company Publication Editor From Here On." Printers' Ink, Vol. 211, no. 12 (June 22, 1945).
 "The editor must establish himself as something more than a back-door executive.....It will be our duty to stimulate production through new and effective methods."

Dolan, Bernard. "Are You Approaching Employee Relations in an Advertising Way?" Industrial Marketing, Vol. 30, no. 6, p. 42 (June 1945).
 Here is a pertinent question for house magazine editors: "Does this publication sell the company, is it punching to encourage the teamwork concept, or is it a mere collection of chit-chat?"

Newcomb, Robert. "Meet the People Through Employee Publications." Printers' Ink, Vol. 212, no. 3, p. 32 (July 20, 1945).
 "The industrial editor has been cast by chance into the role of an effective contact man between employer and employee. The editor of a company publication should know the questions (of employees), but he must get away from his desk if he's going to hear them."

"Guest Editor." Stet, no. 58, p. 5 (July 1945).
 Kay Sexton, assistant editor of New Jersey Bell, employee publication of the New Jersey Telephone Company, was chosen by Charm magazine as guest

editor. The writer felt that such experiences for house magazine editors increase their editorial scope and outlook.

"Postwar Planner." Stet, no. 59, p. 6 (August 1945).

This article advises company publication editors to "plunge straight in, cease worrying about getting beyond their depth." Their postwar planning should include the polishing up of ideas, the forsaking of conventionalities, and dreaming, cooperatively.

"Examples Wanted." Stet, no. 59, p. 8 (August 1945).

The production of company financial reports, both to employees and stockholders, is gradually becoming an activity and responsibility of editors.

Irwin, James W. "Employees Want Facts From Management." Industrial Marketing, Vol. 30, no. 9, p. 49 (September 1945).

The internal house magazine, if properly edited, can weld bonds of union between management and labor. It can give the employee bona fide facts about his company, its place in national economy, the nation's economy itself, his future with the company, and the company's future. To reflect both the romance and the drama in industrial operations is a challenge to the conscientious house magazine editor.

"Public Point of View." Stet, no. 67, p. 1 (April 1946).

When the public relations director and the house magazine editor work together harmoniously, the job of each is made less difficult and correspondingly more effective.

"Open House." Stet, no. 67, p. 3 (April 1946).

When the company holds Open House, the publications editor has an excellent opportunity to be of valuable assistance by publicizing the event in advance in the house magazine. Organization is the keynote to the success of such an occasion.

"Hubba Hubba Editor." Stet, no. 67, p. 5 (April 1946).

When Assistant Editor Virginia Farmer of B&O Magazine was assigned to go to Chicago for a return trip to Washington on the B&O with motion picture celebrities, including Van Johnson, she acquired the greeting of "Hubba Hubba" from fellow employees.

"Employee Support." Stet, no. 67, p. 8 (April 1946).

A seven-point program forms the basis of General Mills' 24-page employee booklet designed to make each employee a public relations emissary of the company. House magazine editors frequently have an opportunity to prepare or publicize such public relations tools.

"Community Level." Stet, no. 68, p. 4 (May 1946).

House magazine editors are urged to take an active part in the social, civic and youth affairs of the community. "Amicable relations between industry and the people of the community is largely a matter of active personal and corporate participation in community affairs and getting credit for it" was the consensus of the Community Relations Clinic, Coldwater, Michigan.

Allyn, Stanley C. "Management Speak Up." Deadline, Vol. 1, no. 2,

p. 30 (June-July 1946).

The house magazine editor must have a direct line to management, know what management is planning, know the basic reasons for decisions, and know at all times how management is thinking.

Griswold, Glen. "Editors Speak Up." Deadline, Vol. 1, no. 2, p. 31 (June-July 1946).

Industrial editors "are more nearly in the direct line of promotion and progress in the business picture than any other single group in our economy." Editors should do a better selling job to those higher in their organization.

"Flame Anthology." Stet, no. 73, p. 8 (October 1946).

An anthology containing almost a hundred articles, sketches, essays, and witticisms is the work of H. J. Higdon, long-time editor of Phoenix Flame, winner of numerous prizes.

"Company History." Stet, no. 75, p. 8 (December 1946).

An example of versatility of house magazine editors is Dun & Bradstreet's booklet The Mercantile Agency, produced by A. M. Sullivan, long-time industrial editor in charge of advertising and promotion.

"Editor Survey." Stet, no. 78, p. 8 (March 1947).

Ohio house magazines are edited by company presidents, volunteer workers, stenographers, outside advertising agencies, and others, as revealed in a Kent State University survey. Part-time editorial workers far outnumbered full-time editors.

"Cities Barriers to Effective Employee Publications." Printers' Ink, Vol. 218, no. 10, p. 108 (March 7, 1947).

Seven barriers to effective employee publications are listed by Robert Newcomb. "Progressive managements," he said, "are starting to eliminate them."

"Monument to a Man." Stet, no. 79, p. 6 (April 1947).

The center spread of the February 1947 issue of Trumbull Electric Manufacturing Company's Trumbull Cheer featured the 40 volumes of bound copies created by the man who established the publication and edited it for four decades, Lewis Ladd Brastow.

"For Company Publication Editors--and Others." Printers' Ink, Vol. 219, no. 8, p. 144 (May 23, 1947).

House magazine editors are advised to study House Magazine Layout Format, Design, and Typography, Vol. 2, Stet Library of Editorial Aids.

La Cossitt, Henry. "We Must Be Wary." Deadline, Vol. 1, no. 2, p. 33 (June-July 1947).

The editor of Collier's "envies" house magazine editors because of their "fixed policy and circulation," which he terms "a sort of editorial Shangri La." The fixed policy of every publication should be "to act always in the public interest."

Newcomb, Robert. "Let's Get Into the Big League." Deadline, Vol. 2, no. 14, p. 4 (November 1947).

Seven barriers for industrial editors to hurdle are: (1) the attitude

of management toward employee publications (2) the lack of integration with established company policies (3) the lack of trained editors (4) the low wages paid editors (5) the inadequate contact of editors with the front office (6) the inadequate contact of the editor at the plant level (7) the miserable budgets under which many employee publications operate. Seven ways editors can enlarge the scope of their jobs are: (1) to make their publications genuine mouthpieces of management (2) to plan publications ahead (3) to stop trying to impress the boss by recommending false economies that only cheapen the product and render it less effective (4) to do a good job as editor instead of concentrating on becoming company president (5) to speak up when there's something to say (6) to educate himself to the size of his job (7) to widen the niche he is in by accepting increased responsibilities, such as putting out annual reports and information manuals.

Mulcahy, R. W. "The Industrial Editor Should Be A Salesman Too."

Industrial Marketing, Vol. 32, no. 11, p. 122 (November 1947).

The best way a publication editor can improve his publication is first to improve himself. Then he must sell himself and his magazine.

Van Duzer, E. M. "Challenge to Company Publications." Industrial

Marketing, Vol. 33, no. 2, p. 44 (February, 1948).

Getting quality and genuine interest into a house magazine begins with an experienced, professional industrial editor. It is not economical to trust the editing of a company publication to a part-time, inexperienced employee. Because it is a natural desire for employees to be associated with a "big company" or a "strong little company," the industrial editor

should show his company as a "winner" and as a good place to work.

"Taft-Hartley Law Called Boon to House-organ Jobs." Printers' Ink, Vol. 222, no. 10, p. 105 (March 5, 1948).

The job of the house magazine is becoming broader and more important. A growing awareness of the true function of industrial publications is evident. More direct links exist today between the editor and the framer of company policy. This is reflected in increased salaries to editors and in higher budgets for magazines.

Swinehart, Gerry. "How to Climb the Ladder." Stet, no. 91, p. 1 (April 1948).

The house magazine editor is the operator of a "great corporate stereoptician, and it is his job to flash upon the screen impressions of the company that are dramatically compelling, that have acceptance and understanding." The editor should be available for policy-making meetings and should be the best-informed person in the company.

"Protecting Information." Stet, no. 92, p. 3 (May 1948).

The responsibility of protecting vital military information even in time of peace is the problem of house magazine editors as well as the daily press and radio. It is up to the nation's information media to refrain voluntarily from publishing information detrimental to national security.

Trout, Clement E. "Opportunity: Experts Write on Job Possibilities in their Fields." Scholastic Editor, Vol. 27, no. 9, p. 5 (June 1948).
Industrial journalism offers many opportunities for the person who is

able to get along with people, to get cooperation, to inspire confidence, to keep respect of employees and to work hard. Annual salaries of most industrial editors range from \$2,700 to \$4,000.

"Editors Have Big Opportunity." Reporting, no. 3, p. 18 (July-August 1948).

Unity within industry is needed to combat the forces that would destroy freedom and free enterprise. Editors in particular have an opportunity and a responsibility in helping to bring about this internal unity.

"Partial Survey Reveals Data on Southern California Members." Reporting, no. 4, p. 18 (September 1948).

Questionnaires returned by 33 Southern California industrial editors reveal that the average editor is between 20 and 35 years of age, he is a college graduate, his title is "editor" and he has been in his present job from one to three years.

"Know Your Readers, Says Report." Reporting, no. 5, p. 9 (October 1948).

The aim of every industrial editor should be to know his audience and its reading habits and to write on the level which readers can easily comprehend.

"Sell your Company to your Employees." Reporting, no. 5, p. 14 (October 1948).

Industrial editors can make employees proud of the company and community. Editors should maintain a civic, service-minded approach, both in editing

and in other relations with employees.

"'Quotes' From Speakers." Reporting, no. 5, p. 15 (October 1948).

Among the statements made by personnel directors in a panel discussion of the Miami Valley Association of Industrial Editors were: "You have to keep your finger on the pulse of your employees, your company and your community." (R. E. Alexander); "Dramatize the jobs that go on behind the scenes, behind the selling." (Ed. Powers); "The editor's job is to make the employee know that his living is the company's living. They sink or swim together." (H. Lannart); "Your job is to build goodwill, enthusiasm among your employees for their jobs, for the company and its product." (Wayne Taylor).

"What the Editors are Doing." Reporting, no. 4, p. 13 (September 1948).

This article contains news, ideas, highlights, and activities of editors of a number of internal and external house magazines throughout the country.

"Prepare the Future." Stat, no. 97, p. 1 (October 1948).

In the event of a depression, the responsibilities of the house magazine editor will be greater than ever. The most important task of the magazine will be to bolster confidence in the stability of the company in order to maintain its position in the competitive market.

"Success Stories." Stat, no. 97, p. 8 (October 1948).

Surveys reveal that former industrial magazine editors generally have

climbed the ladder of success, rising to even more responsible positions.

"Public Service Salesmen." Stet, no. 99, p. 1 (December 1948).

"Each industrial editor in the country, paid by the individual company for which he works, is a local salesman via his printed column for that company." Cooperation with the Advertising Council, Inc., in its adult education program, is one method of national public service.

"Moberly Tells What Editors Must Know." Reporting, no. 7, p. 12 (December 1948).

The editor's job is to cement relationships between management and employees. To do this, he must stop being afraid of the boss and be sure that his own ideas are right. He must develop an understanding of the basic problems involved in the minds of employees.

THE IMPORTANCE, RESPONSIBILITY AND PURPOSE OF THE
COMPANY PUBLICATION

"The Nature of Our Enemy." Stat., no. 42, p. 2 (March 1944).

Because company publications are closer to their readers than other media, house magazine editors have a tremendous war time responsibility for keeping well informed on the psychology, philosophy and strength of the enemy. The editor should be continually well armed as a result of constant editorial research if he is to give readers a clear picture of the enemy and the job ahead.

"Paper Supply." Stat., no. 43, p. 7 (April 1944).

House magazine editors received assurance that their publications were not specifically named in limiting orders covering the use of paper, and that because they were classified as commercial printers, they could use as much of their quotas (under the amended order) as they wished.

"Salvage." Stat., no. 43, p. 7 (April 1944).

Employee publication editors can play an important role in stimulating various publics to cooperate in scrap and salvage drives, conservation programs and other practices vital to the successful termination of war.

"Fifth War Loan." Stat., no. 44, p. 6 (May 1944).

House magazine editors cooperate in the U. S. treasury department's request that all magazine covers during June 10 to July 1 give publicity to \$100 War Bonds with the slogan, "Buy One of these Bonds Today." Special permission was granted by the government to reproduce the securities.

"They Came to Cleveland." Stet, no. 46, p. 2 (July 1944).

Editors attending the NCIEA war time conference at Cleveland were told of the increased opportunities for public service which await them during post war days.

"Biggest List." Stet, no. 48, p. 4 (September 1944).

Five thousand house magazine editors whose publications appear in Printers' Ink directory of company publications will receive the directory free. Others may obtain a copy from Printers' Ink, 205 East 42nd Street, New York 17.

"Miscellany." Stet, no. 48, p. 8 (September 1944).

A war and post war responsibility of industrial editors was to encourage young men in industry and the armed services to continue their education upon completion of their war time job.

"Survey Preview." Stet, no. 49, p. 8 (October 1944).

A survey undertaken by the NCIEA shows that a majority of house magazines are internal. Internal-externals exceed strictly externals, though average circulation of the externals exceeds that of the other two groups. Letter press is used more than other types of production.

"Large Gathering." Stet, no. 50, p. 8 (November 1944).

Naval officers attending the September meeting of the Northern California Association of Industrial Editors paid tribute to the efforts of house magazines in bringing home to millions of readers the stories of the war's production and fighting miracles.

"Letter press Leads." Stat., no. 51, p. 7 (December 1944).

In a survey conducted by the NCIEM, it was found that the average company spends \$9500 annually for magazine (employee) expenses, not including salaries of staff members. Other findings were: the average circulation of a letter press magazine for employees was 9650 per issue; monthly publications were by far the most popular in the standard magazine category; eleven percent of all letter press employee magazines are of digest size.

Swain, Willard. "Industrial Journalism: An Appraisal of a Growing Field." Journalism Quarterly, Vol. 21, no. 4, p. 318 (December 1944).

Although the number of daily and weekly newspapers in America has been declining, the number of house magazines continues to rise. Education for industrial journalism should emphasize four main divisions of study: (1) technical (2) social (3) economic (4) historical.

Buttsan, L. E. "Value of Employee Publications to Management." Printers' Ink, Vol. 209, no. 10, p. 100 (December 8, 1944).

In answer to the question, "Is an employee publication really worth its cost?" the management of Ohio Tool Corporation has actually figured it in dollars and cents. Such an analysis can be made by any company.

Pratt, R. C. "Predicting the Future of Company Publications." Industrial Marketing, Vol. 30, no. 2, p. 39 (February 1945).

In sketching the past, present and future of company publications, Mr. Pratt foresees more and better house magazines. External publications will be more valuable with the arrival of the buyer's market.

"Due Credit." Stat., no. 54, p. 5 (March 1945).

In a release to industrial editors, Col. Dan A. Hazlett, chairman of the Production Urgency Information Committee, said: "I regard the media under your editorship as potentially one of the most fruitful in our campaign to cut down absenteeism and severities in war and war-supporting plants." Messages from house magazine editors carry a sense of appositeness and urgency which is not possible through other media.

"Supplement to Printers' Ink Directory of House Organs." Printers' Ink, Vol. 211, no. 1, p. 110 (April 6, 1945).

Here is a list of 134 house organs added to Printers' Ink Directory, some of which are omissions, some title changes; others are new publications. The original directory lists 5,100 house organs.

Newcomb, Robert. "Harmony From a House Organ." Industrial Marketing, Vol. 30, no. 4, p. 48 (April 1945).

The employee publication should: "(1) Interpret, not propagandize, the company to its employees (2) stimulate interest of the employee in his job and in his company by showing him, preferably by illustration, how his job ties in with the next and with the total company and industry operation (3) inform him of industrial developments within the company (4) acquaint him with personnel from management and labor ranks (5) anticipate grievances by examining causes for them (6) seek always to maintain a fair editorial balance between the employer and the employee."

"Post war Jobs." Stat., no. 55, p. 8 (April 1945).

John A. Van Deventer, president and editorial director of The Iron Age,

stated: "Business publications, which have done such an outstanding job in the war effort, have another opportunity here to do a great service, that of helping to assure that there will be employment for returning veterans and for the workers who have toiled at home during the war."

"Telling Effect." Stat, no. 56, p. 7 (May 1945).

Indicative of the trend toward better and more purposeful house magazines is the letter to the editor of Stat from E. H. Kellogg, Jr., Mchlett Laboratories, Springdale, Connecticut. Mr. Kellogg states that the post war employee "will expect and look for a house magazine that tells him how to do a better job and prepare for advancement rather than a round table discussion of his co-worker's marriage or the company's efforts in an industrial bowling league."

"ATSC Cooperation." Stat, no. 57, p. 9 (June 1945).

A house magazine service of the Air Technical Service Command is based on "a desire to afford the men and women of industry a better understanding of the role their products are playing in the winning of the war."

"Employee Magazines Have Important Role in Reconversion." Industrial Marketing, Vol. 30, no. 7, p. 68 (July 1945).

The employee magazine is the best instrument to keep the intangible human element in harmony. House magazines proved their worth during the war, and there is no reason to believe they will not be just as essential in peace time.

(Editorial), "A New Job For Employee Publications." Industrial

Marketing, Vol. 30, no. 7, p. 86 (July 1945).

The internal house magazine can be used to help maintain morale among employees temporarily off the pay roll. By keeping them informed of company plans and developments during periods of reconversion, manufacturers will be bridging an important gap.

"The American Way." Stat, no. 59, p. 3 (August 1945).

House magazine editors have the responsibility of bringing about a more active participation in national governmental affairs on the part of its readers.

"460 Companies Plan 25% Increase in New Publications." Industrial Marketing, Vol. 30, no. 12, p. 84 (December 1945).

New externals are expected to lead the increase of new house magazines, as revealed in a survey conducted by the NCM. Of the 25 percent increase in new publications, 57 percent will be external, 23 percent internal and 15 percent a combination of external-internal magazines.

"Reappraisal." Stat, no. 65, p. 1 (February 1946).

House magazine editors who have a tendency to ask, "Where do I go from here?" should reappraise the aims and purposes of their publications and attach peace time campaigns with the same vigor and forcefulness which they applied during war time.

Burt, John C. and Peines, Beatrice Green. "Public Relations in Foreign Markets." Printers' Ink, Vol. 214, no. 6, p. 27 (February 22, 1946).

El Farol (The Lamp), house magazine of Creole Petroleum Corporation of

Caracas, Venezuela, has a circulation six times larger than any of Great Britain's popular magazines. Thirty thousand copies are printed, 8,000 going to employees and the others to the public. Evidence of their popularity is the fact that while they are circulated free, news dealers grab up second-hand copies and offer them for sale.

Inward, Alex. "Give Your Employees A Paper." Industrial Marketing, Vol. 31, no. 7, p. 53 (September 1946).

The management of the Vendo Company, Kansas City, Missouri decided the real purpose of its proposed company publication was not to entertain but rather "to make it a fountain of information." Newspaper format was decided upon, and editorial comment was to be kept out of news stories. Ninety percent of the paper's content deals strictly with news about Vendo employees.

"Company Publication Appraises Results." Stat, no. 76, p. 4 (January 1947).

When President C. Hamilton of the Arkansas Power and Light Company startled company executives by posing the question: "Why can't we have the best electric company in the nation?" Editor Edgar Chesnut of The Examiner started an effective "Make Our Company Best" program. Statewide publicity resulted when a number of editors requested cuts of local persons.

"Thanks for Cooperation." Stat, no. 79, p. 5 (April 1947).

Industrial editors helped to conserve one of the nation's most valuable resources by cooperating with the Forest Fire Prevention Campaign. Cam-

paign directors praised these efforts of house magazine editors.

"How To Tell Your Story To Workers." Modern Industry, Vol. 13, no. 5, p. 45 (May 15, 1947). Objectives of the new Pittsburg People, house magazine of Pittsburg Plate Glass, are to: (1) Educate and inform employees about their company's operations, products and people (2) give recognition for individual and group accomplishments (3) interpret company finances and economics to employees (4) develop company pride, loyalty and spirit (5) promote health and safety practices in plants (6) bridge the gap between the job and the home (to sell the Pittsburg Plate Glass institution to employee families) (7) unite all employees through the medium of an attractive readable and dynamic magazine.

Simmons, Harry. "Check List of Functions of Modern Sales Promotion Departments." Printers' Ink, Vol. 220, no. 2, p. 40 (July 11, 1947). House magazines of various types are listed as part of the 25 major promotion functions.

"House Organs Found Better." Printers' Ink, Vol. 220, no. 2, p. 88 (July 11, 1947).

Streamlined house organs and the new look in reports to stockholders are rapidly coming to the front. Another trend is centralization of company communications under one head.

"British Trade Publishers Oppose Privileged Organs." Printers' Ink, Vol. 220, no. 3, p. 106 (July 18, 1947).

In spite of an extreme shortage of newsprint, British trade papers (many

governmental) and house organs are being established.

"General Mills Horizon Magazine Gives Stockholders Information They Requested." Printers' Ink, Vol. 220, no. 8, p. 96 (August 22, 1947).

General Mills has found that it is possible to explain and highlight its advertising and merchandising methods in its new quarterly stockholder magazine to a degree not possible in the annual report.

Jewell, Irving. "What the House Organ Can Do for the Sales Manager." Printers' Ink, Vol. 220, no. 11, p. 30 (September 12, 1947).

An internal publication can help the sales manager: (1) Stimulate his field staff to greater selling efforts (2) improve individual selling techniques (3) present new products well in advance of public announcement (4) increase the salesman's knowledge of their company and its products (5) discuss current and future advertising (6) provide continuous support for sales contests (7) explain company policy (8) announce promotions and other personnel changes.

Weslager, G. A. "The Legal Responsibilities of an Employee Publication." Printers' Ink, Vol. 221, no. 8, p. 40 (November 21, 1947).

Employee publications, although circulated free of charge, are subject to certain legal responsibilities. The house magazine editor should not:

(1) Pry into private affairs of employees (2) reproduce stamps, coins or paper money (3) gossip about love affairs of workers (4) use an employee's picture in a way that makes him look infamous (5) print letters from clients without the writers' consent (6) mail information concerning lotteries

or games of chance.

Horse, Charles J. "Straws in the Wind." Deadline, Vol. 2, no. 4, p. 3 (November 1947).

The president of ICIE reports that a favorable future is in store for the industrial editing profession. Management is becoming more aware of the importance of communications media. More colleges and universities are cooperating with industrial editing associations.

"House Organs Help March of Dimes." Deadline, Vol. 2, no. 5, p. 4 (December 1947).

Because house magazines have a particularly responsive readership and a keenly interested audience, they are an increasingly valued medium in publicizing the annual March of Dimes.

"Civic Responsibilities." Deadline, Vol. 2, no. 5, p. 12 (December 1947).

It is a civic responsibility to back drives associated with the Red Cross, Cancer research, Christmas seals, March of Dimes and similar projects. House magazine editors should strive to present these subjects in as interesting a manner as possible.

"The American Heritage Employee Relations Program" Printers' Ink, Vol. 22, no. 8, p. 33 (February 20, 1948).

"House magazines can help to raise the level of active citizenship in the U.S."

Newcomb, Robert, and Simmons, Marg. "Keep the Line Open Between Employer and Employee." Industrial Marketing, Vol. 33, no. 5, p. 38 (May 1948).

Progressive managements today agree on these points: (1) The house organ is an interpreter, mainly of the employer to the employee (2) the house organ must be planned and have a sense of direction (3) the supervisory responsibility of a house organ should be in the hands of one high in the management structure (4) the editor should be highly qualified (5) the cost of the publication should be enough to do the job required.

"Democracy's New Weapon." Stat, no. 94, p. 1 (July 1948).

"The industrial press has come of age. It is a firmly established fixture in the lives of millions of our citizens today, just as is radio, the newspaper and consumer publications. House magazines are professionally edited and professionally produced. In circulation, in editorial content and in physical appearance, many of them rival the best the public press puts out."

Time, July 5, 1948, p. 72. Industry spends \$108,849,752 annually on 6,000 house magazines, with a circulation of 49,262,900 a month. Size, format and purpose of these magazines vary widely. DuPont publishes 40 house magazines; Borden Company, 35; International Harvester, 23.

"Proof Of The Pudding." Stat, no. 95, p. 1 (August 1948).

House magazines can lay claim to having helped shape public opinion in favor of American free enterprise and toward a more sympathetic and un-

derstandable feeling of business problems. These company publications are an influential medium for reaching approximately 50,000,000 Americans.

"Post Office House Magazine." The Reporter of Direct Mail Advertising, Vol. 2, no. 4, (August 1940).

The Canadian Post Office Department sets a mark in employee magazines for the United States to shoot at. Our neighbor to the north puts out a 24-page 6 1/2-inch by 9 3/4-inch house magazine containing editorials, personal notes, stories and many illustrations, while the United States sends its postal employees a mere two-page bulletin.

"International Scope." Stat, no. 96, p. 1 (September 1940).

The industrial editing profession transcends national borders, continents and seas. British, French and Australian industrial publications are on the increase. The author believes that a greater system of house magazine exchanges would promote closer ties of fellowship among peoples of the world.

"Research Committee Reports." Reporting, no. 5, p. 1 (October 1940).

Results of a comprehensive ICIE research questionnaire to 6,000 industrial editors revealed there were 4,050 internal, 1,160 external publications; most were published monthly; total circulation of all, 19,282,900; amount spent on all, \$108,849,752; half were magazine format, half were either newspaper or other.

"New Publications Enter Industrial Field." Reporting, no. 5, p. 10

(October 1948).

Among the new house magazines are: (1) R Rembrandt Newsletter, Remington Rand, Inc. (external) (2) an unnamed employee publication, Steinberg Organization (3) What's Going On?, General Shoe Corporation (internal) (4) The Triangle, The Trane Company (internal).

"First Editors Institute Success." Reporting, no. 6, p. 6 (November 1948).

Two points emphasized at the first annual Industrial Editors Institute at Kent State University were: (1) The magnitude of the house magazine audience (2) the power of this type of communication and its unlimited potential for development.

"Outline Purposes of House Publication." Reporting, no. 6, p. 14 (November 1948).

The purposes of a house publication, as stated by Claire Henderson, account executive of the Arthur G. Rippey Agency, are: "To serve (1) vertically, as a channel between management and employees down through the ranks (2) horizontally among employees and departments (3) as a medium of information to create company interest and understanding among the younger management potential in business."

Tuttle, Ken. "49 Million Read Them." Reporting, no. 7, p. 8 (December 1948).

Forty-nine million people read the 6,000 house magazines in the United States and Canada. Editors of these publications are members of 40 editorial organizations which comprise the membership of the ICIE.

"New Advisory Committee." Stet, no. 99, p. 6 (December 1948).

Permanent chairman of the United States treasury department's Industrial Editors' Advisory Committee is Charles J. Morse of Peoples Gas & Coke Company, Chicago. John W. Snyder, secretary of the treasury, paid high tribute to house magazines for successful efforts in the sale of United States Savings Bonds.

THE CONTENT OF HOUSE MAGAZINES

"Taking Stock." Stet, no. 40, p. 2 (January 1944).

A first-of-the-year inventory by house magazine editors suggests a need for repetitious use of articles dealing with war bonds, car pools, employee recruitment, safety, conservation and other war-winning practices.

Evans, Keith J. "New Employee Literature." Industrial Marketing, Vol. 29, no. 1, p. 114 (January 1944).

Editors of employee magazines who run out of copy material on their products should begin writing about the people who use company products. Excellent feature possibilities lie in the interests of employees in their job, their home and their future.

Shubart, Capt. Harry E. "Are Army Publications Setting A New Pattern for Industrial Magazines?" Industrial Marketing, Vol. 29, no. 2, p. 34 (February 1944).

The monthly magazine Plane Facts, publication of the Air Service Command, was terse, factual, practical and well-illustrated. The tests of all editorial content were, "Does this story affect maintenance or supply?" and "Does it have content which will help men and women workers in foreign installations do their jobs better?"

"Shop News." Stet, no. 43, p. 2 (April 1944).

Everyone at Heywood-Wakefield (Gardner, Mass.) considers the house magazine Shop News a "must" in the company's industrial relations program.

The yearly supplement on employees' children requires 323 separate photographs. Carl B. Lugbauer's Shop News was judged one of the 50 best house magazines in the United States and Canada.

"Good Idea, But..." Stet, no. 44, p. 4 (May 1944).

The editor whose company has an enlightened policy for the control of venereal disease should consider himself fortunate. Editors should welcome the responsibility to initiate VD control and education programs. Successful efforts add prestige to the publication.

"Volume Thirty-Eight." Stet, no. 47, p. 5 (August 1944).

In the second of a series of human interest articles by Stet, L. L. Bras-tro, for 37 years editor of Trumbull Cheer, writes: "We believe a house publication should never be a supplement to a catalog or an exposition of display advertisements. Many house magazines have a limited effectiveness because they lack the personal touch so necessary to represent and reflect their organizations."

"Salvage." Stet, no. 47, p. 8 (August 1944).

Repetition is necessary in articles about salvage in spite of the danger of monotony. The most effective appeal in salvage campaigns is the patriotic one. House magazine editors play an important role in such campaigns.

Stanley, Harry. "They Kid Themselves---And Their Soldiers Love It!"

Printers' Ink, Vol. 208, no. 8, p. 28 (August 25, 1944).

By poking fun at themselves, personnel at Hagan Corporation, Pittsburg,

Pennsylvania, solved the problem of what to put in their publication for fellow workers in the service.

Swain, Willard. "Point of View." Stat, no. 52, p. 3 (January 1945).

A discussion of the controversial subject of whether or not to use the personal pronouns "we," "us" and "ours" is concluded with the warning to "never, never use the personal pronouns in news stories or unsigned feature stories." The average internal house magazine reader is more sensitive to the subtle meaning of words than some editors think.

"Prevent Forest Fires." Stat, no. 53, p. 6 (March 1945).

Many possible copy slants in forest fire prevention include tie-ins or comparisons in terms of lumber and paper destruction; convincing the reader that he is the person to whom the message is addressed and that 90 percent of all man-made fires can be prevented.

"Copy Angles." Stat, no. 55, p. 1 (April 1945).

Significant angles can be developed on the subject of forest products. Such possibilities are virtually endless.

"Opinion Study." Stat, no. 57, p. 6 (June 1945).

A study of the readership interest of 18 articles reveals valuable results. It showed that the most important article, according to company standpoint, rated fifth in reader interest. The most important article as determined by reader interest was only sixth in the ratings of the company.

"Phanny Pharis Puts Pep in Promotion." Industrial Marketing, Vol. 31, no. 1 (January 1, 1946).

Jobbers and dealers of the Pharis Fire and Rubber Company, Newark, Ohio, have their day brightened by "Phanny Pharis, an alluring girl found in every issue of Profit Pointers." This is a case in which cartoons prove to be highly valuable in house magazines.

"Beware the Swindle." Stat, no. 65, p. 5 (February 1946).

Company editors perform a commendable service by developing stories that expose swindlers and help protect the war-time savings of employees.

"Recreation Program." Stat, no. 66, p. 4 (March 1946).

Organized sports form an important news source for the company publications editor. Editors should seek the help of industrial recreation men.

"Reader Participation." Stat, no. 57, p. 8 (April 1946).

The technique of securing reader participation is achieved by Editor Elmer Applegit of Sacony Vacuum News. When an employee is pensioned, Applegit writes a personalized feature about him, weaving into the story the details of the company's pension plan.

Anderson, R. W. "How To Increase Reader Interest in Company Publications" (Part I). Industrial Marketing, Vol. 31, no. 4, p. 32 (April 1946).

The editor of Link-Belt News found that reader interest was increased by (1) a "not-too-technical" style of writing (2) filler material such as

jokes, short poems, nut-shell philosophies (3) the use of articles on "Claire," the adopted daughter (a pretty blonde) of the company, who appears in every issue of the magazine.

"Racketeers." Stet, no. 68, p. 8 (May 1946).

The purpose of Prentice-Hall's booklet Watch Out for the Racketeers is "to aid in keeping the racketeers away from the pocketbooks of employees." If practical, the house magazine editor should distribute the inexpensive booklets to employees.

Anderson, R. W. "How To Increase Reader Interest in Company Publications" (Part II). Industrial Marketing, Vol. 31, no. 5, p. 55 (May 1946).

Some other methods of increasing reader interest in house magazines are: (1) featurize headlines and stories (2) use art work effectively so that it catches and holds attention (3) use jokes and cartoons to pep up contents (4) include in each issue some articles worth keeping permanently so readers will file them after reading (5) make an occasional intentional mistake to promote sure-fire reader response.

"Product Story." Stet, no. 71, p. 7 (August 1946).

The complicated process of calendar making appeared in story form in the June issue of the Colson Comet, employee publication of U. O. Colson Company, calendar manufacturers.

"We, the Women." Stet, no. 71, p. 8 (August 1946).

The entire May issue of Illinois Bell's Bell Telephone News was dedicated

to the women employees. The cover featured an attractive telephone girl.

"Annual Report Issue." Stet, no. 72, p. 8 (September 1946).
 Minneapolis Honeywell Regulator Company uses its internal publication, The MH News Circulator for its annual report. A special supplement includes graphs, charts and other illustrations explaining the two subjects, "Where the Money Comes From" and "Where the Money Goes."

"Good Idea." Stet, no. 74, p. 8 (November 1946).
 Company editors will do their readers and postal employees a service by developing stories explaining the reasons behind the theory that better cooperation by the public results in better postal service.

Gerler, W. R. "What Salesmen Want in Company Magazines." Printers' Ink, Vol. 217, no. 12, p. 36 (December 20, 1946).
 After a study of 100 company sales publications, the editor of Investors Syndicate's Broadcaster points out that the salesman wants company information, product information, sales information, sales promotion ideas and success stories. He wants tips and suggestions, recognition for a good job done and complete information on the company's advertising program. He wants a magazine that is full of life, news and selling helps.

"Centennial Celebration." Stet, no. 76, p. 5 (January 1947).
 The 100th anniversary of the birth of Thomas A. Edison provided company editors with an opportunity to show readers how the famous inventor

contributed to the American free enterprise system.

"National Movement." Stet, no. 76, p. 8 (January 1947).

Industrial editors who have been directly affected by war and post-war shortages of paper should want to cooperate with the American Forest Products Industries in showing Americans what is being done to preserve and protect this nation's woodlands.

"Answers Furnished." Stet, no. 77, p. 7 (February 1947).

A question and answer service for the benefit of all employees was featured in the first issue of Potomac Electric Power Company's Pepconian. A box on the editorial page advertised the service.

"Tattle Prattle." Stet, no. 77, p. 8 (February 1947).

Several examples of the keyhole-peeping columnist illustrate how such a column can cheapen a publication. By using such material the editor does not build good will; instead he defeats his purpose.

Borchers, S. J. "The Human Interest Touch in Industrial Company Publications." Industrial Marketing, Vol. 32, no. 2, p. 45 (February 1947).

Each house magazine has separate and distinct possibilities for feature material. The editors of Kropp Forge Company's Forgings, ran a series of highly interesting articles on famous men in history who had served in forge shops. Articles centered around General Nathaniel Green, Cyrus Hall McCormick, the Studebakers and Robert Fitzsimmons, the fighter.

"More Employee Manuals--And Light Touch There and Elsewhere."

Printers' Ink, Vol. 218, no. 10, p. 146 (March 7, 1947).

Here is a discussion of several employee publications. It concentrates attention on diversity of content.

"Report on Retirement." Stet, no. 79, p. 7 (April 1947).

Aimed at giving employees a sense of security, The Swift Arrow, internal house magazine of Swift & Company, runs features of personal interviews showing retired employees enjoying their favorite pastime.

"Veterans' Time Table." Stet, no. 79, p. 7 (April 1947).

An illustrated and attractive Veterans' Time Table was enclosed with a copy of Telephone Topics. It showed in pictorial form the benefits to which veterans are entitled. The time table was prepared by the New York State Division of Veterans' Affairs.

"Veteran's Angle." Stet, no. 79, p. 8 (April 1947).

An article entitled, "The Veteran Fits Right In," printed in Humble Oil and Refining Company's The Humble Way, is an example of how many house magazines are handling news about the veterans. Pointing out that veterans are more mature in their thinking, the article also states that veterans are morale builders, for they have a keen appreciation for their jobs.

"Industry Adopts New Slant on Employee Publications." Industrial Marketing, Vol. 32, no. 5, p. 62 (May 1947).

Industry is beginning to explain and interpret itself in terms which

workers can understand, through the internal house magazine. A report entitled "The Company Publication in 1947" issued by Newcomb and Sammons, Chicago, indicates that the gossip type of internal publication is doomed.

"Community Sit-in." Stet, no. 80, p. 7 (May 1947).

The script of a radio program describing the opening of a new company plant was later printed in Package Machinery Company's internal magazine, Package Craft.

"Chiefly Cheesecake." Stet, no. 82, p. 4 (July 1947).

The success of W. T. Grant Company's cover contest sponsored by Grant Gane, employee publication, indicates the possibilities for such projects in other internal house magazines.

"Useful Plant Tours." Stet, no. 82, p. 6 (July 1947).

General Tire and Rubber Company's employee publication General-ly Speaking, which spread so much enthusiasm for plant tours, made such events the basis for feature articles for the magazine.

"Pittsburg Plate Glass Company Streamlines Its Employee Magazine."

Industrial Marketing, Vol. 32, p. 94 (July 1947).

A complete change of format, content and interpretation of the Pittsburg People resulted in the use of 70 percent of the space for illustrations and 30 percent for reading matter. The change followed a survey which showed that employees wanted more and bigger pictures.

"House Organs—Organic and Inorganic." Printers' Ink, Vol. 220, no. 1, p. 70 (July 4, 1947).

House organs are needed when there is a desire to share news with a certain audience. "If you have something interesting to say, even mimeographing will deliver it."

McInnes, Robert A. "Human Interest Builds House Organ Readership." Printers' Ink, Vol. 220, no. 7, p. 52 (August 15, 1947).

The simple formula of "names make news" is one way in which human interest can be injected into a house magazine. A house magazine need not necessarily be humorous, but it should be human.

Rodomanski, C. "Seven Ways to Merchandise your Ads to Plant and Office Employees." Printers' Ink, Vol. 220, no. 9, p. 38 (August 29, 1947).

The element of contrast can be utilized to dramatize advertisements in house magazines by comparing company advertisements of 20 years ago with present ones. A contrast of the physical plant and pictures of employees taken years ago also help to dramatize ad program.

"Explaining Advertising in the House Organ." Printers' Ink, Vol. 220, no. 10, p. 102 (September 5, 1947).

Employees who cannot get a first hand view of company advertising in the making can be taken on an illustrated tour of the advertising agency through an article in the employee magazine.

"Reader Research Reorganizes Magazine." Printed Selling, p. 9

(October 1947).

After several months of intensive research, the Pittsburgh Plate Glass Company found that readers wanted more and larger pictures, more information about their plant and products and more local news. A committee of top-ranking company officials formulated a seven-fold policy for the publication. After the change, readers were far more pleased with their magazine, Pittsburg People.

"Our American Heritage." Stet, no. 85, p. 5 (October 1947).

A positive challenge and opportunity to prove their publications' worth is given house magazine editors in the American Heritage Program. The product to be sold to house magazine readers is the American system.

"Problem of Prejudice." Stet, no. 90, p. 3 (March 1948).

The message of tolerance carried in company publications can act as a vital influence throughout the nation.

"One Editor's Formula." Stet, no. 91, p. 3 (April 1948).

James Deith, editor of the Minnesota Mining and Manufacturing Company's 3M Megaphone, who took a sample of employee opinion concerning contents of his employee publication, found these preferences: stories, first; personals, second and editorial matter and company policies, third. He found also that feature columns and jokes were much less popular than he believed.

"Columns Create Interest." Stet, no. 91, p. 6 (April 1948).

Many house magazine editors concentrate heavily on timely sports and

hobbies, knowing that most readers have a special interest in these after-hours pastimes. Ideas for such columns and features can be found in national sports and hobby magazines.

"Report to the Russians." Step, no. 91, p. 8 (April 1948).

Using a large picture of Joseph Stalin on the cover of The Gannett, the editor of the Gannett newspapers' house magazine put over some effective points in favor of the American system. The "Report to the Russians" was a subtle and effective article impressing employees with advantages of being an American, and more specifically, a Gannett employee.

Levy, R. M. "Departmental Gnit-Gnat--Is it Worth its Weight?"

Reporting, no. 1, p. 3 (May 1948).

The readers of The McCall Spirit say that departmental news is the most thoroughly read feature in the monthly publication. "Through departmental news the industrial publication can reach its goal of improving morale by boosting the employee's ego and of fostering good labor relations by making the workers feel that they are a part of the whole scheme of things."

"How About a Survey?" Reporting, no. 1, p. 8 (May 1948).

To determine what is right and wrong with their house magazine, editors frequently prepare and send out reader opinion surveys. A sample copy of a questionnaire of Interstate Oil Pipe Line Company's The Liner shows how to prepare such a survey.

Newcomb, Robert, and Sammons, Marg. "Long Pants for the House Organ" (Part 2). Industrial Marketing, Vol. 33, no. 6, p. 48 (June 1948).

"The employce publication is becoming nature and is finding a new respect in progressive management circles." House organs may contain such varied types of articles as those dealing with operations, end products, progress and personalities. Each magazine should have a personality all its own.

Schauder, Florence. "The Power of Women's Page." Reporting, no. 2, p. 4 (June 1948).

The author suggests that one should never underestimate the power of a woman or of a woman's page in the house magazine. Illinois Bell Telephone Company uses the women's pages to hold women employees closer to the company.

"Just Like the Houston Newspaper." Reporting, no. 2, p. 6 (June 1948).

The eight comments on house magazine editing made by Barron Beshoar, correspondent for Time and Life magazines, say: (1) keep free from company platitudes (2) recognize that social news is of doubtful value (3) use more full-length personality features (4) work for individualized covers (5) use a balanced makeup (6) realize that gossip is juvenile and dangerous (7) use letters to the editor (8) avoid photographic "cheesecake."

"House Organ Runs Feature on Ad Agency." Printers' Ink, Vol. 224, no. 1, p. 62 (July 2, 1948).

Morton Salt Company advertisements are executed by running a feature on its advertisement agency in an issue of Morton's Sport. The value of this type

of feature is its contribution to employee appreciation of advertising.

Foster, Maurice. "Say it with Pictures." Reporting, no. 3, p. 12 (July-August 1948).

The success of such photographic ventures as Life and The New York Daily News prove the popularity of pictures as an entertainment and educational medium. An eminent psychologist, after years of newspaper readership study, stated: "A picture is worth four columns of type."

"Correspondence Invited." Stat, no. 95, p. 6 (August 1948).

How to get these potentially good stories which are stored away in the heads of magazine readers is a problem with which every house magazine editor is faced. A simple form was designed by Francis J. O'Brien, editor of the Franklin Field. Listing several types of items which would be of interest to Franklin Field readers, he sent these news requests to readers. His two-fold purpose was to get more news, and to get readers to view the magazine more closely.

"Results of Readers' Poll." Reporting, no. 4, p. 3 (September 1948).

The results of a survey conducted by the editor of Rich Bits, employee publication of Rich's, Inc., Atlanta, Georgia, revealed that readers wanted more pictures, cartoons, jokes and more advance news stories. They also preferred magazine format and liked the twice-a-month publication better than the monthly magazine.

"Mutual Benefit Makes Survey." Reporting, no. 4, p. 7 (September 1948).

"Have more news of more people here," was the most widespread wish of readers

following a readership survey by The Mutual Benefit Life Insurance Company. Highest in reader interest was a column of miscellaneous items about employees. News of company matters ranked second, followed by humor-our cartoons and pictures.

"Reader Survey Shows Results." Reporting, no. 4, p. 12 (September 1948).

A readership survey by the B-A Commentator, employee publication of the British-American Oil Company, showed that employees were interested chiefly in features about other employees' jobs and other informative articles. Eighty-five percent said other members of the family read the Commentator.

"Two-Way Contacts." Stet, no. 97, p. 5 (October 1948).

Four essentials of a "question box" type of feature are that: (1) both signed and unsigned questions must be answered (2) reply cards must be enclosed in each issue to facilitate submission of questions (3) honest, full and frank answers must be given (4) answers must be warm, personal and understanding.

"Metropolitan Reports." Stet, no. 97, p. 7 (October 1948).

Metropolitan Life Insurance Company recently issued two reports entitled "Contents of 399 Employee Magazines," and "Telling Employees about Business Organization: Profits." The latter shows ways of breaking down the annual report in an understandable manner.

"Report on UI." Stet, no. 97, p. 8 (October 1948).

The often neglected story of the concrete accomplishments of the United Nations is featured by Editor Bruce W. Smith in the August issue of Notecaster. The article, prepared by UN Press Officer Roger Baydon, brought about excellent reader response.

"Compiles Report of Publication Contents." Reporting, no. 5, p. 12 (October 1948).

A six months' statistical report of the contents of Forward, employee publication of the Dayton Power and Light Company, was made by Co-editor Peter J. G. Trohates. By this method the editor determined which departments received good coverage and which ones received less.

"Survey Reveals Three Readers Per Copy." Reporting, no. 6, p. 6 (November 1948).

A revealing readership survey which cost Michigan Bell Telephone Company \$2,200 showed that employees like picture stories in their magazine and stories about new improvements. A significant finding was that almost all employees who were surveyed said they never read anything that seemed misleading.

"Contents of 399 Employee Magazines." Printed Selling, Vol. 12, no. 9, p. 20 (December 1948).

More than a third of all employee magazines surveyed by the Metropolitan Life Insurance Company tell employees about post war expansion and modernization of plant and facilities. They also contain articles on company products and advertising. A trend toward articles which build interest in the magazine is evident.

"Interesting Material in House Organ." Printers' Ink, Vol. 221, no. 13, p. 64 (December 26, 1948).

"The company publication should never be looked on as a sort of weak sister to be tolerated but not featured. Articles in the house organ should be as good if not better than those in the magazines that employees buy off the newsstand.

TECHNIQUES AND PROCEDURES IN
HOUSE MAGAZINE EDITING

"Cooperative." Stet, no. 41, p. 6 (February 1944).

Editing the company publication by "remote control" is possible in war time by sending local copy to The American Colortype Company, which sets it in galleys and sends preliminary paste-ups back to editors. Colortype furnishes the dummy including covers and pictures for the entire 12 pages. The system aids companies which might otherwise be unable to turn out an attractive publication.

"Status Chart." Stet, no. 41, p. 6 (February 1944).

The company publications editor of The Texas Company, New York, keeps a fingertip check on the progress of each month's magazine by a simple yet effective system. At the top of a wide sheet of paper, Editor Talman lists months of issue for two years. At the left of the sheet he lists items to be checked off monthly. The system prevents the danger of low paper stock and other embarrassments.

"Under Pressure." Stet, no. 41, p. 7 (February 1944).

War time difficulties in editing a house magazine seem less serious when compared with publications such as the 45th Division News, the first army "house magazine" of the war. The service publication had extremely difficult problems relating to distribution, printing, typography and illustrations during its continual shifts through several United States army camps and two Mediterranean battle zones.

"The Beech Log." Stat, no. 42, p. 4 (March 1944).

Beech Aircraft Corporation's The Beech Log presents a "self-portrait" story in its second anniversary number. Illustrations show these various stages of the magazine's making: layout, paste-up, press run, press sheets, folding, collating and binding, trimming and the finished product.

"Book Note." Stat, no. 42, p. 6 (March 1944).

How to Edit an Employee Publication, by Garth Bentley, is a readable and practical book for house magazine editors. The content includes a discussion of such subjects as "What a House Publication Can Do," "The Editor Who Makes Good," "Making Employees Company Minded" and "An Aside to the Editor's Superior."

"Spring Meeting." Stat, no. 43, p. 8 (April 1944).

Contending that "The asymmetrical is more effective than the tritely symmetrical, Abril Lamarque makes a plea for "effective dramatization of good photographs by employing them in commanding size or arresting shapes." The art director for the New York Times Magazine stresses the advantage of clean-cut simplicity in layout.

Jewell, F. Irving. "Change from Potatoes." Stat, no. 47, p. 2 (August 1944).

A magazine that prints only "hammy" photographs is like a man with nothing on it but potatoes. Human interest in pictures is as important as human interest in copy. Safety goggles look much better on the face of a pretty girl than on a table.

Thackwell, Grace. "A Blueprint for Handling Production Problems of the Company Magazine." Printers' Ink, Vol. 208, no. 5, p. 34 (August 4, 1944).

This is a companion piece to an earlier article by Mr. Kenilworth H. Mathus, which dealt with editorial problems of a house magazine. This article deals with the mechanics or physical side of the magazine.

"Junior Edition." Stet, no. 48, p. 8 (September 1944).

Editor J. Gregg Puster announced the birth of a daughter by publishing a one-page junior edition of "The Curtis Wright-er." The back page of the junior edition carried a war bond advertisement.

"Good Will Role." Stet, no. 49, p. 5 (October 1944).

The 4,600 persons who keep Chicago's 136 public parks operating smoothly receive a house magazine entitled Park Employees' Life, edited by Bernard C. Roloff. The first tenet of the magazine is "to promote good will." Park officials prepared a special edition and mailed it to park users seeking suggestions as to how services could be improved.

Fisher, John J. "Snap Up Your Morale." Printers' Ink, Vol. 209, no. 4, p. 20 (October 27, 1944).

"Photographs synchronize good will and good copy in the employee house organ." The author lists pictures second only to a raise in salary as a morale factor and gives hints to house magazine editors in many phases of plant photography.

"Survey Completed." Stet, no. 51, p. 7 (March 1945).

In the third and final article in a series concerning a survey conducted by the NCIEA, the author gives a breakdown of internal house magazines produced by offset. In addition, he covers externals and combination internal-externals and mimeographed publications.

"Pop O'Tool Does Effective Employee Relations Job at Allis-Chalmers." Printers' Ink, Vol. 212, no. 5, p. 22 (July 27, 1945).

A four-page strip of educational cartoons is inserted in Allis-Chalmers' employee magazine. It covers such points as employee recruitment, discipline, post-war employment and war needs.

Molitor, W. D. "How to Send House-magazine Copy and Make-up to Printer." Printers' Ink, Vol. 212, no. 7, p. 25 (August 17, 1945).
The house magazine editor should consult his printer before the next issue if he is looking for ways to cut costs. It is "less expensive to determine in advance of type-setting the exact length of each article."

Newcomb, Robert. "Padlock on the Employee Publications' Pursestrings." Printers' Ink, Vol. 213, no. 3, p. 124 (October 19, 1945).
"Too often this good will tool comes from the five-and-dime store."

Molitor, W. D. "8 Cost-Saving Devices for Buyers of Printing." Printers' Ink, Vol. 213, no. 4, p. 25 (October 26, 1945).
Here is technical advice of value to house magazine editors. It includes money-saving tips on printing, photo-engraving, art work and other phases of house magazine editing.

Holitor, W. D. "How to Prepare Copy for the Printer." Printers' Ink

Ink, Vol. 213, no. 12, p. 25 (December 21, 1945).

Here is advice of value to house organ editors as well as to advertising copy writers. Several rules tell how to help your printer to help you.

"Reversing Negatives." Stat, no. 64, p. 6 (January 1946).

Some pitfalls to avoid in "flopping a negative" include: (1) never reverse a negative which will make a man's coat button on the left or his breast pocket handkerchief appear on the right and (2) guard against having left-hand salutes, handshakes, left-laned traffic, steering wheels on the right. Such reversals can cause embarrassment to the editor, for readers are error conscious.

"Better Headlines." Stat, no. 64, p. 7 (January 1946).

To house magazine editors, writing headlines is sometimes painful. Practice and painstaking care will result in more exciting heads and better reader response. A good headline should create interest, be concise and arouse in the reader a desire for action.

"Plain English." Stat, no. 65, p. 6 (February 1946).

When house magazine editors write about larger economic questions, they should write in terms which affect readers personally. They should use simple, everyday words, and not "high-saluting" words.

"Two Notable Recent Company Publications." Printers' Ink, Vol. 214, no. 7, p. 154 (February 13, 1946).

A switch from internal to external type did not prevent IFT, published by

Foster's Restaurants in San Francisco, from using numerous employee pictures as a means of keeping reader interest.

"Change of Face." Stet, no. 66, p. 8 (March 1946).

When Kaiser Shipyards changed the format of its "Fore 'n Aft" from a tabloid to a 6 1/2 x 9-inch publication, a friendly printed runner was enclosed in the new magazine to make sure employees did not overlook the change.

Lamarque, Abril. "From an Art Director's Scrapbook." Deadline, Vol. 1, no. 2, p. 19 (June-July 1946).

In layout, which is the art of organizing material for reproduction, one should avoid pitching one page against another; rather the two pages should be made to look as one. Each page should complement the other.

"Printers' Arithmetic." Stet, no. 68, p. 7 (May 1946).

Editors not familiar with printer's arithmetic should make special efforts to learn about it. Speaking in terms the printer and compositor easily understand (picas and points instead of inches) will save time and money and will ultimately contribute to the magazine's appearance.

"Caption Writing." Stet, no. 69, p. 5 (June 1946).

Good pictures tell a story and it is not necessary for house magazine editors to explain the story in the caption. The caption should add to the pictorial story, filling in only those details not apparent.

"Word Game." Stet, no. 71, p. 7 (August 1946).

Words should work for editors, not vice-versa. Split infinitives and dangling participles sometimes prevent writing from becoming dull and stilted. Dr. Rudolph Fiesch said that correct grammar "often is nothing but rules set up by school teachers to stop language from going where it wants to go."

Johnston, James Neely. "Simple Method Proves Readers Like Technical House Organ." Printers' Ink, Vol. 216, no. 7, p. 43 (August 16, 1946).
An easy-to-mark reply card was inserted in page 40 of Foote Mineral Company's Foote Prints. Its small and humorous tab sticking out on page one helped to bring a 33 percent return from readers.

Ferguson, Noble C. "Let Them Take Pictures." Deadline, Vol. 1, no. 3, p. 4 (August-September 1946).

The proverb "A picture is worth ten thousand words" applies to the house magazine as well as any other form of communication. Because of this and the fact that picture-taking is a leading hobby of Americans, company editors should consider the possibilities of conducting photographic contests among employees.

Hopper, A. Raymond. "Type Is How You Use It." Deadline, Vol. 1, no. 3, p. 11 (September 1946).

Suitable selection and use of type faces practically amounts to showmanship. Editors should aim to win the reader through an awareness of his type preferences. They should have courage to aim at the unusual and get off the beaten path. Mr. Hopper gives illustrations of a few of the many ways to give plain type a lift.

"Copy Wins Commendation." Stet, no. 72, p. 4 (September 1946).

Many letters of praise were written to K. C. Pratt, editor of Stet, following the distribution of House Magazine Copy, which was volume one of the Stet Library of Editorial Aids.

"Visual Education." Stet, no. 72, p. 5 (September 1946).

Visual aids help the house magazine editor present stories which would be otherwise uninteresting. Fourteen suggestions are listed; all can be well adapted to the graphic or illustrative method of presentation.

"The Picture Story." Stet, no. 72, p. 7 (September 1946).

Though sometimes extremely difficult, the picture story is very effective. After the idea is formed, early planning will save time and result in added cohesion and continuity.

"Stet Calendar." Stet, no. 73, p. 8 (October 1946).

Editor Douglas Guy of Foster and Kleiser Company's employee magazine Our News uses the Stet calendar in conjunction with a company-developed character called "Ad Andy," who constantly reminds Editor Guy of various anniversaries and famous dates.

"Internal Use." Stet, no. 74, p. 7 (November 1946).

When space does not permit Edward Stern & Company to reprint ads in the company internal, HXH, reprints are inserted in the same envelope in which HXH is mailed. In this way employees are always kept informed of company advertising.

"New Instruction Manual Simplifies Editing of Company Publications." Industrial Marketing, Vol. 31, no. 11, p. 90 (November 1946).

A manual which includes simplified instructions to aid inexperienced editors with publication production procedures has been issued by Rapid Copy Service, Chicago. Instructions for every step of the operation are provided.

"Ettenberg's Book on Type." Stet, no. 81, p. 5 (June 1947).

Of especial interest to home magazine editors are sections in Eugene M. Ettenberg's new book Type for Books and Advertising, entitled, "Recognizing Typefaces," "Making Type Layouts," "Modern Typography" and "Typographic Niceties."

"Adds Local Form to House Organ." Printers' Ink, Vol. 220, no. 2, p. 74 (July 11, 1947).

Twelve pages of the home office house magazine of P. Ballantine and Sons is so general in nature that extra prints of these pages are run for distribution to other Ballantine publications throughout the country.

"Anniversary Edition." Stet, no. 83, p. 8 (August 1947).

Twelve hundred copies of the 30th anniversary edition of Telechron's Synchronize was mailed to the company's district offices, distributors, vendors and prospective employees.

"Local News in National House Organ." Printers' Ink, Vol. 220, no. 10, p. 96 (September 5, 1947).

The first ten and last ten pages of Avisco News, national house magazine

of the American Viscose Corporation, are used in all branch plant publications. In addition, branch plants use local news, thus making each a separate publication.

Faught, Millard C. "Cartoon Characters Make Good Spokesmen for Management." Printers' Ink, Vol. 221, no. 9, p. 38 (November 28, 1947).
Capitalizing on animated cartoons to appeal to the sense of humor of employees, stockholders and customers, management is accomplishing more than could ordinarily be done to improve relations with these various publics.

(Reprinted by permission from "Better Impressions," Mead Paper Company) "The High Art of Photo Mutilation." Deadline, Vol. 2, no. 5, p. 11 (December 1947).

Here is a list of ways to care for photographs as they are handled, mailed and filed.

"57% of 750 Publications Do Their Own Layouts." Industrial Marketing, Vol. 33, no. 2, p. 141 (February 1948).

A recent survey by Wexton Company, New York, reveals that 57 percent of 750 magazines and company publications are laid out by editorial staff members and 60 percent have not improved their format or the design of their house advertisements in the past seven years.

"The Old Rabbit Trick." Stet, no. 90, p. 1 (March 1948).
Cost per employee for house magazines is much less for companies with 10,000 or more employees, yet good relationships between management and employees is just as vital to the small company as to the large. Effective

house magazines can be produced by mimeograph, offset or other less expensive methods if done by skilled editors.

"Perfumed House Magazine." Stet, no. 91, p. 8 (April 1948).

Demonstrating Dow Chemical's aromatics research, D. M. Plummer, editor of the Dow Diamond, put out a recent issue scented with the aroma of Permian Moss perfume.

"Pictures....For Increased Readership." Printed Selling, p. 12 (May 1948).

Three Rings, house organ of P. Ballantine and Sons, has increased its readership by using cartoons and pictures. Each month the cover features a cartoon, the idea of which was submitted by a reader. Originality is the keynote of photograph layout in Three Rings.

Kilker, Frank. "—the Do's and Dont's of Layout." Reporting, no. 2, p. 6 (June 1948).

Curtis Publishing Company's associate editor believes that simplicity and directness constitute the basic plan for attack on the reader's interest. Taste and good judgment are essential to good layout. Practices to avoid are: (1) using illegible type (2) placing layout elements at angles to the edges of the page (3) overprinting of type on photographs, paintings or tone backgrounds (4) using colors other than black for main body text.

"A Practical Copy Sheet for House Organ Editors." Printers' Ink, Vol. 224, no. 2, p. 63 (July 9, 1948).

A copy sheet devised by Ken Tuttle, editor of the Stanley World, is ar-

ranged in such a manner that when copy is typed on it double-spaced, the right hand margin automatically gives the number of column inches the copy will occupy in his magazine. The counting of words is unnecessary.

"The Art of Feature Writing." Reporting, no. 3, p. 19 (July-August 1948).

"If there is any art of feature writing, it is the art of telling your story in the simplest words," said Don Hinga, managing editor of the Houston Chronicle, in an address before the Gulf Coast chapter of SAIE.

"Getting the Picture." Stet, no. 95, p. 7 (August 1948).

When Remington-Rand changed the format of Systems for Modern Management, the need arose for a different type of story illustration. Components of the picture-story include (1) the dramatic introduction (2) the body (3) the climax.

"House-Organ Layout is a Simple Job." Printers' Ink, Vol. 220, no. 9, p. 58 (August 29, 1947).

Simplicity is the keynote for Ken Tuttle's Stanley World, now a pocket-sized employee publication. Dummy pages are void of lines or numbers relating to type layout.

"Eastern Area V. P. Offers Suggestion." Reporting, no. 4, p. 11 (September 1948).

Ken Tuttle, editor of the Stanley World, devised a copy sheet and layout sheet which makes it possible for him to save much time and effort in measuring copy.

"House Organ on a Blotter." Printed Selling, Vol. 12, no. 3, p. 18
(October 1948).

Here is a short, illustrated article telling how an Arkansas business man (J. M. Bryant Company, Clarksville, Arkansas) uses blotters as a type of external "house organ."

"Publication Smells; Used Perfumed Ink." Reporting, no. 5, p. 8
(October 1948).

Saluting Tyler, Texas, home of the Texas Rose Festival, Delta Air Lines perfumed the pages of Delta Digest with a special rose compound. The scented pages took readers on a fancied trip to Tyler. The scent of roses lingered for weeks wherever the magazine was distributed.

"Trick Cover Does the Trick." Reporting, no. 7, p. 3 (December 1948).
Editor Ken Tuttle of the Stanley World produced a trick cover on the November issue which created keen interest and approval by readers. The publication of the Stanley Works, New Britain, Connecticut, started in 1917, is one of the nation's oldest employee magazines.

"Format Important in Publication Costs." Reporting, no. 7, p. 6
(December 1948).

Publication costs can be decreased when the editor follows rules of simplicity with regard to format, paper stock, type faces, color and engravings.

RELATIONSHIPS WITH EMPLOYEES, LABOR,
COMMUNITY AND STOCKHOLDERS

"New Tune for a House Organ." Printers' Ink, Vol. 207, no. 10,
p. 20 (June 9, 1944).

Labor and management cooperated in establishing a morale-building publication for all workers of Anaconda Cooper Mining Company, Butte, Montana, at a time when Cooper was at the top of the nation's critical list.

Smith, Everett R. "What Your Workers Really Think." Industrial Marketing, Vol. 29, no. 7 (July 1944).

All too often management and the internal magazine editor are not aware of what the workers are thinking. "Find out what your workers are really thinking and then you will be able to give them understanding."

"Know Your Competition." Stet, no. 47, p. 4 (August 1944).

Many editors of employee publications overlook their own competition, for the labor unions' publications are circulated among the same readers. Editors interested in the contents of these competing media can subscribe to DM Digest, 2216 RKO Building, New York 20, New York, a publication containing highly skilled condensations of the propaganda of labor leaders and labor journalists.

"Issues Magazine to Explain Outside Sales Set-up." Printers' Ink, Vol. 210, no. 3, p. 34 (January 19, 1945).

Life at Tung-Sol, which goes to employees of Tung-Sol Lamp Works, is designed to help employees become acquainted with company distributors'

set-up.

"This Company Publication is Really a Trade Paper." Printers' Ink, Vol. 210, no. 4, p. 96 (January 26, 1945).

"After publishing Metco News for three years, the company is convinced that it is the perfect sales tool and public relations medium."

"Company Report to Servicemen." Printers' Ink, Vol. 210, no. 9, p. 116 (March 2, 1945).

Coleman Lamp and Stove Company sent a special issue of its house organ to servicemen. Called Wichita Report, A letter from the Gang you left behind, it was a 32 page, 8 3/8 by 10 7/8 inch publication.

"Feed Bag Stuff." Stet, no. 56, p. 6 (May 1945).

Conscious of the fact that the house magazine editor must use every editorial device at his command to help keep morale high, Glen Kowell, editor of Veeder-Root's Feed Bag, promotes lunch time frolics which aid immeasurably in greater production from happier workers.

"Should House Organs Cover Controversies between Unions and Management?" Printers' Ink, Vol. 211, no. 13 (June 29, 1945).

Fifteen reasons are given by editors of employee publications explaining why they omit labor-management disputes. They are based on a survey by John Moorhead, Harvey-Massengale Company, Inc., Durham, North Carolina.

"Management Asks for Better Editing of Company Publications." Industrial Marketing, Vol. 32, no. 8, p. 97 (August 1947).

Some points included in the mid-year review by Newcomb and Sammons, Chicago management consultants, include: (1) management is placing greater emphasis on communications to foremen (2) management is discouraging the gossip type of employee publication (3) editors are being better paid (4) stockholder reports are being integrated with management publication trends.

"Sugar-coating." Stet, no. 85, p. 8 (October 1947).

John B. Meagher, editor of Chrysler Motors Magazine, appealed to an idea familiar to employees when he ran an illustrated article comparing the management of a business and the management of a home.

McPherson, Leo A. "Publicity for All Employees." Industrial Marketing, Vol. 30, no. 10, p. 64 (October 1945).

A card system of recording each time an employee's name appears in the employee publication can do much toward achieving a more even distribution of publicity for all employees. Such a system worked out well for The McBee Company's McBee Progress.

"Spencer Emphasizes Role of Employee Paper." Industrial Marketing, Vol. 30, no. 12, p. 208 (December 1945).

Charity and paternalism are not wanted by employees. Help, cooperation and understanding are wanted by them. Hubert S. Spencer, advertising manager of Durez Plastics Chemicals, Inc., told members of the Niagara Frontier Advertisers that "An employee's publication can help create the understanding which is at the bottom of all successful employer-employee relationships."

McNutt, George C. "Build Prestige for Salesmanship; It Will Pay Dividends." Printers' Ink, Vol. 214, no. 5, p. 34 (February 1, 1946).

In both internal and external house magazines, articles dealing with the salesman and his job will build prestige for him.

Brendel, Louis H. "How to Dramatize Your Products and Sell Your Employees as Well as Your Customers." Industrial Marketing, Vol. 31, no. 5, p. 38 (May 1946).

The internal house magazine is one medium through which employees can be told how important their jobs are. Informed workers are better and more satisfied workers.

Allen, Gordon H. "Community-plant Relations Director in Every Plant City." Printers' Ink, Vol. 215, no. 11, p. 48 (June 14, 1946).

The editor should keep employee publication articles factual. The stock-in-trade of American industry is truth.

Dodge, Martin. "Action Hews to Line of Labor Press." Deadline, Vol. 1, no. 2, p. 17 (June-July 1946).

Fifteen million people read the labor press. The house magazine editor gets some idea of what a problem he has when he realizes that workers tend to follow the policy of papers catering to their self-interest.

Saul, Harvey. "Informed Employees." Deadline, Vol. 1, no. 2, p. 25 (June-July 1946).

To want information and to be influenced by the informers is a human characteristic. Employees want particularly information on issues which affect

them. Well informed employees give business its greatest security. Some of the most prolific advertisers of products or services sometimes fail to advertise themselves to employees.

Robinson, Dr. Claude. "Selling the Motive." Deadline, Vol. 1, no. 2, p. 32 (June-July 1946).

"There is a tremendous selling power in reassuring people on the good motives of business." The industrial editor can perform a great service by telling employees of the underlying motives of management.

Smith, Everett R. "Your Boss is in the Shop." Deadline, Vol. 1, no. 2, p. 34 (June-July 1946).

The house magazine editor's boss is the man who works in the shop. The only sound reason for an employee publication's existence is to give workers information in terms of their own interest and of their own job.

Boulet, C. E. "The Company Magazine: Tool of Management." Deadline, Vol. 1, no. 2, p. 36 (June-July 1946).

If employees do not know and understand facts behind company and national economy, the house magazine is not doing the job it should.

"The Young Idea." Stet, no. 71, p. 1 (August 1946).

Through Hunior Achievement, Inc., industrial editors have the opportunity to help employees and their children to gain a clearer understanding of the problems of management and labor.

Bedford, A. Clark. "The Internal Publication." Deadline, Vol. 1,

no. 3, p. 2 (August-September 1946).

At a time when American industry is on trial before the bar of public opinion, it is especially important that house magazine editors realize that they must tell employees not only what management wants them to know, but also what the employees themselves want to know.

"Canadian Approach." Stat., no. 72, p. 7 (September 1946).

The Canadian Manufacturers Association's position concerning employee-employer relations includes a list of five responsibilities of both employees and employers; seven responsibilities of employers; and five responsibilities of employees.

Walter, L. Bohe. "Many Private Opinions." Stat., no. 73, p. 1 (October 1946).

Flintkote Company's several plant magazines serve as a link in humanizing labor and management so that each may understand the other's problems. "It is not enough to give employees a square deal; they must be shown they are getting it."

"Ties in the Jobs." Stat., no. 74, p. 8 (November 1946).

An issue of Alco News, newspaper style internal house magazine of American Locomotive Company, carried reproductions of six large advertisements which had appeared in national magazines. The layout was headlined "These Alco Ads Help to Sell the Products You Make."

"Industrial Truce for 1947." Stat., no. 75, p. 1 (December 1946).

House magazine editors are in a position to help promote a one-year indus-

trial truce, believes Basil Manly, vice president of the Southern Natural Gas Company.

"Inflation." Stet, no. 75, p. 8 (December 1946).

Inflation from the employees' point of view was dramatized in an article appearing in Osborn Manufacturing Company's Osbornite, internal house magazine of the company.

"Adventures in Understanding." Stet, no. 76, p. 1 (January 1947).

As part of Caterpillar Tractor Company's community relations program, "Caterpillar Magazine" is mailed regularly to 6,000 local business, labor, education and church leaders.

Stevens, Byron F. "How to turn a Plant Dedication Into a Trade and Community Event." Industrial Marketing, Vol. 32, no. 1, p. 30 (January 1947).

Benjamin Electric Manufacturing Company's internal and external house magazines played an important part in the promotion of the company's new laboratory.

Trout, Clement E. "Conscience of Business." Stet, no. 77, p. 1 (February 1947).

The company publication is a vital medium for informing employees and other publics of the role of business as a contributor to the national economic health and welfare.

Burk, Samuel L. H. "Giving Employees the Economic Facts." Stet,

no. 77, p. 3 (February 1947).

Employee interests include (1) interest in himself, his family and his job, (2) interest in his company (3) interest in his fellow workers.

Three levels of explanation are: (1) operational (2) meaning (3) scientific.

"Lamp Illuminates." Stat., no. 77, p. 3 (February 1947).

Industrial journalism of the "no holds barred; here are the facts" type was demonstrated in an article in Standard Oil Company of New Jersey's Lamp. Written by Stuart Chase, well-known economist, it gave 243,000 readers a true historical picture of the company's labor relations.

"Why We Need Capital." Stat., no. 78, p. 3 (March 1947).

Reprinted from the January issue of the U. S. Steel News, the article explains that amounts spent for improved equipment and machinery has steadily increased productivity per man and has brought greater values within the reach of more people. The author illustrates that capital, like labor, is worthy of its hire.

"Organization Chart." Stat., no. 54, p. 3 (March 1945).

Good public or industrial relations is not the responsibility of just one person or department. "Every worker is potentially a public relations person." Even in the best-regulated companies, "the morale-building function stands like a traffic cop at the intersection of a hundred streets, trying to control, to suggest, to influence, to stop something or make it go, but having no success at all unless all others help with the job."

Coon, David V. "Using a Publication to Improve Employee Relations."

Industrial Marketing, Vol. 32, no. 4 (April 1947).

Young Radiator Company, Racine, Wisconsin, set up seven goals to be followed in the publication of Young Employee News. The first goal was "interpreting the company to its employees and showing that the Young Radiator Company is a good place to work."

"It's Everybody's Business." Stet, no. 79, p. 1 (April 1947).

Believing that public relations begins at home, International Harvester Company of Canada, Ltd., gave employees an elementary lesson concerning the employee's part in good public relations in an article entitled "Whose Job is Public Relations," which appeared in The Harvester, company employee magazine.

"Public Relations Program." Stet, no. 79, p. 7 (April 1947).

A check list of policies and objectives as the basis of a constructive public relations program is set down by Weston Smith, vice president and business editor of Financial World. Such a list can be used to good advantage by company editors.

"What Are Your Workers Thinking?" Modern Industry, Vol. 13, no. 4, p. 40 (April 15, 1947).

Better labor relations have improved communications between the employer and the employee.

"Labor's Opinion." Stet, no. 56, p. 3 (May 1946).

At a Labor Panel Meeting of the Northern Industrial Editors' Association

a labor organization official presented his ideas of what labor wants in the employee publication. The big job of editors was, according to Joseph Kress, to tell employees about future job prospects.

"Challenge." Stat, no. 80, p. 1 (May 1947).

This is a discussion of the probable results of Wagner Act amendments and the increased responsibilities of company editors.

"What is Arbitration?" Stat, no. 81, p. 1 (June 1947).

"Within the story of arbitration lies a means for increasing the house magazine's educational value and an opportunity to reveal new vistas for better human relations."

"Effective Use of Company Ads." Stat, no. 81, p. 7 (June 1947).

White Motor Company, Cleveland, includes sideline commentary with company advertising which is reproduced in the company internal White Reporter. Such explanations give added purpose to the employee's job.

"Yardstick of Merit." Stat, no. 81, p. 7 (June 1947).

Disproving the theory of "It isn't what you know but who you know," the editor of General Electric X-Ray Corporation's internal Gexco News ran a cartoon feature which showed that most executives started at the bottom, touching all rungs of the ladder on their climb to the top.

"Public Relations Issue of House Mag." Printers' Ink, Vol. 219, no. 11, p. 70 (June 13, 1947).

An entire issue of the Edward Stern & Co. house magazine was devoted to

explaining the what, why and how of the public relations function. Five relationships of the public relations job were discussed. They were customer, employee, stockholder, community and governmental relations.

Hewcomb, Robert. "A New Approach in Employee Publications." Industrial Marketing, Vol. 32, p. 51 (July 1947).

Progressive managements are beginning to knock down the barriers to good employer-employee communications by (1) recognizing that employee media of all kinds can do a big job (2) centering employee communications under a single head (3) planning of editorial programs and content (4) attracting a better type of editor (5) encouraging the editor to mingle with the readers (6) determining the cost of employee publications scientifically (7) reevaluating the personal chit-chat type of employee publication.

"The Customer is Boss." Stat, no. 82, p. 12 (July 1947).

Dalco Boines employee publication of Dalco Products Division of General Motors Corporation, outlined the principle that the customer is really the boss because of his buying power, which influences both hiring or firing policy. A series of 13 posters followed the editorial, all of which carried the catchline, "The Customer is Boss." The campaign was directed toward increased productivity and less wasted time.

"Productivity Campaign." Stat, no. 83, p. 5 (August 1947).

A campaign by American Locomotive Company, through its internal publication Alco News was aimed at informing employees of the need for greater production in order to best competition. Copies of campaign issues of Alco News were mailed to business, civic and professional leaders.

"Employee Previews." Stet, no. 83, p. 8 (August 1947).

Giving employees the scoop on new company products weeks before public announcement is made is a good employee relations gesture. Grafolks, internal house magazine of Graflex, Inc., gave employees a step-by-step story of the production and marketing of two new company products, with the request that the information be kept confidential.

"Idea Covers." Stet, no. 83, p. 8 (August 1947).

Dr. Pepper Company's publication News and Views recently featured a cover picture of 700 "private parking" signs prepared by Dr. Pepper's Grand Junction, Colorado manager for alley entrances to local stores, which turned out to be a valuable public relations gesture. An explanation of the cover was written up in detail within the magazine.

Alber, David O. "How To Get Publicity For Your Company and Products." Printers' Ink, Vol. 220, no. 5, p. 34 (August 1, 1947).

The house organ is an integral part of the publicity program. It can promote contests, give prizes and perform other functions which make good news for area newspapers and radio stations.

"Gives Double Impact to Employee Message." Printers' Ink, Vol. 220, no. 11, p. 76 (September 12, 1947).

The job of educating or orienting employees for their part in the company's over-all public relations program can be done effectively in the employee magazine.

Barkin, Ben. "Job of Communications." Stet, no. 84, p. 5 (September

1947).

The employee publication must not be used to hide or sugar-coat unsound policies; it must be a transmission belt of information between management and employees if it is to be a good public relations tool.

"Publicity Pays Twice." Stet, no. 84, p. 7 (September 1947).

Reprints of newspaper publicity articles telling of employee benefits and excellent labor relations of the W. O. Colson Company, Paris, Illinois, were used in the Galafan internal house magazine, to show employees how highly regarded they were in the public eye.

"Self-interest Rules." Stet, no. 84, p. 7 (September 1947).

The cardinal principle that most human beings interpret facts in light of their own personal lives and interests is one which the house magazine editor should keep in mind constantly, says this writer. "The appeal to self-interest can permeate to the simplest things."

Green, Harold E. "11 Principles for Effective Communication Between Employer and Employees." Printers' Ink, Vol. 220, no. 13, p. 26 (September 26, 1947).

If properly written and edited, the employee magazine can be a potent force in creating harmonious employer-employee relations. The house magazine is one of many tools available for bringing about desired relations.

"The Role of Profits." Stet, no. 85, p. 1 (October 1947).

The term "profit" has come to connote something to be feared and hated by labor and as a scapegoat of government. Actually, it is necessary to

maintain the great industrial economy of our nation. It is the job of the house magazine editor to help sell employees and customers on the fact that only a profitable business can offer security to its employees.

North, Harold F. "Human Relations Values." Stet, no. 85, p. 6 (October 1947).

Five major points to be considered in coordinating the editor's work with that of management in the struggle to preserve individual enterprise are: (1) the publication must be established within the framework of established company policy (2) the editor must have a clear understanding of what the company stands for (3) the publication must be attractive to those who read it (4) the editor must know his public (5) the editor must handle his magazine budget satisfactorily. "The employee publication is a major tool in any sound program of human relations." Three functions of the employee publication are (1) to interpret company to employees (2) to interpret employees to each other (3) to furnish interesting entertainment.

"Labor Bill is Defined." Stet, no. 85, p. 7 (October 1947).

When the Taft-Hartley Labor-Management Relations Act of 1947 was passed, several internal house magazines appraised the bill, explaining various phases of the law and its background.

"Special Issue of House Organ About Stockholders and Employees."

Printers' Ink, Vol. 221, no. 9, p. 76 (December 5, 1947).

In a special issue of the Bee-Hive, United Aircraft Corporation carried pictures and brief biographies of about 30 of its employees and stockholders. The purpose was to show each group that the other was human too.

"Special Issue," Stat, no. 88, p. 7 (January 1948).

A special edition of American Brake Shoe Company's Brake Shoe News, which explained why the company needed new money and how it was to be spent, appeared on the same day the company offered a new issue of preferred stock to its common stock holders. The company sought to interest employees in becoming stockholders.

Hinard, Ralph. "We Introduced Our Employees to Our Stockholders."

Printers' Ink, Vol. 222, no. 3, p. 42 (January 16, 1948).

When the editor of United Aircraft Corporation's Bee-Hive realized that Nachmaninoff owned a part of the company, he began to investigate and found his mental picture of the stereotyped stockholder had vanished. Feeling that employees should know more about the types of people who own stock, he proceeded to introduce representative stockholders to employees, and vice-versa.

"The Employee Publication." Merchants and Manufacturers Association Survey Analysis, no. 27, (February 27, 1948).

Some fifty Los Angeles employee publications, ranging all the way from 32-page slick magazines to single page mimeographed papers, were surveyed. Results showed a failure of some publications to make use of the opportunity to explain the American free enterprise system, the economics of production, wages and profit.

"Home Office Who's Who." Printers' Ink, Vol. 222, no. 6, p. 86

(February 6, 1948).

The Merschalk and Pratt Company, New York advertising agency, prepares

mimeographed personality sketches of office workers for the benefit of fellow workers. These periodic "house organs" raise morale by introducing employees with each other.

"Stockholder Relations." Stet, no. 90, p. 8 (March 1948).

United States Steel uses its U. S. Steel Quarterly as an effective public relations tool in explaining the industry's problem of misinformation regarding production and profits.

Green, Harold E. "Eleven Values of Employee-Employer Forums in Cementing Good Relations." Printers' Ink, Vol. 222, no. 13, p. 33 (March 26, 1948).

Many company publications are possessed with an ostrich-like character. A union official says that to read some house organs one would not know that unions even existed.

"Union Cooperation." Stet, no. 91, p. 8 (April 1948).

A new Employees' Public Relations Committee has been formed by the National Beverage Workers Union. The committee will seek to build good will for the company through everyday contacts.

"The Coming Generation." Stet, no. 92, p. 1 (May 1948).

House organ editors can play a vital role in urging children of employees to take an active part in youth welfare organizations, such as the Boy Scouts. Some editors publicize youth activities in their publications.

"The Hidden Pay-Check." Stet, no. 92, p. 4 (May 1948).

Using an illustrated "balance sheet" the editor of Allen News showed employees what they got in 1947 and what they did in 1947. Editor Layburn showed how much money they received for "rest periods, wash-up time" and vacations.

"Reporting on Labor." Stat, no. 92, p. 4 (May 1948).

The ever-present problem of how to handle union news in the house magazine is partly solved by Warren Pack, editor of Dochler-Jarvis Journal. Unions are given complete freedom of expression on special union pages where officials of the five locals can speak their piece.

Knight, Alfred J. "An Editor Answers Two Vital Questions." Reporting, no. 2, p. 6 (June 1948).

Weirton Steel Company's editor believes: (1) that management thinks the company publication is using sufficient policy and management material to justify the publication (2) that editors are sufficiently interested to know enough about company policies and objectives to discuss them intelligently in the company magazine. Preston B. Porter, vice-president of Remington-Brand, Inc., once said, "An employee publication is neither an aspirin tablet to cure today's headaches, nor a lollypop to be giggled over during the lunch hour."

"Technique for Recognition." Stat, no. 95, p. 6 (August 1948).

Instead of using the editorial page of Surface Transport to preach to employees on the value of courtesy, the editors of this Surface Transportation Company publication devote the entire page to letters of praise from well-pleased customers. This practice spurs greater initiative and

courtesy in employees.

"Southern Conference." Stat, no. 96, p. 4 (September 1948).

Eight suggestions for setting up a publication program to promote industrial peace and understanding and to bring about better all-around cooperation are: (1) conduct an adult education program on our national economy (2) inspire readers with the great human values of our American heritage (3) inform employees, stockholders and customers concerning company problems (4) correct misinformation about company operations (5) show how the individual's job fits into the whole picture (6) instill in employees a pride of workmanship (7) seek to broaden the outlook of readers (8) give readers information about people they work with.

"Coca-Cola Launches Overseas Publication." Reporting, no. 5, p. 4 (October 1948).

Coca-Cola Overseas, an international publication for 6,000 workers and bottlers in 70 countries, promotes fellowship and good feeling. The purposes of the magazine are (1) to clarify and unify company policy (2) to further favorable publicity (3) to serve as an idea exchange (4) to carry news of personnel (5) to help stimulate distributor and plant improvement through "how-to-do-it" stories.

"Canadian Industrialists Tell About Publications." Reporting, no. 5, p. 5 (October 1948).

"More and more Canadian business and industrial organizations have come to appreciate the importance of maintaining touch with their staffs through the medium of magazines, newspapers and newsletters."

"Lunch Is Good Teacher." Stat., no. 97, p. 3 (October 1948).

A quiz sheet filled out by employees during lunch time stimulates interest in the company and in the company magazines of General Aniline and Film Corporation. The questions concern company facts and informative data, designed to make employees better acquainted with the company.

(Short Notes Department) The Reporter of Direct Mail Advertising.

Vol. 11, no. 6, p. 40 (October 1948).

"How to Get Out of Business" is the title of Max Baas' editorial in the September 3 issue of News and Views bi-weekly internal house magazine of the Caterpillar Tractor Co. A feature article, "Our Competitors," tells of Caterpillar's competitors and calls for common management-employee awareness to meet the challenge of competition.

"No Back Talk." Reporting, no. 6, p. 3 (November 1948).

Employee publications should avoid the tendency to do too much talking and too little listening. House magazines can play a vital part in carrying information to and from employees in order to break down mistrust.

Boulware, L. E. "How G. E. is Trying to Sell Employees on Giving Full Skill, Care and Effort at Work." Printers' Ink, Vol. 225, no. 11, p. 76 (December 10, 1948).

As part of its over-all employee relations program, General Electric puts out a special house organ, Employee Relations News, for supervisory personnel.

"Golden Rule in Industry is Praised by Clergymen." Reporting, no. 7,

p. 8 (December 1948).

A series of letters from clergymen, published in an issue of N.S.I. Folks (Noblitt-Sparks Industries, Columbus, Indiana) followed the Golden Rule theme. The series stressed the point that American industry, operating on the principles of the Golden Rule, has a solid foundation that stands the test of time.

Larrabee, G. B., "The Shortest Cut to the Employee." Printers' Ink, Vol. 225, no. 14, p. 5 (December 31, 1948).

Many companies that are frank and open with stockholders are not so with employees. The company magazine can be used to great advantage by acting as a channel to carry major company policy to the employee.

TRAINING FOR HOUSE MAGAZINE REPORTERS

"Training the Staff." Stet, no. 48, p. 1 (September 1944).

Editor Sadie Rodgers of Alfi News, employee publication of State Farm Insurance Companies, Bloomington, Illinois, has a many-sided program of reporter training. Through the cooperation of a special committee, she was able to arrange regular monthly sessions for criticism of each issue. An annual "Bosses Night" was held in the summer and a Christmas party was given annually with prizes for best stories. Reporters receive an occasional mimeographed bulletin called Staff Scoops, together with a reporter's manual.

"Reporter's Manual." Stet, no. 65, p. 7 (February 1946).

The whys and wherefores of Esso publications are discussed in the reporter's manual of Standard Oil Company of New Jersey. The manual contains a definition of a house magazine and discusses good reporting, policy restrictions and other points. Well illustrated and informative, the manual may be obtained from Stet, Box 120, Hamilton, Ohio.

"Reporter's Handbook." Stet, no. 77, p. 7 (February 1947).

Among the helpful hints given in Byer and Bowman Advertising Company's 16-page guide for house magazine correspondents are these from the "Nose for News" section: (1) keep in touch with as many people as possible (2) find out where or what is involved in the news when it occurs (3) go where you can get accurate and complete facts (4) write up the facts and turn them in (5) be alert for simple bits of conversation that may lead to an interesting story.

Rice, F. L. and Wansley, B. H. "How We Train Our House Organ Reporters." Printers' Ink, Vol. 218, no. 7, p. 46 (February 11, 1947).

The editors of Philnews use a simple yet practical and complete training program for reporters. "If you want your magazine to have its finger on the pulse of your organization, then reporter training is one good road to the results you're after."

"Really the Employees." Printed Selling, p. 9 (May 1947).

Editors of Public Service News, employee magazine of the Public Service Company of Northern Illinois, keep reporters reminded of deadlines through The Blue Pencil, 2-page mimeographed sheet which continually emphasizes that there is a feature story about every employee, if the reporter will only get it. Success secret of Public Service News is its almost 100 percent employee coverage.

"Reporter Needs Highlighted." Reporting, no. 1, p. 8 (May 1948).

Reporters for company magazines want: (1) more training on technical aspects of writing (2) rotation of reporting staff to achieve a variety of interpretation and stimulate interest in the magazine (3) more recognition

"Reporters are Readers." Stat, no. 93, p. 8 (June 1948).

"Editors who enjoy the greatest measure of cooperation from their correspondents are those who recognize that reporters are among the most important readers of their publications." A newsletter or bulletin sent regularly to correspondents goes far toward making them feel as regular staff members of the publication.

"Reporters Hold All-Day Meeting." Reporting, no. 4, p. 15 (September 1948).

A one-day training course for reporters of The Pectin, house magazine for Shell Oil Company, was held in Houston, Texas, in an effort to gain more complete coverage of employee activities.

Cushing, J. "Held Combined Reporter, Foremen's Dinner Meeting." Reporting, no. 6, p. 12 (November 1948).

Two of the most important persons who can assist management in maintaining good employee relations are the foreman and the department reporter. Several needs served by the magazine as listed by Herbert Heil, president of International Council of Industrial Editors, are: "(1) it keeps employees informed of company operations, policies and developments (2) it helps cement agreements and reduce friction between management and employees (3) it can be used to spike rumors (4) it aids in bringing together the employees as a family with mutual interests and aims (5) it encourages greater participation in company progress (6) it helps build community regard for the company (7) it assists in reducing loss through accidents and waste."

EDUCATION FOR CORPORATE JOURNALISM

"Editor Education." Stet, no. 54, p. 1 (March 1945).

Along with the steady numerical growth of house magazines during the past decade various industrial editors' associations continue to spring up and thrive. The National Council of Industrial Editors, set up in 1941, has as its purpose the development of greater solidarity among regional associations. Educational courses for editors are an important function of many local associations.

"Oklahoma A. & M. Prepares Students for Industrial Editing." Industrial Marketing, Vol. 30, no. 9, p. 170 (September 1945).

A full four-year course in industrial editing is offered by Oklahoma A. & M. College, under the direction of Professor Clement E. Trout, SAIE secretary and a pioneer in the field of industrial journalism.

"HMI Announces 1945-46 Course." Industrial Marketing, Vol. 30, no. 12, p. 221 (December 1945).

A new course in house magazine techniques is offered by House Magazine Institute. The discussions cover such topics as copy, proofreading, photography, layout, engraving and printing.

"Confer on Industrial Editing." Industrial Marketing, Vol. 30, no. 12, p. 223 (December 1945).

S. K. Moore of the Bakelite Corporation directed the one-day institute on modern problems of industrial editing held November 14 at Rutgers University. The New Jersey Industrial Editors' Association sponsored the

institute.

"University Collaborates." Stet, no. 64, p. 1 (January 1946).

Rutgers University was the site of an all-day institute sponsored by the New Jersey Industrial Editors' Association. Howard W. Allen, director of public relations, Johns-Manville Corporation, pointed out that effective editing depends upon a scientific study and knowledge of what employees want in an industrial publication.

"Specialized Training." Stet, no. 65, p. 5 (February 1946).

Simmons College in Boston offers a four-year course covering a full liberal arts education together with specific training for employment on a trade journal or industrial magazine.

"Another College Catalog with Selling Copy and Pictures." Printers' Ink, Vol. 215, no. 7, p. 166 (May 17, 1946).

The March, 1946, Bulletin of Simmons College, Boston, features writing and editing company publications.

Trout, Clement E. "Teaching Industrial Editing." Deadline, Vol. 1, no. 3, p. 6 (August-September 1946).

Major emphasis in education for the industrial editor should be on background, which includes a knowledge of the industrial system, personnel relations, economics, business organization and the social sciences. Also essential is adequate training in basic principles underlying the use of the printed word.

"Editing Courses." Stet, no. 75, p. 8 (December 1946).

New courses in house magazine editing are sponsored by House Magazine Institute and Western Reserve University at Cleveland. Problems of current editorial practice are brought into sharp focus.

"Short Course in Editing." Stet, no. 80, p. 6 (May 1947).

The intensive workshop for industrial editors, held by Oklahoma A. & M. College, drew 34 editors from 13 states. Jack Shamon of Humble Oil lead discussions on art and layout, while Howard Marple, editor of Monsanto Magazine, was in charge of editorial and content problem discussions.

(Picture and reference to Oklahoma A. & M. short course). Industrial Marketing, Vol. 32, p. 78 (July 1947).

Thirty-four editors from 13 states attended the short course for industrial magazine editors held by Oklahoma A. & M. College at its branch college at Okmulgee.

"New Courses." Stet, no. 84, p. 6 (September 1947).

Accentuating the need for well-trained house magazine editors, announcements from the University of Pittsburg and Oklahoma A. & M. College show courses offered in house magazine writing and editing.

"Northwestern University, IEA to sponsor Course in Industrial Journalism." Industrial Marketing, Vol. 33, no. 1, p. 112 (January 1948).

A three-day seminar scheduled for February 18-20 is the Fourth Annual Institute on industrial journalism at this university.

"House Magazine Course." Printers' Ink, Vol. 210, no. 6, p. 54
(February 9, 1948).

A lecture course in house magazine techniques sponsored by House Magazine Institute was designed for editors and others interested in field of house publications.

"Industrial Editing Goes to College." Reporting, no. 1, p. 1 (May 1948).

Colleges and universities throughout the nation are placing increasing importance on industrial editing. Outstanding among college-sponsored short courses for industrial editors is the annual school of study and practice held by Oklahoma A. & M. Collegc.

"Back to the Old Campus." Stat, no. 93, p. 1 (June 1948).

House magazine editors who attended Oklahoma A. & M.'s second annual short course for industrial editors were enjoined to consider themselves as operating heads of publishing businesses, who should conduct their operations along business-like lines. The aims of the company publication and means of its attainment were studied by editors.

Fellows, Arnold L., and Amsbary, George S. "How Does Business Writing Rate in Our Colleges?" Collegiate News and Views, Vol. 2, no. 1, p. 1 (October 1948).

The authors charge that business writing is taking a back seat in American colleges. Students are taught more literary writing and less business writing, due to the condescending attitude of most English departments toward this type of writing.

(Short Notes Department), The Reporter of Direct Mail Advertising,

Vol. II, no. 6, p. 40 (October 1948).

Answers to the question, "What are the recognized journalism schools of the country doing today to provide special training and education for undergraduates who wish to become industrial editors and for working industrial editors who desire further training?" are given in a 35-page mimeographed report sponsored by the American Association of Industrial Editors. The title of the report is "Formal Education for House Organ Editors."

"Launches Course in Industrial Journalism." Reporting, no. 6, p. 3 (November 1948).

Weekly sessions at Syracuse University give Syracuse industrial editors an opportunity to receive instruction in new developments in the fields of typography and editing.

"Education Available." Stat, no. 99, p. 5 (December 1948).

Heads of 76 schools and departments of journalism were polled by the American Association of Industrial Editors to determine what secondary education is available to house magazine editors. The poll indicated: (1) a growing awareness by educators of the increasing importance of the house magazine (2) the need for more courses in industrial journalism (3) a desire on the part of editors to cooperate with industrial editors' associations.

"Southern Association Sponsors Institute." Reporting, no. 7, p. 5 (December 1948).

The Southern Industrial Editors' Association and the Henry W. Grady School

of Journalism at the University of Georgia sponsored the Second Annual Industrial Editors' Institute.

PROMOTION FOR THE COMPANY PUBLICATION

"Editorial Comment." Stet, no. 58, p. 7 (July 1945).

Printers' Ink, trade weekly of the advertising field, stated editorially that it is a firm believer in house magazines. "The editors of company publications evidently have another job to add to their duties, that is to keep their management sold on the value of the work they are doing.... We urge the editors of company publications to watch this phase of their job."

"Pat on Back Department." Stet, no. 69, p. 5 (June 1946).

When reader reaction was favorable to an issue of Monsanto Magazine, editor Howard A. Marple publicized the reaction in an 18-page mimeographed bulletin.

"Staff Eats and Talks." Stet, no. 72, p. 8 (September 1946).

Properly organized get-togethers of company officials and house magazine staff members, such as the Second Annual Staff Dinner and Editorial Conference of Los Angeles Transit Lines' Two Bells, can be a great help both to management and the magazine staff.

Clark, L. A. "Promote Your House Organ To Stimulate Interest,"

Printers' Ink, Vol. 217, no. 4, p. 49 (October 25, 1946).

Before the Superdrainic Corporation Company (Dearborn, Michigan) distributed its first copies of Hydraulic Progress, a letter was sent to 6,500 executives explaining the new publication. Along with the letter was enclosed a 1 1/2 by 2 inch miniature of the publication.

"Stage Show." Stet, no. 75, p. 8 (December 1946).

The Stanley World, internal house magazine of The Stanley Works, New Britain, Connecticut, received its share of publicity at the company's open house. The back curtain of the stage show was painted to represent the publication.

"Honor Roll in Internal House Organ." Printers' Ink, Vol. 219, no. 9, p. 134 (April 4, 1947).

Robert Gair Company, Inc., of New York, invested \$15,000 in 160 awards to employees and published names of 125 employees who won prizes in the March issue of Gair News.

Ackerman, Paul. "Sing, Brother, Sing!" Deadline, Vol. 2, no. 5, p. 8 (December 1947).

Many times an industrial editor must promote his publication and get his publication talked about. Reader interest was whipped up by the use of (1) billboards and posters (2) radio programs (3) contests among newsboys or distributors (4) contests within publication pages (5) public sports events (6) direct mail to select subscribers (7) glossy prints in publication office windows (8) previews of coming articles (9) poster covers which quickly convey a single idea.

Bass, Max. "Merchandise the Job." Stet, no. 88, p. 5 (January 1948).
Sell the company publication to readers, management and community, and the question "What are we getting out of it?" will not be asked by management. Observance and practice of simple rules of good human relations will help editors sell management on the necessity of the publication.

"About Service." Stet, no. 93, p. 8 (June 1948).

About Service is a house magazine about a house magazine. Editor Merle Thorpe uses the pocket-sized booklet to promote interest and create reader anticipation for Service, the house magazine of Cities Service. Designed primarily for management, the booklet offers proof that Service is accomplishing its purpose.

SAFETY AND ACCIDENT PREVENTION CAMPAIGNS

Fleming, Herbert E. "Direct Mail Campaign in House Magazine Style." Printers' Ink, Vol. 206, no. 12, p. 88 (March 24, 1944).

Standard Safety Equipment Company utilizes a four-page tabloid to put across safety. Sta Safe News, which goes to 21,000 safety engineers and others, is mailed in an unsealed folder.

"Safety and Fitness." Stet, no. 42, p. 8 (March 1944).

The War Production Board and the Department of Labor pooled forces to reduce the industrial accident toll. Other organizations cooperating included National Association of Manufacturers, American Federation of Labor, Congress of Industrial Organizations, United States Chamber of Commerce and the National Safety Council. House magazine editors contributed greatly to this cause. Sources for house magazine copy on this subject include booklets entitled "Physical Fitness in Industry," "Physically Fit for Production" and "Community Organization for Physical Fitness."

"The Red Menace." Stet, no. 43, p. 6 (April 1944).

The ounce of prevention of the fire menace can be aided by employee education in the house publication. Fire prevention is a repetitive subject which requires creativeness and ingenuity on the part of the editor. Nine illustrations are shown, each of which is a possible source for a series of fire prevention features.

"Insurance Firm Offers Mats on Safety to House Magazines." Printers' Ink, Vol. 207, no. 2, p. 38 (April 14, 1944).

American Mutual Liability Insurance Company of Boston plans an Editors' Safety service in mat form, 8 1/2 by 11 inches for house magazine editors.

"Safety Winners." Stet, no. 50, p. 6 (November 1944).

Here are names of 17 company publications which received certificates of merit for the manner in which they present the safety messages to readers in the 1944 contest by the Employee Publications Section of the National Safety Council.

"War on Accidents." Stet, no. 64, p. 8 (January 1946).

With the end of the war a sharp increase in industrial accidents came about from a slackened watchfulness. The house magazine editor can emphasize both the constant need for safety practices and the terrible price of carelessness.

"Eggbert." Stet, no. 68, p. 8 (May 1946).

Effective safety messages are presented to employees of Central Power and Light Company, Corpus Christi, Texas, through cartoons in the CPL News. These cartoons illustrate their point in a cartoon on the life of Eggbert, who is "long on good intentions but short on judgment." Eggbert constantly gets injured so that employees will be aware of such dangers.

Freese, Milan. "The Employee Magazine Gets Results You Can See." Printers' Ink, Vol. 215, no. 8, p. 47 (May 24, 1946).

The foremost objective of the Ohio Seamless Tube Company's Comet was to reduce accidents and promote safety. Within a year and a half after the internal publication was begun, accidents had dropped sharply.

"Fall Meeting." Stet, no. 69, p. 5 (June 1946).

The meeting of the Employee Publication Section of the National Safety Council was scheduled for October 9 and 10 in Chicago's La Salle Hotel.

"Results are the Payoff." Stet, no. 71, p. 6 (August 1946).

The O. S. T. Comet, employee publication of the Ohio Seamless Tube Company, was instrumental in reducing the company's lost-time accidents to 41, as compared to 175 the previous period.

"Safety Campaign." Stet, no. 74, p. 8 (November 1946).

Source of glossy prints of home and highway safety pictures is the American Mutual Liability Insurance Company, Boston 16. Safety material contained in Mutual Liability's internal-external publication, Watch, is available for reprint.

"Telling the Safety Story to Employees." Stet, no. 79, p. 3 (April 1947).

Considerable space in The American Brake Shoe Company's Brake Shoe News is devoted to safety messages which stress not only on-the-job safety, but also 24-hour-a-day safety practices.

"Careless Workers." Stet, no. 79, p. 8 (April 1947).

Attacking the safety problem from a novel angle, Editor Ronald T. Delaney of Scovill Manufacturing Company's The Bulletin, had his photographer tour the plant and take pictures of danger hazards. Delaney pasted the pictures up in page layouts to help sharpen the employee's awareness of danger.

"Safety Congress." Stat, no. 81, p. 7 (June 1947).

Certificates of merit were awarded to the top 15 employee publications by the National Safety Council.

"Weekends of Enjoyment." Stat, no. 82, p. 8 (July 1947).

Because house magazine editors form a more direct line of contact with millions of vacationists and motorists than almost any other media, plans for summer issues should include vacation safety tips, especially those concerning automobiles. One house magazine, Watch, lists nine important driver safety hints.

"Safety Presentation." Stat, no. 82, p. 9 (July 1947).

Arrangement of seven individual certificates of merit awarded for top performance in accident prevention formed the cover of an issue of the Norfolk and Western Magazine. The inside story played up Norfolk and Western's good safety record.

"Take it Easy Promotion." Stat, no. 83, p. 4 (August 1947).

A "Take it Easy" campaign, directed toward pedestrian and automobile safety, was promoted for industry by the Rochester Industrial Editors' Association. Wide acclaim for the program resulted.

"Prevention Campaign." Stat, no. 93, p. 6 (June 1948)

Eye-catching fire prevention messages featuring Bob Hope, Bing Crosby and Jack Benny are samples of what is available to house magazine editors interested in forest fire prevention. The booklet, You and Forest Fire, provides background material for editorials and articles on this sub-

ject. State departments of conservation are another source for background material.

THE EXTERNAL HOUSE MAGAZINE

"How External is Launched." Reporting, no. 4, p. 13 (September 1948).

The American Greeting is the name of the new external house magazine sent to 20,000 customers by American Greeting Publishers, Cleveland, Ohio.

Ferrell, Harrison M. "Profitable External Company Magazines." Industrial Marketing, Vol. 33, no. 10, p. 34 (October 1948).

External house magazines build company prestige, serve as in-between callers and create customer good will and customer interest.

"U. S. Gypsum to Continue Dealers' House Organs." Industrial Marketing, Vol. 29, no. 1, p. 156 (January 1944).

Popular Home, the 16-page, 4-color magazine of the United States Gypsum Company, Chicago, is designed to keep dealers and homeowners informed of the changes in the building material field, to supply them with suggestions on home repair and to keep them informed on availability of materials.

Morell, John E. "Welders Become Marketers." Industrial Marketing, Vol. 29, no. 8, p. 36 (August 1944).

The Stabilizer, house magazine of the Lincoln Electric Company, goes to almost 100,000 welders. Many articles are contributions of welders, who give case histories on certain jobs.

Burns, Glen P. "A Sales Promotion Publication that Clicked." Industrial Marketing, Vol. 29, no. 10, p. 64 (October 1944).

The internal-external combination publications of Allis-Chalmers Manufacturing Company, Tractor Division's Timber Topics have been hailed by employees, the press, and others as "a welcome visitor to the lumber camps." Regular features include "Tall Timber Tales" and "Forest Freaks."

"Newsfront Reaches New Audience for Westinghouse." Industrial Marketing, Vol. 30, no. 6, p. 42 (June 1945).

The Westinghouse Newsfront, a four-page monthly report on most recent achievements in the fields of scientific research, engineering and production, is designed to interest key personnel in the fields of public relations and education.

"Pantasote Issues New External." Industrial Marketing, Vol. 30, no. 7, p. 74 (July 1945).

The first issue of The Pantasote, external house magazine of the Pantasote Company, contained the graphic story of the company's fabrics at war. The new external publication is distributed to 10,000 key management men in the field of coated and impregnated fabrics.

"More External House Organs Predicted for 1946." Printers' Ink, Vol. 214, no. 4, p. 120 (January 25, 1946).

More companies are establishing publications, Chicago industrial editors were told by Wilford A. Peterson, vice-president, The Jaqua Company, Grand Rapids, Michigan.

Phillips, E. Frank. "External Case Study." Stet, no. 66, p. 1 (March 1946).

Standard Oil Company of New Jersey has had great success with two of its

externals, Esso Team News and Esso Oilways. Another, Oilways-Bulletin, is for seamen. Thoroughly sold on the effectiveness of externals, the company plans to continue publishing them.

Webster, Richard. "This External House Organ Interests Varied Outlets." Printers' Ink, Vol. 216, no. 1, p. 45 (July 5, 1946).

The 21-year-old Pepperell News Sheet has a monthly circulation of 20,000 and does an effective job of reaching and interesting re-manufacturers, wholesalers and retailers of Pepperell products.

"Enterprise." Stat, no. 74, p. 8 (November 1946).

Teen-Talk is the name of Royal Crown Cola's external house magazine written in teen-age jargon. The official publication of Teen-Age Clubs, Teen-Talk contains news of various youth groups.

"Grace Line Aids Foreign Trade by Promoting Industry Abroad." Industrial Marketing, Vol. 32, no. 2, p. 50 (February 1947).

An important part of Grace Line's foreign trade promotion is its external house magazines. The Spanish American is published in three editions, two in English and one in Spanish. Another Grace magazine is The Grace Log which is widely distributed in both the United States and Latin America.

"New Trend in Externals." Stat, no. 78, p. 1 (March 1947).

"The external publication may well be the perfect answer to the needs of many companies who are now urgently seeking an effective means of building up and maintaining a live list of customers." The good will uses of the

external house magazine are numerous.

Mothers, Thomas G. "Advertising Helps Build Insurance Premium Volume." Printers' Ink, Vol. 220, no. 9, p. 36 (August 29, 1947).

Articles and advertisements in The Insurer, external house magazine of the Industrial Indemnity Group of California, help pave the way for salesman to sell more workman's compensation insurance.

"Texaco Dealers Get House Organ For Their Customers." Printers' Ink, Vol. 221, no. 6, p. 82 (November 7, 1947).

The Texaco Company prepares and distributes an external house magazine to customers of Texaco dealers. The dealer's name and telephone number are on the front cover, and a personalized dealer advertisement is on the back cover.

"Dealer External." Stat, no. 90, p. 7 (March 1948).

The Texas Company offers dealers a magazine to send customers. Texaco Town Talk, prepared by the company, has space on front and back covers for dealer advertisements and messages.

Evans, Keith J. "Inside Magazine for Customers." Industrial Marketing, Vol. 33, no. 3, p. 130 (March 1948).

Employee internal publications can be sent to customers, but they should be sent only occasionally. An introductory letter is helpful when mailing a strictly internal house magazine to customers. The lead article in such an issue should deal with some phase of the company interesting to both employees and customers.

Dorison, William A. "Opportunity Unlimited." Reporting, no. 1, p. 6 (May 1948).

The trend toward more and better external house magazines presents a challenge and opportunity to the alert internal editor.

"Return of Friends." Stat, no. 92, p. 5 (May 1948).

Following a several year, war-time suspension, the picture-type external Friends has resumed publication. With a circulation of 1,400,000, it contains Chevrolet ads but avoids reference to the company in editorial matter.

Harrischewitz, Howard. "The Six Types of External House Organs." Printers' Ink, Vol. 223, no. 11, p. 35 (June 11, 1948).

The purpose of the external house organ is to increase company sales. Six types of externals, with examples of each are: (1) catalog type (Abbott Laboratories' What's New) (2) one-item plug (DuPont's Packages and People) (3) general magazine (International Business Machine's Think) (4) business-paper (Food Store Review) (5) honey-philosophy (Louis Allis' Messenger) (6) literary (Phoenix Metal Cap Company's Phoenix Flame). External house magazines in America number between two and three thousand.

"House Magazine Editors Get Together." The Reporter of Direct Mail Advertising, Vol. 2, no. 3, p. 30 (July 1948).

"The external house magazine has a value beyond promotion in the narrow sense. It renders a service not given by other media. The house organ is read primarily for information."

"The Internal-External." Stet, no. 96, p. 7 (September 1948).

The company internal-external publication has a broad and diversified purpose. Accomplishing that which the salesman cannot hope to do, it reaches an extremely wide audience. It acquaints widely-scattered people with the company's name, product and service. It carries a message far broader than that carried by direct mail advertising.

Terrell, Harrison M. "Externals: What Makes Them Tick." Industrial Marketing, Vol. 33, no. 11, p. 49 (November 1948).

Magazine format depends largely on type of readership. "King-sized" externals compel attention, command respect, build company prestige, have strong appeal to executives and usually escape the wastebasket. Pocket-size externals: (1) tempt sampling by reader (2) escape reader accusation that company should economize on publication and put out better or cheaper product (3) invite reading on train and at lunch (4) are easy to take home (5) are easy on the publications budget (6) can be just as interesting and effective editorially as are magazines of large format.

Terrell, Harrison M. "Externals: What Makes Them Tick." Industrial Marketing, Vol. 33, no. 12, p. 50 (December 1948).

Like the salesman, the external house organ must be able to talk about things other than the company's product. Material for externals is endless and is limited only by the resourcefulness and imagination of the editor. "A company magazine is only as good as its editor."

Reed, Virgil D. "Are Externals Meeting Challenge?" Reporting, no. 7, p. 10 (December 1948).

Although there are exceptions, the vast majority of external house magazines are not meeting their challenge. "An effective external should have a clear cut objective and central theme. You can't assign too many jobs to a publication and expect to accomplish any of them well."

SOURCES OF MATERIAL FOR THE HOUSE MAGAZINE

"Comic Supplement." Stet, no. 40, p. 6 (January 1944).

Color comic supplements—Walt Disney style—are available to house magazine editors from Home Front publishing company, 235 East 45th Street, New York 17, New York. Disney characters promote increased production, adequate nutrition and other home front material.

"Statement of Policy." Stet, no. 40, p. 7 (January 1944).

The policy of Victory News Letter is not only to include material which may be reproduced without necessary changes but also to supply background information. Victory News Letter is prepared by the Office of War Information primarily for industrial editors.

"Editorial Miscellaney." Stet, no. 40, p. 7 (January 1944).

This contains various sources of feature material, together with examples of unusual ideas carried out by some editors.

"Movie Stills." Stet, no. 41, p. 8 (February 1944).

Still pictures taken from the war department movies are available to house magazine editors who desire to promote motion pictures to be shown to plant employees.

"House Organ Syndicate Formed." Industrial Marketing, Vol. 29, no. 2, p. 118 (February 1944).

A syndicated service of news, features and editorials to employee publications editors is provided by the newly-formed Editorial Research, Inc., New York.

"Mother's Day." Stat, no. 43, p. 5 (April 1944).

For the benefit of house magazine editors, Stat quotes excerpts from a "National Committee on the Observance of Mother's Day" bulletin.

"Thinkamerican." Stat, no. 43, p. 8 (April 1944).

An editorial message for use in house magazines accompanies "Thinkamerican" posters designed to promote sounder public and employee understanding of the American free enterprise system. The weekly service to editors is distributed by Kelly-Road and Company, Inc., Rochester 5, N. Y.

"Number One Resource." Stat, no. 44, p. 1 (May 1944).

Industrial editors can play an important part in the over-all education of the American people in the protection of forests. The process of paper-making, from forest to finished product, is an interesting feature subject. American Forest Products Industries, Inc., 1319-18th St., N.W., Washington 6, D. C., will send to editors copies of booklets entitled Trees for Tomorrow, Questions and Answers About the Forests, and other informative background material. Photographs of paper manufacturing processes are available from the Champion Paper & Fibre Company, Hamilton, Ohio.

"Ten Fighting Generals." Stat, no. 44, p. 7 (May 1944).

A 5,000-word "Warm, human, confidence-building appraisal" of 10 of America's top generals was written by Donald Wilhelm. First published in Brake Shoe News for employees and their families, it was made available for reprint in any other house magazine.

"Keep 'Em Sailing!" Stet, no. 45, p. 2 (June 1944).

An integral part of America's war effort, the Merchant Marine is deserving of a great deal of war time publicity in house magazines. The War Shipping Administration, Department of Commerce Building, Washington 25, D. C., furnishes feature material.

"Timber at War." Stet, no. 45, p. 7 (June 1944).

Editors desiring to obtain material on the need for war time pulpwood and lumber could receive such background facts from the Director, War Activities Committee on the Pulpwood Consuming Industries, 1433 RCA Building, New York 20, New York.

"Victuals and Vitamins." Stet, no. 45, p. 8 (June 1944).

House magazines were an important force in the government's successful program of 20,000,000 victory gardens started by Americans during 1943. Some editors, such as F. L. Rice of Phillips Petroleum Company's Philnews, offered several thousand dollars in prizes for best gardens. Philnews supplied a gardening guide. Background feature material was obtainable from the Office of Information, Department of Agriculture, Washington 25, D. C.

"Y.M.C.A. Centennial." Stet, no. 46, p. 8 (July 1944).

The 100th anniversary of the Young Men's Christian Association furnishes house magazine editors good feature material. Local angles can be played up by interviewing the community Y.M.C.A. director.

"Cover Cache." Stet, no. 47, p. 5 (August 1944).

Another source of four-color covers for house magazines is the Don Spencer Company, Inc., 271 Madison Avenue, New York 16, New York. The four-page covers are printed on 91-pound stock and cost \$24 per thousand.

"Miscellany." Stat., no. 47, p. 7 (August 1944).

Special editions provide the ebullient editor with the opportunity to produce works of art and to give readers a publication they want to keep. Free feature material on health is available to editors from Cleveland Health Museum, 8811 Euclid Avenue, Cleveland, Ohio.

"Wood You Believe It?" Stat., no. 47, p. 8 (August 1944).

Wood You Believe It? is the provocative title of a 24-page illustrated booklet explaining little known facts about wood and forests. It is available to editors from American Forest Products Industries, Inc., 1319 Eighteenth Street, N.W., Washington 6, D. C.

"Seven Words." Stat., no. 48, p. 5 (September 1944).

MacFadden Publications recently sent free to house magazine editors a series of War Bond advertisements. Free of any publicity whatsoever, the ads are sent as galleys by 10-inch electrotypes or as reproduction proofs to offset publications. Editors desirous of obtaining free bond ad material should write to Herbert G. Drake, Director of Promotion, MacFadden Publications, Inc., 305 E. 42nd Street, New York 17, New York. The headline of the first advertisement in the MacFadden series was "Where Does a Job Come From, Pop?"

"Preserve the Product." Stat., no. 48, p. 7 (September 1944).

Industrial editors can obtain a free copy of a canning guide published by Better Homes and Gardens, Meredith Publishing Company, Des Moines, Iowa. The canning guide of 1944 contains 150 charts, drawings and photographs helpful to the home canner.

"Looking At You." Stet, no. 48, p. 8 (September 1944).

Stet dresses up its back page with a picture, a sure-fire attention-getter. One such picture is a release from Nancy Baxter, National Needlecraft Bureau, Inc., 385 Fifth Avenue, New York 16, New York.

"Our Subscription." Stet, no. 48, p. 8 (September 1944).

House Organ Editors not on the Stet mailing list would benefit themselves and Stet by exchanging publications. Address: STET, Box 120, Hamilton, Ohio. Stet is a house magazine for house magazine editors.

"Eternan Vigilance." Stet, no. 49, p. 4 (October 1944).

Editors interested in securing background material for stories on an important phase of America's future—the aircraft industry—should request a copy of "Aviation Research for Post-War National Defense" from the Director of Public Relations, Fairchild Engine and Airplane Corporation, 30 Rockefeller Plaza, New York 20, New York.

"Serving As Usual." Stet, no. 49, p. 8 (October 1944).

The publicity department of the American Red Cross sends house magazine editors stories and features of any length. They concern any phase of its activities at home or overseas. Editors desiring material may write to Red Cross National Headquarters, Washington 13, D.C.

"The Air Age." Stat, no. 50, p. 2 (November 1944).

The air age and its implications are sources of feature material for company publications. Information is available from airplane manufacturers and from Air Age Educational Research, E. L. Engelhardt, Director, 100 E. 42nd Street, New York 17, New York.

"International Scope." Stat, no. 52, p. 4 (January 1945).

A change from the strictly local angle story occasionally is welcomed by editors and readers alike. One agency which is a source for articles of many kinds and glossy prints is the United Nations Information Office, 610 Fifth Avenue, New York 20, New York. The United Nations V-Letter, published by this organization, is available free of charge to house magazine editors.

"Tax Returns." Stat, no. 52, p. 5 (January 1945).

House magazines can inform their readers by carrying articles on income tax returns. Background material and specific information may be obtained from Public Relations Officer, Room 6403, Bureau of Internal Revenue, Washington 25, D. C. Similarly, editors desiring material for stories on social security benefits should write to Director of International Service, Social Security Board, Room 418, 1825 H Street, N.W., Washington 25, D. C.

"Service Men's Service." Stat, no. 52, p. 6 (January 1945).

A free classified advertising service to returning service men is provided by Adco, trade organ of the advertising and marketing field. Industrial editors desiring to help recient veterans interested in this field may

receive further information by writing Tide's publisher at 232 Madison Avenue, New York 16, New York.

"Spots That Sparkle." Stet, no. 52, p. 6 (January 1945).

The editor's never-ending problem of where to get good pictures is partly solved by the highly specialized staff of Better Homes and Gardens, Meredith Publishing Co., Des Moines, Iowa. Suitable pictures are sent free upon request to editors who may run them with a credit line. Releases and pictures include food features and homemaking hints.

"New Pamphlet." Stet, no. 52, p. 7 (January 1945).

An array of technical and human interest photos illustrates the pamphlet "A Lift for Picture-wise Editors," available to house magazine editors gratis from The Bettman Archive, 211 A E. 57th St., New York 22, New York.

"Your Son Sequel." Stet, no. 52, p. 8 (January 1945).

A sequel to "Your Son and Ten Fighting Generals" by Donald Wilhelm, is "Your Son and Six Fighting Admirals," which is available to house magazine editors through the courtesy of Robert H. Ramage of Brake Shoe News, 230 Park Avenue, New York 17, New York.

"Maritime Day." Stet, no. 55, p. 8 (April 1945).

Editors of industrial publications may obtain photographs and feature material on the U. S. Merchant Marine and its war-time role from the Public Relations Officer, Recruitment and Manning Organization, War Shipping Administration, Washington 25, D. C.

"Qnar." Stet, no. 55, p. 8 (April 1945).

Qnar, the accident maker, is the cartoon character in continuity strips provided in 110 line screen electros by the American Mutual Liability Insurance Company. The service is free to company publication editors "as a practical aid in the reduction of absenteeism due to off-the-job accidents." Editors should address Editors' Safety Service, American Mutual Liability Insurance Company, 142 Berkeley Street, Boston 16, Massachusetts.

"Sources." Stet, no. 56, p. 7 (May 1945).

Various sources of interest to house magazine editors include "Air Facts and Figures," "Tax News," "Cartoon Service," "Reporter's Kit," "Feature Articles," "Indexing" and "Fiction."

"Where to Get It." Stet, no. 45, p. 6 (June 1945).

Names and addresses of several cartoon services, women's page features, photo prints and sports bulletins are available to house magazine editors.

"National War Fund." Stet, no. 58, p. 7 (July 1945).

Company publications editors secured war time stories and photographs of human life and suffering, adventure, heroism, pathos and humor from the Public Relations Office of the National War Fund, 46 Cedar Street, New York 5, New York.

"Info For Employees." Stet, no. 64, p. 3 (January 1946).

House magazine editors have access to "The Story of American Business," a series of monthly articles which present the complicated facts about American business. Written in understandable language, articles discuss

profits, reserves, functions of stockholders and other similar subjects. Information on this series is available from Corporation Reports, Inc., 50 East 42nd Street, New York 17, New York.

"Old-Time Prints." Stat, no. 64, p. 6 (January 1946).

Innumerable feature ideas exist in the more-than-a-million Bettman Archive prints. The booklet To A Gold Mine of Picture Ideas offers suggestions for dramatizing the progress of a company or industry. Further information is supplied by The Bettman Archive, 211 A East 57th Street, New York 22, New York.

"Economic Newsbriefs." Stat, no. 64, p. 6 (January 1946).

A clip sheet service and mat service of historical and statistical facts about labor, capital, population, housing and health is available to house magazine editors by The Twentieth Century Fund, 330 West 42nd Street, New York 18, New York.

"Stat Library." Stat, no. 65, p. 4 (February 1946).

House Magazine Copy: Writing and Preparation for the Printer is the first of a series of books for house magazine editors written by K. C. Pratt, editor of Stat. The series is published and distributed by Stat's sponsor, The Champion Paper and Fibre Company.

"P.S. in Peace-time." Stat, no. 65, p. 5 (February 1946).

House magazines rendered valuable assistance to the Victory Loan Drive sponsored by the Treasury Department. January issue of P.S. (Payroll Savings) carried high praise for industrial editors. Payroll Savings

material may be obtained from the Periodicals Section, War Finance Division, U. S. Treasury Department, Washington, D. C.

"Type Talks." Stet, no. 65, p. 6 (February 1946).

Editors who desire more knowledge of type should attempt to be placed on the mailing list of Type Talks, publication of The New York Group of the Advertising Topographers Association of America, Inc., 461 Eighth Avenue, New York 1, New York.

"Background Material." Stet, no. 65, p. 6 (February 1946).

Two sources of possible feature material for house magazine editors are "Jobs and the Woman" and "Patents and your Tomorrow." Both are obtainable from the National Association of Manufacturers, 14 West 40th Street, New York 20, New York.

"Come and Get It." Stet, no. 65, p. 8 (February 1946).

Three additional sources for possible feature material in house magazines are: (1) free mats (2) news stories (3) features about Middle America. Editors can write the Middle America Information Bureau of the United Fruit Company, Box 93, Station Y, New York 21, New York. "Factual features based on sound research" are available from Earnest A. Densch, Hoboken, New Jersey. Information concerning any phase of airline operations is available from Mid-Continent Air Lines, 102 E. Ninth Street, Kansas City 6, Missouri.

"Veteran's Service." Stet, no. 65, p. 8 (February 1946).

"American Red Cross Services to Veterans" is the name of a chart available

for reproduction in house magazines. The ready-reference chart lists the many services of the Red Cross to veterans and their families. The charts are obtainable from the Public Relations Department, American National Red Cross, Washington 13, D. C.

"Tax Program." Stat, no. 66, p. 8 (March 1946).

A brochure entitled A Program of Federal Taxation, published by the National Association of State Chambers of Commerce, is available to house magazine editors who want to be better informed along this line. Requests for information should be addressed to the NASCC at 605 Broad Street, Newark 2, New Jersey.

"Religious Books." Stat, no. 66, p. 8 (March 1946).

Editors interested in furthering the cause of cooperation among Protestants, Catholics and Jews, may obtain material from Mrs. William L. Duffy, The National Conference of Christians and Jews, 381 Fourth Avenue, New York 16, New York.

"Practical Application." Stat, no. 66, p. 8 (March 1946).

Copies of "The Master's Ten Laws of Human Relations," which appeared originally in Good Business magazine, are obtainable by house magazine editors from the author, Wilferd T. Peterson, vice president of The Jaqua Company, 101-111 Garden Street S.E., Grand Rapids 2, Michigan. The article contains sound observations on the relations of industry and labor.

"Prevent Forest Fires." Stat, no. 67, p. 5 (April 1946).

Forest service publications, information and display materials are available to house magazine editors from the U. S. Forest Service, Washington 25, D. C. Story slants include giving the reader specific things to do to prevent forest fires.

"Wear a Buddy Poppy." Stat, no. 67, p. 7 (April 1946).

Industrial editors were asked to cooperate in publicizing the V.F.W.'s Buddy Poppy sale in May issues. Photos and editorial material is available from Veterans of Foreign Wars, Room 901, 48 West 48th Street, New York 19, New York.

"Modern Attitude." Stat, no. 67, p. 8 (April 1946).

Of interest to industrial editors is the booklet entitled More For Your Wage Dollar, which emphasizes the need for management understanding of employes thinking. The promotional piece is published by Robert F. Stone & Company, Cleveland 15, Ohio.

"Bible Society Appeal." Stat, no. 67, p. 8 (April 1946).

Millions of Bibles for religious leaders in Germany and Japan is the basis for the American Bible Society's request asking house magazine editors to publicize its activities. Publicity material is available from 150 Park Avenue, New York 22, New York.

"Diamond Jubilee." Stat, no. 68, p. 1 (May 1946).

Interesting and educational feature source material is available to house magazine editors from The Metropolitan Museum of Art, New York 26, New York.

"Vacation Copy." Stat., no. 68, p. 5 (May 1946).

Editors who want to present readers with fresh and original vacation ideas can receive assistance by requesting information from airlines, railroads, resorts, camps and shipping lines. One source for the last type is the National Federation of American Shipping, 1341 Connecticut Avenue, Washington 6, D. C.

"Editors' Service." Stat., no. 68, p. 8 (May 1946).

News, features and illustrations in Invention News and Views, may be used by industrial editors without obligation. Publication is available from the National Patent Council, an organization of smaller manufacturers, 578 Broadway, Gary, Indiana.

"Easy Reading." Stat., no. 69, p. 3 (June 1946).

Dr. Rudolph Flesch's simple guides for greater reading ease are: (1) shorten sentences to an average of 17 words (2) shorten words to 150 syllables per 100 words (3) use about six personal references per 100 words. Industrial editors may purchase a copy of "How Does Your Writing Read?" from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

"Fototype." Stat., no. 69, p. 5 (June 1946).

When it is necessary to have type set for photographic reproduction, a Fototype kit may simplify the job for house magazine editors. This method eliminates the necessity for hand or machine setting of actual type. Address Fototype Company, 629 Washington Boulevard, Chicago 6, Illinois.

"Fire Safety." Stat, no. 69, p. 5 (June 1946).

Creating fire safety consciousness among employees can be expedited by source material from the Safety Research Institute, 420 Lexington Avenue, New York 17, New York.

"Pictographs." Stat, no. 46, p. 8 (July 1946).

House magazine editors interested in using pictorial graphics—a practice which is sometimes prohibitive because of cost—can secure prepared photographic symbols suitable for use from Pictograph Corporation, 142 Lexington Avenue, New York 16, New York.

"AMA Calls For House Organ Reconversion in Study of Employee Publications." Printers' Ink, Vol. 216, no. 3, p. 94 (July 19, 1946).

Publications Issued to Employees is the name of a booklet published by the Association of National Advertisers who surveyed more than 325 company publications. Calling for reconversion of house magazines along with each company's post-war change, the booklet covers basic media for reaching employees and answers questions about management, workers' safety, readership and content. Non-members may receive copies for \$2 each from AMA Headquarters, 205 Madison Avenue, New York 17, New York.

"Everybody's Problem." Stat, no. 71, p. 5 (August 1946).

Although the safety story can be put over with the assistance of various safety agencies, such as The National Safety Council, 20 North Wacker Drive, Chicago 6, Illinois, and Editors' Safety Service, American Mutual Liability Insurance Company, 142 Berkeley Street, Boston 15, Massachusetts, proper localization of stories is essential.

"Foreign Trade." Stat, no. 71, p. 3 (August 1946).

The booklet A Handbook of International Trade may help editors interested in their company's foreign trade. It is available from the Committee for Economic Development, 285 Madison Avenue, New York 17, New York, at a cost of fifty cents.

"Plane Pictures." Stat, no. 71, p. 3 (August 1946).

When company editors have occasion to use pictures of airplanes, inquiries to public relations department of various airlines will bring glossy prints and additional material.

"Appeal to Self Interest." Stat, no. 73, p. 5 (October 1946).

Down-to-earth appeals may be used by company editors to promote the purchase of U. S. Savings Bonds. A well-illustrated Treasury Department brochure is available to editors from the U. S. Savings Bond Division, Treasury Department, Washington, D. C.

"Photographer's Magazine." Stat, no. 73, p. 3 (October 1946).

Photographic Age is the name of a new publication designed to serve the business and industrial world on the functional application of photography. Plans call for an Achievement Award for outstanding photography in house magazines. Address of the magazine is Trans-World Publishing Company, Inc., 16 East 52nd Street, New York 22, New York.

"Our Stake in World Trade." Stat, no. 74, p. 1 (November 1946).

Well-illustrated, dramatized features on America's stake in world trade can do much toward causing employees to realize the interdependence of

individuals and nations. Factual material on this subject is available to house magazine editors from The World Trade Foundation, 15 Broad Street, New York 5, New York.

"Our Volunteer Army." Stat., no. 75, p. 4 (December 1946).

Editorial cooperation with the army's recruiting program results in high readership for the house magazine "because the Army's technical program will help produce a steady flow of trained men for industry, and because many readers may be parents, friends and relatives of men who can benefit by Army training." Editorial kits are available at the offices of Voluntary Enlistment Magazine Program, Recruiting Publicity Bureau, Governor's Island, New York 4, New York.

"Pictorial Americana." Stat., no. 75, p. 7 (December 1946).

Historical pictures are available for purchase by house magazine editors from the Information and Publications Office, The Library of Congress, Washington 25, D. C.

"Boy Scout Week." Stat., no. 75, p. 3 (December 1946).

Excellent feature material for house magazine editors lies in the annual celebration of Boy Scout week. Material is available from National Headquarters, Boy Scouts of America, 2 Park Avenue, New York 16, New York.

"As We Were." Stat., no. 75, p. 4 (December 1946).

The well-illustrated book As We Were contains numerous sources for possible features depicting American life from 1850 to the early 20th Century. Permission to reproduce material is granted by the author and

the publisher. Write Hittlesey House, 330 West 42nd Street, New York 18, New York.

"March of Dimes." Stet, no. 75, p. 7 (December 1946).

Basil O'Connor, president of the National Foundation for Infantile Paralysis, Inc., appeals to house magazine editors to cooperate with the foundation's publicity campaign. Stories, mats and other material available from the foundation's public relations office, 120 Broadway, New York 5, New York.

"The Debt We Owe." Stet, no. 78, p. 7 (March 1947).

House magazine editors were urged to remind readers of the debt owed to veterans in need of assistance. Editors can help promote sale of Buddy Poppies. Material is available from VFW, 489 Fifth Avenue, New York 17, New York.

"New Book on Layout." Stet, no. 79, p. 6 (April 1947).

House Magazine Layout prepared and written by E. C. Pratt, is the second volume of the Stet Library of Editorial Aids. Such subjects as layout, format, and type are explained and illustrated. Copies are available from Stet, Box 120, Hamilton, Ohio.

"Benefits of Advertising." Stet, no. 79, p. 7 (April 1947).

Feature material based on the Advertising Federation of America's campaign of "Advertising, by Selling More Goods, Makes Your Job More Secure," is available to house magazine editors from the AFA, 330 West 42nd Street, New York 18, New York.

"Industrial Settlement." Stet, no. 79, p. 8 (April 1947).

Thirteen thousand industrial disputes were settled peacefully during 1946 with the assistance of the Conciliation Service of the U. S. Department of Labor, as revealed in a brochure to acquaint management and labor with the service's activities. House magazine editors may receive copies of the brochure from the U. S. Conciliation Service, Department of Labor, Washington 25, D. C.

"Champion Paper Prints Free House Organ Manual." Industrial Marketing, Vol. 32, no. 6, p. 178 (June 1947).

The second volume of the Stet Library of Editorial Aids entitled House Magazine Layout is available to house magazine editors from Box 120, Hamilton, Ohio. Editor of the book is K. C. Pratt, editor of Stet.

"Our Economic System." Stet, no. 81, p. 5 (June 1947).

Source material concerning The Advertising Council's campaign to play up achievements of the American economic system is available to house magazine editors from The Advertising Council, 11 West 42nd Street, New York 18, New York.

"Blue Cross Quarterly." Stet, no. 81, p. 7 (June 1947).

Blue Print for Health is the national quarterly health digest published by the Blue Cross Commission of the American Hospital Association. Free to all Blue Cross subscribers, the magazine may be obtained by writing to Blue Cross Commission, 18 East Division Street, Chicago 10, Illinois.

"Right Arm of Peace." Stet, no. 82, p. 7 (July 1947).

House magazine editors can help inform employees of the fact that today's regular army is a select group of skilled technicians. Source material may be obtained from the Advertising Council, 11 West 42nd Street, New York 17, New York.

"Information on Polio." Stat, no. 82, p. 9 (July 1947).

Kits of cartoon-illustrated, two-column boxes concerning polio precautions are available to house magazine editors from the Public Relations Department, National Foundation for Infantile Paralysis, 120 Broadway, New York 5, New York.

"Feature Material Offered." Stat, no. 82, p. 9 (July 1947).

A number of human interest and service features in The American Weekly may be reproduced by house magazine editors. Features include fire prevention, safety promotion, historical features and current human events. Editors may get on the mailing list to receive the free service by writing Irv. Levy, The American Weekly, 63 Vesey Street, New York 7, New York.

"Community Chest Campaign." Stat, no. 84, p. 7 (September 1947).

House magazine editors have an opportunity to cooperate in a vital way in promoting Community Chest campaigns. National headquarters for Community Chests sends special kits for use by industrial editors.

"Food for Europe." Stat, no. 85, p. 8 (October 1947).

Another method of public service that can be rendered by house magazine editors is the use of feature material from CARE, Inc., 20 Broad Street, New York 4, New York. Editors can suggest that Herbert Hoover termed CARE

as "the only sure and efficient way of sending packages to friends and relatives in Europe."

"Brotherhood Week." Stet, no. 88, p. 8 (January 1948).

Gratifying results can be obtained by house magazine editors through the use of feature material on American Brotherhood Week furnished by the National Conference of Christians and Jews.

"How To Build it Yourself." Stet, no. 90, p. 5 (March 1948).

The "build it yourself" fad which is sweeping the country provides an interesting audience for such features in house magazines. Free feature material may be obtained by editors from Donald R. Bram, Easi-Bilt Pattern Company, Pleasantville, New York.

"Sources of Material for Plant Publications." Reporting, no. 1, p. 7 (May 1948).

Here is a list of fifteen sources dealing with women's page subjects and other educational material for the house magazine.

"Art For The Asking." Stet, no. 93, p. 6 (June 1948).

Editors interested in good cover and illustration material may obtain, without cost, a supply of such material from the U. O. Colson Company, Paris, Illinois, calendar makers.

"Editor Goes to Paper Mill." Stet, no. 94, p. 8 (July 1948).

A good feature for use in house magazines is a story on the manifold uses of paper and the processes by which it is made. Photos and other

feature material are available from Champion Paper and Fibre Company, Hamilton, Ohio.

"Phoenix Flame Anthology." Stet, no. 95, p. 6 (August 1948).

Ideas for covers, titles, indices and special inserts are found in the supplement to the Anthology of the Phoenix Flame, published by H. J. Higdon, veteran industrial editor.

"Better Selling." Stet, no. 95, p. 6 (August 1948).

Short and interesting editorials written by Jerome B. Gray, well-known advertising man, are available to house magazine editors interested in running such a series on better selling. Available from Public Relations Manager, Sharp and Dolme, Philadelphia 1, Pennsylvania.

"House Magazine Printers' Service." Reporting, no. 4, p. 15 (September 1948).

"Service for Printers," a house magazine editorial service of Printing Industry of America, Inc., is available to printers who want material for employee publications.

"New Service to Editors." Reporting, no. 4, p. 19 (September 1948).

A new periodical called Feature is a directory of photographs, stories, statistical data and other feature material available free to house magazine editors. Address of Feature is Central Feature News, Inc., Tines Building, Tines Square, New York, New York. The project is entirely underwritten by leading industrial and public relations firms.

"New Editorial Service." Stet, no. 97, p. 5 (October 1948).

Service For Printers is a new house magazine service for internal or external publications of printers. Launched by Printing Industry of America, Inc., the project is designed to provide printing companies with suitable feature material for house magazines to employees.

"Humber One Crippler." Stet, no. 97, p. 7 (October 1948).

Cooperation of company editors is sought by the Arthritis and Rheumatism Foundation in its nation-wide appeal for funds. Feature material may be secured from the foundation at 535 Fifth Avenue, New York 17, New York.

"New Feature Service." Stet, no. 97, p. 8 (October 1948).

An editorial service available to company editors has been organized by Central Feature News, New York City. The service, called Feature, contains news and human interest pictures.

(Short Notes Department) The Reporter of Direct Mail Advertising, Vol. 11, no. 6, p. 40 (October 1948).

Saving on Engraving, a production aid for industrial editors, is an external house magazine which may be obtained from the Basil L. Smith System, 1016 Cherry Street, Philadelphia 7, Pennsylvania.

"It's Your Business." Reporting, no. 6, p. 14 (November 1948).

A new feature column entitled "It's Your Business" aims at selling Roberts Dairy employees in Iowa and Nebraska on their stake in management. Much of the material was obtained from The Industrial Press Service, 14 West 9th Street, New York 20, New York. Weekly cartoons and editorials also

are sent free upon request.

"Issues House Organ Ads," Advertising Age, Vol. 19, no. 48, (November 29, 1948).

A folder containing special ads for house organs will be sent out four times a year to house organ editors by the Advertising Council. Folders contain different sets of ads for each month.

"Advertising Council Sends Guides to 7,000 House Organ Editors." Printers' Ink, Vol. 225, no. 9, p. 96 (November 26, 1948).

Seven thousand house organs throughout the country will receive campaign guides for Advertising Council projects, suitable for any size publication. Brochures will be sent out by the Council four times a year.

"Scouting Celebrates." Stet, no. 99, p. 5 (December 1948).

Activities of boy scouts—of whom there are more than two million in the U. S. and possessions—lend themselves well to camera and art portrayal in the company magazine. Editors may receive material from Boy Scouts of America, 2 Park Avenue, New York 16, New York.

"How to Save Food Dollars." Stet, no. 99, p. 8 (December 1948).

Company editors can render readers a valuable service by running informative articles concerning foods that are plentiful and economical. Requests for facts, recipes, menu suggestions and other material should be addressed to the Production and Marketing Administration, United States Department of Agriculture office which serves each area.

"Paper Company Provides Idea Exchange Service." Reporting, no. 7,
p. 12 (December 1948).

"How to Plan Printing to Promote Business," a series of nine booklets, is available to industrial editors from S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts. Also available from the Warren Company is a portfolio of publications issued by several industrial plants.

(Additional source material concerning plant safety and off-the-job safety can be found under Section 9, Safety and Accident Prevention Campaigns.)

CONTESTS AMONG HOUSE MAGAZINES

"Cover Contest." Stat., no. 40, p. 5 (January 1944).

House magazines alone are eligible to compete in the American National Red Cross War Fund Drive cover contest. Aim of the contest is to get as many house magazines as possible to feature the Red Cross on March magazine covers.

"Southwestern House Organs Win Awards." Industrial Marketing, Vol. 29, no. 1, p. 134 (January 1944).

First grand award for improvement in appearance, production and editorial excellence went to 80-Square, publication of Chic Manufacturing Company, Peoria, Illinois. Points emphasized at the annual conference of the Southwestern Association of Industrial Editors held at Kansas City were the increasing importance and improved service of company magazines in the United States and Canada.

"Twenty-four House Organs Win in IEA Competition." Industrial Marketing, Vol. 29, no. 3, p. 96 (March 1944).

Judged on the basis of (1) effectiveness of the publication (2) journalistic and literary merit (3) over-all physical appearance, winners of the Industrial Editors' Association of Chicago seventh annual house organ competition were Gas News, The Car-builders and Illinois Bell Telephone Company's News.

"The Red Cross Drive." Stat., no. 42, p. 6 (March 1944).

In cooperation with the 1944 Red Cross War Fund campaign for two hundred

million dollars, house magazine editors entered the Red Cross cover contest in March issues.

"Kudos at Chicago." Stat, no. 42, p. 8 (March 1944).

Gas News, house magazine of The Peoples Gas Line and Coke Company, Chicago, received first place award for internal publications in the grand prize award class in a contest sponsored by the Industrial Editors Association of Chicago.

"Competition." Stat, no. 45, p. 5 (June 1944).

At a time when the advertiser and the public have in mind the question, "What does it (direct mail advertising) contribute to the welfare of our country and the winning of the war?" the Direct Mail Advertising Association, Inc., conducted a contest along the theme of "Value to the War Effort." A special classification for house magazines was provided in the Fifty Direct Mail Leaders contest.

"Certificate of Merit." Stat, no. 45, p. 6 (June 1944).

Submission of three separate issues of employee publications during 1944 was required by those desiring to enter National Safety Council contest.

"Prize Winners." Stat, no. 46, p. 4 (July 1944).

Here is a complete list of winners in the National Council of Industrial Editors' Association's contest. More than 1,100 entries were received.

"New Cover Contest." Stat, no. 51, p. 5 (December 1944).

Seven rules are given for the 1945 Red Cross House Magazine cover contest.

"DMAA Winners." Stet, no. 51, p. 8 (December 1944).

House magazines were very much in evidence at the 1944 Direct Mail Advertising Association contest. K. C. Pratt, editor of Stet, spoke on the growth of house magazines in industry and predicted greater future opportunities for editors.

"Detroit Winners." Stet, no. 52, p. 7 (January 1945).

Winners of a contest for the best cover design related to the War Fund during October, 1944, were announced by the Industrial Editors Association of Detroit. The contest was restricted to employee publications. Nine of the best covers were selected, photographed and reproduced in Stet.

"Winning Covers." Stet, no. 57, p. 8 (June 1945).

In the Second Red Cross War Fund Cover contest for company magazines, first, second and third places, respectively, went to Telephone Review, Pitney-Bowes Bulletin and The Schioan.

"Trophy Winner." Stet, no. 58, p. 8 (July 1945).

Alfi News, employee publication of State Farm Insurance Companies, edited by Sadie Rodgers, was awarded the Burton Bigelow Trophy, "for outstanding merit in interpreting the company to the reader" in the 1945 contests of SAIE.

"N.S.C. (National Safety Council) Contest." Stet, no. 58, p. 8 (July

1945).

Originality, quality and local interest were primary considerations of the Employee Publications Section of the N.S.C., which awards certificates to house magazine editors who have done outstanding jobs of presenting safety and health material during the past year.

"New DMAA Contest." Stat., no. 59, p. 8 (August 1945).

An increasing number of company publications have entered DMAA's Fifty Direct Mail Leaders contests, held annually by The Direct Mail Advertising Association, Inc., 17 E. 42nd Street, New York 17, New York.

"Crowned." Stat., no. 59, p. 8 (August 1945).

From a list of 31 prize-winning publications in its annual contest, the Industrial Editors Association of Chicago picked the King and Queen of Industrial Editors. King was Charles J. Morse, Editor of Gas News; queen was Winifred Clifton, editor of Acme News.

"Permanent Award." Stat., no. 59, p. 8 (August 1945).

Because of a consistent dominance of associational and national contests, H. J. Rigdon, editor of the Phoenix Flame, was denied the privilege of entering his magazine in the contest of the Industrial Editors Association of Chicago. Instead, members presented the well-respected editor with a permanent award.

"N.C.I.E. to Boston." Stat., no. 66, p. 6 (March 1946).

International competition among house magazine editors, conducted jointly by the National Council of Industrial Editors and the Canadian Association of Personnel Publication Editors, was a feature of the NCIE's first post-

war convention held May 10 and 11 in Boston.

"Red Cross Winners." Stet, no. 69, p. 4 (June 1946).

Winner of the Third Annual Red Cross Cover Contest was Celotex Employees' Magazine, edited by Hal Green. Editors' efforts in this contest contributed greatly to the outcome of the Red Cross drive.

"1946 International Contest Winners." Stet, no. 69, p. 8 (June 1946).

Here is a list of eighty-four winners ICIE's annual contest, including, in each instance, the name of the company or the association and its editor.

"Winners of First International Publication Contest." Deadline,

Vol. 1, no. 2, p. 18 (June-July 1946).

This is a list of 84 winners of the First International publication contest sponsored jointly by the ICIE and the Canadian Industrial Editors Association.

"DM (Direct Mail) Leaders' Contest." Stet, no. 72, p. 8 (September 1946).

House magazine entries of the 1946 Fifty Direct Mail Leaders' Contest were judged on results or effectiveness, plan and continuity, copy, design and physical appearance.

"Photo Contest." Stet, no. 73, p. 8 (October 1948).

The Science Illustrated magazine now sponsors house magazine photo contests. Interested editors should write George F. Felley, Jr., Howell-Amsett Con-

pany, 40 East 34th Street, New York 16, New York.

"Direct Mail Leader." Stet, no. 74, p. 8 (November 1946).

Stet, edited by K. C. Pratt of the Champion Paper and Fibre Company, was chosen as one of the Fifty Direct Mail Leaders. It competed with the largest number of entries in the history of the award.

"Red Cross Cover Contest." Stet, no. 77, p. 4 (February 1947).

Only company publications were eligible to enter the fourth annual Red Cross Cover contest.

"Red Cross Cover Contest." Stet, no. 81, p. 4 (June 1947).

House magazines from all parts of the nation were entered in the fourth annual American Red Cross cover contest. First prize went to News Meter, international publication of San Diego Gas and Electric Company.

"International Winners." Stet, no. 82, p. 10 (July 1947).

Citations for excellence of execution went to 114 house magazines in the 1947 contest of the International Council of Industrial Editors.

"DMAA Contest." Stet, no. 83, p. 7 (August 1947).

House magazines were eligible to enter the 1947 Best of Industry Direct Mail Contest sponsored by the DMAA.

"Red Cross Contest." Stet, no. 88, p. 6 (January 1948).

A challenge to house magazine editors was the Red Cross cover contest, open to all company publications regardless of format or process of reproduction.

"Glamour's Job Contest." Stet, no. 92, p. 8 (May 1948).

The "Why I Like My Job" contest, sponsored by Glamour Magazine, provided an opportunity for house magazine editors to promote feminine reader interest and do a public relations job for their companies. Contest material was supplied by the job editor of Glamour Magazine, 420 Lexington Avenue, New York 17, New York.

"Announce Cover Awards." Stet, no. 93, p. 5 (June 1948).

Red Cross officials were lavish in their praise of company publication editors who entered the fifth annual Red Cross cover contest. Efforts of house magazine editors are vital to the success of this annual fund-raising campaign, officials said.

"Direct Mail Contest." Stet, no. 94, p. 8 (July 1948).

House magazines were eligible to enter the Best of Industry contest sponsored by the Direct Mail Advertising Association, 17 East 42nd Street, New York 17, New York.

"International Winners." Stet, no. 95, p. 7 (August 1948).

Here is a list of 120 highest award winners in the 1948 publications contest of the ICIE.

"E.A.L. Job Contest." Stet, no. 96, p. 5 (September 1948).

"To help everyone to see and appreciate the good things about their jobs and about the American way of life" was the purpose of Eastern Airline's "My Job and Why I Like It" contest, which was promoted through the company internal magazine, The Great Silver Fleet.

"Ford 'Rouge News' Cops Honors For Best Employee Newspaper."

Sales Management, p. 124 (September 15, 1948).

Top honors for excellence in the 1948 contest sponsored by ICIE was won by Ford Motor Company's Rouge News, which scored 99 out of a possible 100. This weekly publication builds sound employee relations by fostering a spirit of teamwork, explaining company objectives, promoting safety and esprit de corps.

"Red Cross Contest." Stet, no. 99, p. 6 (December 1948).

All house magazines, regardless of size, format, circulation, type of reproduction or art work, were eligible to enter the 1949 Red Cross Cover contest. Winner of 1948 contest was The Celotexer, edited by Halt Green.

THE ACTIVITIES OF INDUSTRIAL EDITORS ASSOCIATIONS

"Convention Reports." Stet., no. 41, p. 5 (February 1944).

Here is a Code of Ethics for company publications as presented by Prof. C. B. Trout, head of the Oklahoma A. & M. College journalism department, to SAIE at the sixth annual conference held at Kansas City.

"Officers—Past, Present." Stet., no. 46, p. 7 (July 1944).

This is a list of new and retiring officers of NCEEA. A. E. Evans, Southern Union News, Southern Union Gas System, Dallas, Texas, succeeded E. C. Badeau, Inco, The International Nickel Company, Inc., New York City, as president.

"HEI Finale." Stet., no. 46, p. 8 (July 1944).

When members of House Magazine Institute gathered for their final meeting of the season, they heard talks on future trends of house magazines, reporter training, photography and increasing the stature of publications in the eyes of management.

"New Group Started." Stet., no. 48, p. 6 (September 1944).

Sponsored by the Indianapolis Chamber of Commerce, the Industrial Editors Association of Indianapolis was formed to bring about broader understanding of employee and public relations.

"Galesbury Clinic." Stet., no. 48, p. 6 (September 1944).

Roundtable forums were held by Illinois industrial editors at their summer clinic. Exchange of ideas and criticism were made by editors who also heard an employee-reader give his reaction to company-sponsored publications.

"New Clubs Formed." Stet, no. 50, p. 7 (November 1944).

Two new industrial editors' groups formed in the United States are the New Jersey Industrial Editors' Association and the Rochester, New York Industrial Editors' Association.

"SAIE's Seventh." Stet, no. 51, p. 8 (December 1944).

At the seventh annual meeting of the SAIE it was announced that SAIE had a total membership of 368, the largest of any single group in the country.

"New Booklet." Stet, no. 53, p. 8 (February 1945).

The booklet Post War Future for the House Magazine describes the history and growth of house magazines as media of company relations and looks into the future of company publications. One feature of the booklet is a listing of industrial editors' associations in the United States and Canada.

"Chicago's P.S." Stet, no. 53, p. 8 (February 1945).

Editorship of P.S., publication of the Industrial Editors' Association of Chicago, is rotated among the editor-members of the organization. Produced by offset, P.S. reports on the programs of past meetings and outlines meetings to come; discusses pertinent problems and carries news of the profession and informative tips. Requests for copies should be sent to the Industrial Editors' Association of Chicago, Board of Trade Building, Chicago 4, Illinois.

"Baltimore Group." Stet, no. 55, p. 7 (April 1945).

One of the newest company publications editors' groups to be organized is

the Baltimore Industrial Editors' Association.

"National Conference...1945." Stet, no. 56, p. 4 (May 1945).

A "Convention-by-mail" plan was deemed most advisable by the NCIE. Conferences with Army, Navy and Treasury Department and the War Production Board were arranged to determine how industrial editors could continue to serve the war effort.

"McMurtrie Honored." Stet, no. 56, p. 5 (May 1945).

In honor of the late Douglas C. McMurtrie, who was director of typography for the Ludlow Typograph Company, the Industrial Editors Association of Chicago established a memorial scholarship fund at the Medill School of Journalism. Two \$100 scholarships are awarded annually.

"Club Life." Stet, no. 56, p. 8 (May 1945).

Associated Editors Society of Pennsylvania was the name adopted when a group of editors gathered in Pittsburg to form a closer relationship in the Pittsburg area. The new organization represents 50 publications with a circulation of a million.

"The Spring Elections." Stet, no. 58, p. 1 (July 1945).

Mrs. Alta E. Evans, retiring NCIE president, presided over the council's 1945 administrative conference, held June 4-5 in Washington, D. C.

"Seize Opportunity." Stet, no. 59, p. 7 (August 1945).

The Industrial Editors Association of Maryland took the lead in a civic program to reduce war time food scarcity among employees. Working in close cooperation with other organizations, the association carried out a construc-

tive program to assist employees in earning more food through the use of a central processing installation in each plant.

"Industrial Editors Convene." Industrial Marketing, Vol. 30, no. 12, p. 106 (December 1945).

"Blueprint for Labor Relations" was the title of the keynote address delivered by William S. Jack, president of Jack & Heints, Inc., before the eighth annual convention of the SAIM held November 1 and 2, at Little Rock, Arkansas.

"SAIE at Little Rock." Stat, no. 64, p. 4 (January 1946).

Harry Ellis, editor of Dr. Pepper Company's News and Views, was elected president of the SAIE at the Little Rock convention. Outgoing president was Sadie Rogers.

"Twenty-five Years Ago." Stat, no. 64, p. 5 (January 1946).

In 1921 there were regional and local groups of house magazine editors, such as The Association of House Organ Editors and The Industrial Editors Association of New England. Even then, editors were advised to get away from their desks and get acquainted with their readers.

"Association Activities." Stat, no. 64, p. 8 (January 1946).

Clinton H. Rosenc, editor of the Do All Digest, was elected president of the Northwestern Industrial Editors Association. William C. Gentry, editor of Pilot's Log, New England Mutual Life Insurance Company, instructed a three-week course in photography to members of the Massachusetts Industrial Editors Association. The Industrial Editors Association of Chicago devoted its November, 1945, meeting to the topic, "The Editor Faces Indus-

erial Unrest."

"Association Activities." Stat., no. 65, p. 7 (February 1946).

Budgetto, house magazine of the Edward G. Budd Manufacturing Company, won first place in the Philadelphia Industrial Editors' Association. West Coast publications competing in the Southern California Industrial Editors' Association were judged on best war ad campaign, best photo feature, best layout, best photograph and best typography.

"Association Activities." Stat., no. 66, p. 7 (March 1946).

Two rules for house magazine editors as suggested by Loyd Graham, editor of Buffalo Business, are: "Be interesting--and be quick about it" and "If there's any doubt--don't!" The series of meetings of the Niagara Frontier Industrial Editors Association held in Buffalo centered around the theme "The Development of a Publication."

"Association Activities." Stat., no. 67, p. 6 (April 1946).

Cautioning editors to look deeper than the attractiveness and appearance of their publications, C. E. Boulet of the Wisconsin Public Service Corporation told members of the Editors' Association of Wisconsin to present straight forward facts based on the recognition that employer and employee interest in those things which affect the business is mutual.

"Grand Old Man." Stat., no. 67, p. 7 (April 1946).

In recognition of the work Prof. Clement E. Trout has done in the industrial journalism field, SAIE voted unanimously to establish an award in his name.

"AAIE Elects." Stat., no. 68, p. 7 (May 1946).

More than 200 industrial editors from Canada and the United States attended a meeting of the American Association of Industrial Editors held March 15 and 16 at Cleveland, where Paul A. Ryan, assistant to the director of advertising and public relations, the Crosley Corporation, was elected president.

"International Council." Stat., no. 69, p. 1 (June 1946).

With the affiliation of Ontario and Quebec groups, the name of the NCIE was changed to International Council of Industrial Editors. Wilbert L. Miller of New England Power Service Company was elected president at the council's convention at Boston on May 10 and 11.

"Analysis Service." Stat., no. 69, p. 4 (June 1946).

Seeking to further enlarge its service to members, the Southwestern Association of Industrial Editors organized an analysis service to give member editors an outside appraisal of their work. Five judges are Elmer S. Dippel, J. L. Frazier, J. Gregg Fuster, Harold E. Green and Ovid Bell.

"Association Activities." Stat., no. 69, p. 6 (June 1946).

AAIE's new president is Harry B. Kniselley, editor of Carter Oil Company's The Link. Business Editors' Club of Southern New England elected William A. Carratt president. A new house magazine group is the Toledo Industrial Editors.

"Past Presidents." Deadline, Vol. 1, no. 2, p. 2 (June-July 1946).

Presidents of the National Council of Industrial Editors during 1941

through 1945 were: Gerth Bentley, Howard Murple, Horrick Jackson, Edward Bedeau, Alta Evans and Willard Swain.

Miller, Gilbert L. "I.C.I.E. Fledges Support." Deadline, Vol. 1, no. 2, p. 3. (June-July 1946).

On May 10, 1946, the National Council of Industrial Editors voted unanimously to include the Canadian industrial editors' associations in its membership, which then became an international organization. Plans call for the full cooperation of all ICIE members.

"Industrial Editors at Boston Convention." Deadline, Vol. 1, no. 2, p. 4 (June-July 1946).

Four hundred members of ICIE met in Boston, May 10 and 11, for the largest meeting of its kind. Host for the fifth convention, held at the Statler Hotel, was the Massachusetts Industrial Editors Association.

"Association Activities." Stat, no. 71, p. 7 (August 1946).

Ray D. Adams, editor of Philadelphia Electric Company's Current News, was elected president of the Philadelphia Industrial Editor's Association.

"To Meet A Challenge." Deadline, Vol. 1, no. 3, p. 1 (August-September 1946).

This editorial states that to meet the challenge of increased responsibility to management and readers, house magazine editors can best keep abreast of professional developments by associating with regional industrial editors' associations.

"SAIE Convention." Deadline, Vol. 1, no. 3, p. 10 (August-September

1946).

The ninth annual convention of Southwestern Association of Industrial Editors was held in Tulsa, October 31 to November 1.

"Association News." Deadline, Vol. 1, no. 3, p. 15 (August-September 1946).

Here is news of SAIE, GIEA, Southeastern IEA, ICIE, Miami Valley AIE, Rochester IEA, Iowa AIE, Pacific Coast Conference, Northern California IEA, Puget Sound IEA, Wisconsin and Chicago.

"Association Activities." Stet, no. 72, p. 6 (September 1946).

The Association of Iowa Industrial Editors was formed when editors met on the University of Iowa campus. Monthly meetings of the Toledo Industrial Editors' Association were discontinued during the summer months but the monthly bulletin "Tie" was distributed throughout the period.

"Association Activities." Stet, no. 73, p. 6 (October 1946).

Company editors in Texas were told that they must help to bring about better understanding between labor and management. H. B. Kniseley, SAIE president, was the principal speaker.

"Association Activities." Stet, no. 74, p. 6 (November 1946).

A New Orleans chapter of the Southwestern Association of Industrial Editors was organized September 12. The Industrial Editor's Council of Syracuse, New York also was formed.

"Association Activities." Stet, no. 75, p. 5 (December 1946).

The winners of Massachusetts Industrial Editors' Association contests are announced in this article.

"Association Activities." Stet, no. 76, p. 6 (January 1947).

Here is news of Northern California, New Jersey, Northwest, Southwest, Massachusetts, Niagara Frontier, Wisconsin, Chicago and American Railway Magazine Editors' Associations. The ARMEA is the oldest industrial editorial group in the United States.

"Association Activities." Stet, no. 77, p. 5 (February 1947).

The winner of the Southern California Industrial Editors Association contest was Westernaire employee magazine of Western Air Lines.

"Association Activities." Stet, no. 78, p. 7 (March 1947).

Under the direction of Clement E. Trout, SAIE secretary and head of the Oklahoma A. & M. College department of technical journalism, an industrial editors' short course was designed for both the experienced editor and the beginner.

"ICIE to Hold Convention." Stet, no. 79, p. 5 (April 1947).

St. Louis was the scene of the 1947 annual convention of the International Council of Industrial Editors. Convention theme was "Still Management's Best Bet."

"House Magazine Ads." Stet, no. 79, p. 7 (April 1947).

The Hartford Courant encourages the publication of institutional advertisements in house magazine format in daily newspapers, in order that publics

not reached by the house magazine may be informed of company activities.

"Association Activities." Stat., no. 80, p. 8 (May 1947).

The Industrial Editors Association of Chicago covered such subjects as: Editing Employee Publications, Legal Problems of the Editor, Short Cuts in Press Work and Are You Liable for Libel, at the association's annual seminar held on the campus of Northwestern University.

"Meeting in St. Louis." Stat., no. 82, p. 1 (July 1947).

Charles J. Morse, editor of Gas News, was elected president of the International Council of Industrial Editors at the annual convention in St. Louis. The theme of the meeting was "Still Management's Best Bet."

"Association Activities." Stat., no. 83, p. 6 (August 1947).

Here is news of industrial editors associations of Chicago, Wisconsin, New Jersey, Southern (formerly Southeastern), Cincinnati, Miami Valley, Northwestern, Massachusetts and Western Michigan.

Morse, Charles. "Let's Get the Facts." Deadline, Vol. 2, no. 5, p. 5 (December 1947).

An international questionnaire, prepared by the Research Committee of the International Council of Industrial Editors, was distributed to all industrial editors who are members of the Council. Purpose was to compile accurate, up-to-date and informative material concerning many phases of technique and policy of house magazines.

"Progress Report for 1947." Stat., no. 88, p. 1 (January 1948).

Much of the credit for industrial magazine progress is due to a number of regional industrial editors' associations over the nation. Largely through the work of these organizations, management has come to realize the importance of industrial journalism.

"Southwestern Changes Name." Reporting, no. 6, p. 4 (November 1948).

At the 11th Annual Convention of the Southwestern Association of Industrial Editors, members voted to change the name of the organization to the Society of Associated Industrial Editors. The new name retained the SAIE symbol and is more accurate in that many members are not classified geographically as Southwestern.

"International Council is Incorporated." Reporting, no. 7, p. 1

(December 1948).

ICIE was approved as a non-profit corporation under the Non-profit Corporation Law of the Commonwealth of Pennsylvania. Purpose of the Council is: "to foster the profession of editing industrial publications, both internal and external, business and professional association journals, charitable and social institution magazines and such other periodicals as may be represented by the membership; to increase the prestige of the profession; to work for the betterment of all types of industrial and business publications; to encourage training in industrial journalism; to foster the development of affiliated associations with similar aims and to increase understanding and management in the importance of the most effective use of company publications."

"Railway Editors Hold Convention." Reporting, no. 7, p. 2 (December

1948).

Twenty-one railway magazines were represented at the 26th Annual Convention of the American Railway Magazine Editors' Association, held October 17 to 19 at Pinehurst, North Carolina.

"SAIE President Outlines Program." Reporting, no. 7, p. 16 (December 1948).

Walter Beach, new president of SAIE, outlined the association's 1949 program in the December issue of The Sounding Board, association magazine. Along with the nine-point program came the appointment of 1949 committees.

"Season of Conventions." Stet, no. 99, p. 3 (December 1948).

Among the many industrial editors' conventions held within the past several months were those connected with West Virginia, SAIE, the American Railway Magazine Editors Association, the Carolinas, the Southern, and the New Jersey groups.

"Association Activities." Stet, no. 99, p. 7 (December 1948).

"More and more Canadian business and industrial organizations have come to appreciate the importance of maintaining touch with their staffs through the medium of magazines and newspapers." Canadian Industrial Editors heard Donald Gordon of the Bank of Canada praise the work of house magazines.

MISCELLANEOUS

"P. I. Plans New List." Stat, no. 44, p. 8 (May 1944).

A "new and up-to-date" list of house magazines planned by Printers' Ink, 205 East 42nd Street, New York 17, New York. The trade publication wants to hear from the editor of any house magazine not listed.

"Post war is Now!" Stat, no. 49, p. 1 (October 1944).

Editors should become well acquainted with many problems sure to be present at the war's end, in order to help their company better to solve them.

"Fifth Year." Stat, no. 49, p. 7 (October 1944).

Stat, the house magazine for house magazine editors, completed four years of service in October 1944. The index to the first 48 issues of Stat contain more than 5,000 entries and cross references.

Thompson, Chester L. "A Bi-monthly Sales Promotion Magazine For Salesmen!" Printers' Ink, Vol. 209, no. 5, p. 26 (November 3, 1944).

This is an explanation of how Mr. Thompson, sales promotion manager for Calvert Distillers Corporation, avoided the conventional method of bombarding salesmen with mimeographed messages by sending them a bi-monthly magazine.

"Newcomb & Sammons Is Formed in New York." Industrial Marketing, Vol. 29, no. 11, p. 96 (November 1944).

Industrial Relations Consultants Robert Newcomb and Marg Sammons announced

the formation of a partnership with headquarters in the New York Empire State Building. Mr. Newcomb created Stet, the "house magazine for house magazine editors."

"Ex-GI's in Industry." Stet, no. 51, p. 5 (December 1944).

A group of industrial editors heard Charles G. Bolte, secretary of the American Veterans Committee, outline some of the problems to be solved when veterans begin to take their places in industry. "The editor's job is primarily to write honestly; not to go into hero worship or sympathy. Soldiers don't like it. They want to be taken back as normal human beings."

"About Face." Stet, no. 53, p. 1 (February 1945).

An unexpected and unfortunate turn of events (the Allied set-back in Belgium) prompted the editor of Stet to advise house magazine editors to "approach the problem from a 'second-wind' viewpoint. Call the order, 'About-Face,' and regroup the force for the onslaught which will end in victory."

"Red Cross Sheets." Stet, no. 53, p. 7 (February 1945).

Most editors know how many employee publications their companies have, but the American Red Cross isn't sure about how many it has. Among the many ARC publications is the ARC Light of the China-Burma-India Theater, a 12-page monthly published under extremely adverse circumstances.

"Miscellany." Stet, no. 55, p. 7 (April 1945).

Circuits For Victory was the title of Western Electric Company's 75th an-

niversary publication, which traced company history. Voiceways, quarterly publication of the New York Telephone Company, is a newcomer to the industrial publications field. Four-color reproductions of United States armed forces service ribbons decorated the cover of Long Lines, employee publication of Long Lines Department of the American Telephone and Telegraph Company.

"Spending vs. Saving." Stet, no. 56, p. 3 (May 1945).

Company publications editors can help prevent inflation by joining in the drive for planned spending and saving.

"Coming Up." Stet, no. 56, p. 5 (May 1945).

Evidence of increasing interest in company publications is the announcement of two new publications: AM and House Magazine, both of which are designed to be of assistance to house magazine editors.

"Reenoitseggus." Stet, no. 56, p. 1 (May 1945).

Editor Robert H. Ramage of the Brake Shoe News assisted in the novel suggestion system which used the word "Reenoitseggus" to arouse interest. Spelled backward, the word was "Suggestioneer," which the company wanted each employee to be.

"Service Button." Stet, no. 56, p. 5 (May 1945).

By establishing the meaning of the Honorable Service Button in the minds of house magazine readers, editors performed a service to veterans. Photographs of the button were available from the War Department.

"Number One Shortage," Stet, no. 57, p. 7 (June 1945).

The number one war time shortage (paper) can be alleviated to some extent by the cooperation of house magazine editors. Various angles are possible to the alert editor.

"Final Chapter," Stet, no. 57, p. 2 (June 1945).

The editor of Stet urges house magazine editors to work hard at the many problems of war and post war complacency of home front workers, inflation and other such vital challenges to the editorial adroitness of conscientious editors.

Hildan, Paul F., and Breth, Robert D. "Employee Publications...A Boon to Agencies...A Service to Advertisers." Industrial Marketing, Vol. 30, no. 11, p. 55 (November 1945).

The agency ad man will find in house magazines a fertile field to help his clients. The experienced agency man can offer countless suggestions to help his client produce better publications. House magazine editors, too, should not overlook this source of help.

"Science Illustrated," Stet, no. 41, p. 8 (January 1945).

House magazine editors who frequently write stories on the application of scientific discoveries to industrial products and procedure have an opportunity to gain extra income by sending terse, lively and accurate articles to Science Illustrated Magazine, 330 West 42nd Street, New York 14, New York

Huvsomb, Robert. "Industrial Editors Speak Up 'Confidentially'"

in One-Day Clinic." Industrial Marketing. Vol. 31, no. 2, p. 41 (February 1946).

Employing a new type of polling technique (Cortelyou Opinion Meter), a group of industrial editors exchanged confidences on industrial relations, management policies, the profession's future and their own salaries. The question, "Would you like to see a union for industrial editors?" was voted down three to one. Twenty percent of the editors said their companies were starting external publications.

"Warning! Wolves!" Stet, no. 71, p. 7 (August 1946).

The pamphlet Warning! Wolves!, sponsored by R. R. Donnelly & Sons Company, Chicago 16, is designed to help protect veterans from becoming victims of racketeers. Another source of racketeer-exposing facts and articles is the Milwaukee Better Business Bureau, 710 North Plankinton Street, Milwaukee, Wisconsin.

"Big and Little." Stet, no. 72, p. 8 (September 1946).

The wide range of sizes of house magazines is evidenced by the Depictor, Jr., an 8-page, 3-inch by 4-inch publication of Edward Stern and Company, and Kraft Food Company's The Craftsman, which measures 11-inches by 14-inches and consists of 32 pages.

Field, Clifton G. "Beginner's Bailiwick." Stet, no. 72, p. 6 (September 1946).

The young writer's predicament often is that he has a man's responsibilities and a boy's bargaining power.

"Join the CED." Stet, no. 72, p. 1 (September 1946).

The Committee for Economic Development receives considerable editorial support from business papers and from the press. Associate membership in the Committee holds many advantages for house magazine editors.

"Special Editions." Stet, no. 73, p. 6 (October 1946).

Three outstanding special editions of house magazines are Weirton Steel Company's Weirton Steel Employees Bulletin; Long Lines, edited by Richmond B. Williams of American Telephone and Telegraph Company; and the book entitled The Armed Forces of AIF, published by the American Car and Foundry Company.

"File by Title." Stet, no. 74, p. 8 (November 1946).

Editors who are about to start a new house magazine and who do not wish to duplicate an existing name should consult the September 6, 1946, issue of Printers' Ink, advertising trade publication.

"Grass-Roots Argument." Stet, no. 74, p. 5 (November 1946).

Believing that it is as much the job of business as it is a function of educational institutions constantly to dramatize the story of America's heritage and greatness, the Dayton Power and Light Company carried out a state-wide advertising program on the theme, "The Right Road...The American Way." House magazine editors have an excellent opportunity to warn employees against various "liberal" movements which would change our American way of life.

"British Report." Stet, no. 75, p. 7 (December 1946).

"Conference on Works Magazines" is the title of a report of company publi-

cations in England. The report states that in 1938 there were 350 internal house magazines in England.

Young, John Richard. "The Contrary Viewpoint." Stet, no. 76, p. 6 (January 1947).

Beginning writers have a better chance today than ever before, but they should be willing to start at the bottom. It is "juvenile" to think that working for a house magazine is a compromise. (Mr. Young attacks an earlier Stet article written by Clifton C. Field.)

"Informational Methods." Stet, no. 76, p. 8 (January 1947).

A Factory magazine survey of 100 firms revealed that 47 use magazines and 23 use newspapers to get information to workers. The survey, which appeared in Connecticut General Life Insurance Company's external Notes and Quotes, revealed a need for more economic information to employees, such as giving them the profit story and its relation to wages.

"Memorial Issue." Stet, no. 76, p. 8 (January 1947).

A 174-page memorial issue, honoring all men and women who left Join Morrell & Company to join the Armed Forces, went to all employees as a regular issue of The Morrell Magazine. Editor L. O. Cheever compiled and edited the issue with the design and art assistance of Elmer Jacobs.

"Industry Leaders Warned." Stet, no. 77, p.7 (February 1947).

H. Frederick Willkie, in his book A Rebel Yells, challenges industry to subordinate the profit motive and make the development of men its prime objective. This challenge and others in the book provide thought-pro-

voking reading for industrial editors.

"South of the Border." Stet, no. 79, p. 8 (April 1947).

Combination internal-external Phili-Cidade, published by Phillips Radio Corporation of Brazil, is written in Portuguese, and features a four-color process cover.

"Who Stimulates Sales." Stet, no. 80, p. 4 (May 1947).

Who, bi-monthly internal of Calvert Distillers Corporation, stimulates competition between salesmen and top executives, and is an effective means for inducing the sales force to better promote the usage of sales-promotion material.

"Worker's Republic." Stet, no. 80, p. 7 (May 1947).

Included in the April issue of Republic Steel's internal Republic Reports is a boost for the American way of life written by Samuel B. Pettengill. The article contends that America is the true worker's republic.

Davison, E. "The Story Behind a Trademark." Industrial Marketing, Vol. 32, no. 6, p. 41 (June 1947).

Theme of New Jersey Zinc Company's booklet was the history of the horse head trademark. The booklet was distributed to stockholders, employees, customers and local residents. House magazine editors who inherit the job of putting out such booklets may find some helpful ideas in this article.

"What the Surveys Say." Stet, no. 83, p. 1 (August 1947).

Company editors are in a position to tell the success story of free enter-

prise, concentrating on what has been done. In each case a definite plan and theme is needed. Dangerous threats to free enterprise should be emphasized.

"More Titles Than Ever." Stet, no. 84, p. 1 (September 1947).

Instead of fewer house magazines following the end of World War II, even more magazines are being established today. "It is evident that the public relations and sales promotion values of company publications are more apparent than ever."

"The Accent Is On Service." Stet, no. 84, p. 3 (September 1947).

A long-term believer in the promotion of courtesy, the Norfolk and Western Railway Company utilizes its internal house magazine as a medium to conduct a continuing campaign to indoctrinate employees in the fine points of winning customer confidence and good will.

Taylor, J. G. "House Organ It Is." Printers' Ink, Vol. 221, no. 2, p. 25 (October 10, 1947).

In a letter to the editor of Printers' Ink, Mr. Taylor explains that the use of the term "house organ" for company magazines is a practice to be avoided. "The term 'organ' smells of propaganda."

"New P. I. Directory." Stet, no. 88, p. 7 (January 1948).

The company publication was not, contrary to some predictions, a severe post-war casualty. The Printers' Ink Directory of House Organs lists more than 5,300 compared to 5,100 in 1944. Externals created to aid selling in competitive markets are partly responsible for the present

high figure.

"Come and Gone." Stet, no. 88, p. 7 (January 1948).

Although a few house magazines have been suspended during the past few months, far more are being created. One example of the latter group is "Men and Steel," published by the Jones and Laughlin Steel Corporation. The purpose of magazine is to "bring to the attention of employees and shareholders pertinent facts and the views of the management with respect to the past, current and future operations of the corporation."

"Dealer of the Month on House Organ Cover." Printers' Ink, Vol. 222, no. 2, p. 90 (January 9, 1948).

Dealers of the Sherwin-Williams Company receive the S-W Dealer, a house magazine which features a dealer on the cover of each monthly issue together with an accompanying article.

"Reader Opinion Survey." Reporting, no. 3, p. 18 (July-August 1948).

A survey by Editor Hiram G. Tripp of Electric Power Board's EPB Spotlight revealed that 91 percent of its readers agree with Tripp's policy of giving full accounts of all accidents. The same number of readers said the magazine is read by their friends and families.

"Chrysler Motors Magazine...New Look in House Organs." Printed Selling, p. 7 (August 1948).

The challenging statement "Chrysler Motors Magazine is probably one of the most interesting house organs put out by any company at the present time," precedes a description of the magazine's content and effectiveness. Based on the Life and Look technique, many pictures are used in which employees

act out the picture stories.

"Stages Vacation Snapshot Contest." Reporting, no. 4, p. 14 (September 1948).

The vacation snapshot contest sponsored by Houganotes, house magazine of U. S. Rubber Company's Naugatuck Footwear Plant, had four classifications: (1) Babies and Children (2) Young People and Adults (3) Scenes and Still Life (4) Animals and Wildlife.

Newcomb, Robert and Sammons, Mary. "Effective Tools for Use in Employee Relations." Industrial Marketing, Vol. 33, no. 9, p. 43, (September 1948).

When the budget prohibits the publication of a house magazine, a newsletter is sometimes advisable. The newsletter is a report of the company's activities for a certain period, together with predictions for the future. The newsletter should be kept simple, easy to read, not too elaborate and localized for the employee.

Wright, Elizabeth. "How to Dress up Your Feminine Page." Reporting, no. 5, p. 5 (October 1948).

The local approach is more desirable for the women's page than the use of canned material. Local department stores usually are glad to furnish clothing and accessories for use by the plant's own women employees as models. Photographs can be taken at the store and at the store's convenience.

"Has New Publication." Reporting, no. 5, p. 15 (October 1948).

The Lamemaker, employee publication of General Electric Lamp Department, was started because it was felt that every employee wants to know what is going on in the company.

"Bundles To Combat Reds." Stet, no. 97, p. 4 (October 1948).

Through the pages of AO News, employees of American Optical Company sponsored and carried out a Friendship Bundles campaign in which more than three and one-half tons of food and clothing were sent to 13 countries in Europe.

"Special Issue of House Organ Reports on Paris Styles." Printers' Ink, Vol. 225, no. 9, p. 80 (November 26, 1948).

The president of Brighton Mills, Inc., Shannon, Georgia, went to Paris to collect information that made up the September issue of the company's house magazine Warp and Weft. Unusual in all details, the issue featured the renaissance of French fashions in 1948, and is a pictorial review of fashion items currently popular in Paris.

"Eighty Years Old." Stet, no. 99, p. 8 (December 1948).

The third oldest house magazine in the United States (Aetna Life Insurance Company's Life Actua-izer) announced its 80th anniversary in its October issue.

McClanahan, Edwin T. "Change of Pace in Industrial Editing." Reporting, no. 7, p. 4 (December 1948).

When Fairchild Aircraft Division turned its employee magazine FAD into a more pictorialized company news magazine, the result was greater reader in-

terest and wide-spread community prestige. A narrative style of news-writing is used.

"Plant News' Readers Questionnaire." Reporting, no. 7, p. 12
(December 1948).

The editor of Hobart Plant News (Hobart Manufacturing Company, Troy, Ohio) received 765 replies out of 1,150 readership questionnaires which he distributed, or a total of 65 percent.

SUMMARY

Wide, general information is contained in these more than 600 articles on industrial publications or house magazines. This information is valuable for it is written by leaders in the field of industrial editing. Not only is the content authoritative, but it is also enlightening and revealing.

The following summary indicates some trends in this field of editing.

(1) The job of the house magazine editor leads to executive positions in companies.

(2) House magazines are doing a better job than ever before in interpreting management to employees and employees to management.

(3) "Chit-chat" or gossip columns are being replaced by more informative columns in house magazines.

(4) The house magazine editor must know more than merely how to use the tools of his trade.

(5) Because the house magazine contacts the reader on a personal level—talking about his job, future, security and home—it is as effective as other types of media in helping to keep the reader aware of such concepts as free enterprise, democracy, freedom, safety and conservation.

(6) Local and regional associations are contributing greatly to the constant education and training of house magazine editors.

(7) More institutions of higher learning are offering courses in industrial editing.

(8) To weather the storms of decreased budgets, house magazine editors should educate company officials on the significance of their

magazine.

(9) House magazines are effective media as promoters of safety and accident prevention.

(10) With the advent of the buyer's market, external or customer house magazines are assuming an increased importance.

(11) There are valuable sources available to the house magazine editor which will help to improve his publication. The successful editor does not ignore these sources available to him; neither does he lean too heavily upon them.

(12) Contests among house magazines result in more attractive and more effective publications.

(13) Local and regional associations are contributing greatly to the constant education and training of house magazine editors.

(14) The future of industrial editing appears bright. The responsibilities of the house magazine editor were never greater.

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