

### LOCAL PAPER STILL HOLDS POPULARITY

#### SURVEY SHOWS INCREASE

Editor and Publisher Points Out Growing Circulation and Influence of the Small Journals

Some time ago the pessimists predicted that because of the radio, the increased use of the automobile and other attractions the newspaper was to lose its influence and to some extent its circulation. But the opposite has been true, and figures gathered by the Editor and Publisher indicate that the year 1927 will be a record breaking year for newspaper circulation. Gains in circulation in various parts of the country will range from one to fifteen per cent. A number of reasons are given for this great increase, according to the Editor and Publisher, which says: "Big news breaks lead among the opinions offered by experienced circulators but this was not held to be an exclusive cause. Some papers reported constructive crusades were responsible, others that the radio had advertised news to the benefit of the newspapers, and still others that the organization of better distribution facilities had enabled them to reach their increased quota of readers. One theorist saw the education of the foreign-born as a contributing factor in increased newspaper circulation."

**Newspapers Cited**  
The newspapers in the big cities like New York and San Francisco are cited as examples to show how newspaper reading is growing. But it will not do to take from this that the newspapers in the smaller cities and in the towns and villages are not getting their share of the increased circulation. Go into any city or town and take a survey of the newspaper situation now as compared with fifteen years ago. The change is surprising. Formerly the editor often was barely able to hang on. Now newspapers everywhere are making money and the newspaper is regarded as one of the safest and finest fields of investment.

A few years ago it was predicted that the weekly and semi-weekly newspaper would pass out of existence. But now these papers are getting more prosperous every year, if they are properly managed. The reason is that they have quit trying to act like metropolitan papers and are filling their real place in the world which is to provide the people of the local community with the news of the community, much of which cannot be handled by the more metropolitan papers. As a writer in the Editor and Publisher put it:

**Actual Tests**  
Actual tests of the situation during the past five years with distribution facilities greater than they have ever been before, has proved that the country newspaper serves a field of its own. No matter what quantity of small town local news is covered in the pages of the nearest large daily, there are always the seemingly trifling news items of local interest, which mean so much to the small town residents and which

can be found only in their local newspaper, reaching them weekly or semi-weekly. Many readers of the local paper are subscribers of the dailies, but the local paper still has its place. And the local newspaper will continue to hold this place so long as it furnishes the people with the local news and carries forward the community spirit.

### "BOOK WEEK" BEING OBSERVED AT LIBRARY

#### Significance of Annual Event; Exhibit of Children's Best Books of Year

In observance of Children's Book Week the Public Library of Highland Park has placed in the lobby of the building an exhibit of the best children's books of the past year. These books have been carefully chosen from lists compiled by the American Library association and other authoritative sources, and represent only the outstanding titles of the past year.

This exhibit will be kept intact during this week so that teachers and parents may examine them with a view to gifts for the holidays or as a guide to a carefully selected children's library.

Book week is an educational movement which engages the attention of all who are seeking to encourage a love of books among boys and girls. It was originated in 1919 by the American Library association, the Boy Scouts of America and associated publishers, and was first called Children's Book week but later changed to Book week because so many high schools wished to take part with the elementary grades.

Each year Book week is observed more constructively. Entire communities now join in the book week program, the libraries, schools, book-stores, department stores, churches, women's clubs, business men's clubs, parent-teacher associations, Boy Scouts, Girls Scouts, Camp Fire Girls, theaters and social agencies all taking some part in the city's observance of the week.

The aim of these organizations in sponsoring Book week is not merely to have an impressive demonstration for seven days but to make the week the dramatic start of year-round community interest in and responsibility for young people's reading.

The boy or girl who reads easily and happily has within his reach great realms of information and recreation which could never otherwise be his. "Many times the reading of a book has made the future of a man," said Emerson.

### MAY ACKNOWLEDGE PAPERS BY PHONE

By a recent decision of the Ohio Supreme court, legal instruments may be acknowledged over the telephone and documents acknowledged in this way are valid. The decision was reached in the case of the Logan Oil and Gas company vs. M. K. Wells and Wilbur Keith of Cambridge, O. Keith had started drilling for gas on a farm which was owned by Wells, and the Logan Oil and Gas company claimed a lease. The defendants, however, held that the lease was invalid because of its recognition by telephone. When the case was tried before Judge Turnbaugh, he found the lease to be valid and now the Supreme court has upheld Judge Turnbaugh's decision.

### INCREASING VALUES BOOST SKYSCRAPERS

#### REAL ESTATE PRICES RULE

More Expensive the Land the Higher the Buildings Is the Idea Set Forth By Expert

"The present tax structure and level of land values in the central business districts of our leading cities can be sustained only if the owners of sites in such localities are allowed to develop their holdings to their maximum economic intensity," says W. C. Clark, economist of S. W. Straus & Co., in an elaborate report on the various private and public aspects of the so-called skyscraper problem prepared for the American Institute of Steel Construction.

The findings are of far-reaching importance to all American cities because of their bearing on traffic problems and all the other aspects of current skyscraper controversies. While the studies brought out the fact that on a chosen plot of ground in New York City, 75 stories was the most profitable height, it may be assumed that the same theories would apply to all American cities, modified, of course, according to conditions in the locality such as street widths, size of plot, land values and zoning law restrictions. Where land values are lower at present than the typical site course, would be in accordance with the principles of sound investments.

**Cost Is Factor**  
These studies also suggest that as property values increase in the future in various American cities, it may be necessary for building heights on certain strategic sites to grow in order that the owner may secure the maximum return from their investments. When the studies were begun, 75 stories was the height arbitrarily selected by Mr. Clark and his collaborators as beyond the probable maximum of height to secure the greatest economic efficiency for this specific site. Much to the surprise, however, the studies showed that 75 stories the curve of economic efficiency was still mounting upward, and, had the survey continued, a height of 85 or 87 stories might have been found to be even more profitable than 75 stories.

"Same regulation of building heights in the interest of public health is of course to be desired but any attempt to put into effect a flat level restriction of 8 or 10 stories advocated by some zoning enthusiasts who profess to find the source of all human ills in the centralized city which is itself the natural product of powerful economic and social forces will result inevitably in a severe deflation of land values and a complete disorganization of the whole tax structure. However, despite frequent claims to the contrary, the deflation of land values is in the central business districts will not be offset by a corresponding appreciation of values in the outlying sections, for the decentralized city will be found to be not only a less efficient but also a more expensive mechanism for carrying on commercial and certain (the by no means all) types of industrial activity.

"In the case of certain plots of very large size and appropriate location the most economical development may involve rearing a structure skyward to the height of 75 or more stories. For the normal plot of moderate size, even in the central business section of New York, the principle of diminishing returns usually sets an economic limit considerably below this giddy height, while the average plot in the city as a whole still probably find its most economical utilization in a structure of perhaps 4 to 10 or 12 stories."

**Experiment Detailed**  
These were some of the conclusions derived from a recent exhaustive investigation involving the hypothetical development of a solid block in the vicinity of the Grand Central terminal, New York City. A full city block was chosen, partly because under the New York Zoning law the really tall building gets a fair chance only on a very large site and also because it was believed that the trend of the future is towards this type of development. Certainly this conviction was strengthened by the results of the study and particularly by the straightforward efficient and inexpensive design which the large lot made possible, by the permanent safeguarding of tenants' light and air and by the imposing mass and proportion of the logical improvement of such a site as evidenced by the accompanying architect's sketch of the suggested 75 story structure.

Detailed plans were drawn for the erection upon this site of eight different buildings varying in height from 8 to 75 stories, each occupying the full block within the limitations imposed by the present New York zoning law. The co-operation of a large number of leading architects, consulting engineers, building contractors and building managers was obtained in checking plans and specifications and estimating cost of construction, operating expenses, gross and net income, etc., and it is believed that the study represents the most authoritative and most scientific determination of this particular problem that has ever been made.

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