

How Manila Newspapers "Raise the Wind" Your Newspaper: 3rd Article

The largest single item of expense in the publishing of a newspaper is that for the paper itself, newsprint. It is for the pulp with which to make this paper that large areas of American forests have been sacrificed during the century which has elapsed since old rags ceased to be abundant enough to supply all needs for raw material for paper, and the discovery was made that wood pulp or any other vegetable fiber may be converted into paper—the subject of the first article of this series. Many a newspaper has gone under the sheriff's hammer, unable to meet its bill for paper; and others have closed their history for the same reason but with more dignity, one means being, selling out to the opposition paper and letting one thrive where two would surely fail.

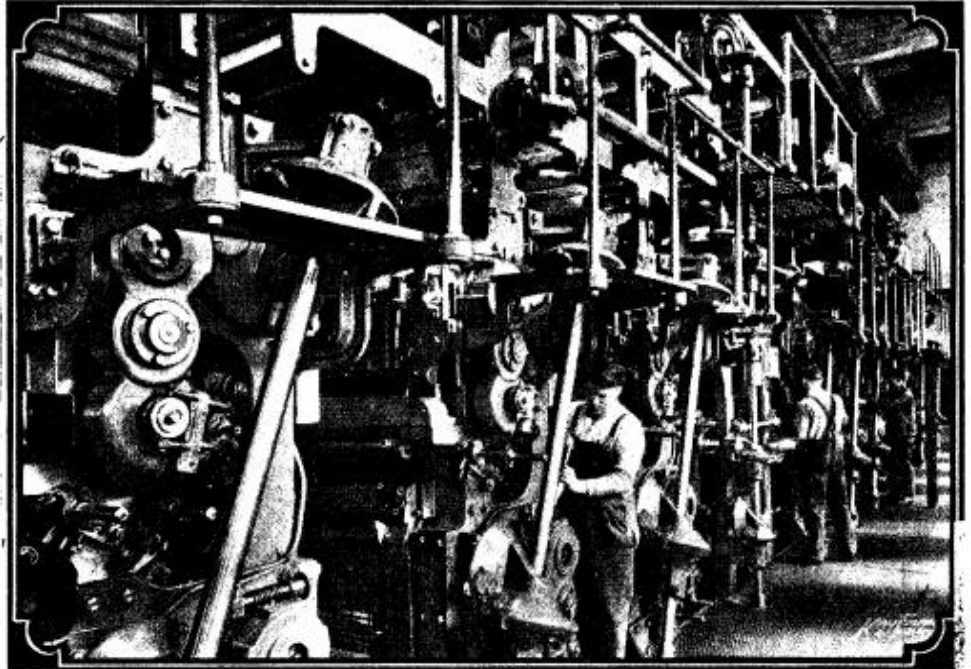
The lengths to which small newspapers must sometimes go to obtain paper involve the lugubrious efforts which are made the themes of stories and popular plays. The honest editor with the beautiful daughter holds up grimly under the mortgage and rebukes the banker's solicitations for his daughter's hand, and the paper merchant bills him his paper by express, *c. o. d.* This in idealized country towns in America; perhaps it has its counterpart in the Philippines, for the chief anxiety of every publisher is his paper and how to keep getting it. In Manila, however, the capital of an aristocratic class, *angels* are found for newspapers, in need of paper, which can employ editors able to play popular editorial tunes; and both the Philippine National Bank and wealthy individuals have served in this generous capacity—not, by the way, excepting for a bank, an improper rôle.

There need be no concern with names.

The tendency in any community *new* in respect to newspapers is for too many newspapers to be started; the heavy mortality among newspapers published during the early years of the present régime was referred to in the second

article of this series. It was followed by the death of all the Democrat newspapers, those of the minority, and by the birth of a powerful group of independent newspapers under the ownership and management of the Roces family, the *T-V-T* group. Consolidations and amalga-

mations will continue to be the rule until Manila newspapers are fewer, but better. Among all the American newspapers started, the *Manila Daily Bulletin* remains, a thriving, well-edited and well-managed publication, the sole one in the field. The *Manila Times* has arrangements with the *T-V-T*, and has the status of an afternoon newspaper with a Sunday morning edition still enjoying principally an American clientele. It has an American editor, other American staff members, and the benefit of the trenchant pen of L. H. Thibault, the man in general charge of



Battery of Presses, *Chicago Daily News*

It requires gigantic rotary presses of this kind to run off half-million editions such as American city papers regularly print

Associated Re-fuels

GRAF ZEPPELIN

When the world's greatest flying ship was re-fueled at Los Angeles
the gasoline selected was

ASSOCIATED GASOLINE

More Miles to the Gallon

ASSOCIATED OIL COMPANY

MANILA

CEBU

ILOILO

LEGASPI

IN RESPONDING TO ADVERTISEMENTS PLEASE MENTION THE AMERICAN CHAMBER OF COMMERCE JOURNAL

the T-V-T group. There seems to be a place for the *Times* and its former prosperity seems to be returning.

All newspapers derive their revenue from two sources, subscriptions, including daily sales, and advertising. Those less happily circumstanced and needing some special source of money for expenses are organs; and of all the means newspapers have of getting revenue, advertising is by long odds the most important. But circulation income is, among Manila newspapers, a greater factor than it is to metropolitan newspapers in the United States; an American city newspaper will not expect to get from circulation even the bare cost of its paper, but Manila newspapers get more than the cost of paper from their circulation revenue, and, at the prices charged for advertising, they must. There are some which sell their thin week-day editions for five centavos, but they get ten centavos for their larger Sunday editions; the day of the penny newspaper is far away and the pioneer penny papers will be vernacular sheets. The key to the masses is the vernacular.

Resorting to numerals as a device for anonymity, Newspaper No. 1, whose income was canvassed, was found to have collected about P350,000 during 1928, P100,000 from circulation and P250,000 from advertising; and its bill for paper was P50,000, about 15% of its total expense.

Newspaper No. 2 had an income of P371,000, of which P156,000 came from readers and P215,000 from advertisers. Their bill for paper was P56,000, about 15% of their total expense.

Newspaper No. 3, during seven months, had an income of P35,000, of which circulation revenue was P14,000 and advertising revenue P21,000. Its paper bill for the seven months was P5,000, about 15% of its total expense.

Newspaper No. 4, during eight months, had an income of P95,000, of which P30,000 was from circulation and P65,000 from advertising. Its paper bill was P10,000, about 11% of its total expense.

Newspaper No. 5, during eight months, had an income of P221,000, of which P110,000 was from circulation and P111,000 from advertising. Its paper bill was P64,000, which was 30% of its total expense.

The papers to which these data pertain are all turning a profit; they include the most profitable newspapers in Manila, and it is seen that their principal revenue derives from advertising. The question of who advertises remains to be investigated. For this purpose a slightly different grouping has been chosen, that of the Sunday morning newspapers in English and the Monday morning *Bulletin*. These newspapers will serve as an illustration of all the rest.

The display advertising in one of these papers, one Sunday morning, was found to total 992 column inches, of which 846 came from American sources—American merchants, or other merchants advertising American manufactures for which they are agents. That in another of the four totaled 1,330 column inches, of which 1,056 came from American sources. That in another totaled, 1,270 column inches, of which 1,142 came from American sources; and that in the fourth totaled 1,243 column inches, of which 884 came from American sources. Predominantly, then, it is the advertising of American commercial houses, and others having American manufactures for sale, that furnishes Manila newspapers their revenue. Wanting this advertising, the newspapers could not survive to serve their readers unless other advertisers came forward or unless very much higher subscription rates should be charged, or other makeshifts should be found partially adequate to an impoverished situation.

So much advertising derives from American sources, of course, because it is desired to sell the goods advertised; and the public, for the most part, is the Filipino English-reading public. Only one outstanding class of advertising is still addressed chiefly to the American-European public, i. e., that of the women's-wear shops which appears in the society-notes columns of the newspapers. Practically all other advertising is addressed to the English-speaking public generally, in which Filipinos greatly predominate. It is the first thought of an American

merchant or manufacturer, in selling goods, to advertise—a practice found to be profitable in Manila only within comparatively narrow limits.

The types of goods advertised are few. The bulk of manufactures sold in the Philippines are not advertised at all; this includes staples such as would be cried up to buyers in American cities in the homeland in whole-page and double-page spreads. The explanation is that importers sell staples directly to the retail merchants, nearly all of them Chinese, to whom the public goes in search of what it wants and in quest of cheerful opportunities to haggle over measurements, prices and qualities. Buy from one Chinese merchant or another, it is all the same; they are likely all to be in a guild, or they are mere clerks in a chain of shops owned by a single family or by one man. The only advertising these retailers do is to keep open their shops fifteen hours a day, ignoring alike the secular and religious holidays of the country. No one aspires to be a Woolworth, and none becomes one.

Not staples, but a few modern inventions of

high-unit cost are the things chiefly advertised in Manila newspapers; the advertising follows more the magazine advertising in the United States than that in homeland newspapers. The special comfort, luxury or necessity, usually to be had on the easy-payment plan, is advertised here. One sees here no Wanamaker able through the power of the printed page to draw multitudes into his store for special sales. If some budding Wanamaker should try the experiment, perhaps it would fail—possibly the crowd would continue to go bargaining on the by-streets.

Besides, while the charges in each newspaper are low, the charges in all of them together are high: to reach a public not exceeding 100,000 subscribers, many of whom reside in the provinces, would be to use practically all of the newspapers and pay a price commensurate with that charged by a homeland metropolitan paper going to double the number of subscribers in a single city.

It falls out that we have Manila newspapers, of the size, quality and general merit they are, because of a half-dozen inventions. Subtract two of these, the automobile and the phonograph, and the newspapers would be on lean pickings. One Sunday newspaper had in one issue, 334 inches of automobile and auto-accessories advertising, 110 inches advertising phonographs and records, 41 inches advertising patent medicines, 110 inches advertising household utensils, and 381 inches advertising sundry other items. Three others, closely comparing with this one, were checked. Radio advertising still claims minor space, but increases.

Fortuitously, Manila newspapers have attained the position they occupy today because the automobile and the phonograph, a new form of rapid transportation and a new form of entertainment, instruction and diversion, were brought to commercial perfection about the time of the American occupation of the city, and brought out here a few years later. Some of the American merchants who early established themselves here, and some of the other merchants, sagaciously reached out for the Philippine agencies of the new inventions, as these happened to come along; and these merchants became, as they remain, the great advertising patrons of the newspapers. They are now sharing this position only with the manufacturers who resort to more direct distribution through Manila agencies of their own.

Another paper in this series on *Your Newspaper* will appear in the December issue.

Aside from being one of the richest sources of antique furniture, much of it of genuine old mission design and much of it of a unique type, in Manila, the Philippines offer the buyer the best of modern hardwood furniture. If desired, this furniture will be made to order according to any design the buyer wishes. The craftsmanship is unsurpassed.

The Philippines manufacture, by hand, of course, the world's best straw hats, obtaining the straw from the midrib of the fronds of the buri palm. Wholesale shipments can be arranged for through the *JOURNAL*, which will put the customer in touch with a responsible dealer.

The wholesale value of native beef cattle annually marketed in Manila amounts to P1,500,000.

If you wish to buy rattan furniture, buy the world's best quality in Manila. This city is now manufacturing bark-side rattan furniture which is practically indestructible. The workmen are all trained craftsmen, the product genuine throughout. Find the shops that have this type of furniture, the other type is destructible.

Truth

The truth is such a precious thing
One never should abuse it;
One should be careful never to
Promiscuously use it.
So therefore, ordinarily
Employ some neat evasions,
And save the precious, perfect truth
For use on state occasions.

—A. E. Macdonald, in *Life*.



Judge's artist, "Mac," who shares honors with Judge, Jr. in *High Hat*, is worried about Xmas-card ideas. That's because he's in New York. Out here, of course, the thing to do is just to send one's ordinary card to a friend, with a case of—

GORDON GIN

—and rest assured of your friend's eternal gratitude!

Then again—

ROBERTSON SCOTCH WHISKY

—it's preferred
for good highballs always.

Kuenzle & Streiff, Inc.

Importers

343 T. Pimpin Tel. 2-39-36
Manila, P. I.