

*The*  
Kentucky Press



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Published In the Interest of Community  
Journalism - - Of, by, and for  
Kentucky Newspapers



*October, 1937*

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# Newspaper Promotion That Brings Results

C. F. Jewell of Breeze-Courier, Taylorville, Ill., Gives Some Valuable Suggestions

The following address by an Illinois publisher, was given at the meeting of the Hoosier State Press Association, April 9:

It gives me great pleasure to appear before a group of newspaper men in my home state of Indiana, not to deliver an address but just to talk about what I think is one of the most fascinating professions I know anything about. Not only is the newspaper a fascinating vocation in life but it is one where we are in a position to take an active part in the various civic and community enterprises. Some 20 years ago it was my privilege to become part of the newspaper profession and during those years I have served in most every capacity from bookkeeper to that of a publisher. During those years I have failed to find any secrets that provide a short-cut to success. Any success that I may have been able to obtain has been through application of some of the ideas that I have learned from my friends of the newspaper profession and other thoughts that may have evolved from some of the things learned. During the course of this shop talk with you today I hope you will pardon me for any personal references I may make for I am sure I do not want to appear to be boasting but after all you do want me to read what some one else claims to have thought would be a good idea.

I trust that a large majority of my listeners here today are connected with what I choose to call the "small town newspaper" and what I may say is directed to that group whether you are living 10 miles or 100 miles from the publication place of a metropolitan newspaper.

If you are attempting to keep pace with the larger newspaper in the matter of quantity wire news or features I believe you are facing a financial impossibility unless you are careless about the use of red ink upon your ledger accounts.

It is only a waste of time to talk today about the metropolitan newspaper as they furnish very little competition if we grasp the true responsibility of our own newspaper in our town.

With that out of the way we must realize that the day has passed when the merchants "give" the newspaper an ad out of loyalty to the home town newspaper. The advent of the chain stores into our towns has taught most of our merchants that they must look at their advertising just as essential an expense as their window display, store arrangement or any other legiti-

mate expense of doing business. They have also learned that they are buying something besides space but they are buying circulation and upon that alone can we base our advertising rates.

The hard roads have enabled the people of the small towns to go to the cities and they can no longer be referred to as "nicks." But there is one thing these people expect in their home town newspaper and that is the news of local happenings in all walks of life. Our circulation figures can well be governed by the amount of attention we give to that phase of our newspaper.

Give your readers the most important wire news and all the national features your revenue can afford and then don't overlook even the smallest of local news happenings. When you have exhausted your sources along that line there are still the local features that you can work up such as Safety Clubs—80 years series—old time pictures, consisting of pictures of well-known persons taken when they were quite young. We used that feature for both news and commercial purposes by giving show tickets to those who recognized the greatest number of pictures in one week. The name of the person in the picture was always given at the top of the classified page each following day and that increased our classified lineage more than the cost of the cuts, even before we installed our own engraving plant in 1931.

The 80 years series — I learned from the late Mrs. Deming of Warren, Ohio, and that feature proved to be most valuable from a point of reader interest and good will. In addition to the friendships added among the friends of relatives of the subject written about, we also prepared a most complete obituary file and pictures of personages who cannot be here long before their death and there we have the obituary with little or no trouble.

We have conducted various Safety Clubs for boys and girls in cooperation with our local theater. We printed pledge cards for the boys and girls to sign in which they agreed to stop, look and listen before crossing the street. These pledge cards were used as admission to a special matinee given for members by the theater at various times. Any one caught violating their pledge lost their membership cards and the teachers co-operated in keeping a close check on the members. All their names were published in the columns of the paper and at one time we had more than 1,600 members. Since that first Safety Club was organized some years ago there has not been a fatal accident to school children from being struck by an auto. That proved valuable as both a service and reader interest.

## Soft Ball League

For the past three years we have sponsored a soft ball league with play in our city park and this has provided an unlimited amount of entertainment for a great host of our people. We have controlled the nights of play to three each week in order that we may not retard the business of our confectioneries and other concerns that remain open evenings.

## Baby Editions

Those of us who have enjoyed the sensation of becoming the father of a fine bouncing baby boy or girl know that any nice things said about that youngster for the first few years is sure to hit the right cord on our heart strings. To meet that situation we publish an annual baby edition during baby week, using the pictures of from 40 to 80 of the youngsters with some "wise-cracks" about the baby or its parents — or even grandparents. We publish that in tabloid form and it has always proven to be profitable from an advertising standpoint.

Now after five years we are getting an accumulation of those cuts and recently we started another feature "Whose Baby" in which we run the picture of the baby, offering show tickets to the one who recognizes the greatest number each week and requesting the parents to come to the office and receive the cut free of charge.

## Dog Parades

For several years, until my time was simply exhausted, we staged annual dog parades with prizes for the "largest," "smallest," "ugliest," "best dressed," "best trick," and "most comically dressed" dogs. This stunt created considerable interest among both old and young and always attracted thousands of people to the business district of the city. This also pleased the merchants and incidentally increased the advertising lineage enough to more than bear the cost of the project.

## Carrier Boy Publication

Another stunt that proved very profitable both from the standpoint of revenue, reader interest and good will for two years that we did it was to permit the carriers to edit and solicit the advertising for one issue. We selected our staff through a circulation contest among carriers. The one with the largest number of points to be the managing editor and on down the line. Our staff took the time to work with each carrier during the day and every boy who secured and wrote stories for the issue was given a "by-line." The last time we staged one of these days we carried more than 900 inches of display, increased our city circulation by a substantial amount and caused considerable favorable comment upon the part of our readers.

## Local Improvements

We are ever alert to the promotion of various local improvements that prove beneficial to the city. We do not start a program of that kind until we have consulted the various city officials or other responsible persons to secure their support. We then start the publicity and then give credit to those who carry it through without taking any credit for the newspaper. The general public gives the newspaper credit for their part and the officials are ready to come back and co-operate again if given the proper kind of favorable publicity.

## Local Column

A local column is also a good stunt to create readers interest but it carries a certain amount of "dynamite." For several years I wrote a column and during that time I became a dad. I then in a joking way organized the "Ancient Order of Launderers of Little White Squares." The badge of this order was a small triangular piece of cheese cloth pinned with a small safety pin. Without realizing what this was all about it soon had me writing up all the new daddies in the column from almost every walk of life. This column writing I later turned over to my partner who is an old timer in that city who is very adept to writing verse and commenting on current events in a humorous trend and reminiscing of the early days and the people of that time. This commands considerable reader interest. We have worked several other stunts that I will not take the time to enumerate but we believe that local news of this nature has been responsible in increasing our circulation by more than three times in the past nine years. Then we were a poor second paper in the city and we now have the only daily there. We have a larger city circulation than there are homes and this has permitted us to increase our advertising from 20 to 40 cents and more than double our national lineage, in spite of the fact that there are four metropolitan dailies published within a radius of 28 miles of our city.

I might add that we have never resorted to cut prices or an automobile contest in the increasing of our circulation figures and two years ago we increased our mail subscription rate in the county from \$3.00 to \$4.00, and \$5.00 outside the county.

## Carrier Boy Promotion

While we are on the subject of circulation I wish to say that the best way to build sound circulation is through the carrier boys and that covers a multitude of stunts that make their work a game rather than daily drudgery. We have worked such stunts as Carrier Tournaments, Circus Days, Grab Bag Night, Excursion Trips, Weiner

Roasts, M... Treats, A... host of othe... not permit... Our latest s... is "bank ni... bank night... sum of mone... and the dra... event the bo... has not see... subscriber... money is le... amount dou... week. With the... newsprint so... I believe we... lem of some... revenue if w... the ever inc... ing business... Spe... For years... of the loss... We consider... sibility of du... sue and pub... day issue w... finally decid... our Saturda... reader inte... thus have a... lineage. We... of society pi... on Saturday... theatre to... coming the... would assu... page of con... other linea... by a church... of 32 weeks... the stores a... advertising... since the p... on Saturda... We build... by a specia... on that da... the farmer... of the coun... items. Wednesda... a motorist... lineage of... cessory stor... Friday issu... ly divided... amount of... I have h... number of... with you a... trespassed... subjects of... am always... of this kin... ideas that... newspaper... cessful in l... I will be ve... allotted to m... to answer... I know the... S. F. WI... writer on t... prie, was... Jamestown... position on... of the Cam...

Roasts, Merit Awards, Special Treats, A Bosses Banquet, and a host of other things that time does not permit me to mention here. Our latest stunt during these days is "bank night" is a carrier-boys bank night at which time a small sum of money is placed in the "pot" and the drawing is made. In the event the boy who wins the money has not secured at least one new subscriber during the week the money is left in the pot and the amount doubled for the following week.

With the increase in the price of newsprint social security and taxes I believe we are all facing the problem of some source of additional revenue if we are to keep pace with the ever increasing overhead in doing business.

**Special Advertising**

For years we faced the bugaboo of the loss on our Saturday issue. We considered for a time the possibility of dropping the Saturday issue and publishing a bulldog Sunday issue with a comic section. We finally decided to try a stunt with our Saturday issue to increase the reader interest of that day and thus have a talking point for more lineage. We now carry a full page of society pictures and society items on Saturday. We arranged with the theatre to devote a full page to coming theater attractions if they would assure us of at least a half page of copy in addition to their other lineage. This was followed by a church page sold for a period of 32 weeks at a time and some of the stores added to that lineage by advertising "After Supper" specials since the paper is issued at noon on Saturday.

**Farmers Page**

We build up our Monday lineage by a special Farmers Page feature on that day carrying the news of the farmers activities and several of the country correspondents news items.

**Motorist Page**

Wednesday is also built up with a motorist page that increases the lineage of garages and motor accessory stores. The Thursday and Friday issues are now about evenly divided by a greatly increased amount of food store advertising.

I have hurriedly covered a large number of subjects in this discourse with you and I trust I have not trespassed too heavily upon the subjects of some of the speakers. I am always anxious at a convention of this kind to secure one or more ideas that may prove helpful to my newspaper and if I have been successful in lending any help to you I will be very happy and if the time allotted to me permits I will be glad to answer any questions, provided I know the answers.

S. F. White, news and editorial writer on the Elizabethtown Enterprise, was formerly editor of the Jamestown News, and before his position on this paper was editor of the Campbellsville Star.

**COMMERCIAL PRINTING OPPORTUNITIES**

Many country printers, according to the Kansas State Press bulletin, have been content to mourn the passing of much of the commercial printing usually done in their shops. Others have turned to the commissions which can be secured by taking orders for many items desired by merchants, such as: Sales books, used in practically all stores, with commissions from 15% to 33%; bank printing, with lithographed checks, bookkeeping and statement forms, pass books and deposit slips, commissions 10% to 25%; county and municipality bookkeeping and account forms and books, commissions 15% to 25%; engraving products, such as visiting cards, invitations, announcements, greeting cards, and stationery, commissions 15% to 33%.

There are many other advertising specialties, such as badges, lapel buttons, theater tickets, maps, Christmas cards, calendars, novelties, etc., which are made and supplied by specialty houses, and carry worthwhile commissions to the man who gets the order. There is also a lot of printing that goes to the man who sells an idea. Go over the business enterprises in your town and see if you cannot figure out something that eliminates competition.

How about labels for a store that ships parcels to country buyers? One Kansas printer has done a big business in a neat folder card giving the distances to other cities on the highway, with a nice ad for the cabin camp on the other side. Using colored bond stock for social stationery orders will increase stationery sales. Get your photographer to use advertising material on his proof envelopes, and you print them. You can salvage a lot of commercial printing, and you can develop new customers at the same time.—N. E. A. Bulletin.

**NEWSPAPER SERVICE GREAT, PRICE SMALL**

Speaking before the Southern Newspaper Publishers' Association, recently, Roy A. Roberts, managing editor of the Kansas City Star, among other good things, said:

"It strikes me that all of us newspaper people have had too much of a defense complex the last few years. We get together and proceed to tear our own profession to pieces and air to the world what a venal business we are in. Now, personally, I don't feel that way about it at all. I believe in self-criticism more than I do diatribes from uninformed outsiders. But isn't it about time when we get together as newspaper men in conventions, somewhere, that we should tell the public and the world a bit more about the good side of our business? There is no need for American newspapers to be on the defense to anybody or any other line of work. True, we have evils, so does every other industry. But by and large, the American newspapers deliver a better product, going to more expense and effort to bring to the customers—the readers—the news of the world coupled with entertainment and informative features, than any other industry I

know of, and we offer it at a cheaper price too.

"I wonder sometimes if we are not a bit smug and if we do not get in the habit of just taking things for granted. I wonder if our readers really realize what they get for their money in the way of information and service each week at a price below the latest abomination, the double bill movies, cheaper than the gas bill or the electric light bill, many times cheaper. The newspaper brings to their doors news, pictures of world events within twelve hours after they happen, and it is the cheapest thing that goes into the family budget. We don't need to be blatant about it, but I believe if we did hammer home these things instead of being on the defensive so much, there would be a better public appreciation of the function and service being performed by the American press."

**NEED TO MAKE NEWS ATTRACTIVE, USEFUL**

If there is no formula for making news attractive and informative at the same time, and we know of none, there are basic rules which will be evolved as more newspapers undertake the task. On wire news, of course, the heavy burden of the services will be increased. The writing style will be changed, getting away from the journal-of-record idea that makes so much news soggy.

The wire news problem is, however, relatively easier than that of the local desk. Sharp, interpretative, writing of local news requires a higher journalistic talent than is generally found outside of relatively large cities. The youngster just out of high school cannot be trusted at this kind of work, even though his fingers ache to bat it out facetiously. A mature mind must be in control on the city desk if the paper is not to find all sorts of trouble in the swift, smart writing of youthful journalists. Schools of journalism which bear down hard on the trade and technical processes of journalism are not fitting graduates for this type of newspaper work. The schools which stress wide background in history, geography, economics, the elementary sciences and mathematics, will find their product in greater demand as the interpretative idea takes hold. That is all to the good—and it will provide places in newspaper work, well paid places, for men and women who won't waste their talents on a purely routine job.—Arthur Robb in Editor and Publisher.

**IT SHOULDN'T BE SO**

"The weekly newspaper is headed for the most vexing times in history; anything anyone can do to help the publishers meet the many problems with which they are confronted will constitute a real service to weekly newspaperdom."

This statement appears this week on the front page of The Washington Newspaper, official publication of the Washington Newspaper Publishers' Association, and forms the basis of a series of discussions which are being held during the next two months in various key communities over the state featuring weekly newspaper publishers and editors.

The statement does not necessarily imply the truth, but supposing that it is a direct statement and that the assumption is uttered as statement of fact. It need not be true, we say.

Given a community in which a weekly newspaper is economically justified—that is to say, a community that would allow a newspaper to eke out an existence for its publisher and help—there can be no excuse for vexing problems.

A publisher or editor with the proper outlook toward his community, creating a newspaper each week that is truly representative of the community he represents, working for the goal of development which permeates the business interests and administrative groups of his community, associating and working with his subscribers for the better interests of all, making a determined effort to round out "the best" newspaper in the district, or state, cannot help but find his "vexing" problems solved.

Recent trends have definitely shown the weekly with wider influence than its elder and more spectacular brother, the daily. Recent trends definitely show the readers more interested in the homely expressions of their country writer than the oft-time misunderstood and complicated paragraphs of highly paid daily editorialists.

It is our sincere opinion that the weekly newspaper is just now coming into its own and if there appear "vexing problems" of a questionable solution, they are problems many times created by the newspaperman himself who has refused to advance with his competitive brothers, the daily and the radio. Streamlined weeklies, representative of the community in which they exist, might be applicable if the country newspaperman keeps abreast of his world.—Goldendale, (Wash.) Sentinel.

**SOMETHING NEW,— SOMETHING OLD**

A business acquaintance remarked the other day, "Well, I've learned something new!"

The remark is an old one, used constantly, but it created a peculiar impression, because it brought out forcibly the fact that the newspaper man lives in a constant change, a galaxy of new things, and never a day passes, or even rarely an hour, but that something new is learned.

Few professions or trades exist which have these changes which makes life an interesting and varied program. There is nothing of the humdrum in the publisher's working day, nor can be ever remark at the close that "nothing has happened" or that the day has been wasted as far as some new impression or thought has been presented.

The most successful editors are those who keep their eyes and minds open for new material and new ways of presenting it, but even the most plodding of scribes cannot help but stumble over new and interesting facts.

Sometimes it lightens the day to realize that with all its lack of remuneration, the life of a newspaperman isn't the worst in the world, after all!

# The Kentucky Press

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**KENTUCKY PRESS ASSOCIATION**  
ORGANIZED JANUARY, 1869

### NEWSPRINT COSTS RISING

The Press has continuously pointed out to the members of the Fourth Estate that the majority of newspapers are charging too low a rate for their subscriptions. In many instances the rate is far below the cost of production. Statistics have been quoted in the trade press that the average cost per annum of producing an eight-page community newspaper lies between \$7.50 and \$8.50. If a newspaper is charging less than 25 per cent of the cost for each year's subscription, it is losing money and losing it fast.

Now comes the disquieting news that print paper will cost \$5.50 more per ton in the first six months of 1938, and \$7.50 more in the last six months. Every trade journal is carrying news stories to the effect that many dailies have either already raised their rates or contemplate doing so in the near future.

Most community editors are now faced with two questions: First, if the cost of newsprint advances, shall I cut down the number of pages in my paper? and, second, if my subscribers still demand the same size newspaper, shall I raise my subscription rates? It is a problem that seems to have one logical solution—subscription rates must be raised, because, we are sure, that no editor will cut down the number of pages.

The Press has always been of the opinion that every community newspaper should charge not less than \$2.00 per year for subscription. This opinion is based on knowledge regarding production costs. If a community newspaper is worthy of the name, it is worthy of adequate returns for the investment, labor, and tribulations. What are you going to do about it, Mr. Editor?

### PRICES MUST BE RAISED

When the grocer across the street found his last invoice for groceries billed to him at a higher price he promptly added that increase, plus a bit more, to his prices.

He must add the increase if he is to stay in business; if he is to replace his stock when it is sold.

He added the "plus" to cover the increase he would have to pay the clothing merchant for his next suit, or the dry goods merchant for the dresses and other things his wife and daughters would need.

The invoices received by the publishers and printers are showing increased prices and will undoubtedly continue to show increases. Those from whom they buy are paying more for materials, labor, taxes, rents—for all things that enter into the cost of their products. They are passing these increases along. If they do not, they go out of business, their employees will be out of jobs, and America will again be in the midst of another depression.

In the fact of all this, there are still many hundreds of publishers and printers who fail to pass along the increases they are paying, and will continue to pay. Possibly they can stand the next increase, ranging from 20 to 35 per cent on print paper. The time will come when the reserve is gone, when there will

be nothing left with which to buy paper, ink and other needed supplies. When it comes, the doors of the shop will be locked and the publisher and printer, as well as their employees, will be in the bread line.

Hundreds of publishers and printers have raised their subscription prices, their advertising rates and their charges for printing. They have not suffered any loss in revenue of business. The public expects to pay more, and is paying more for other things.

Why not follow the trend of the times before it is too late?

And remember the "plus" to cover your own and your family's needs. It, too, is necessary.

—Publishers Auxiliary

### "THE EARLY BIRD," YOU KNOW

Glancing through the confidential bulletin of a state press association, the other day, we came across this suggestion:

It may seem a bit early to start promoting Christmas savings club ideas, making gifts by hand, laying away a part of the weekly pay check for a Christmas buying fund, buying gifts on the installment plan, and buying gifts far ahead of time so that they will be ready to send to distant points, must be started by the end of October or the first week in November. Better do these things now.

1. See what advertising cuts and mats you have on hand from last year that were not used and might be usable this year.

2. Spot all toy shops and stores that are going to handle gifts for children.

3. Contact stores for advertising of "BUY IT NOW, Give It at Christmas" merchandise.

4. Plan a series of ads for all types of stores on the "Buy Your Expensive Christmas Gifts the Inexpensive Way" idea—installments.

5. Go through your linage records of last year. Make a list of your advertisers and the space they used, and from the list map your selling campaign for this year.

6. See what the opening date of Toy and Gift shops was last year and try to sell merchants on the idea of ballyhoo before the official opening.

### RULES FREE DISTRIBUTION NEWSPAPERS ARE NOT LEGAL PUBLICATIONS IN OKLAHOMA

OKLAHOMA CITY, OKLA. — A free distribution newspaper does not become a legal publication immediately upon its changing to a paid circulation basis, Attorney General Mac Q. Williamson ruled in a recent opinion written for Aubrey C. Moses, Cleveland county attorney.

Moses asked the attorney general if the Moore Messenger, which only recently changed from free distribution to a paid basis, could be considered as a legal publication since it had been published since June 2, 1935, although it did not have a paid general circulation until June 30, 1937.

Quoting the session laws of 1935, the attorney general ruled that a newspaper must have a paid circulation for a period of two years

before it can be classed as a legal newspaper.

The law states: "No legal notice, advertisement or publication of any kind required or provided by any of the laws of the state of Oklahoma to be published in a newspaper, shall have any force or effect as such, unless the same be published in a newspaper of the county having a paid general circulation therein and which newspaper has been continuously and uninterruptedly published in said county during the period of 101 weeks consecutively prior to the first publication of notice or advertisement."

### COVERAGE SURVEY VALUABLE

Robert Good, publisher of the Salem Post, has made effective use of the cross-section survey method in a study of coverage of his paper in Salem and vicinity. Wondering, as most publishers do, just how effectively he covers his community, Mr. Good employed a woman canvasser who went to 523 homes in Salem, which were selected at random, where she asked not only if the family subscribed to the Post, but what other weekly and daily publications were read there.

After compiling the results of his survey, Mr. Good was enabled to print for subscribers and advertisers a series of advertisements describing the same time he started a drive for new subscribers by offering an introductory price of \$1 a year. Business firms receiving direct-mail prices were also urged to make use of the job printing department of the Post.

Cross-section surveys, in which a certain percentage of the homes in a town are covered and the facts learned there applied to the community as a whole, are in good repute as research. Mr. Good took a cross-section somewhat larger than usual, however, and thereby gained more accurate analysis of his coverage problem.—Missouri Press News.

### GET A NEW SLANT

Every time a newspaper publisher goes on a vacation of a great length of time or extended distance, while he is gone he writes a weekly letter for his paper or upon his return he writes a series of stories and editorials.

These writings are always filled with enthusiasm for local conditions and suggestions as to what should be done to improve these conditions.

It has always been the contention of this paper that every publisher should get away from home just as often as possible and get as far away from home as time and money will permit and stay as long as he can.

It is difficult enough for a man to publish a newspaper for many years without becoming a little drabby at the heels mentally—it is just natural. So everything should be done which will enable this publisher to keep his shoulders straight, his chin up and his chest out, and nothing will do this like a good trip away from the old home-town.—Washington Newspaper.

The Mt. Sterling Advocate, published by J. W. Hedden, has adopted a strictly paid-in-advance policy.

A real small business torial in RATOR, Cooperativ Wisconsin chants an

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OFF WITH THEIR HEADS!

A real challenge is issued to the small business man in a recent editorial in the MIDLAND COOPERATOR, published by the Midland Cooperative Wholesale of Woodville, Wisconsin, entitled, "Small Merchants and Co-ops."

"Small business men undoubtedly render a useful service to their respective communities, but they possess no inherent right to do so. When people learn to organize and do for themselves even better than the biggest private business can do for them, they will eventually eliminate profit business, since there is no sense in creating profits for others when one has learned how to save them for himself."

This editorial is but one of the many noted in the material forwarded to the National Editorial Association office in its survey to determine the growth and progress of consumer cooperatives and their effect upon the local retail merchant. The editorial goes on to say that the small merchant must learn the same lesson that all others must learn, in that they have no inherent right to be supported by others, but must rely upon their ability to render an equivalent for what they receive. That if they can render but small service as compared with others their return must likewise be small. "Thus people learned that they had no need for kings and nobles, since they found they could do for themselves what these gentry claimed to do for them. Then kings and nobles passed into the discard, without any loss to the people. A similar result will take place when people learn to cooperate to serve themselves. Then they will have no need for those who would serve them for a profit."

N. E. A. TO WEST VIRGINIA

WESTON, W. VA.—The 1938 convention of the National Editorial Association will be held June 20-22, at White Sulphur Springs, W. Va., it was announced this week by Robert H. Pritchard, past president of the N. E. A.

SHORT, PUNCHY ADS PROVE SUCCESSFUL

A series of one-sentence advertising promotion ads was recently used in the Royal Oak (Mich.) Tribune. Each ad was set in regular newspaper face in the center of a box two columns by three inches, with a heavy border. The headline broken into the box at the top was, "Reasons for Using Newspaper Advertising." Or they could be used repeatedly as fillers in your news columns.

Here are some of the best ones: A newspaper advertisement can always be seen by the reader.

The newspaper advertisement, as part of the complete paper, goes into the home as a welcome guest.

The newspaper advertisement can have as much news value and reader interest as the news item.

The amount of text used in newspaper advertisements is dependent only upon the size of the space.

Newspaper advertising is flexible.

Newspaper advertising is quickly controlled.

Newspaper advertising may be adjusted to different conditions.

Nearly all of a newspaper's circulation is concentrated in its own market.

Newspaper circulation is known and is comparatively unaffected by daily change.

NEWSPAPER "30" SYMBOL HAS MANY EXPLANATIONS

Visitors to the editorial office of The Daily Times, watching the newshawks grind out the day's grist of copy, often inquire why the number "30" is typed at the end of each story.

The symbol "30" indicates that that story is finished. It means "the end," "that's all," "finished," "Tele-typewriters, upon reaching the end of the day's or night's quota of news mechanically type out, "THIRTY TO ALL" as an indication that the quota is finished. But in this sense, the symbol "30" also carries the impression of a parting salutation. Instead of saying "Good Day," or "Good Night" or "See You Tomorrow," the machine chatters out its "THIRTY."

In many newspaper offices "Thirty" also indicates, as a figure of speech, a time of day....that time of day when the last bit of copy has been typed, the last head written, the last stick of type set, with the paper being rushed to press.

All of which is simply enough explained until some more inquisitive visitor asks, "But why is '30' so used?"

That's a different matter. There probably are dozens of answers, but at present we can think of only eight. So here they are...take your pick.

1. When newspaper stories were written and set by hand, a period known to printers as 30 pica ems, was indicated by "x" in the manuscript copy; the end of a paragraph by "xx" and the end of the story by the sign "xxx," Roman for "30."

2. The journalistic symbol "30"

has a peculiar East Indian origin. In Bengali "80" means "farewell" or "I quit." An English officer in Calcutta used the figures at the end of a letter he sent to the East Indian company in 1758. The company, using the figures in their publication, made them "30" by mistake.

3. Typesetting machines that cast their type in slug form, used to set a maximum length of line "30" meaning the end of the line. (Old time printers dispute this version with the claim that the symbol antedates slug-casting machines.)

4. During a disaster, information was being wired to the outside world by a telegrapher whose number was 30, and who remained at his key and met death after his assistants had fled.

5. Early telegraph editors had a code of their own for sideline conversation on the wire. The figure "1" meant "wait a minute;" "4" meant "when shall I proceed;" "7" was "go ahead;" "8" indicated "I'm busy on the line;" "13" asked "what's the matter?" "17" stood for "I'm sending an important message;" "30" was "end of item;" "73" meant "kindest regards," etc., etc.

7. When the Associated Press was established, each member of the association (morning or evening paper) was entitled to 30 telegrams each 24 hours. When the last message had been set, it was marked "30."

8. The magistrates appointed by Sparta over Athens at the end of the Peloponnesian war were called the "30 tyrants," and were overthrown at the end of a year's reign. The end of the tyrants was heralded with a spirit of gladness—"30." —Worthington Times.

RESULTS FROM ADVERTISING

It pays to advertise in the Huntingtonberg (Ind.) Independent according to Mr. Reid Lukemeyer, proprietor of the Palace of Sweets, who gives the following conclusive proof:

In one issue of the Independent, Mr. Lukemeyer published a coupon good only on July 28, for a special

soda for 5c, and he served them by the hundreds that day. But the interesting point is that he served not only local people, but people from far and wide, including one person from Nome, Alaska. In looking over the coupons (which had to be signed and addressed) he found that he had had customers from 19 Indiana towns and from Kentucky, Missouri, Illinois, Michigan, Wisconsin, New Jersey, and New York.

New KENTUCKY POSTER STAMPS and POSTER STAMP ALBUM 25¢ POSTPAID. 25 beautifully colored poster stamps of Kentucky's famous places and historic spots for 25c with 36-page free "Kentucky the Beautiful" Poster Stamp Album, space for many additional poster stamps, as well as complete information telling how to build a poster stamp collection and names of all important new issues. Every poster stamp collector should have this set as an important part of his collection. We can supply four special "Kentucky the Beautiful" pages made to fit into the INTERNATIONAL POSTER STAMP ALBUM.

THE STANDARD PRINTING CO. INCORPORATED 220-230 S. FIRST ST. LOUISVILLE, KENTUCKY. Send me.....sets of "Kentucky the Beautiful" Poster Stamps @ 25c per set. I prefer the  36-page Album  the 4-page International Poster Stamp Album insert. I enclose  stamps  money-order  check  cash. Name: Address: ORDER YOUR KENTUCKY POSTER STAMPS TODAY!

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250 1/2 EAST SHORT STREET

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~ KENTUCKY

NOTICE! EDITORS!

NEW LOW RUSH ENGRAVING SERVICE

We quote: 60c a minnum one column kut unmounted \$1.28 two col. 4-inch kut unmounted \$1.92 three col. 4-inch kut unmounted Add 10c per square inch for mounting

We develop and print your films at reasonable cost

**RUN THIS AS AN ADV.**

If your advertisement were in this space, as many people would read it as are reading this. But your advertisement isn't here, and people don't know or care a rap whether you are selling real estate, peanuts, or popcorn.—New York Press.

Student editors, business managers, editors of annuals, and lowly reporters on high school publications will meet in annual convention of the Kentucky High School Press Association at the University of Kentucky, December 10-11. Two full days of entertainment and instruction is planned. Kentucky editors are asked to urge their novice high school journalists to attend the convention. Two hundred delegates are expected. The editor of the Press is director of the association.

The Executive Committee of the Kentucky Press Association will hold its annual fall meeting at the Capitol Hotel, Frankfort, on Monday, November 15.

The Bourbon Courier at Millersburg resumed publication September 24, after a three months suspension to install an up-to-date printing plant. The new equipment includes a linecasting machine, newspaper press, jobbers, and other office machinery.

Frank Remington, veteran Paris printer, celebrated his 50th anniversary as a printer Sunday, November 7.

Mr. Remington began his career in the office of the Kentuckian-Citizen shortly after the merging of the old True Kentuckian and the Western Citizen.

Of the 50 years Mr. Remington has been in the printing business all were spent in Paris with the exception of three years when he was a printer at Columbia, Mo., and later at Lincoln, Neb. In Nebraska he was associated with a newspaper which was edited by the late William Jennings Bryan.

For the past 30 years Mr. Remington has owned and operated a printing shop at the corner of Fourth and Pleasant streets. For the past few months, however, he has been confined to his home by illness.

The Walton Advertiser published the first issue of its twenty-third volume October 28, running a first page item concerning the anniversary.

The Wickliffe Ballard Yeoman, published by E. W. Wear, is almost fifty years old. The issue of October 22 carried Vol. 46, No. 52.

Mark M. Meadows, editor of the Warsaw News, has had a new attractive sign placed on the front of the News office.

A three-day cooking school, beginning October 27, was conducted by the Cave City Progress, published by the Embry Newspapers, Inc. of which Carols B. Embry is president.

Norman Klayer has accepted a position with the Versailles (Ind.) Republican where he began his new duties last week. He was formerly employed by the Millersburg Courier.

R. D. Petrie, publisher of the Todd County Standard, Elkton, announces the installation of a new commercial job press and many cases of job type for commercial printing.

All subscribers to the Campbellsville News-Journal have been notified by its publisher, J. P. Gozder, that their subscriptions must be renewed at date of expiration, or the News-Journal will be stopped.

Lila and F. M. Bell, publishers of the Georgetown Times, are cooperating with the local theater, and each week place names of subscribers at various points in the paper, with a free ticket as a prize for finding them.

A new system of city delivery, dividing the town into five groups of carriers, has been inaugurated by the Mt. Sterling Advocate. De-

livery of all papers is now scheduled to be completed by 8 p. m.

The Prestonburg Times and the Prestonburg Independent were recently consolidated, and publication will continue as The Times. The equipment of the Times has been moved to the building formerly occupied by the Independent. Norman Allen, publisher of the Independent, and John Allen purchased the Times from Mrs. C. B. Latta, and will publish the new Times as partners.

J. T. Howard, publisher of the Hickman Courier, was recently presented a fifty-eight year old copy of the Courier bearing the date of January 19, 1879. The relative merits of ballot and oral voting were being discussed at that time. Butter was ten cents a pound, and pork sold for two and a half to three cents a pound. The Courier was "going strong."

A "Pay Your Subscription Week" has been scheduled by the Versailles Sun, published by Dan M. and A. A. Bowman, who believe that "everything and everybody should have a week."

The Guthrie Times, published by Calude Talley Graves, was almost destroyed by fire recently. The loss, which was partially covered by insurance, was estimated at \$2,000.

● **PRINTERS' BUSINESS DIRECTORY** ●

**Louisville Paper Company**  
"A PAPER FOR EVERY NEED"

Permanized Bond Papers  
Maxwell Bond  
Howard Bond  
Cherokee News (Blue-white)

**Imperial Type Metal**

H. L. Felix, 1648 Sutton Ave., Mt. Washington, Cincinnati, Ohio  
IMMEDIATE SHIPMENTS FROM  
The Dickson Company  
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**Whitaker Paper Company**  
Nation's Finest Printing Papers

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G. C. Perrone, Lexington  
Ed Ballinger, Evansville, Indiana  
Frank Pund, Cincinnati

**Southeastern Paper Company**  
Louisville, Kentucky

Hammermill Products In Fine Papers  
Guy B. Roush, Representative  
125 HHLcrest, Louisville

**REPRO ENGRAVING COMPANY**  
HALFTONES • ETCHINGS • ELECTROTYPES •  
COLOR PLATES FOR ALL TYPES OF PUBLICATIONS  
PROMPT SERVICE • REASONABLE PRICES •  
505 ELM STREET • CINCINNATI, OHIO

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**Kentucky Press Advertising  
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Hal V. Brown, Manager, Louisville, Ky.  
620 So. 5th St.

The London Sentinel-Echo, published by Russell Dyche, has reason to be proud of its circulation, for the most recent subscription goes to the Aldecete (Spain) officers' training school where a local boy is located.

The Morehead News has installed a new cylinder press, and has moved to new quarters. The size of the paper has been changed from six to seven columns, by Jack Wilson, publisher.

George A. Joplin, editor of the Somerset Commonwealth was recently changed into a hitch-hiker because of his interest in news. While en route home on a train, he left the car to investigate an auto wreck, and the train pulled out without him. He had to wire for packages left on the train, and in addition lost his ride.

The September 29 issue of the Somerset Commonwealth, edited by George A. Joplin, began its twentieth volume.

A local woman has been employed by William J. Sample, editor of the Morehead Independent, to canvass the greater portion of Rowan county to secure new and renewal subscriptions.

Items of special interest to mine workers are now being solicited by Mrs. C. B. Latta, editor of the Prestonsburg Times, who is planning to publish a Mine Workers News for Floyd county in the regular editions of the Times.

Wood will be taken on subscriptions by Edward Hamlett, editor of the Columbia News, but he recently ran a notice that only a limited amount would be accepted, and requested subscribers to make their arrangements immediately.

Mrs. Jane Gretty McGuire, mother of Edward McGuire, publisher of the Brooksville News, died recently at the home of her daughter, Mrs. Andrew Brink, in Rochester, Minn. Funeral services were held Thursday, September 23, in Twin Falls, Minn.

The total distribution of the Hazard Herald's Coal Carnival edition reached the 21,000 mark with the order from the Blue Diamond Coal company for 18,000 copies to be sent to its customers in every state in the North and Northwest. The purpose is to acquaint them with the facts concerning the coal carnival, and the place in their hands the double page spread of scenes and history at Blue Diamond, which the issue contained. The Herald's editor and general manager is Charles N. Wooten.

The Hodgenville Herald News, edited by E. W. Creal, carried a large advertisement in a recent issue, boosting the results of its want-ad columns.

Because the subscription list of the Elizabethtown Enterprise is increasing, a new mailing machine has been installed by Editor Wesley E. Carter to take care of the business.

Miss Margaret Wood has resigned as society editor of the Campbellsville Star to attend the Georgia state university. Miss Elizabeth Miller now has the position of new society editor.

Mrs. John Hargan, Jr., publisher of the Marion Press, recently purchased the Marion News, published

by E. C. Calman. The subscription list of the two papers has been combined.

The Irvine Times office was visited recently by the pupils and teacher of a neighborhood school. They were shown the routine of publishing a weekly newspaper by Editor Robert Barker and his staff.

John S. Neal has resigned his position as advertising manager of the Evening World, which he has held for the past 11 years, to become editor and advertising manager of the Ledger & Times of Murray, Ky. He and R. R. Meloan of Murray, have purchased the interest of Joe T. Lovett, present editor and publisher. Mr. Meloan has been mechanical superintendent and in charge of production of the paper since 1928, when it was founded.

The Walton Advertiser has a staff of 33 correspondents who cover five counties in the Fifth district. It is edited by L. D. Stamler and J. L. Wallace.

The Barbourville Advocate has a new typesetting machine, and the October 8 issue carried a picture of it. There were also pictures of type displays, now available since it has been installed.

The editor of the Burkesville News, J. R. Shannon, recently found a supply of potatoes, peas, pears, apples, and a chicken left at his front door by a friend. The best thing about it is that the gifts were not in exchange for a subscription.

Ralph Spangler has been named head of the Harlan Daily Enterprise and is now planning a carrier service for the paper. He was formerly circulation manager of the Corbin Daily Tribune. Miles Wright, former foreman of the Middlesboro Dailey News, has been placed in charge of mechanical production.

The Caldwell County Times, a weekly newspaper published in Princeton, has as its new editor and business manager, Marvin Wachs of Covington. A. W. Jones was former editor and manager. A controlling interest in the paper has been purchased by Dr. U. R. Bell of Louisville, who has moved the paper and its equipment into a new building.

The mechanical equipment of the plant of the Independence Courier has been sold, and it will continue its publication in A. E. Stephen's Burlington Recorder plant. Jack Wild, editor, will spend more time in the field, promoting news and advertising. The job department will be located in the Wild home in Independence.

The rapid growth of the Paducah Press in the past two years, according to the editor, Murray K. Rogers, has been due to the goodness of friends who have patronized the advertisers. Less than two years ago, the assets of the paper were a portable typewriter and a 12d pencil. Today they have grown to a small and modern newspaper plant.

The Mountain Sentinel, a new magazine to be issued by Donald E. Webb, of Relief, is to contain poetry, stories, and historical sketches with legends and songs handed down for two centuries. These are to be written by the mountain people in whose interests the maga-

zine is being published.

The Hindman Herald, published by Bailey P. Wooton, and edited by Dennis Sturgill, began its third volume, October 14.

**SUCCESS OR YOUR MONEY BACK**

Want-ads are now being guaranteed in the Grove City (Minn.) Gazette, according to a recent policy announcement. The Gazette guarantees to refund the purchaser's money if he does not have some response to the ad, and agrees that the purchaser will be the sole judge of the response.

If after the ad appears for two weeks in the Gazette, the purchaser comes to the office and says that no one has answered the ad, either personally or by mail, the Gazette agrees to refund the money.

NEW YORK.—The Crowell Publishing company reports each mail bringing additional responses to the offer of Consumers Information on the general topic of consumer benefits from advertising.

Editors of both daily and weekly newspapers quickly grasped the need for such an educational series to interest the consumers in advertising and turn their attention to advertised merchandise and to merchants who solicit business through advertising.

The request for the series came in about equal proportion from every state in the nation. Editors in all sections realize the advantage to advertising generally, and to their own publications particularly in the printing of such articles.

Many publishers and many press association officials have written Consumers Information commending the idea, and the way in which the subject is presented. Will Loomis, president of the National Editorial association, strongly approved, and in his letter stated very definite reasons why such material was needed.

A number of state field managers have urged the editors of their states to obtain and use the series. Some have done this by letter and others through their weekly bulletins.

Advertising has been largely responsible for the growth of American industry, has created millions of jobs, increased wages, and by increasing consumption has decreased the price of commodities to the consumer. We have a right to fight to protect it, because we are protecting national life.

"These cuts or mats will be furnished free if you will but write to the Consumers Information, 250 Park Avenue, New York city. If you failed to look over the material sent you in this connection, we suggest that you look it up right away, and

write them your reaction. This is an unselfish effort on the part of the Crowell Publishing company to help us do a job which needs to be done right now, and done in a more or less subtle way.



**Erbar Medium for Heads; 28 pt. in 90-Channel Magazines**

**Its Effective Use in Display Advertising Also Accounts for Much of Erbar's Popularity**

Linotype's Erbar Medium Condensed is sufficiently "pulled-in" to give an excellent character count, yet it does not have that "squeezed-up" appearance of many condensed faces. The 28 point is especially popular in smaller plants because it will run in regular 90-channel magazines.

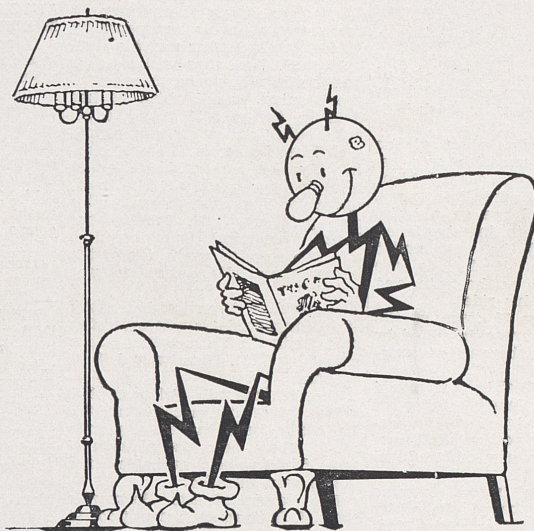
While Erbar is now being used for typographical modernization of many leading dailies, its versatility is proving even more valuable to alert papers of lesser dimensions.

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 TORONTO, CANADA  
 REPRESENTATIVES IN THE PRINCIPAL CITIES OF THE WORLD

**BUSH-KREBS CO.**  
 INCORPORATED  
 ARTISTS, ENGRAVERS  
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 LOUISVILLE, KENTUCKY  
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# Those Good Old Days



## When Grandpa Strained His Eyes By Candlelight . . .

# Today..

You get for About 1c an Hour Electric Light Equal to 167 Candles!

The Good Old Days were never anything like as good as they are cracked up to be in romantic novels and sentimental songs.

In the Good Old Evenings your great-grandpa strained his eyes and got a crick in his neck reading by candle light his Weekly Gazette, his Farmer's Almanac and his Bible.

Your grandpa threw out the candles and bought coal oil lamps. And your grandpa threw out the lamps and put in electric lights . . . for a good reason.

With our average electric rate you now pay about a cent an hour to use three ordinary 60-watt bulbs which give as much light as 167 candles costing a nickel each.

Your Electrical Servant,  
**REDDY KILOWATT.**

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