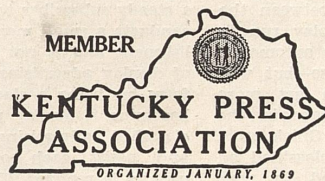




The Kentucky Press



**Volume Six
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April, 1935**

Increase Your Revenue By Classified Ads

By JACK WILD

Want ads had their beginning long before Caesar conquered Gaul. The Romans had no newspapers but they realized that it would be a mighty fine thing to have some method of spreading the news when they had togas or chariots for sale. They started the custom of smoothing off and whitening a place on the walls of houses for announcements or sculptured inscriptions.

Three hundred and three years ago, a Frenchman, Theophraste Renaudot, inserted the first classified advertisement to appear in a newspaper. This is the way that Renaudot reasoned: "If some one wants to work, and some one wants to employ, some one wants to sell and some one wants to buy, both must be supplied with the address of the other with the least expense and loss of time."

Classified ads have been recognized as important means of publicity for centuries. But there are still many editors who refuse to consider them seriously. It is obvious that they always have met a real need of the general public, and there is no valid reason why today this feature of the newspaper should be neglected.

A combination of sound experience and new ideas made a recent discussion of Keith Chick, advertising manager for the Pueblo Star-Journal, much worth while for Colorado and Wyoming editors.

"One must distinguish between the classified ad and the display run in classified columns, such as automobile and real estate dealers use—but who use it because they can get more response out of small space in the classified columns," Mr. Chick said. "Don't try to make the classified ad make you rich. Classified in your paper is worth the space it takes, even if you only break even, for the benefit of reader interest."

In the selling of classified ads, Mr. Chick cautioned the newspapers to watch details. "When a customer comes in with a want ad, try to write it yourself. Make the ad specific. Don't say 'How many times shall we run this?' Say, 'Let's run this seven times'—if you think the ad should be run that number of times. In selling classified, the main thing is to work at it. If you work at it, you can sell it."

The Michigan Press Association Bulletin has strongly urged publishers to develop their want ad columns to the limit. These little ads that bring 25 cents, 50 cents, sometimes more, right now provide the most fertile field in the newspaper business. Every one is a potential want ad column user. There is something they want to sell or buy or exchange.

Four points for every editor to remember are:

1. Recognize 25 cents as a quarter of a dollar.
2. Make definite plans.
3. Follow your plans through.
4. Resolve to increase your column.

There are many methods of building up a classified department, but that of personal solicitation still is the basic one. This does not mean that the publisher himself must devote valuable time and energy to "Chasing classifieds." It can be done by field representatives or country correspondents, who can carry it on in connection with their news gathering activities, and they will have an incentive to go after these small ads if they are paid a percentage of the revenue derived. There are many persons both on the farm and in town who can never be regarded as potential display advertisers but who can be made regular users of the classified department, if they are solicited actively and regularly.

In addition to personal solicitation, mail campaigns, and regular advertisements in the paper to promote interest in the department, may be employed effectively.

Quite aside from the actual revenue derived from the classified department, the indirect value of it is considerable. A satisfied customer soon becomes a good prospect for occasional display advertisements, as well as a steady subscriber to the paper. If he conducts a small merchandising establishment and is not ordinarily a user of display advertising, it is but a step from his being a classified user to his becoming a display user. Display and classified advertising work together and assist each other more than usually is realized. The publisher who is convinced that he cannot develop his display business any further can profitably turn his attention to building up the classified with the certainty that in doing so he also is building up display.

Miss Lois Beacham of the Norwood (Ohio) News and the Norwood Enterprise, has this to say in regard to developing classified advertising:

"You'll always find the newspaper with a large classified section one in which reader interest is carried throughout the entire publication.

"To keep the ball rolling, results must be obtained. Good will and service are two of the biggest factors in creating a successful patronage of your classified column, and that's no secret. The bulk of classified users are women, and they are very sensitive. It's good business to go out of your way to get a twenty cent ad from a woman and please her. If she is suc-

cessful with her ad there will be at least ten people who will hear about it from her own lips, and she'll advise her friends to use your columns.

"Classifications are important—we began in a small way using for rentals merely "For Rent," and when we soon received ads to start For Rent Furnished and Unfurnished, we separated these two rental columns.

"Our Woman to Woman column is successful, both in results for advertisers and in news ads for us. We place in this column dressmaking ads and other ads that women would read and answer.

"In Memoriams are a good source of revenue and should be given careful consideration. A death notice is printed free, of course, but in addition to this we first mail a card, suggesting a card of thanks, to thank friends, or an In Memoriam, for their deceased. A telephone call to the immediate family follows and if tactfully handled usually convinces them of the need of this publication.

"Although we as weekly papers do not need to watch censorship as closely as large daily papers, we do, however, make it a point to censor and restrict from our columns any ad that is misleading or does not state the facts clearly. On several occasions we have refused ads of Spiritual Readers, Girls Wanted, Salesmen Wanted, etc., when they do not state the nature of employment."

Personal solicitation has been used to good effect, especially as it offers certain advantages not open to soliciting for other departments. The solicitor approaches a farmer, for instance, and asks him if he has anything he wishes to sell to other farmers or town dwellers, or if there is anything he would care to buy from such sources. He inquires whether the farmer has lost an article, has a renting proposition or any other want or opportunity that would be served by a small ad. This salesman approaches the prospect from a standpoint of personal interest and does not try to sell him something at once. When the selling proposition is reached, the amount of money involved is so small that it does not scare the farmer. What the solicitor and publisher should bear in mind is not to look upon the ad as an end in itself, but as a means to an end. The ultimate objective far surpasses the immediate gain. Following up the customer to learn if the small ad has done its work often leads to more ads, to the sale of printing and subscriptions, and to a friendly attitude of the individual toward the newspaper.

W. Verne McKinney, editor of the Hillsboro (Ore.) Argus, in an article

concerned with classified advertising, writes:

"In my opinion classified is one of the finest features of our paper and goes a long way in assuring the desirable asset of reader interest to our display advertisers. Scores of farmers have subscribed to the Argus because it is the paper that carries so many 'little for-sale advertisements.' This department is given the most careful attention, the ads are checked and re-checked, and the greatest of care is used in the accounting. The leaks that are prevented through good bookkeeping of these little accounts have been of material help in paying for an additional girl in the office.

"We charge 10 cents a line for the first insertion, and 5 cents a line for each additional insertion with no charge less than 25 cents per issue. For a long time we charged 7 cents a line for the first insertion, but the advertiser was getting such good returns on the advertising that a one-time run was about all that was necessary.

"We carry a number of different classifications, such as Wanted, For Sale, Livestock, Machinery, Farm Crops, Real Estate, Rent, etc.

"The classified columns are promoted through the publication of stories telling of the results obtained by advertisers. These are usually boxed and placed on the front page. The stories are supplemented by small boxes on the front page calling attention to the classified columns and through a liberal use of display advertising. The regular display solicitor tries to make regular calls on real estate dealers and others.

"Another service we render that we feel is of benefit to the classified department is an employment bureau. Probably from the absolute dollars and cents return it amounts to very little, but it surely is a good-will builder."

That the classified department is neglected by a great majority of country publishers is evidenced by a survey of 76 newspapers which showed that 16 had no classified, and 45 carried less than 10 inches.

On the other hand, the Van Nuys (Cal.) News and the Medford (Wis.) Star-News both carry full pages of classified, while the Eugene (Ore.) Register has a record of 1,173,998 lines of classified in one year.

"Hammering incessantly on the subject of want ads has resulted in our occasionally having a full page of them, increased our paper from four pages with 1,100 circulation to a paper averaging 13 pages with 3,300 circulation in a country town population of 1,900. The income from want ads is not large in itself, but the interest in want ads is enormous. This interest has been one of the factors we consider most potent in enabling us to

multiply income from our newspaper business five times in ten years." That is the statement made by W. H. Conrad, publisher of the Medford Star-News.

"Tell something of the story in the first two words" is a rule of the Star-News. The publisher insists that repetition of "For Sale" on every item running down a want column is flat and uninteresting, while there is variety and reader interest when each want ad stands out from its fellows with the words that tell most, such as "ICE BOX for sale." "BABY BUG-GY, etc." "DAHLIA BULBS,—"

Another interesting discovery by Mr. Conrad is that things for trade have more appeal to the imagination of the reader than things for sale.

One would think that classified advertising should have kept up or shown little decrease during the last few years, but the contrary is true. A cross-section of American newspapers shows a slump in small ads almost as pronounced as that of display business. That condition must be discouraged, especially to the weekly and small daily paper that have started to build a classified section as an important adjunct to their publications. Much of the trouble arises from the decrease in real estate, renting and help-wanted ads.

An ailing classified department in dull times needs the same food that built it up in good times. It was not built up by voluntary contributions or anything which the neighbors brought in. It started small and grew by close, persistent attention. Today it is regarded with favor by all business-like publishers, and its possibilities for still further development are splendid.

HONESTY NEEDED IN JOB PRICES—McCOY

Know your selling price, be honest in recognizing your situation, distinguish between selling price and costs and the selling problem, and job printing profits will take care of themselves, Bruce McCoy, Wisconsin Press Association field manager, advised editors in a round table discussion over which he presided at the Friday afternoon session of the M. E. A. convention January 18.

"I think probably if we could put in one sentence the basic trouble of the industry for years and years, all the way through, it could be put this way: 'We never learned as an industry to sell printing on any other argument than I can do it cheaper than the fellow that has been doing it for you.'

"Despite all its disadvantages, the code has given us an instrument to begin work on eliminating that basic evil in the graphic arts industry. It is an instrument designed for that purpose. If you and I are big enough

we have something we never had before to correct that situation. I hope to modify that instrument to our needs we have begun on a new era of selling printing. Knowing what the costs of printing are, add a profit and sell at a reasonable price. We are going to sell printing on the basis of ink, make-up, typography, layout, paper stock, and the 500 other items that go into a printed product."

Speaking of the lack of confidence and honor placed in newspaper printers, Jay L. Putnam, of the Granite Falls Tribune, stated:

"I think it is our own fault. If the commercial printer worthy of the name knows his hour costs, if he does not know there are plenty of price books so he can determine it. It is not that he does not know it, it is simply that he does not have the intestinal fortitude to charge the right price. In my opinion, that is the reason we cannot make profits because we have not the nerve to ask for profit. So far as the selling of printing is concerned, there are many places where you can get ideas for the selling of printing. We have found the most profitable way to set such ideas in Printer's Ink, Inland Printer, and other such magazines."

The great difficulty is that too few of the printers who use price lists, or who buy them, or say they do, are able to read them," E. K. Whiting, Owatonna Journal-Chronicler, believes. "I will say, after 25 years' experience of cost accounting in my own plants, that you cannot go very much below Porte on anything."

Agreeing was Elwood Mills, Crookston Times: "We must have a cost accounting system. They can strike a pretty fair average if they will adhere to the code or the Franklin Price List. If they don't, or if the front office man will quote less than the outside price, then eliminate the damn fool."

"We find we get along much better with our customers when we show them the code prices; that is all we have to do," Henry Rines said of his experience on the Mora Times. "It has been our policy that if we could not get a fair price we would let somebody else have it."

Packaging of printed products was stressed by George W. Christie, of the Red Lake Falls Gazette. "We find attractive packaging helps," he stated. "For instance, campaign cards usually come in boxes of 500 each. We were cutting them up in small packages of 100 or 150 and they liked that method. If we work out some of these methods of packaging and call frequently and regularly on customers, I am sure we will get more business.

—Minnesota Press.

Send The Press some news items about yourself and plant.

Kentucky Press

Official Publication of THE KENTUCKY PRESS ASSOCIATION

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Jack Wild Assistant Editor

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POST OFFICE ORDER RESCINDED

By an order signed April 15, Postmaster General Farley rescinded General Order No. 6338 which permitted direct mail advertisers to use a simplified address system for posters and other advertising. Under it matter could be sent, not to any particular person by name, but merely addressed to "Householder" or "Patron." The reason given for this action was that "after continuing this test for six months the department has concluded that the revenue derived from this source is not sufficient to justify its continuance."

When this order was issued originally in October, 1934, it created a storm of protest from newspapers, on the ground that it tended to alienate advertising from local newspaper columns. Resolutions passed by various press associations, including our own KPA, and letters from editors over the nation played a large part in bringing about the rescinding of this order. This goes to show what a united front will do in matters that are detrimental to the publishing business, and again

emphasizes the need and effectiveness of state and national press associations.

With this victory won, our next and continued effort must be still directed toward government competition in the printing of envelopes. A concerted drive, such as just finished, will in all possibility stop this governmental practice that is detrimental to country newspaper shops.

PUBLISHERS ARE TOO MODEST

Too much modesty, according to the Richland Center (Wis.) Democrat prevents the average country publisher from telling his community just how much of his time and service he devotes to community enterprise. As a result the public has come to expect such services and to consider them the duty of the newspapers.

The Democrat thinks more statements similar to the following from the Rice Lake (Wis.) Chronotype should be made:

"Fourteen families in the city of Rice Lake make their living in the printing business. If Rice Lake is ever to build up it must be by supporting home institutions and home labor. If all Rice Lake printing were left at home at least ten more families could be supported by printing income. Think it over and act accordingly."

CLEVER USE FOR OLD CUTS

How old cuts may be used to improve the paper is shown in the feature "Familiar Faces and Places," which was introduced by the Beardstown (Ill.) Illinoian-Star. Pictures of several early citizens of Beardstown are run each week, and under each picture the person is identified and his place in the community is described. This is another interesting way to add local illustrative material to your paper.

LOUISIANA AD TAX INVALID

The discriminatory 2 per cent tax on newspaper circulation, levied by the Louisiana state legislature against newspapers having a circulation of more than 20,000 a week, has been declared violative of both the state and federal constitutions by three United States judges sitting in New Orleans.

CONSIDER THESE POINTS

Too many publishers know too little about the bookkeeping side of their business.

What would you think if you wanted to buy a newspaper, and upon asking the owner what his cash receipts and gross business had been during the last year, were told he didn't know?

But this is just the situation in a great many newspaper plants which are supposedly modern in all respects.

If you can't answer the following questions about your newspaper, there is something wrong with your bookkeeping system, and it is time to change it.

How much cash receipts during the last 12 months?

How did cash receipts of last month compare with the same month of last year?

How much of the total cash receipts were from advertising or

How much from job printing?

How much from subscriptions?

How much of your expense money was spent for donations, charity, stocks, supplies, etc.?

How many subscribers are paid up in full?

How much was spent in newspaper postage at any given time?

How much money have you deposited in the bank for any previous period?

RESTORES SUBSCRIPTIONS TO \$2

Increasing its subscription price from \$1.50 to \$2, the Woonsocket (S. D.) News informed its subscribers that the old rates would be in effect until Feb. 1. "Everything that goes into printing has advanced, so we are obliged to take this step," said Edward B. Oddy, publisher.

NEW LINOTYPE TYPOGRAPHIC DEVELOPMENTS

Memphis Bold with Italic and Memphis Light with Italic are now available in the 8, 10, 12 and 14 point sizes, announces the Mergenthaler Linotype Company.

That company also announces that Linotype Excelsior, the new newspaper body face now being used by more than 500 papers, and which has been available from 5 to 14 point in combination with Bold Face No. 2 or with Italic, is now available in combination with Gothic No. 3 in the 5 or 7 point sizes.

Other recent Linotype typographic developments include the cutting of Lining Metro and Lining Memphis in two weights in three sizes of 6 point and four sizes of 12 point; 16 point Bodoni; 14 point Bodoni Bold One-Letter Small Caps, and 30 point Poster Bodoni Advertising Figures punched in the regular position for the casting of two-line figures on 12 point bodies from advertising figure molds. And 42 point Erbar Bold Condensed may now be had to cast on a 36 point body from regular display molds.

Among the faces recently cut for the All-Purpose Linotype are 96 and 120 point Cheltenham Bold Extra Condensed.

Prepare Entries Now For 1935 Prize Contests

We are reprinting the rules for the 1935 contest with additional notes that were suggested by Pres. Gus. Robbins of the KPA. These notes appear in bold face type. For the sake of clarity, that rule applying to "no newspaper shall be eligible for more than one of the above prizes" should read "...for one of the above FIRST prizes."

That part of the contest for Best News Story which applies to the interpretation of the words "best community news story" should be construed to mean that said story must be based upon community progress or betterment rather than upon the common run of news stories. In the Best News Story and Best Editorial contests, the contestants will be required to submit two entries in each contest instead of one only.

Five contests will be open to Kentucky papers in the annual 1935 newspaper contest and each editor is privileged and urged to send his entry in for each contest. These contests include best all-around newspaper, best front page, best editorial, best news story, and best advertising composition.

According to the amended rules, no newspaper is eligible to enter any contest in which it has won first place for the preceding two years. Also, no editor is eligible unless he has attended the last mid-winter meeting of the K. P. A., unless excused by the committee in case of illness.

The exhibit this year promises to be one of the largest and best since the contest began. The committee is issuing this call for the newspapers to be entered, and, as in the past, valuable prizes will be offered. The rules and regulations for each contest follow. The papers will be put on display at the mid-summer meeting.

All-Around Contest

For guidance of the competitors the following will constitute the percentages by which the newspapers will be scored:

General appearance, 30 per cent; local news, 25 per cent; country correspondence, 5 per cent; personal items, 10 per cent; farms news or news pertaining to the chief industry of the section where the paper is published, 5 per cent; general news, 5 per cent; and editorial, 20 per cent. Factors to be considered in scoring of general appearance include make-up of front page and inside pages, advertising make-up and composition, headline schedule, literary excellence, community service, headlines' content, illustrations, typography and press work.

Each contestant is required to select one issue of his paper February and March 1935, from which the judge will select the best issue to be judged.

Prizes to be awarded are: first, silver set; second and third, certificates.

Front Page Contest

Factors to be judged include headline content, headline schedule, type balance, make-up, name plate and ears, press work and inking, appearance and illustrations (if any), news story value, balance, symmetry, and contrast. Each contestant is required to select one issue of his paper from his files of February and March, 1935, from which the judge will select the best issue. Prizes to be awarded include: first, silver set; second and third, certificates.

Best Editorial Contest

In order to stimulate the editors in expressing individuality, initiative, and leadership in this department which is the editor's own, attractive prizes are offered in this contest. The factors which will be considered in the judging are subject matter, thought sequence, community appeal, rhetoric (diction, unity, figure of speech, punctuation), and vocabulary. Prizes offered are: first, silver set; second and third, certificates.

Each contestant is required to select two editorials published in his paper between the dates of May 1, 1934, and May 1, 1935. Each editorial should be pasted on a sheet of paper with the notation of name of newspaper, date of issue, and writer's name. No "canned" or clipped editorials will be considered in this contest.

Best News Story Contest

At the request of a number of editors, this contest is continued for competition this year on the best community news story. The factors to be considered are content, sentence and paragraph structure, thought, unity, coherence, vocabulary, the lead, and community service value. The prizes include: first silver set; second and third, certificates. Contestants are required to select two of the best news stories published between May 1, 1934 and May 1, 1935. Each story is to be pasted on a sheet of paper with the notation of the name of newspaper, date of issue, name of editor, and name of the writer of the story. Open to weekly, semi-weekly, and country dailies in the state.

Best Advertising Composition

Three prizes will be awarded to Kentucky editors in this contest: \$5 for best full-page advertisement; \$5 for best half-page advertisement; \$5 for best quarter-page, or less, advertisement. Factors to be judged include type content, type arrangement, value of illustrations, selection of border and decorative material, and fulfillment of the three functions of advertising—attention, interest, and conviction. The entries are limited to advertise-

ments that have been set in the contestant's office, either hand or machine composition.

Each contestant may select any advertisement that appeared during the year, May 1, 1934 and May 1, 1935; each entry to be mounted on a sheet of cardboard with the notation as to the name of the newspaper, date of issue, and name of contestant.

Open to Every Newspaper

Each and every contest is open to every weekly or semi-weekly in the state. The news story contest also is open to country dailies. Every editor is urged to send in his entries for each contest. Competent judges from outside the state will be selected for each contest and every entry will be judged on its merits. Let us make this 1935 contest the biggest contest of them all! No newspaper shall be eligible for more than one of the above first prizes.

June 1, Deadline

All entries must be in the hands of Prof. Victor R. Portmann on or before June 1. Entries can be included in the same bundle, but each entry must be plainly marked as to the contest. The package must be marked "K. P. A. Newspaper Contest," and addressed to Prof. Victor R. Portmann, University of Kentucky, Lexington. It is suggested that the editor write a note announcing that the package has been sent, to avoid delay and possible loss of the entries.

FIND WHAT CUSTOMERS NEED

"Now if I wrote the ads," says the advertising manager of the La Junta (Colo.) Democrat, "the first thing I'd do is find out what my customers need and tell them about it."

So, suiting action to words, he tells the advertisers what was sold in La Junta last March with the "sly help of an ad in the Democrat." Democrat advertisements last March, he says, made "Easter bonnets march out of the stores in droves. Splendiferous neckties melted off the racks like snowmen in July. Sunshine and spring breezes made gasoline sales go up-sa-daisy."

The Flemingsburg Times-Democrat, weekly, has been purchased by Walter R. Green, formerly assistant head of the Cincinnati Post copy-desk. Special features and improved newspaper methods have brightened up this paper.

Friends of Joe Costello, versatile editor of the Cynthiana Democrat, will be happy to know that he is showing much improvement in health and is able to be out after a serious siege of illness.

K. P. A. Notes

By The Secretary

The Kentucky Press Association is affiliating with the National Editorial Association. That means that all members of the K. P. A. will get the benefit of the splendid service being rendered by both associations at a small increase in membership dues for the K. P. A. and a saving of \$2.00 a year for members of both associations. Heretofore, the membership dues have been \$5.00 for each of the associations. Now, the dues are only \$8.00 for K. P. A. dues, which includes the service of the N. E. A.

Many of the K. P. A. members had paid the \$5.00 for 1935 dues and have sent in an additional \$3.00 to cover dues for both associations. Every publisher of a newspaper in Kentucky should be a member of the Kentucky Press Association, an organization that has for over 65 years worked for the interests of the state publishers and printers. Now, by paying only \$3.00 additional the publishers will receive the services of the national publisher's organization. You'll get back many times over what it costs you to belong to these associations. Send your check for \$8.00 to Secretary-Treasurer J. Curtis Alcock, Danville, Ky.

* * *

The K. P. A. executive committee will meet in April and decide upon the time and place for holding the 66th annual mid-summer meeting of the association. Several places have extended invitations for the meeting, but regardless of the place the meeting this year promises to be well attended. The month of June will soon be here. Make your plans now to attend.

* * *

We still have the NRA and the Blue Eagle. Many publishers and printers, it is reported, are forgetting all about the code, but many others have been greatly benefited as a result of the code. In fact, we know a few publishers who have been saved from absolute failure because the code helped

them to stabilize their business. Others, we are advised, pay little or no attention to the code.

The secretary of the Kentucky Press Association is the Kentucky Regional code administration manager and to all those who have failed to pay code assessments he advises paying now, as the NRA has promised to take the necessary steps to collect all assessments—or know the reason why. It may take a little time to get around to everyone, but we are advised that it surely will be done. Other violations of the code will also be attended to if proper complaints are made.

Congress may make some changes in the NRA, but the publishers and commercial printers are now under the code and should do their best to comply with its provisions. If the code is observed, it is the best thing that ever happened for the publishers and printers.

The code administration manager has answered hundreds of letters on the code and has given valuable information to many calling at his office. He is ready at all times to answer all questions pertaining to the code. So, if there are those who do not understand what is expected, they will be given the information by asking for it.

Notices will be sent out soon, asking for a small assessment for the first part of 1935. Every establishment comes under the code and everyone should pay its part of the cost of administration. Let's all "do our part" so long as we have the code in effect, by paying just assessments and by complying with the code as best we can. Surely, that is not an unreasonable thing to ask. There are many laws we do not like, but we have to live under them just the same.

* * *

Members of the Kentucky Press Association having something to sell, or swap; needing a printer, or having some one in their employ looking for another job, are asked to report it to the secretary. Maybe, we can help you.

The secretary receives inquiries frequently from persons looking for positions on country newspapers. Most of them are news men and women and

some of them ask for a list of newspapers in Kentucky that can be purchased. If you would sell all, or a part, of your newspaper, you may report same to your secretary—confidentially, of course—and he might be able to find you a buyer. We know of half a dozen or more men looking for a good Kentucky newspaper, but do not know of any for sale. If you need a partner, or want to sell your newspaper, I shall be pleased to make a record of the fact and report to any one asking for such information.

Of course, there will be no charges for any services rendered by your secretary. We just want to help you, if we can. Let's all work together to make 1935 the best year in our history.

J. Curtis Alcock

Danville, Ky.

Sec'y KPA

MORE ON ADVERTISING RATES


Checking up his advertising rates and circulation with the N. E. A. recommended combination, Editor Joe Lovett of the Murray Ledger and Times proclaims the bargain rates available to merchants through his newspaper. He announced editorially: The Ledger and Times circulation this issue is 2,739. According to the N. E. A. recommendation our rate should be 48c an inch; actually it is more than 37% less. We are charging the local rate recommended for a newspaper having between 900 and 1,000 circulation. We are giving our advertisers more than three times that much circulation."

Editor Lovett points out an irrefutable fact: "Some newspapers are better; some are worse. Though in the long run circulation indicates a newspaper's value as an influence with its readers in selling goods or services, it often happens that a paper with 1500 circulation will deliver more results than a paper with 3,000 circulation.

"A newspaper's worth as an advertising medium depends as much upon its content as the number of copies distributed to readers. If it is filled with material its subscribers like to read, its space is worth more to the advertiser than if it is mostly occupied with matter that no one is interested in."

The Kentuckian uses the N. E. A. rate as an argument why his merchants are getting more than their money's worth; likewise, why an increase in his rates could be justified.

D. L. Bell, president of the Trimble Democrat Publishing company, Bedford, died Thursday, April 4. Mr. Bell had long been interested in journalism as well as in the banking business. He had made many friends in the newspaper fraternity who regret his passing and extend their sympathies to the surviving relatives.



INTRODUCING
on our left
ED. WEEKS

The new Manager of our printers supply department.
After 15 years association with the Bush - Krebs Co. he succeeds our old friend Harry Meyer.
Ed. is okeh — he'll be seeing you.

F. P. BUSH, Pres.
BUSH-KREBS, Incorporated
408 West Main Street Louisville, Kentucky
Engravers — Electrotypers — Printers Supplies

"AUTO CLUB" AD IDEA

The Faribault (Minn.) County Register, of which Bernard Carlson is publisher, offers this advertising idea to build patronage with filling stations or garages. It is an "auto club" whereby members pay \$1 per week for 20 weeks and in turn receive \$38.85 in greasing, oil changes, wash jobs and vacuum cleaning and at the end of three months each member gets a free polish job. A card is printed on which a record is kept, and the sponsor must advertise to put over his message. Benefit to the sponsor: New customers get habit of coming to station each week; extra business in sale of gasoline, accessories, etc.

The Paintsville (Ky.) News has installed a font of 8 point Linotype Ex-

celsior No. 1 with Bold Face No. 2, together with a model 14 Linotype.

KENTUCKY EDITOR VICTIM OF APOPLEXY AT HOME

J. I. Brown, 46 years old, owner and publisher of the Crittenden Press, died Tuesday, April 9, at his home in Marion, following a stroke of apoplexy. He was also owner of the Livingston Enterprise.

Twenty-five fonts of 7½ point Linotype Excelsior No. 1 with Bold Face No. 2 and one font of 7½ point Excelsior No. 1 with Italic and Small Caps have been installed by the Courier-Journal and Times of Louisville, Ky. The improved appearance of these papers is very noticeable, legible, and surely commendable.

The executive committee of the KPA and the regional code committee will meet on Friday and Saturday, April 26-27, at Laurel Crest camp on the Green river on invitation gratefully received from Editor Jody Gozder, Campbellsville News-Journal, and chairman of the board. Needless to say, the camp will be thoroughly enjoyed by the guests.

TRADE **LINOTYPE** MARK



Editor Pays Income Tax

Tried to Spend Profits on New Equipment; Money Kept Coming Back

When Editor M. I. Smart saw himself confronted with the necessity of paying an income tax, he decided to plow his profits back into the business by blowing his paper to a new dress. Selecting a neat outfit of readable Linotype Excelsior with sparkling Bodoni Bold headings. Editor Smart thought his tax troubles were over. Imagine, then, his chagrin when he found the new dress was attracting so many new readers that his advertisers absolutely insisted on an increase in rates.

In desperation, Mr. Smart invested his mounting revenues in a Two-in-One Model 14 Linotype . . . only to find that it set his paper so fast there was practically nothing left to do but fill out the tax returns.

Set in 7 point Excelsior No. 1 with Bold Face No. 2. Head in 30 and 14 point Bodoni Bold

MERGENTHALER LINOTYPE COMPANY
BROOKLYN, NEW YORK

TRADE **LINOTYPE** MARK

To The Publisher Who Always Lets "George" Do It!

The recent victory of the Kentucky Press Association, the National Editorial Association, and other state groups in the published order that stopped the pernicious practice of mailing advertising without addresses, again emphasizes the value of a state association for concerted action against abuses. You, who have been letting a few publishers do all the work, can show YOUR appreciation by joining YOUR state association and helping with YOUR influence and presence. Don't let "George" do it alone all the time.

Join The KPA Today!

How Can They Call This An Honest Yardstick?

After David Lilienthal, TVA chief, had finished his defense of the federal power project before the House Committee, in which he declared the rate "yardstick" to result from that experiment would be a true one—because the TVA would set aside 7½ per cent for upbuilding a surplus and 5 per cent in lieu of local taxes, squaring off the private utilities on their tax burden—Representative Cooper of Ohio asked:

"Does the TVA pay any real estate taxes?"

Mr. Lilienthal replied that it did not.

"Does it pay any municipal taxes, any insurance, any auto taxes, any gasoline taxes?" Mr. Cooper asked.

To all these questions Mr. Lilienthal replied "no".

"Does the TVA pay the special 3 per cent utility tax?" Mr. Cooper demanded.

Again the answer was "no".

—LOUISVILLE HERALD-POST

April 6, 1935

Kentucky Utilities Company

Incorporated

AND ASSOCIATED COMPANIES