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Bulletin On Social Security Defines All Doubtful Points

A bulletin giving a summary of "Regulations 90," issued by Guy T. Helvering, commissioner of internal revenue, was issued by the National Editorial Association to its members. These regulations clarify certain questions regarding the definition of "employee," period of employment, compensation and other matters relating to the excise tax imposed under Title IX of the Social Security Act and this N. E. A. summarization gives publishers the essential points in concise form. Those set in boldface have only recently been announced. The summary follows:

1. General provisions. a. An employer is a person who employs eight or more individuals; b. must be employed on a total of 20 or more calendar days; c. each such day must be in different calendar week; d. weeks need not be consecutive; e. individuals need not be the same; f. need not be employed any particular length of time; g. need not be on any particular basis of compensation; h. employment outside is not counted.

2. A person is an "employee" when: a. employer has the right to control or direct him: 1. as to result accomplished, and 2. as to means used; b. employer "has the right" to direct, whether he actually does it or not.

3. A person is NOT an employee when: a. employer can control or direct only the result of his work and not the methods used; b. he serves only as a director, and not as an officer of a firm, or performing other services for the firm; c. he follows an independent trade, business or profession in which his services are offered to the public. (Examples: physicians, lawyers, dentists, veterinarians, contractors, subcontractors, public stenographers, auctioneers.)

4. Excepted Services: a. agricultural labor actually done on a farm; b. domestic service; i. e. as that done by cooks, maids, butlers, valets, laundresses, furnace men, garden-

ers, footmen, grooms, chauffeurs. Only when done in a private room, "the fixed place of abode of an individual or family"; c. officers or members of a vessel's crew; d. services done by a husband for his wife, by a wife for her husband, by a parent for a son or daughter, by a child under 21 years of age for the parent. N.B. the services of a child are expected only while the child is less than 21 years old; e. government employees; f. religious, charitable, scientific, literary, and educational organizations' employees, if the organization is not for profit.

5. Basis and Rate of Tax. a. Total amount of wages payable by an employer for employment during the calendar year; 1. Wages are "payable" if: (a) there is an obligation at any time to pay wages; (b) if, at any time, wages are actually paid; b. It is immaterial whether: 1. wages are certain in amount; 2. the right exists to enforce payment of wages; c. wages include all remuneration whether payable in money or otherwise; d. rate is 1 per cent for 1936, 2 per cent for 1937, 3 per cent for 1938 and thereafter; e. employer may get credit up to 90 per cent of the amount he has paid in to an unemployment fund under the laws of a state, if the Social Security board has approved the state laws. Contributions must actually have been paid to the state for employment during the calendar year covered; f. any refunds received by an employer from the state after filing his return must be reported to the Commissioner of Internal Revenue.

6. Returns and Payment of Tax. 1. tax is due and payable without assessment or notice or demand; 2. tax is due on or before January 31 next following close of calendar year; 3. may be paid in four installments on or before: (1) January 31; (2) April 30; (3) July 31; and (4) October 31; 4. returns must be made on Form 940. (Will be available at postoffices.)

J. T. NORRIS IS REELECTED KENTUCKY AP CHAIRMAN

James T. Norris, of the Ashland Daily Independent, was reelected chairman of Kentucky Association Press newspapers at the annual meeting of publishers and editors of the papers at Louisville, November 21.

The meeting was devoted to a general discussion of the Associated Press and ways and means of improving the service. Members present were unanimous in their praise of the AP coverage of the 1936 presidential election, terming it the best ever given.

Among those who attended the meeting were Mr. Norris, J. L. Bradley, of the Providence Enterprise; Alvis Temple of the Park City Daily News, Bowling Green; Barry Bingham, Mark Ethridge, Neil Dalton, and George Michler of the Louisville Courier-Journal and the Louisville Times; Olin E. Hinkle, of the Lex-

ington Herald; C. G. Dickerson, of the Lexington Leader; Lawrence W. Hager of the Owensboro Messenger and Inquirer; J. L. Crawford, of the Corbin Times-Tribune; Dulin Mcss and Joseph Schindler, of the Frankfort State Journal; Joseph Lagore, of the Paducah Sun-Democrat; Vernon Richardson, of the Kentucky Advocate Danville; Wilmer Mason, of the Cincinnati Enquirer; and S. P. Ochtree, S. V. Stiles C. M. Guthrie, R. Anderson and W. F. Arbogast, of the Associated Press; and Keen Johnson, Richmond Register.

Linotype Paragon, one of the newer members of the Linotype Legibility Group for newspapers, is now available in combination with Italic and Small Caps or with Paragon Bold in the 6, 7, 8, 9 and 10 point sizes. Paragon is lighter than Ionic Excelsior, Textype and Opticon, but it, also has been designed to stand up well in stereotyping.

COOKING SCHOOL PICTURE TO BE RELEASED, JANUARY 1, 1937

The "Homemaker's Holiday" Motion Picture Cooking School is scheduled for release to publishers shortly after January 1st. Directed by the Home Economics Service Corporation and endorsed by the National Editorial Association, these Schools will be sponsored by 1,500 newspapers throughout the country during the Spring of 1937.

Leading national advertisers will participate in making the Motion Picture Cooking School possible. Ten advertisers have definitely been signed up; the others are simply waiting for the remaining 400 necessary newspapers to signify their intention of holding a School. Newspaper publishers are now being contacted through personal solicitation so the list can be completed at once.

This cooking school plan is an important movement in popularizing the non-metropolitan press with national advertisers. One press association secretary has called it "the first intelligent attempt yet made to answer the small town publishers' question, Why don't we get more advertising?"

Many Kentucky editors have signed for the cooking school. Others interested may procure information from Secretary Alcock, or by writing direct to the National Editorial Association, 134 N. La Salle, Chicago.

B. F. FORGEY HONORED BY ASHLAND CITIZENS

A testimonial dinner in recognition of his 36 years' of service to the community was given Col. Ben F. Forgey, president of the Ashland Publishing Company, by Ashland business men, November 24.

David Aronberg president of the Ashland Business Men's Association, presided, and Former Appellate Judge S. S. Willis was toastmaster. Among the speakers were J. C. Miller, vice-president of the American Rolling Mill Company of Ashland; C. H. Parsons, Judge H. R. Dysard, James T. Norris and the Rev. Samuel R. Curry.

AND THEN WORDS FAILED HIM

A sufferer who lives close to a railroad yard in a suburb wrote the railroad company complaining about the racket made by a switch engine:

"Gentlemen: Why is it that your switch engine has to ding and dong and fizz and spit and clang and bang and hiss and bell and wail and pant and rant and howl and bump and creak and clank and chug and moan and hoot and toot and crash and grunt and grasp and groan and whistle and wheeze and squawk and blow and jar and jerk and rasp and rumble and jangle and ring and jingle and twang and clack and chatter and clatter and yelp and howl and hum and snarl and puff and growl and thump and boom and clash and jolt and jostle and shake and screech and snort and snarl and slam and throb and crink and quiver and rumble and roar and rattle and yell and smoke and smell and shriek all night long?"

Tentative Program Planned For KPA Mid-winter Meeting

Setting a tentative program for the mid-winter meeting of the KPA at Louisville, on January 21-23, the program committee met at the Brown hotel, Louisville, Saturday afternoon, November 21. Those present included Vance Armentrout, chairman, Jody Gozder, Secretary, Alcock, and Victor R. Portmann. Others present at the meeting were J. T. Norris, President John Crawford, Vernon Richardson, and Keen Johnson.

The program will open on Thursday evening with registration followed by a buffet luncheon at the Brown hotel. Bridge, dancing in the Blue Grass Room for the more active members will finish the opening day.

Friday morning will open with the invocation and address of welcome, followed with the response by J. L. Bradley, chairman of the executive committee. President Crawford will give his annual address. The remainder of the morning will be devoted to an address and round-table discussion on the pertinent topic of cooperative advertising, following the lines already suggested to the KPA by the advertising committee.

The Courier-Journal will be hosted at luncheon at the Pendennis club. The meeting will again adjourn back to the Brown hotel where the afternoon's program will be devoted to an address by Harold Browning on the NEA convention and address and round-table on classified advertising, and a discussion on the National Security Act.

The day's activities will close with a banquet and entertainment tendered by the Louisville Board of Trade.

Two topics will hold the interest of the convention on Saturday morning. The first, Job Work, will be led by Dave Griffith superintendent of the Kernel printery, U. of K. and the second, Circulation, will be led by Henry Lee Waterfield, editor of the Hickman County Gazette, Clinton.

Reports of the legislative committee, secretary-treasurer, and other committees will be heard, followed by the annual election of officers and adjournment.

The program will be devoted strictly to business problems in which every editor is vitally interested and every newspaper man in the state should plan on being present. Members of the KPA are urged to be present while non-members, well, isn't this a good time to get in your application for membership?

A mid-day luncheon by the Mt. Sterling Octogenarian Club was given in honor of J. W. Heddon, Sr. on the celebration of his eighty-ninth birthday on October 28. Mr. Heddon still takes active editorial interest in the Mt. Sterling Advocate which post he has held for many years.

How One Prize Weekly Solicits Advertising . .

By Harry E. Taylor
Traer, Iowa, Star-Clipper

It is difficult to advise other publishers on how to get more advertising, except in a general way, and how much value that sort of advice is I hardly know. Every merchant and every other prospective advertiser is an individual problem all by himself, and he has to be handled in a different way, generally, from the others. There is a way to get some advertising from most of the business men in our town, but only experience teaches the best manner of approach. I imagine this is true of any city or town. There is no method of soliciting advertising that beats personal contact, at least none that I have ever discovered. Even that fails, of course, to produce business from many business men. I try to analyze each individual prospect who is not an advertiser, to determine why. Often the fault lies with me or with someone else in our organization and can be corrected.

The best prospects are those who are doing a profitable business, or at least are breaking somewhere near even. I have never had much luck in getting any great amount of advertising from a merchant who is operating at a loss. Of course, we have all been told for years that advertisers should spend more money for space when times are hard than when business is good, but in actual practice they don't do it. I never knew one. Even the leading national advertisers slash their advertising "expense" when they need the advertising most.

I think national advertisers are little different from small local advertisers. When times are good and they are doing plenty of business, advertising is an "investment," but when their volume of business is cut the advertising becomes an "expense," and they reduce there appropriation radically.

During the depression we have concentrated our efforts in promoting advertising to the lines that have been doing the most business—food stores, clothing stores, department stores and others handling actual necessities. We have been able to prove that advertising still pays in these cases.

We haven't been able to do much business with the business men who are selling luxuries or with financial stringency. While it is practically impossible to hold jewelry, hardware, furniture and drug stores as regular every-week advertisers, they can be counted on to furnish some periodical advertising and should be cultivated.

We have a farmers' stock company here in the lumber and coal business who, in good times, ran 33 inches of advertising a week with us. Of course, we couldn't expect them to keep that up during many months in which there was practically no new building projects and but little repair work. We tried to hold them to a regular ad but a smaller space. After a while this failed. It was a case in which the company was hard pressed, but it

still is in the market for an occasional ad, and we cultivate the good will of the manager and get as much business from him as possible.

I submit this as an illustration of our methods in getting business from certain business houses that cannot be held as regular advertisers in the course of a year.

I have never been very strong for special pages or special additions. We have issued some very creditable special editions, but there has been some reason for them other than simply to sell advertising space. I would rather sell some plan of consistent advertising to a business man than to make him a sucker for some special page stunt that has little merit. I would rather have enough regular advertisers to insure a creditable looking newspaper every week than to put out a sheet that looks highly prosperous one week and starved the next.

I have been extremely cautious of all of the oily-tongued boys who come in with a special advertising campaign or stunt to put over. I have tried to discourage them in practically every case. I would rather contact our advertisers than to permit a high-pressure salesman to upset my routine, although I admit they can often sell advertising to some business men where I cannot. But the after-effect of many of these campaigns is bad. Our experience is that the average business man will spend only so much money for advertising, and it is to the advantage of the publisher to help him spend it as wisely as possible.

No matter how much a business man nowadays may like you or your newspaper personally, he will not advertise long unless the ads bring results. There was a time when business men could carry an ad in the home-town paper without thought of returns, but that time is past. Now they have got to see positive proof of the pulling power of the advertising or you can soon count them out of your paper. It therefore becomes the responsibility of the publisher to make every advertisement in the paper as profitable to the advertiser as is humanly possible on his part. The merchant's problems today are the publishers' problems. We have to study each advertiser's business, to some extent, to suggest ways and means of helping him with advertising copy that will increase his business.

I personally write at least half of the advertising in our paper. Without posing as an authority on business management, I try to cultivate the good will of the merchant by making suggestions on timely and reasonable advertising that should prove effective. We have several regular advertisers who would not, and probably could not, write an advertisement for their business, but as long as the publisher is willing to help them they are willing to spend some money for space.

I have in mind a farm implement dealer in Traer who has never missed a single issue of our paper in nearly 20 years. His ad is al-

ways there. I consult him frequently about what is the best thing to run this week or next. The rest he leaves to me. Naturally, with the confidence of that advertiser, I try to get up as good ads as I could turn out if the business were mine. He has told me many times he couldn't write an advertisement if he were paid for it, yet he wants to advertise, and says as long as I am willing to "bother" with him he will try to find the money for the space. The fact that a few people at least mention his advertising occasionally keeps him in our paper week after week, and I think he takes a little pride in the fact that he has never missed having an ad in a single issue of our paper.

I try to keep our advertisers and prospective advertisers posted on the unusually large circulation of the Star-Clipper. We still have a list, after three and a half years of tough times, of well over 3,000 subscribers who pay \$2 or more per year. I show them our mailing list. It is a list to be proud of for a paper in a town of less than 1,500 population, and the mailing list slows up big when examined by the advertiser. It is convincing proof of coverage. I compare the cost of advertising in our paper with the cost of mailing one-third as many bills by mail. That is a big talking point for most newspapers.

EXPERIMENTS IN FIRST-PAGE MAKEUP

Experimentation with first-page makeup continues with a view to creating a page that will give the greatest satisfaction to the reader. Headline writers, limited in space as well as by the size of the letter used, have struggled, often in vain, to write a strifeful bulletin of the news in the story. It has been necessary to use short words, sometimes with the result that the meaning intended to be conveyed is lost to the reader, and it has been necessary for him to read the article to understand the head. It was this condition that Earle Martin, of the Cleveland News, sought to relieve by using and advocating a head of a different style from that in general vogue—one that would say all that it was necessary to say and yet leave the headline-writer free. That style was described by him as "unmeasured lines—one, two, or three, as desired, flush left." He has used it with success on the News, approval being given by both the writers and the readers. The Columbus Dispatch in its final stock edition is now using it in single- and double column measure, apparently with success.

Any trouble with the prevailing makeup of the first page, which is supposed to carry in some measure all the latest and most important news, is that so many articles must be broken and carried over to a later "run-over" page. This makes it necessary, if the reader would read all of the story at once, to turn to a later page. If that is done, attention may be diverted from other stories broken over from the first page. At any rate there is

inconvenience in turning the paper so many times to get the news. Now there is an effort to correct that defect.

In a recent number of Editor and Publisher, there is an explanation of what is being attempted in two newspapers, the purpose being to make the first page a bulletin page, with timely art and the stories themselves on an inside page, each complete. One of the papers is the Boise (Idaho) Capital News. The front or "window" page contains a directory of the day's news to be found inside, condensing the essential facts of each story for the benefit of the "headline scanner." It also carries late news bulletins, art, some feature material, and a few short stories written in condensed or tabloid form.

Late bulletins on inside stories are carried in a bulletin column on the first page where it is impractical to remake inside.

"The advantages are quickly apparent to the reader and the advertiser; at least that has been our experience," Sax Bradford, editor, says. "Live news is distributed more evenly throughout the paper, yet the reader is never at a loss to know where to look for his story. Each condensation on the first page is followed by a page number guide-line to the complete story inside."

"Our aim is to present a complete digest of the news plus a daily program or guide to local activities on the first page, binding the whole together with timely art."

Similar treatment is given by the Dayton Beach (Fla.) News-Journal, whose editor, Herbert M. Davidson, told his readers: "Later on, perhaps in this newspaper, perhaps in larger papers where there are greater facilities for rewriting news from a great variety of sources, there will be a complementary development in writing style which will condense news, tie it up with its background, give it continuity, and make its presentation a more rounded picture of the significant goings on of the day than editors even dream of now."

EARLY AMERICAN HUMOR

Jokes seem to be a never-ending procession of rewrites of old ideas. To wit the following examples of humor of our forefathers, the first from the Herald of the United States of December 22, 1797:

"Some persons relating to each other the many wonderful objects they had seen in the course of their travels, one of them asserted that he had seen in Africa, some grass growing that was as high as a house, and appealed to his companion for the truth of the story; this his companion made no hesitation in confirming, and declared that in the very field where the grass grew, after walking some time, he sat down to rest himself, and in the course of a few minutes found himself raised 30 feet from the ground, in consequence of having sat upon a mushroom that was growing."

S. F. White, former publisher of the Taylor County Star, Campbells-vill, has purchased a partnership with M. H. Bernard in the Jamestown News.

The Kentucky Press

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VICTOR R. PORTMANN.....Editor

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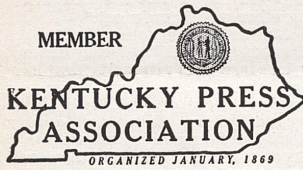
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Happy Birthday to You!

The West Kentuckian, Murray, J. C. Jennings, editor, entered its third volume November 5.
The New Albany New Era, W. H. Nunn, editor, celebrated its twentieth birthday November 11.
The Columbia News, Mrs. Daisy Hamlett managing editor, celebrated its fortieth birthday with the issue of November 11.
The Glasgow Republican, C. M. Foster, editor commenced its fortieth-fifth year of publication on October 29.
The Ballard Yeoman began volume 46 recently and has been under the editorship of E. W. Wear for over half of its publication.
The fiftieth anniversary of the Shelby News Shelbyville, was celebrated by a special edition on October 29. Mrs. B. B. Cozine is publisher and Wade McCov, editor.
The Sheperdsville Pioneer-News, J. W. Barrall, publisher, began its fifty-second year of publication on November 6.
The Barbourville Advocate Henry R. Chandler, managing editor, began volume 34 on November 6.
Under the management of the Richardson family for almost sixty years, the Glasgow Times celebrated its seventy-first year of continuous publication on November 4. Joe Richardson is publisher and editor. One of the founders of the

Times, W. L. Porter, Glasgow, recently celebrated his ninety-third birthday.
The Mount Vernon Signal, W. T. Davis, publisher entered into volume 29 on November 12.
Congratulations to these newspapers and their editors who are making Kentucky history.

TRENDS IN THE USE OF PREMIUMS

Following is a story on the use of premiums, sent out by the U. S. Department of Commerce late in 1935, which gives some interesting sidelights on the premium situation. It was digested through the courtesy of Advertising and Selling by John Caples.

Some of the current objections to the use of premiums are:
"Premiums add extra expense."
"Premiums are a nuisance."
"I can produce advertising copy that will sell goods without premiums."
"Money spent for premiums will be subtracted from the advertising budget."
"Premiums may increase sales temporarily, but what will happen when we stop giving away premiums?"

"If the whole industry starts giving away premiums, the public will be getting a break, but the manufacturers' total sales will be just where they were before."

The most practical answers to these objections are:

1. A number of manufacturers have used premiums for years and are continuing to use them.
2. It is estimated that 50 per cent more concerns used premiums in 1935 than in 1934. Among the new users of premiums are tobacco

manufacturers, rug manufacturers, insurance companies, coal dealers, makers of washing machines, refrigerators, and automobile accessories. A single page in a New York newspaper, September 12, carried four premium offers, and a single manufacturer is known to have distributed 20,000,000 identical premiums since 1932.

3. In 1929, \$300,000,000 was spent for premiums. This annual figure remained about the same for several years. But in the last 12 months \$350,000 has been spent for premiums. Advance orders placed with premium sellers indicate that \$450,000,000 will be spent for premiums in 1936.

Popular Methods of Distributing Premiums

1. Premium, such as silver spoon, is enclosed in package.
2. Dealer hands premium to customer at time of purchase.
3. Customer saves coupons which come with every package and selects premium from catalog. Customer then calls at special premium distributing store or writes for premium.
4. Customer mails box tops and receives premium.
5. Customer gets sales slip showing purchase of product and mails it with 25 cents for premium valued at \$2.00.

Users of Premiums

1. To introduce a new product.
2. To stimulate sales of an established product.
3. To get new users.
4. To secure leads for salesmen.
5. To find out something about customers. (Example: radio souvenir offer to find out geographical location of customers.)
6. To get counter display or window display. If you are giving away attractive glassware with your soap, the grocer will probably give you a nice display. Otherwise he may keep your soap under the counter.
7. To boost off-season sales.
8. To keep people buying your product continuously. If your soap wrappers contain coupons, the customers will have to keep buying your soap for a long time in order to accumulate enough coupons to get the big 12-tube mahogany cabinet radio set which you have to offer in your premium catalogue for 12,000 coupons.
9. To increase the unit of sale. In other words, "Buy 6 cans and get this gadget free."
10. To get customers to use the product correctly. For example, free recipe book, or correct-size baking pan free.
11. To get children to work on their parents to buy your product. The fact that there are more than 40,000,000 children, age 1 to 18 years, in the United States, makes premiums with child appeal very important.

The method of premium advertising have not changed greatly over the past few years, although a few differences are visible, as for example the use of merely a box top or part of the package label instead of the entire package wrapper as a requirement for a premium. The use of cash requests by advertisers, such as 10 cents or its equivalent in stamps in addition to the box top, is also used more widely now than in the past. The maintenance of special stores where the

customer may select his premium has given way to distribution by the dealer or by mail. One company is requiring sales slips showing purchase instead of box tops, thus making it essential to make a new purchase in order to get the premium. Other manufacturers are using testimonials to prove that the premiums are worth the value placed on them, and these testimonials are printed in the advertisements.

Some Warnings and Don't for Premium Users

Don't create ill-will among customers by exaggerating the value of the premium. If it is worth 50 cents retail, do not say that it is worth \$1.25.

Don't try to guess what sort of toys or gifts will have the most appeal to children. You will very likely guess wrong. Find out by actual test. For example, ask 50 boys which they would rather have, a police badge, a baseball cap, or a pencil set. Premiums for girls have not been as well chosen as those for boys. Reason: Men have done the choosing.

Don't use a premium offer or plan a deal of any kind on a large scale without first trying it out on a small scale. There are almost sure to be some "bugs" in your plan which should be exterminated at the beginning. Testing out premium offers in advance enables you to compare the pulling power of such things as necklaces versus kitchen utensils, premiums requiring box tops versus premiums requiring the payment of 25 cents plus box tops.

You can print an advertising slogan on a toy automobile truck for children, but be careful about printing advertising on articles for adults. If you print "Smoke Brown's Mixture" on a man's smoking jacket, he won't wear it.

Here is what Editor Cecil Williams, of the Somerset Journal, thinks of the NRA: Editor E. C. Walton of the Stamford Interior Journal said in a recent issue: "Editor Cecil Williams of the Somerset Journal, evidently believes in the NRA. We arrive at this conclusion by the fact that he still carries two little NRA cuts on the front page of his good newspaper. Are we correct?" Yes, Colonel Walton, you are correct. We do believe in the NRA. Proof of this is the fact we are maintaining NRA hours in our office and are paying our employees NRA wages. As for us, we would like to see the NRA revived and every firm made to live up to it. It would mean better business and more profits. During the life of the NRA we obeyed all the rules and regulations sent us, though many publishers in the state did not. As a business reviver, NRA, in our opinion, had no equal."

The 12th annual convention of the Kentucky High School Press association will be held at the University of Kentucky on December 11-12. Addresses by practical newspapermen on practical topics and round-tables will keep the expected 200 delegates busy, as well as plenty of entertainment. Urge your school paper to send delegates if it prints or mimeographs its publication.

WHAT THE CLASSIFIED PAGE CAN DO

In 1932, W. H. Conrad, publisher of The Taylor County Star News at Medford, Wis., attended the N. E. A. convention in California. One of the incidents often told by him concerning that trip bring us to the point of our subject.

"One night at Leke Arrowhead we had our introduction to the old Hopi Indian sport, horned-toad racing. Toads were released in the center of a 40-foot ring on a large round dance floor. The first toad to cross the circle's rim was the winner. Five heats with 15 toads in each heat to qualify and furnish 10 toads for the final.

"I bought a toad for \$2.50," he continued, "named him Want-Ad, and ran him in the fifth heat in which he took first. Then in the final, the darned toad ran almost out to the edge of the circle, changed his mind and ran back to the center, and then ran thru the circle like lightning to take first place and gave us \$35 prize money.

"My daughter, asked to say something over the microphone in accepting the money, could only think of the words, 'Thank you,' but after she reached her seat she realized she should have told them, 'Want Ads bring results.'"

Good reason members of the Conrad family have for thinking much and often about want ads. During the twelve years that publisher Conrad has had the Star-News, a weekly newspaper, interest in want ads has been one of the potent factors in enabling him to multiply his newspaper income five times. Hammering incessantly on the subject of want ads has changed a four-page 1,100 circulation two-person paper into an average 12-page 3,200 circulation seven-person publication in a small country town of 1,900 population.

Mr. Conrad has answered 687 letters of inquiry about the classified business from other weekly (and some daily) publishers. Even then, he has confined his replies to those who were genuinely interested—to those who would "take a second crack" at him.

Want ads in the Star-News occupy a page and more nearly every week. Several kinds of promotion are consistently used to blast away to residents the advantages of want ads and the economy with which so many objects can be attained thru their use.

A three-inch eight column space across the top of the want ad page employs some "action art" on either end. Copy between the ears, addressed to weekly readers of the last issue in July, reads:

"Taylor County's Great Market Place—Where Buyer Meets Seller, for 1 cent per word!

"The Want Ad Page, Your Guide to Economy. The Star-News Want Ads Will Direct You in Buying, Selling, and Exchanging.

"Want Ads in the Star-News cost only one cent a word, with 50 cents the least total charge per order; that is, a ten-word want ad costs 50 cents for five insertions; a 25-word want ad costs 50 cents for two insertions, and a 50-word want ad costs 50 cents for one insertion. Blind address ads, 25 cents addi-

tional, plus postage."

In the center just below the page-wide heading, appears a seven-inch two-column classified result testimonial. The remainder of the entire page is taken by paid want ads, with this 36-point line concluding:

"Do Not Overlook Reading the Additional Want Ads on Page Six."

During the earlier stages of Mr. Conrad's want ad development campaign, most of the ads began with "For Sale," or "Wanted to Buy." But long ago, the paper started to counsel its advertisers to arrive at the point of the offer with the first words.

Repetition of "For Sale" on every item running down a want column is flat and uninteresting, but variety and reader interest exist when the first two words of each ad are set in caps and when each ad stands out from its fellows with words that "tell the most."

In "Miscellaneous For Sale," for instance, "Winchester Pump Gun," "Standing Hay," "Ice Box," "Rabbit Dogs," and "Pool Table" add much to the zest of browsing thru the offerings of fellow-townsmen.

"We solicit outside want ads very sparingly," relates Mr. Conrad, "clipping just a few of them each week from our exchanges, and using a form circular to ask for an order. The person doing the work soon develops a good sense of selection and gets back quite a few orders with very little expenditure of time and postage.

"We once enjoyed the acquaintance of a Ringling Circus man and acquired from him the notion of using plenty of red ink in printed advertising (not in the ledger). Our want ad clips are pasted on double postal cards printed in two colors. They tell of our thoro county coverage, and want ad prices. In the case of a clipped want ad of 16 words, a surprising number of those who send back the blanks are influenced by that little suggestion to slip a dollar bill in the envelope for six issues.

"We use want ad order blanks within our county as envelope stuffers when mailing subscription bills or soliciting subscriptions by mail after sampling, and the same three-column order blank is always set for use as filler in the newspaper."

Plenty of leeway is offered prospects for payment of want ad bills, for part of the order blank reads:

"I enclose — cents, at 1 cent per word per insertion (Fifty cents is the least total charge per order) or I will pay you upon receipt of bill, or sometime when I am in Medford."

Asking for advertising copy of things wanted is another method Mr. Conrad is strong on. His employees try to get across the idea that when a farmer wants to exchange a good purebred Guernsey bull, instead of spending a couple of days riding around in a car to see if he can match his offer, he can simply put a 50-cent want ad in the paper, and before he leaves home have his mind made up as to which of several farmers is his best prospect.

The Star-News carries a recipe column and gives each woman furnishing a recipe a free want ad, so that interest is stimulated both in the recipes and in the want ad columns. The woman's name at the top of the recipe pleases her.

"People look for our want ad page: I have watched them in post-office lobbies, in stores, at lodges, at barn raising bees, and at farm auctions. We try to issue a lively paper, but often find people turning to the want ad page before reading much else.

"I believe there is no better advertising of any kind than the testimonial letter. We occasionally offer prizes of a dollar or two every week over a certain period for the best letter telling of the good results from the Star-News want ads. These always create a lot of interest."

Perusal of the want ad page of this weekly newspaper could only cause one to acquiesce in Mr. Conrad's boast of its popularity. In his own words to this effect:

"We get so many calls for copies of the paper before it goes out on the routes Friday mornings that we display a framed copy of our want ad page in our front window, and one on an easel at eye-height in our office, as soon as printed.

"There is a street lamp opposite the window, so that the page is available day and night. I have noticed people reading it as early as five in the morning and as late as eleven at night.

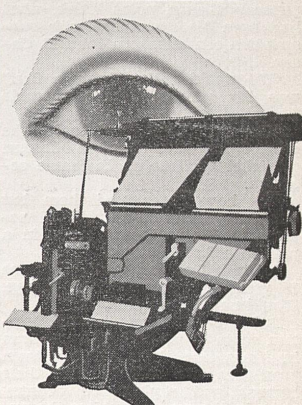
"On the one in the office, we cross out things that we know have been sold. Those calling at, or phoning, the office appreciate this service for it saves their time and energy, and also it continually impresses them with two facts; that things are really sold thru the want ads, and that if they want to do any buying they had better get busy as soon as the paper is published."—Editor & Publisher.

The School of Journalism has received from J. A. Ey, manager of the Western Newspaper Union office in Cincinnati, a copy of a book, "Newspaper Syndicates of America," an interesting illustrated history prepared by Elmo Watson, editor of the Publishers' Auxiliary. It has been added to the School Library for the use of students and others.

Mr. and Mrs. J. W. Lusby, Grayson Journal, recently returned from a motor trip to Wyoming.

The Hazard News, O. S. Warren, manager, is the latest paper to change from a 5-column 13-em to a 6-column 12-em newspaper.

Carl Braden, former reporter and rewrite man on the Louisville Herald-Post, has joined the editorial staff of the Harlan Daily Enterprise.



GET AN EYEFUL OF THE BLUE STREAK LINOTYPES

See how every detail is planned to conserve time and energy, so the man at the keyboard can turn out more composition. Isn't it time to modernize your own plant with a Linotype that will set the heads, ads, and job work, as well as the body matter . . . and do it all faster and better?

MERGENTHALER LINOTYPE CO.

BROOKLYN, NEW YORK New York City, Chicago, San Francisco, New Orleans, Canadian Linotype, Limited, Toronto Representatives in Principal Cities of World

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BUSH-KREBS CO. INCORPORATED ARTISTS, ENGRAVERS PRINTERS SUPPLIES, ELECTROTYPERS LOUISVILLE, KENTUCKY ED WEEKS, MGR. SUPPLY DEPT.

NEWSPAPER SUBSCRIPTION CONTESTS ARE A RACKET

By JOHN H. CASEY

One time, several years ago, I asked a successful Oklahoma newspaper publisher, point blank, what had been his experience with subscription contests, says John H. Casey.

"We would rather have a fire," was his prompt and memorable five-word reply.

"Our policy has been to let the other fellow have them," a Missouri publisher told me on the same occasion.

"We have never used them, but our competitors have, with disastrous results to them," piped in a publisher from Kansas.

A North Dakotan said: "Had one 15 years ago on assuming charge. Would never have another."

But the high pressure subscription contests are still with us—even in times like these. Out-of-town promoters are still reaping their harvest and raping the country press in the process. After the excitement dies down, the public has a worse opinion of newspapers in general in practically every community where one of these contests has taken place.

Any practice which lowers a newspaper in the estimation of its reading public is bad business, even if temporarily profitable.

There are only about four conditions under which a typical newspaper subscription voting contest is ever justifiable: (1) when a newspaper is getting started and has to have a large circulation in a hurry; (2) when the newspaper's circulation has been neglected and something has to be done to stabilize confidence among advertisers; (3) when the publisher wants a good excuse for raising advertising rates; (4) when a publisher is getting ready to give his newspaper a "good selling."

If a publisher takes on one of these promoted contests, basing his justification for it on Condition Number Four, he is obviously dealing in sharp practices bordering on crookedness.

Condition Number One does not particularly concern newspapers already in operation. As to Condition Number Two, there are better and less expensive ways to get the job done.

This leaves Condition Number Three as the only defensible condition under which such a circulation effort may be promoted in the average rural community. But, of those newspapers completing such contests, not more than one in ten follow up with advertising rate increases based on increased circulation figures. Either that hasn't been part of the plan, or so much stench has been stirred up in the community by the time the contest is over that the newspaper is afraid to announce an advertising rate advance or anything else that might further antagonize the community.

The average publisher overlooks, when contemplating such a circulation effort, the fact that the money collected during the subscription drive will be missed annually for the next three to five

years as a normal flow of circulation revenue.

If the normal annual income from circulation is \$3,000 on a county seat weekly, say the normal yearly circulation revenue very likely may be cut by a contest to \$1,000 or \$1,500, a loss of income for three to five years of \$1,500 to \$2,000 annually—or a total vacuum of perhaps \$5,000 to \$7,000 in the three to five year period.

This money had been counted upon for meeting current expense accounts. Where has it gone? It clearly has been collected during the big subscription contest, and most of it spent for motor cars and other prizes, also for recompensing in a large way the high-powered promoter from out-of-town who usually wants about one-third of the money which is left over after the prizes and other expense have been taken care of.

But the real cost of the contest represented by revenues absent for the next three to five years, is never figured in before the contest manager gets his. In fact, the publisher is permitted to think about that phase of the business after the contest is all over and the contest manager has left town for good.

That method of raising money is just like borrowing money from any sources and giving a promissory note to cover. Subscribers have their receipts showing that the publisher is obligated to send his paper to them without further charge for the next three to five years. When the contest is over, the publisher may temporarily have one or two thousand dollars in the bank, but he has borrowed from his "customers" and his subscribers, and has issued promissory notes for three or four times the amount of money available at the bank subject to check after everybody has been paid off. All of which means lean years ahead as far as circulation revenues are concerned. And there are other bad features, hang-overs, dark brown tastes as of the morning after.

It has elsewhere been well said that subscription contests are just stimulants. Like morphine, they leave the patient in worse condition at the finish than they found him.

Sometimes the out-of-town contest manager blows up before the contest is over, or skips town leaving a lot of disgruntled creditors and contestants for the publisher to satisfy as best he can.

This from a young newspaperman who had been warned will illustrate: "I first refused to buy the paper when I found that the contest man had a contract with the old publisher," he writes, "but was out-talked and agreed to let him go ahead as the contest would 'bring in more than enough money to pay for the paper, etc., etc., etc.'"

All of which, the new owner later reported to be "bull, bunko, or call it what you may."

One of the clauses of the contract was that the contest man should and would make reports and turn in EACH DAY to the publisher the money that was taken in. He failed on this two days, when he supposedly went out of the city,

but the publisher learned that actually he was on a drunk. The publisher found out next that he had ordered some composition done by a typesetter in a neighboring large city, having it charged to the publisher for whom he was conducting the contest. This was done without authorization.

The publisher was supposed to furnish the contest man with gasoline and oil for his car while he was working on the contest, this to be taken out of the contest fund. But no charge accounts were specified. He ran up a bill of \$16 at a local garage.

The publisher consulted a lawyer. He drew up a letter to the contest man cancelling the contract. The publisher sent the letter to the contest man at his hotel in the neighboring large city, registered.

Nothing was ever heard from the contest man. He flew his kite. And he never came back to tell the reason why.

Summing it all up, the young publisher reported as follows: "It cost me, counting everything, \$140 more than I received, counting the \$25 I paid my lawyer and the money the contest man collected but failed to check in to the office. But

it brought me at least \$500 in experience."

His experience with a circulation contest, put on by an out-of-town promoter, could be matched in a hundred small towns. But there are those who must learn by experience, dear teacher though she may be.

There are better ways of building circulation on country newspapers. The typical high-pressure subscription contest is too costly, and it leaves a bad taste in many communities, sore spots that have to be headed by the publisher who has to live with his people after the contest man has flown the coop. Newspaper subscription contests of the type herewith discussed are a racket.

Editor and Mrs. Edward Hamlett, Columbia News, spent a three-weeks' vacation in Texas.

The heavy snowstorm of the first of the month, enforced a day's vacation on the staff of the Trimble Democrat, Bedford, when it tore down the power lines leading into that city.

The girl's reserve of the Pineville high school took over the Thanksgiving issue of the Pineville Sun writing all the news stories and soliciting all the advertising.

PRINTERS' BUSINESS DIRECTORY

Louisville Paper Company

"A PAPER FOR EVERY NEED"

Permanized Bond Papers

Howard Bond

Maxwell Bond

Cherokee News (Blue-white)

Imperial Type Metal

Howard L. Felix, District Representative

SEND YOUR ORDERS TO

The Dickson Company
119 North Fourth St.
Louisville

The McHugh Express Company
812 Freeman Avenue
Cincinnati

Whitaker Paper Company

Nation's Finest Printing Papers

Inquire of Our Salesmen

G. C. Ferrone, Lexington

Frank Pund, Cincinnati

Ed Ballinger, Evansville, Indiana

Southeastern Paper Company

Louisville, Kentucky

Hammermill Products In Fine Papers

Guy B. Roush, Representative

125 Hillcrest, Louisville

REPRO ENGRAVING COMPANY

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

EDITOR SUGGESTS PRACTICAL CHANGES FOR EDITORIAL PAGE

Because he felt that the influence of the editorial was increasing, Houston Waring, editor of the Litchton Independent, suggested during Newspaper Week, several improvements for the editorial pages of Colorado newspapers.

He suggested that the editorial page should be made a place for information. "We expect to learn from the editorial page. We expect to find knowledge and ideas and opinion there which will fortify us in our conversation, in our business dealings, in our pursuit of health, and in our family relationships."

His first suggestion for improving the editorial page to make it more attractive was that the page, even though the editor finds it necessary to place some advertising on the page, should be dignified, and to this end the advertisements should be of the dignified sort.

Another suggestion was that there should be included on the page a "Twenty-five Years Ago" or a similar column. Through a survey made by him the reader appeal of the several features included in the Rock Mountain News, Mr. Waring discovered that 64 persons out of 150 read the "Twenty Years Ago" column.

Mr. Waring also suggested that more newspapers carry a "Live Remarks by Live People" column, since his survey showed that 105 out of 191 persons read this column in the Denver Post.

"Short paragraphs interspersed between the editorials are always read," according to Mr. Waring. However, he insisted, "they should be really good, not just cheap puns."

Write Only What You Feel Like

One of the most radical, to the conservative editor, of the suggestions made by Mr. Waring was that the editor feel himself under no compulsion to write a certain number of inches of editorials every day. "The editor can write one or a dozen editorials as he becomes inspired, and there is no question that some weeks a man can write three times as much editorial matter as in another," Mr. Waring remarked.

Continuing his remarks concerning the work of the editor as a writer, Mr. Waring said, "It is my contention that an editor should write on anything he wishes. He can entertain, interpret, or influence on world affairs as well as local. The only thing is for the small town editor not to ape his nearest big daily. No paper can print everything, and the small town editor's job is to pick out news and editorials that the big paper has missed."

He continued to say that "the most common fault among our editorial pages is our devotion to personalities rather than principles. The way to permanent reform does not lie in kicking someone out of office, but in doing things in a different and better way. To accomplish this we editors need to devote more time to study than the average man."

"There are three classes of newspaper publication, and the pussy-

papers in Colorado," according to Mr. Waring. "The independent, the footers. I am afraid that most of us belong to the pussyfooters, to a certain degree. As long as we have to depend on advertisers and subscribers' good will to keep our plants off the rocks, I don't believe any of us can be as courteous as we should be."

"The class publication is even more ineffective than the pussyfooters except in crystalizing sentiments the readers already have."

Don't Bore Readers With Crusade

Warning against monotony in crusades, Mr. Waring said that "to hammer away night and night in the lead editorial is to make all the readers stop looking at the editorial. It is better to change around to cartoons, signed features, boxed set of questions and answers, or to induce a friend to write a letter to the People's Column."

"In writing editorials intended to influence," Mr. Waring advised, "it is fatal to get excited or to show hate. Write in a measured tone, and use the device that while you realize the value of the other side of the argument, nevertheless your reasons outweigh theirs. A thinking reader will not be convinced unless he sees the writer has considered both sides."

Concluding his practical suggestions to editorial writers, Mr. Waring suggested the following as a list of tools prerequisite for editorial writing: a text on economics, a text on psychology, one on American government, one on municipal government, one on American history, a reference library including a good encyclopedia, and newspapers and magazines of opposite faiths.

IMPORTANCE OF REPORTER TO NEWSPAPER SUCCESS

Paul Block, owner of a chain of newspapers, two of them in Toledo, in a recent address at the Puitzer School of Journalism, Columbia University, attributed the success of a newspaper to the abilities of its reporters. He pointed out that the reporter should have a back-ground knowledge of politics, economics, literature, science, business and finance.

"Every year," he said, "newspapers feel more and more the need of educated and well-trained people to write the news. Modern developments make it impossible for the average reader to understand what is happening in the world and its significance to the society in which he lives, unless the newspaper writes it for him in such a way that he can appreciate its importance."

"I have often thought that any occurrence anywhere in the world could be made of surpassing interest to anybody if a really good reporter covered it. Fundamentally news is drama. Drama is conflict. If we could make clear to every reader of a newspaper the conflict in the event which we are reporting, we could have a publication of such amazing dramatic variety that the reader would receive enlightenment and entertainment to such a degree that he would be loath to stop reading. Such a newspaper would be as exciting and as engrossing as the best play. For there

Plenty Of Room Inside—Come On In!



in its columns would be spread before the reader every day all the stories of the emotions which move men and women to acts which make news and history. It would record not merely the acts, but what motives preceded the acts and what the acts mean to the persons involved, whether they should be individuals, families, or nations.

"Newspapers in the past generation have made great advances. They are immeasurably better than they were. They publish more things, but it seems to me that they are not yet good enough. Often it is due to shortcomings of reporters."

"Newspapermen should be proud of the privilege of working for a free press," Mr. Block said. "I often wonder why so many people get excited about the eighteenth amendment, and other later amendments to the Constitution, and almost forget the first ten amendments, which constitute the bill of rights, and by virtue of which we have in America the freedom of the press."

"So long as we possess and practice the Constitutional right of freedom of newspaper expression, so long as we fight against and gain the victory over even the smallest beginnings of an attempt on the part of the government to restrict public expression in newspapers, we shall maintain in this country the principles of democracy as against those of communism on the one hand and capitalistic fascism on the other."

HELP THEM PREPARE COPY

WARNING!

R. J. Newell (we guess that is his name) alias Bob Monroe, alias Hub Moore alias Mower, address, Evanston, Ill., Baltimore (perhaps); about 35; dark brown hair thin face (peaked), about 5 ft., 4 in. tall; weighs approximately 125 pounds, rather sporty dresser cockey in manner, knows a lot, quick spoken; lots of self-confidence. Flourishes a roll of bills to back his claims.

Business of special pages on newspapers, or various advertising promotions; here it was an "Official Traffic Guide," with map of city, city traffic ordinance passed, street directory, and of course, advertising.

Secured the cooperation of city officials; the president of the Board of Safety, and Chief of Police, and then ourselves, printers. Used us all for leverage in selling the advertising. Employs telephone system of solicitation and hires a local man, instead of going himself, to meet the customers and collect.

He was caught up with here before he got too far,—and left town with an irate husband chasing him. We are finishing the job, and in his hurry, he left enough uncollected accounts behind to cover the bill, but—

Better keep an eye open for him.

NEWSPAPERS AND PRINTERS, AND AS WELL, CITY AND COUNTY OFFICIALS, SHOULD BE AWARE OF HIM. OFFICIALS AND PRINTERS SHOULD COOPERATE TO STOP HIM.

MR. PUBLISHER

Send us your orders for strip Column Rules, Borders, Leads, Slugs, and Monotype spacing material. We also have many desirable type faces. Monotype or Linotype composition for your Catalogs, School Annuals, Association Minutes, Law Briefs, Etc. Prices reasonable.

“ “ ”
Send for specimen sheets.
“ “ ”

WESTERN NEWSPAPER UNION
22 E. 12th St. Cincinnati, O.

ANOTHER "DON'T" LIST

The late Marlen Pew in one of his last contributions to Editor and Publisher, printed apparently with approval the following list of "Don'ts" which an ambitious reporter, who hopes one day to edit his own paper, said he would in that event enforce:

- “Don't—
let any writer play Smart Alec in news writing.
- hesitate to print realistic writing, but try not to shock sensitive readers unnecessarily.
- ever print the name and address of a child in a news situation which connotes criminal tendencies or will hold the child up to shame, the reason being that children are not responsible persons and may be injured by such publications.
- permit any writer, whether he signs his stuff or not, to vent his personal spite on any individual—all writing must be based on high and impersonal principles.
- print mere personal gossip, remembering that the back-stairs blackguard is a piker compared to the newspaper editor or columnist who wholesales unpleasant, disrespectful, peck-hole personalities.
- stop at merely printing 'two sides' of an important controversy—print as many sides as there are, if you can get them.
- ride the rail in politics—be for good men and for good measures, regardless of parties.
- be snooty — especially on the society page.
- forget that newspapers are made for young and old, morons as well as sages, men and women, black and white, so keep them simple, direct, and comprehensive.
- ever doubt that intellectual honesty in public writing is the finest single quality that may enter any paper.”

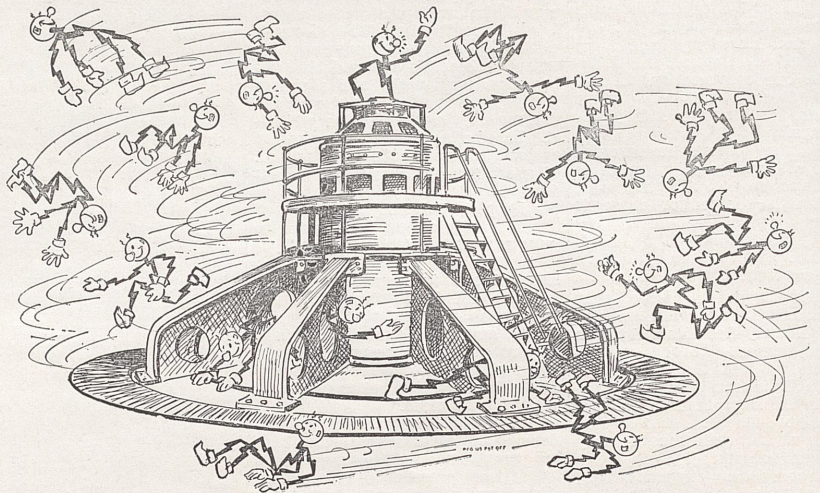
When one goes to the movies, or when perusing many magazines, books, and other such material, he cannot help but be conscious of and gratified at the cleanliness of American newspapers. In the newspapers one does not encounter the smut, dirt, and subtle filth that characterizes some of the other media. Should our newspapers ever sink to that level their usefulness should have terminated. But as long as the newspapers are edited by the type of men now at their helms, we need never fear for their

Place the Kentucky Press on your exchange list. We want your paper every week. Please, and thank you.

Frank "Ned" Culley has rejoined the staff of the Sturgis News. Congratulations are being extended to Editor and Mrs. Rankin

C. Powell Stearns Record, on the arrival of an "assistant editor" on November 4. His name is Roger Everett Powell.

E. W. Neel and A. Sharer have leased the Morgantown Republic from Mrs. Dale Rives, owner.



There Used To Be A Lot of Them

At one time in the history of the electric power business in the United States about 65 per cent of the current used was produced by municipally owned plants.

But in the course of time most of them just petered out for one reason or another. And so today 95 per cent of the electric service in this country is provided by privately owned companies.

REDDY KILOWATT
Your Electrical Servant

KENTUCKY UTILITIES COMPANY
INCORPORATED
AND ASSOCIATED COMPANIES