

The
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Kentucky Newspapers

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National Newspaper Week Assures New Opportunities

The first annual National Newspaper Week will be observed October 1 to 7, William N. Hardy, manager of the Pennsylvania Newspaper Publishers association and chairman of the committee in charge of promotion, has announced.

The promotion is an outgrowth of suggestions made by speakers at several newspaper publishers' association conventions during the last two years that the press needed a better public relation program. It is sponsored by Newspaper Association Managers, Inc., comprised of the executive officers of twenty-seven national, state and regional publishers' associations.

All newspapers of the country will be asked to develop local programs from suggestions sent them by the committee. In addition, mats and proofs of at least two newspaper promotion advertisements will be made available to every daily and weekly newspaper.

Builds Goodwill

Pennsylvania, California, and other state press associations have held Newspaper Prestige Weeks for several years. These "weeks" have built good will for the newspapers and have made the publishers promotion-minded all the year, the committee states.

A preliminary bulletin to publishers' association managers announcing the promotion quotes Lee A. White of the *Detroit News* as follows:

"We must admit an extraordinary fact—that the most pervasive and effectual agency of communication yet developed by man has fallen short of its opportunity and its obligation to develop and understanding relationship between itself and its public.

"We have permitted the public to misconstrue its own precious freedom of inquiry and expression as a doubtful and dangerous license, bestowed on us by shortsighted forefathers.

"We have allowed our motives, manners, and methods to be misinterpreted.

"Our sins of commission are numerous enough, but our sins of omission are too numerous to catalog."

The committee in charge of the promotion is William N. Hardy, manager of the Pennsylvania Newspaper Publishers' association, chairman; John B. Long, California Newspaper Publishers' association; Arne Rae, National Editor-

ial association; Gene Alleman, Michigan Press association, and Doyle L. Buckles, Alabama Press association.

Suggestions for Local Promotion

Some of the suggestions made by the committee as suitable for local development include:

Editorial and advertising promotion directed to consumers; freedom of the press; truth in advertising, pre-eminence of newspapers in the news field; dependability of war and diplomatic news; advertising's contribution to the American way of living; local advertising success stories.

Plant visitations, speeches before civic clubs and women's groups; cooperation of the clergy; use of promotion to be furnished by wire services and by several other national organizations; pictures of staffs and of newspaper functions; and display of old newspapers and of foreign newspapers before and after the days of dictators.

The committee sets forth that it has tried to suggest practical plans for both dailies and weeklies, from the smallest to the largest. It is not desirable for any paper to try to develop too many ideas, the committee says, adding that quality will get better results than quantity.

Special WNU Service

The committee announced that the Western Newspaper Union will send out a great deal of material which can be used during Newspaper week. Much of it will be in mat form and deserves consideration because great pains have been taken to develop it. WNU expects to offer statements by leading citizens on the preeminence of newspapers in both the news and advertising fields.

Complete success of Newspaper week, the committee points out, will depend on the localization of ideas that will enhance the prestige of the press. The committee lists a number of suggestions contained in a bulletin by Newspaper Association Managers, Inc., as follows.

VISITS TO PLANTS—In states where newspaper weeks have been observed, plant visitations, open house, have left a favorable and lasting impression of the newspaper. Advertisers may be received in the daytime readers at night, or on different days. It is suggested that young people be invited in school or

college groups.

See Paper Printed

In one place, a civic club met in a composing room during noon hour and saw a report of the meeting written, edited, set in type, etc., so that the members read the story before they left.

Be sure to have someone explain the functions of the newspaper to visitors; they will be especially interested in daily-paper plants to hear about how their local paper receives and handles war news.

A story of the newspaper as explained to visitors by a guide could very well be printed in your newspaper. Emphasize the part of the paper plays in the economic life of the community, number of pay envelopes every week, taxes, supplies, etc., as well as the public service rendered. And don't lose the opportunity to impress advertisers about the careful attention given to their problems. Something about cost of publishing the newspaper could properly be cited.

A splendid way to capitalize on plant visitations is to have an illustrated booklet printed, to be given to every visitor. It could be entitled, "Through the ——— Plant;" "A Visit to the Home of Your Newspaper—The ———," or "The Story of The ———."

Advance Announcements

Be sure to print several advance announcements about your Open House on page one.

One paper issued an eight-page section on fine-quality book paper, profusely illustrated, without a line of advertising, devoted to the story of the paper. Every detail of operation was told in words and pictures.

Another won praise with an exhibit of 800 old newspapers from all over the world.

News wire services will send out promotion material about war coverage which can be used to supplement ads which every daily and weekly newspaper is asked to prepare to promote its own service—wire, feature, editorial, local coverage and what-have-you.

Try to have speakers talk on some newspaper subject before service clubs, civic and educational groups and the like. Make arrangements early.

Arrange well in advance to have clergymen refer to Press service or to the Four Freedoms in October 6 sermons, and have those sermons reported.

Ask Movie To Help

Ask your local movie house to run slides during Newspaper week. Suggested copy: "National Newspaper week,

October 1-8. A free press is YOUR American Birthright. Keep It Inviolable."

Arrange attractive newspaper displays in your window.

Some publishers have drawn attention to their newspapers by offering prizes for best essays on the press written by students during National Newspaper week.

Conduct local forum, like old-fashioned town meeting, where any phase of any topic of current interest could be discussed. Print full report. Big possibilities.

Governors, mayors and other local officials can be induced to issue statements about press prestige and public service journalism, if desired.

If you operate a radio station, have some local personage broadcast a newspaper message.

Invite local citizens outside newspaper offices to write promotion ads. Subjects: "The Newspapers' Contribution to Civic Progress." "The Newspaper as a Guide for Living." "Comics and Their Place in the Sun." "The Newspaper and Women." "Why I Read the Editorials." "Newspaper Advertising by a Department Store Man." "What a Free Press Means to a Reader."

Editorials Valuable

Run at least one newspaper editorial during the week: Suggested topics: "Democracy's First Line of Defense;" "The People Must Be Kept Informed;" "The War Correspondent;" "A Free Press Means Freedom;" "The Pre-eminence of Newspapers in the News Field;" "The Value of Your Newspaper to You;" "The Newspaper's Payroll and Tax Bill;" "The Influence of the Small-Town Newspaper;" "What a Good Newspaper Means;" "The Power of Newspaper Advertising;" and "The Newspaper Boy."

Print local editorials to remind readers of the place of the newspaper in community life. During the last year, the press has many times proved that it is the last refuge of justice when civic authorities fail. It has been found the mainstay in social and charitable work. It has hunted out unfaithful public servants. It has demonstrated that it has a soul by providing vacation funds for needy children, Christmas cheer and whatnot.

Do your readers know how many acres of newsprint is required for a single edition; how many pounds of ink used annually; how many pounds of molten type metal go into a single edition; how many full-time and part-time employees; total number of years' service of entire

personnel and average period of service; the rank of your industry in comparison to other industries of the city based on total annual payroll? Not many of them. Tell them.

Entire production of paper could be turned over to business or professional or women's groups. One Colorado weekly succeeded in getting 47 leading citizens to submit articles on local activities, including two editorials which were copied widely. Good for weeklies.

Advertising Material

If any publisher wants sound advertising material to use in a talk before a consumer group to offset anti-advertising doctrine that may have been preached, he will be supplied with it by writing to Mr. John Benson, president, American Association of Advertising Agencies, 420 Lexington avenue, New York city. Good for groups of teachers.

Have advertising department get local success stories from advertisers and run in story or ad form. See Bureau of Advertising material and trade papers for same thing nationally.

Schedule some of the 1940 advertising messages of the Chamber of Commerce of the United States if you have not already run them. If you have not seen them write for proofs: Chamber of Commerce of the United States, Washington, D. C.

How newspapers have freed their columns of untruthful advertising to protect readers is also worthy of treatment in promotion copy and in local talks.

Contact local advertising clubs to learn how they can tie in with Newspaper week programs.

Print interviews with merchants on how they have built their business through newspaper advertising; with housewives on how they save money by reading newspaper advertising.

An editorial could be written on "Advertising's Contribution to the American Way of Living."

'First Line of Defense'

A general theme adopted for the national part of the program is. "The Press Constitutes the First Line of Defense in the Battle for the Maintenance of Democracy." Metro Associated Services, 275 Seventh avenue, New York city, will carry out this theme in two ads which will be part of their October service, mailed in September. This supplementary release included two-sizeable advertisements, one for dailies and the other for weeklies. Proofs of this supplementary release and mats of illustrations contained in it will be sent

to all subscribers of the Metro Newspaper Service, and will also be offered, free, upon request to any newspaper anywhere in the United States—whether it be daily or weekly. Publishers need only to fill out and mail to Metro the necessary coupon. In addition, inquirers will receive, free, a copy of the Newspaper Week edition of "Plus Business," Metro's official publication. Approximately three pages of "Plus Business" will be devoted to the aims of National Newspaper week, and to suggestions for both daily and weekly newspapers on how best to promote the work. This edition of "Plus Business" will serve also to explain the use of the free supplementary services.

In addition to the above and for the exclusive use of subscribers to Metro Newspaper Service, another sizable advertisements will be included in the regular pages of the October issue of Metro Newspaper Service.

Meyer Both service for October, which also was mailed about September 10, included several ads that have been prepared especially for use during National Newspaper week. Subscribers to this service are asked to watch for this material.

The Chicago Tribune Mat Service also has prepared special National Newspaper week copy and art work to be sent out in its October release. Richard Foster of Rush, N. Y., is to send National Newspaper week copy in both his September and October releases.

Let's put Newspaper Week across in a big way in Kentucky.

If machines are a menace to civilization, why do so many unemployed girls refuse to do housework and seek jobs in factories?

Suggest Making Mats Of All Standing Matter

The Candian Weekly Newspapers Association Bulletin suggests that one way to cut investment, reduce type wear, insure standing matter against being pied, and to handle many advertisements and some editorial matter with less cost—is to make mats of all standing matter, heads, signatures, and frequently used cuts. Stero plates are then cast from the mats as need and original type is released.

Two mats are made from each piece so if one is spoiled, another is available. Type matter and cuts are grouped so as to utilize the largest matrix paper the equipment will handle.

The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Press Association Officers

Gracean M. Pedley, President, Eddyville Herald; Russell Dyche, Vice-Pres., London Sentinel-Echo. J. Curtis Alcock, Sec.-Tres., Messenger, Danville

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NATIONAL EDITORIAL ASSOCIATION
1940 Active Member

MEMBER
KENTUCKY PRESS ASSOCIATION
ORGANIZED JANUARY, 1869

Women Read Papers More Carefully Than Men, Daily Newspaper Survey Shows

Women are much more thoro in their reading of newspapers than men, a survey of the November 16 issue of the Daily Oklahoman shows.

The survey, the ninth of American newspapers made by the Advertising Research foundation, showed that the percentage of women who read some or all of newspaper stories and advertisements was higher for all departments of the newspaper except sports and financial news.

A total of 218 men and 231 women, chosen with respect to geographical location and occupational groups to form a cross-section of readers of the Okla-

homan, were interviewed in the survey.

Following is the summary of the reader stops by pages, showing the percentage of adults, men and women, who recalled having read any editorial or advertising content of the page:

Page	Content	Men	Women
1	General news	97%	99%
2	General news & advertising	78	84
3	General news & advertising	43	83
4	General news & advertising	72	86
5	General news & advertising	52	53
6	General news & advertising	72	84
7	General news & advertising	77	87
8	Women's page & advertising	17	84
10	Editorial page and cartoon	74	78
11	General news, radio, amusement advertising	60	81
12	General news & advertising	70	86
13	Sport news	31	49
14	Sport news & advertising	60	37
15	Oil news, comics, advertising	76	82
16	Classified advertising	56	68
17	Classified ads & comics	54	48
18	Classified, financial, comics	62	65
19	Financial news	13	4
20	General news & advertising	72	84

Of the front page, the survey reported that "Newsday," a summary but not an index of the day's news, in column one, attracts 41 per cent of the men and 29 per cent of the women. The "weather ear" topping this column rated attention from 32 per cent of the men and 29 per cent of the women, but a brief weather story near the bottom of the page attracted 49 percent of the men and 61 per cent of the women.

Pictures as attention getters rated high, the percentages ranging from 66 to 89 per cent among the men and 83 to 89 per cent among the women for three one-column cuts.

On page 2 the survey noted one surprising fact—a small below-the-fold advertisement for a department store attracted 38 per cent of the women readers, as compared with 16 per cent for a larger space and supposedly better position," the report comments

The lead editorial in the newspaper was read by 19 per cent of the men and 14 per cent of the women, and the ratings for the other editorials ranged from 13 to 15 per cent for men and from 8 to 11 per cent for women. The editorial cartoon's showing was men, 68 per cent; women, 73 per cent.

Georgia Court Sets aside Columbus Chain Store Levy

Superior Court Judge W. E. Thomas, of Valdosta, Georgia granted a permanent interlocutory injunction against the collection of the Columbus special chain store license tax. The tax called for a sliding scale from \$25 to \$400 per store, depending upon the number of units in a chain, and was in the nature of a moderation of a tax imposing an assessment of \$1,200 per store that had been

invalidated last year by the Georgia Supreme Court.

Judge Thomas held that the city could not collect the tax for four reasons: It failed to recognize the state requirement that municipal ordinances be "reasonable;" it violated the uniformity clause of the state constitution; it lacked the authority to tax "a mere incident" of a business, and it lacked power to classify for taxation businesses operated outside the state.

High court decisions generally have shown no sympathy for discriminatory chain store taxes. In addition to the two reversals of such legislation in Columbus, a municipal tax on chain stores in Augusta, Ga., was set aside last year, and were also set aside by judicial decision.

The trend against this sort of taxation has been marked during the past two years in the legislatures as well as the courts. Although 32 state assemblies considered more than 100 anti-chain store bills in 1939, not one new measure of this kind was passed.

State Journal Seeks Printing Injunction

An injunction to prevent state agencies from doing any printing or manifold work in violation of its contract to handle state printing was sought late in August by the State Journal Company Inc., of Frankfort.

The company, which grosses an amount estimated by State Controller Frank D. Peterson at \$175,000 to \$200,000 annually under the four-year state contract signed with it Jan. 1, 1939, alleged it was being deprived of "legitimate and proper profits."

Its petition to Franklin Circuit Court named Gov. Keen Johnson and 11 state agency heads defendants and asserted the agencies "are not entitled to produce or print printed matter in the nature of forms, letter heads, envelopes pamphlets or other miscellaneous printing x x x."

Tom Wallace, editor of The Louisville Times, has been named to the national advisory council of American Defenders of Freedom, Inc.

A Kentucky paper, on every envelope which goes out from the office, carries the slogan, "Everybody Reads Newspapers." That slogan has punch. It would be a smart thing if all newspaper publishers carried the slogan on all its printed matter as well as in every issue of the newspaper.—Colorado Editor.

*Study Circulation Problems
For Increased, Sure Revenue*

Undoubtedly, you always are on the outlook for ways to make more money—to get more net revenue—from your newspaper. Hundreds of publishers the last few years have proved what all of us know: That your circulation is a revenue "gold mine," says Floyd Hockenull, publisher of *Circulation Management* magazine, in an article in a current issue of the *National Publisher*.

The money you make from your circulation, experience shows, depends upon three things:

1. Your field.
2. Your efforts to get circulation profit.
3. Your subscription rate.

In your field, can you get new and renewal subscriptions by direct-mail? If so, you can be sure that you will make a handsome profit from your circulation if you use a planned direct-mail program.

Most important factor of all is the second: Your efforts to get circulation profit. Obviously, if you put forth no circulation efforts, you can't expect to make much circulation money.

What Is Your Rate?

But what about your subscription rate? Is it high enough? If you raised your rate, would you make more net circulation profit and would you hold your present circulation total? Let's take a look.

A weekly newspaper at \$1 a year costs the reader less than two cents a week. One at \$1.50 a year costs the reader only a fraction of a cent more than two cents a week. And if you have been thinking that a \$2-a-year subscription rate is "high," figure it out: At \$2 a year, the paper actually costs the reader about a penny a day—less than four cents a week!

So if you raise your rate 50 cents a year, you inflict upon each subscriber an extra charge of about one-seventh of a cent a day. How much of a burden is that to any subscriber—even the poorest? Yet, an increase of 50 cents a year means a gross-revenue gain of \$500 for you on every 1,000 subscriptions.

Now, what about increasing subscription rates? For my own publication, *Circulation Management Magazine*, I recently queried 200 newspaper publishers who had raised rates. One of them put it well, when he wrote: "Raising your rate is like taking the first dive from the swimming-hole spring-board. It's all right after you make the jump. The

worst part is thinking about it."

Over 100 daily papers raised rates in 1939. Twenty per cent lost not more than 5 per cent of their circulation. Nearly 17 per cent lost no circulation. Most of the other losses were small.

Losses Are Slight

But these losses came right after the increase. Then circulation began to go up. And nearly 30 per cent say that they not only regained the lost circulation but actually went to new highs. Most of the others at least regained their former circulation total.

However, raising rates is not all beer and skittles. What happens depends pretty much on how you publicize the rate increase and what circulation efforts you make afterward. If you make a big noise about the rate-increase; if you tell your readers how much your expenses are up and how you are just "forced" to increase the price of the newspaper; and then if you stand by and let nature take its course—experience shows you probably will lose circulation and instead of getting more net revenue, you'll get less. I know of one paper that raised its rate and soon lost half its circulation.

Q.—How should you publicize a rate-increase?

A.—According to experience, be quiet about it. Make a simple announcement and let it go at that. People won't think much about it (you might be surprised at how many aren't conscious of a rate-increase, unless you force it upon their attention).

Q.—What about reasons-why?

A.—Go "easy" on reasons-why and explanations. Above all, do not stress your own personal reasons—such as higher taxes and higher expenses. Instead, stress the good points of your newspaper, and how each subscriber and his whole family benefit from it at a cost of only a few cents a week.

Q.—We have a hard-enough time getting our money at \$1.50 a year. How could we ever get \$2?

A.—The reason many publishers do not get a net circulation revenue in relation to their subscription list is that they do not make much effort to get circulation money. Example: They send either no renewal notices or only a few very perfunctory ones, usually to the effect that, "You haven't renewed and if you don't soon, we will have to stop your paper." They pay high commissions to solicitors, instead of getting subscriptions by mail and through club-raisers. They expect a good paper to "sell itself"

(which no newspaper or periodical does) and expect people to subscribe or renew of their own volition.

If you make an effort to make money from circulation, hundreds of publishers say that the price, within reason, makes little difference. You can get \$2 a year about as easily as \$1.50—if you make a planned effort.

Let's suppose you have 1,000 expirations a year. With a series of six or seven good renewal letters, you can renew at least 800 of them by mail. If you use one of the tried-and-proved promptness stimulants, such as a few extra weeks or an inexpensive premium for promptness, your total cost of getting 800 renewals out of 1,000 expirations won't be more than 35 cents apiece.

And you can get 80 per cent renewals at a cost of not more than 35 cents each, whether your rate is \$1 or 1.50 or \$2, according to general experience.

Now, if your rate is \$1, your net revenue from 1,000 expirations (800 renewals costing a maximum of 35 cents each) is \$520.

If your rate is \$1.50, your net revenue per thousand expirations is \$920.

And if your rate is \$2 a year, your net revenue per thousand expirations is \$1,320.

No one can say that a rate increase will make more circulation profit in every specific case. But others' experience is that it usually will, if:

1. You have a paper that is worth, say half-a-cent a day (or \$2 a year). My guess is you do have it.

2. You precede your rate-increase with intelligent promotion, showing how people benefit from taking your paper. (Printing testimonials and letters from readers praising your paper is one good promotion idea).

3. You don't ballyhoo the increase with a lot of publicity.

4. You soft-pedal reasons for the increase.

5. You do no heavy circulation promotion for 30 days or so after the increase, then start a planned circulation program, which includes: A series of good renewal letters, sent on regular schedule; easy-to-use club-raiser offers that get profitable subscriptions from readers and correspondents; direct-mail solicitation for new circulation.

It's 100 to 1 if you do these things, you will make a lot more circulation money than you did before you raised your rates, and will hold your present circulation total or will increase it.

*Jessamine Journal Sold
To Nicholasville Group*

The Jessamine Journal, weekly Nicholasville newspaper which has been in the hands of the McCarty family for 56 years has been sold by McCarty and Company, publishers, to two attorneys and two business men, it was announced August 16.

Purchasers were listed as John C. Watts, county attorney; Phil Clements and R. M. Hunter Jr., merchants, and City Attorney R. L. Bronaugh. City Judge Leving Y. McCarty, who succeeded his mother, Mrs. Harry McCarty, as editor of the Journal, will continue as editor under the new management, it was announced. The paper will be issued on Fridays as in the past.

The Journal was purchased 56 years ago by the late Col. H. M. McCarty. After his death, his son Harry M. McCarty died in 1922, the paper was left to his widow and two sons, Harry and Leving Y. McCarty. The sons have been operating the newspaper since their mother was injured in an automobile accident two years ago.

*Editor Byrne Allen Evans,
Russellville News-Democrat, Dies*

Byrne Allen Evans, 47, editor and publisher of the Russellville News-Democrat for the last ten years, died August 7, after an illness of several months.

He was born July 21, 1893, in Simpson County, and was yet a boy when his parents moved to Russellville. Later, in 1930, he purchased the News-Democrat from A. G. Rhea.

He was commissioned as a second lieutenant of artillery after attending an Army training camp in 1918. A charter member of the local American Legion post, he was its commander at his death.

Mr. Evans was a member of the Logan County Board of Election Commissioners and the City Council. He was one of the most outstanding citizens of Russellville.

Mrs. James B. Stears Dies

Mrs. Martha Van Cleve Stears, 85, widow of James B. Stears, former editor of the Nicholasville News and one of Kentucky's best-known newspapermen died in August at the home of her daughter, Mrs. J. Collis Ringo, 225 Kingsway drive, Lexington. Mr. Stears was one-time president of the Kentucky Press Association and former postmaster at Nicholasville.

The Echo, a new tabloid weekly, made its appearance at LaGrange, during the past month. Lloyd Tinnon, formerly of Lexington Leader, is the editor-publisher.

It is always fashionable to be sensible.

Initiative

The world bestows its big prizes, both in money and honors, for but one thing. And that is Initiative. What is Initiative? I'll tell you: It is doing the right thing without being told. But next to doing the right thing without being told is to do it when you are told once. That is to say, carry the Message to Garcia: those who can carry a message get high honors, but their pay is not always in proportion. Next, there are those who never do a thing until they are told twice: such get no honors and small pay. Next, there are those who do the right thing only when necessity kicks them from behind, and these get indifference instead of honors, and a pittance for pay. This kind spends most of its time polishing a bench with a hard-luck story. Then, still lower down in the scale than this, we have the fellow who will not do the right thing even when some one goes along to show him how and stays to see that he does it: he is always out of a jib, and receives the contempt he deserves, unless he happens to have a rich Pa, in which case Destiny patiently awaits around the corner with a stuffed club. To which class do you belong?—ELBERT HUBBARD

Linotype machinists, operators and students will be interested to learn that a book of much value to them—"Linotype Machine Principles"—is now on the press and that copies may soon be had from any Linotype agency at \$3.00 a copy.

This new book, the official Linotype manual, has been planned as a reference manual on the principles of Linotype construction, operation and maintenance. It includes, simply but thoroughly, the essential technical data on the Linotype, arranged in the sequence of the basic mechanisms, parts and functions of the machine. (Thirty-six chapters, 474 pages, plus a detailed index).

The volume was prepared under the close supervision of an editorial committee comprising engineers and technicians on the Linotype company's staff at Brooklyn, and a plant machinist of many years' experience in the maintenance of newspaper and commercial Linotype batteries. The text and illustrations have been independently read and checked by several others who have contributed, as critical reviewers, the experience of operators, machinists, printers and teachers. The methods of writing and illustration have been kept simple and brief.

Happy Birthday




Every day is some newspaper's birthday. And one day each year is your paper's day to shout.

How's it standing the years? Does it still have that fresh look? Does it get the attention it used to? Or do folks say it's "had its day"?

Slipping, holding its own, or leading the field, dress it up in one of those five famous Linotype Legibility Faces and watch it step out!

You'll get "many happy returns" for the day you dress your news columns in Excelsior, Ionic, Opticon, Paragon or Textype. One of them is custom designed to suit your preference and fill your needs.

THE  LEGIBILITY GROUP

Linotype Excelsior and Caslon Old Face

Ten Tips for Ad Sellers

Several years ago Harry Simmons, nationally known advertising man, formulated 10 commandments, offering sound advice to salesmen, that are just applicable today as when they were written. They follow:

1. Sell the service trinity—the firm, the product, and yourself.
2. Keep your chin up. Talk success. Enthusiasm is contagious.
3. Know your story and stick to it. Make it sparkle with interest.
4. Play the three ty's—loyalty, honesty, activity.
5. Sell merchandise, not merely advertising. Give your customers sales promotion ideas.
6. Keep your territory and your territory will keep you. You only get out what you put in.
7. Follow through on your follow-up. Don't be afraid to make repeat calls. The harder it is to sell the prospect, the harder it will be for any other salesman to get him away from you.
8. Keep up the courage of your convictions. It is your business to help your customers' business.
9. Don't be afraid to ask for advertising.
10. Remember your advertising facilities.

The Lexington Herald and Leader recently released a statement to readers, advertisers, and contributors of publicity on the paper's new "publicity policy."

It is reported that the step was taken "to make better papers, and to keep pace with practices that good newspapers all over the country have adopted, to create better mediums for advertisers and better reading for readers."

There are fourteen points in the general news classification listing events to which no publicity shall be given as follows:

"No Publicity" List

1. Fashion shows, cooking schools, garden schools, or similar promotion of any kind originated by or connected with any business.
2. Beauty specialists.
3. Pictures or news stories of salesmen or managers who change jobs, unless the prominence of the individual clearly makes the change a matter of general interest.
4. Pictures or stories of new members of business organizations, including chain units, except in cases where the subject is obviously newsworthy.

5. Pictures either of interiors or exteriors of new business houses, except through such advertising tieups as mentioned later and except in cases where a genuine news interest surrounds the project.

6. Entertainment of prominent people by stores.
7. Pictures of merchandise as publicity for either retailers or distributors
8. Bridge parties or classes conducted commercially by individuals.
9. Recitals by private commercial classes at such institutions as Eastern State hospital and the Veterans' hospital.
10. Trick automobiles, robots, stunts and all similar promotion.
11. Promotion on the part of stores which feature the Junior League or other social organizations.
12. Auto races, carnivals, fairs, flower shows and similar projects unless promoted as civic enterprises whose proceeds go exclusively to charitable or civic purposes.
13. Insurance stories, photographic contests, travel, and resort promotion.
14. Winners of prizes in sales contests. Limited publicity will be given to dramatic production, store openings, dealers' meetings when the attendance is 100 or more, or when the presence of prominent people or other elements make the events clearly worthy of space. In sports, no commercial names shall be used to designate teams in any branch of athletics.

Tells Ways to Improve Appearance of Personals

Some weekly publishers have been experimenting with devices to give their personals better play, says Bruce McCoy in a recent Louisiana Press association bulletin. Some of the devices have been successful; others have not. But anything that will focus more attention on and increase readability of your name columns is certainly worth a try.

Here's a list of devices that have worked successfully in many weeklies:

1. Use bold face, caps or upper-lower, on all names.
2. Liberal use of sub-heads.
3. Liberal leading of items themselves and more leading between paragraphs.
4. Variation of type in column. For example: set first item usual body type, next item indent and bold face, another item body type, then one indent and italics and so on down the column.
5. Use of stars, asterisks, jim dashes and all sorts of gadgets between paragraphs to break up the solid mass.

graphs to break up the solid mass.

6. Instead of using a standing head pull out the best items and use them in a boxed head or give them regular display heads.

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