

The Kentucky Press

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Censoring The Advertising Columns

Should the small daily and the community weekly refuse advertising from neighboring towns which competes with the advertising of the home-town merchant? This question was raised in a new and interesting way when the Red Bluff (Cal.) Daily News, John G. Miller, publisher, ran an advertisement declaring that it had refused an out-of-town merchant's message and had left the space unsold. Here is the way the Red Bluff paper put it:

God Knows We Can't Afford It --

But we refused to sell this space today to an outside advertiser who had a line that conflicted with a local merchant.

That's How Strong We Are for the Home Town Merchant!

Did any other business man in Red Bluff make a sacrifice to help other business in town?

We do not pause for reply for no business but a newspaper does a thing like that.
We Thank You.

**RED BLUFF DAILY
NEWS**

Charles McIntyre, in the Pacific Printer and Publisher, contends stoutly for the publisher's right to sell advertising wherever he can. He insists that it's all wrong—wrong for the home merchant to bring any pressure on the publisher to refuse out-of-town advertising, wrong for the publisher to refuse the advertising. Think it over, after you have read the advertisement and the comment by Mr. McIntyre. What is your opinion? Is this another case where newspaper patrons adopt an unfair attitude toward the paper? What is the practice among Kentucky papers? We believe that what criticism there is in Mr. McIntyre's article is directed largely toward the business men rather than toward the publishers. Read it and see what you think about it; drop a line to The Press

giving your own experience if any with this problem and your views of the correct answer:

An advertisement shown on this page gives the viewpoint of a newspaper published regarding the arbitrary censorship imposed upon the newspapers of the smaller cities by the business interests.

In most of the smaller cities and towns, the publisher dare not take an advertisement from any outside advertiser who competes with the local merchants. It is not pleasant reading it is true.

The merchant may buy his printing where he will, but the publisher must toe the line by keeping out all outside advertising else he has his head cut off. The merchants of the towns have made the law, have enforced it by a show of strength, and the publishers have swallowed what is an affront and an injury until it has become a custom, an unwritten law.

No other business man in the town is asked to pursue the same policy of so-called loyalty. Any merchant in the town will buy where he pleases; invest his money where he pleases, the money he has made in his business in the town; will patronize every fly-by-night itinerant advertising scheme that comes along; will make his money in the town and spend it where he pleases. And the very men who will do this would resent it hotly if the publisher were to ask him to desist. And yet he will immediately object and brand the publisher as disloyal to the town if he takes outside advertising. It is truly a lamentable condition.

The publisher of a newspaper has a right to sell his advertising space where he will and to run any advertisement he wishes, providing it is decent and dependable. The fact that it comes from a town twenty-five miles away and merely because it has an element of competition with local stores should not bar it. To refuse it is wrong, morally, and according to every standard of good business. To use influence and pressure to prevent the publisher from doing so is a moral wrong. It is also legally wrong. And certainly it is wrong from every standpoint of fair play.

We make much of the fetish of free speech. We talk about a free press. How can such traditions exist or be respected when purely commercial and selfish interests tell us who shall ad-

vertise in our columns, when they set up standards based on their own profit and demand that we follow them? It is merely a phase of the eternal desire and effort on the part of business interests to establish a monopoly, to build a fence around a community or a business, or a commodity. It is not community loyalty; it is community bigotry. It is community selfishness—let the newspaper bring as many people as possible to buy, but we won't have anybody come to sell.

Such a standard robs the people of the community of a privilege they should have. Any citizen of your town has a right to see the advertisement of any business house who wants to place that message before him. That is his right as an American. It is un-American and wrong to deprive him of that privilege.

No business interests should own or control the newspapers. Freedom of the press applies to the advertising columns. The merchants of the town have no more right to ask you to keep a legitimate advertisement from another town out of your paper than they have to ask the post-office to shut out direct mail advertising that comes from another town.

It is a condition that is unfair and a real hardship to the publisher. He has a right to live. He has a right to a profit. He has a right to sell his wares wherever he has the same rights as any other business man in the town. Muzzling the advertising columns is unfair to the publisher, antagonistic to American ideals, an arbitrary blow at freedom of the press.

Looked at from the standpoint of community loyalty, such a stand on the part of the business interests is rank disloyalty to the town. It is a handicap to the growth and development of the town, which statement I can prove in a few simple sentences. The chief mouthpiece of the town is its newspaper. The newspaper is the medium of telling the world and the people of the world what the town is, what its prospects and advantages are. Restrict the newspaper and you prevent its growth; you limit and place a handicap upon the best and often the only advertising medium of the town itself. For no newspaper can grow unless it is permitted to get all the business possible; the more advertising the better newspaper. The better newspaper, the better and greater

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The Kentucky Press

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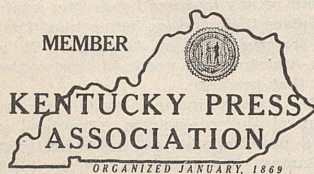
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ONE THING A PAPER CAN DO

So we set our heads to thinking. Just what was a paper for if not to create good feeling? We had to admit there were many things a newspaper often claimed it could do and could not with any surety. But there is one thing that a newspaper can do and does if it sets its soul heartily to it. It can create among its townsmen either a feeling of optimism or pessimism, of good will or bad according to the likes or dislikes of those that sit in its editorial sanctum. We have seen this demonstrated time and again.—Holden (Mo.) Enterprise

SPECIAL EDITION ARTISTS

Some of the "special edition" artists are at work in this part of the country, and are trying to get the papers to fold supplements of special write-ups that are secured in large towns nearby. This stunt is as old as the hills, and has absolutely no merit. Don't fall for it—as the only one who profits is the fellow who works the merchants and others for these write-ups. The stuff has not value as advertising, and isn't worth a darn except to make somebody a soft job. Let's show our business people that we believe in only legitimate advertising, and encourage them to pass up every other kind.

GOOD CLASSIFIED PROMOTION

Classified want ad business invariably falls off during the dull summer months. This is, and always has been, a live problem for enterprising business managers who know how a dull season each year eats up annual profits.

Paul W. Moore, general manager of Redlands Daily Facts, and member of the Los Angeles governing board of the California Newspaper Publishers' association, tried a different stunt to keep the folks of his town want-ad minded, although he insists that the idea is not an original one.

A full-page ad was run on August 16 announcing that the Facts would run a want ad per person absolutely free on August 20.

In the center of the page were listed these queries:

"Have you something to sell?"

"Do you want to buy something?"

"Do you want to rent a house?"

"Have you something to exchange?"

And then to the right of the page was printed 47 other classifications that the paper carries.—California Publisher.

* * *

MAKE THEM TALK ABOUT IT

Week after week your paper goes to your subscribers and they accept it in a matter of course way, very few of them taking into consideration the fact that they're getting just a whole lot of service for 4 cents a week. If the paper should stop they would realize it.

But a lot of your readers will never stop to think about it unless you remind them occasionally. Call attention now and then to the contents of your paper by using small feature stories or display ads and you will not only strengthen the friendship of your subscribers but you will actually get them to talking about the excellent service their home town newspaper renders and that is a consummation greatly to be desired.

* * *

GO AFTER IT

Some kinds of business are such that only certain people can be customers. In very small towns, where there is only one shop or store of a certain kind, the proprietor feels that he doesn't need to advertise because people have to get their work done there. He must be shown that advertising does more than bring in the customers, that it buys good will along with each purchase. He must be sold on the idea of increasing his business by getting those customers that go out of town to have their work done, and those who are not having any work done now or who are not buying anything.

Much advertising must be used to educate the public to buy what a man

has to sell even if he runs the only establishment of its kind in town.

Suppose that he runs the only jewelry store. He is certainly not selling everyone that is in the market for jewelry, nor is he getting all the business he could.

There are many people who buy their jewelry from catalogue houses every year. This business he could, no doubt, get by advertising in his local newspaper. Many more send out of town to other stores whose ads they read in city papers, because they are sold through advertising.

He could get some of this business. Then he must not neglect the opportunity he has of educating his customers to buy jewelry and he can do this through advertising. If he would conduct a campaign through advertising, which brought jewelry products before the public for the many occasions when jewelry makes suitable gifts, his business would increase.

He must be convinced that there is business going out of town that he is not getting.—Selling him advertising is the last step.—Charles L. Allen in the Country Journalist.

PRINTS CORRESPONDENTS NAMES

The Altoona (Pa.) Tribune has started the printing at the head of all of its out-of-town correspondence, the name, the street address and telephone number of the correspondent.

CENSORING THE ADVERTISING (Continued from Page One)

advertising for the town. So the business men, restricting advertising, are putting handicaps on the town's own welfare. It is a shortsighted policy.

This policy of permitting the restricting of advertising is a relic of the day when the publisher was compelled to sign away his life and his editorial soul for the mere opportunity of making a living. Such a need no longer exists and the time will soon come when such an imposition will be laughed at. The merchants consider taking outside advertising a crime to be punished as a crime.

The publisher will get that liberty when he stands up and demands it, when the associations are sufficiently strong to stand behind him. More specifically it will be necessary for some outside agency to make overtures and to educate the local chamber of commerce and other local bodies to the aspects of the case that are based on truth and common sense and fair play. From the local associations, the educative work must be extended to the individual. There may be a fight but it will be a fight for freedom and a fight to own our own souls. Strong men will fight early and hard and well.—Adopted from Oregon Exchanges.

TWO EDITORS TALK OF COSTS

As two publishers who meet always talk shop so these two editors discussed a problem of cost of publishing a paper. One said to the other, we have divided our six day week in two parts. We find it requires the entire force three days to get out the paper and this leaves three for commercial work. So it would appear equitable to cut our overhead in half and charge it directly as the cost of the job.

This editor said he asked his bookkeeper for a statement of the costs for one week. The young man put in the rent, light, heat, power and salaries of the employees with about \$10 miscellaneous and handed it back to the boss. Asked if that was all the expense the editor asked him about taxes. It was not in and that was figured at \$3 a week. It took several days to work out all the missing items and they are not sure they have them all yet. There was water rent \$1.18 a week, newsprint was overlooked and that was \$9.60 a week. The advertising cut service cost \$3.50, plate from WNU saved composition and was a labor charge against the paper. It was 79c a week. Correspondents were paid \$7.25 a week. Job stock was listed on each job jacket and added up at the end of the week and the proper amount entered. Insurance was another item and carried a cost of \$3.28 a week. Cost of stock sold over the counter was entitled to get into the week's estimate and even the cost of towels, soap, towel laundry (if any) amounted to 35 cents. Then old Miscellany became the actual items on the petty cash paid out during the week and ran in varying amounts. It included postage, spoiled stock, window trim material, broom, sweeping compound old rags bought, gasoline for press washup bought, oil for machinery.

After all these items were in, telephone and telegraph bills had been overlooked nor was the various donation jobs (material only) which went to churches, Red Cross and the like. Perhaps you can think of some other things like light globes, twine, gummed tape, typewriter ribbons, pencils, single and bundle wraps, job ink, metal loss, saw sharpening, office forms (stock only) paste and what-have-you to say nothing of Old Man Obsolescence and Mr Bugbear Depreciation. Type is stock to be used up and is never investment. The moment you ink it for the first form it drops 50 per cent in value. Then there's the unproductive time.

By the time the editors got through talking they were both convinced that they hadn't got down to the cost of doing business.—The Wyoming Press.

GIVE THEM VARIETY

Local matters should always be given

first place on the editorial page. I do not agree with those who hold that small town and rural readers should be forever restricted to editorials of a purely local nature. That attitude is a reflection on their intelligence. Variety is the spice of life and variety is also the spice of the editorial page. Sometimes a well informed and conscientious editor finds himself out of harmony with the prevailing local sentiment. If he is sure of himself he will never hesitate to take the unpopular side of an argument. If he is right he will gain prestige as a result.—Nancy B. Darnall, president Alabama Press association.

RUN YOUR OWN!

Various adaptations of the "Believe It or Not!" or "Do You Know?" idea are observable for departments of rare and unique bits of information. The Lamesa (Texas) Reporter carries a front-page "Do You Know?" column devoted to odd local discoveries. Each issue contains fifteen to twenty unusual facts about the city and county. The department has been running for several months and has created a large amount of local interest as well as much outside attention.

SPECIAL EDITIONS

There are three types of special editions: the one produced for the benefit of the promoter, the one for the benefit of the newspaper, and the one for the joint benefit of newspaper and community. That the first two types are all too frequent and the last type not frequent enough, accounts for much of the unfavorable reaction to this sort of newspaper effort.

The promoter comes along and lays out the enterprise in glowing terms to the publisher—shows him there is money in it. The profit will come from the business men of the town in paid write-ups and extra advertising. In every case the main talking point is the benefit which the town and its business institutions will derive from the publicity. Should this benefit not be immediately forthcoming there is discontent.

When the campaign is over and the special edition is issued, a casting up of accounts shows that the promoter has received the long end, the newspaper the short end, and that the business men have footed the entire bill. The publisher has furnished the field, the prospects and the good will for the promoter to trade upon and, not infrequently, to jeopardize. Assuming that the business men are not entirely satisfied with the investment they have made, they are likely to show an inclination to balance the cost by reducing their advertising in the succeeding regular editions.

We have seen special editions which

breathed "bunk" in every line of type. We have seen moribund towns and communities advertised as the most progressive in the nation, with industries booming, employment and wages at the top notch, working and living conditions ideal, and farmers and manufacturers and merchants all on their toes and a unit in cooperating to make town and community prosperous. Then the next issue was the skinny, little old regular edition, the appearance of which belied everything so glowingly proclaimed by the special. Who gets fooled by that sort of stuff? Is it not most likely to be the publisher who sanctions it?

If special editions are called for, the publisher would do well to get them out himself and see that they are on a basis of fact and reason; on a basis, not of artificial boost, but of sound service to the town and community. Special editions such as those devoted to spring and fall trade, Christmas, etc., are justifiable. In many cases they are necessary to business requirements. A special edition is justifiable in the case of a new industry or institution or of old ones that need publicity, but it should be confined to facts, to matters that are informative and illuminative of the special purposes for which it is issued.

The newspaper that advertises its community, the newspaper that emphasizes community virtues to community people, week after week, month after month, is the newspaper that is best serving community interests. The "now and then" special edition that is based on nothing more substantial than the desire of a promoter, or the publisher, for some extra revenue, the special edition that does not have back of it a real community service purpose, is never a newspaper asset, it can only be a liability.—The Auxiliary.

NEWSPAPER FILE SERVICE

You put us on your mailing list. We check and file your paper each day and when the binding date comes we bind and return them at the following prices:

Daily, Three Months..... \$5.00
Daily, Six Months..... 7.50
Weekly, Twelve Months... 5.00

We are serving publishers in all parts of the United States. Write us for further particulars.

MONMOUTH BLANK BOOK CO.
O. J. Forman, Prop. Monmouth, Ill.

MILO BENNETT

Conducts a wonderful Linotype-Inter-type school and can develop slow operators into fast operators or one of the men or women in your office into a fine operator. Correspondence course, with keyboard for home study, \$28; six to ten weeks at the practical school, \$50 to \$100. Write for free school literature. Also pleased to give you name of prominent Kentucky newspaper publisher who knows what this school is capable of doing for you. Address Milo Bennett's School, Toledo, Ohio.

DISPLAY

IT'S EASY TO SET on the LINOTYPE

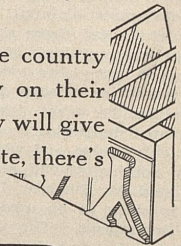
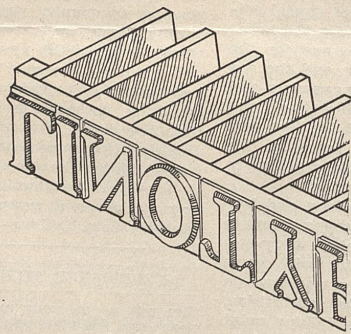
Display ads and heads are easy on the Linotype—just as simple and economical as setting straight matter, and you will never run out of sorts.

Linotype display is easy to handle in make up too. And no danger of "pi," no chance for work ups on the press, no letters or price figures to drop out; also no annoying distribution to waste time on.

On the Linotype you can handle full width 36 point and condensed faces up to 60 point. There are dozens of faces to select from—faces for heads and ads that will fill the need for a variety of commercial work in addition.

And you can select equipment to meet your own requirements—use one, two or three main magazines and one, two or three auxiliary magazines. Your Linotype may also be equipped for either 30 or 42 pica composition, whichever you may find advisable, or prefer.

Hundreds of publishers the country over are keyboarding display on their Linotypes. The nearest agency will give you facts and figures—just write, there's no obligation.



TRADE **LINOTYPE** MARK

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK · SAN FRANCISCO · CHICAGO · NEW ORLEANS

CANADIAN LINOTYPE, LIMITED, TORONTO, CANADA

Representatives in the Principal Cities of the World

Linotype Cheltenham Series