

THE KENTUCKY PRESS

Of, By, And For The Kentucky Newspapers

Volume One

OCTOBER, 1929

Number Nine

NEBRASKA EDITOR CONDUCTS CONTESTS

Senator Purcell Tells National Editorial Association Members How He Builds Subscription List

Hon. E. R. Purcell, publisher of the Custer County Chief, at Broken Bow, Nebraska, was one of the interesting speakers on the program of the National Editorial Association at the Omaha convention. The Senator gave his experience in conducting what he designated as "Sixteen Winning Contest," and in doing so stated that his paper was located in a town of less than 3,000 population and that he had published the same for more than 30 years. That by the contest method he had been able to keep his circulation for the past eight years above the 4,000 mark and that at the present time it exceeded 4,500.

Editor Purcell conducts his own contests and says that in the sixteen which he has pulled off he has given away nearly everything available in prizes but it will be noticed by the table published in connection with this article that Mr. Purcell now holds to cash prizes. "After trying many kinds of prizes as the most attractive. In the future I will probably never use anything but the real coin of the realm. There is no fictitious value to money and I find that contestants work harder for the cash than for anything else."

The subscription price of Mr. Purcell's paper is \$2 per year and it is generally a sixteen page publication, the average for the year being a little less than 15 pages. The Senator says: "I have never had a particle of trouble to iron out after the close of any contest. It is easy enough to get testimonials from contestants who won, but I receive splendid letters regarding fairness of my contest methods, which I publish, from the disappointed ones who lose."

"One reason for this is that my rules eliminate the advantage one contestant can get over another by bunching a large number of votes at certain periods of the contest, which is generally done by the professional contest manager."

"My contests are held once each year, and during the last six or eight contests I have never done any personal soliciting for contestants. They must come voluntarily and the contest must go

(Please Turn to Page Four)

November Adv. Tips

Aniversaries and Halldays

5. Election Day.
11. Armistice Day (Victory Day)
28. Thanksgiving Day.
Keynote of November Retailing
Thanksgiving and Chirstmas exploitation will predominate in November retailing.

November Sale Events

Thanksgiving windows; Christmas windows; Armistice Day Window; Election Day window; Winter window; Harvest Display; Timely Merchandise Displays.

Advertising Pointers

Thanksgiving; Harvest; Christmas; Winter; Winter Apparel; The Thanksgiving Dinner; Linens, China and Silver for the Thanksgiving Feast; Early shopping for Christmas; Lay-Aways for Christmas; Sports; College Activities; Silk Sale.

Events Affecting Business

Thanksgiving; Thanksgiving vacations; Winter weather; Social Functions; The Opera; Sports, indoor and out-door; Approach of Christmas; Election Day; Armistice Day.

DECORATIVE SYMBOLS

Thanksgiving — Fruits, vegetables, grains, flowers, turkey, rural scenes, Colonial Thanksgiving scenes, harvest fields, cornucopia or horn of plenty, wish-bones, etc.

Armistice Day — Patriotic symbols, war symbols relating to the Great World War, "Bunch of Poppies," funeral wreaths, etc.

Winter Colors—Red, green, gold frosted effects, all warm colors.

Catch Phrases

Feather weight shoes.
Crowd-drawing prices.
Strangely cheap prices.
Exquisite French china.
An excellent combination.
Good goods that are good.
Wholesale surrender of retail profits.
Bigger bargains were never given before.

We have killed high prices for furniture.

The most interesting part of the whole newspaper is found over our name.

Our candy prices are wholesale and comprehensive. Our factory fairly hums with sweet work.

*Compiled by, and printed here through the courtesy of The Advertising World, Columbus, Ohio.

EXPERT GIVES RATIO FOR ADVERTISEMENTS

Applies Scientific Methods and Principles to Form and Shape of Space

In advocating the application of scientific methods to advertising, we realize fully that the necessary mechanical facilities are not always at hand to carry out the desired effect in the finished product, even though the designer may possess the technique. A master artist would be helpless without the proper brushes and colors, and this is exactly the predicament in which many advertising writers find themselves due to limited facilities in the composing room. Instead of being able to specify the desired types, borders, and other details, they must make the best of it with whatever material is available. Many of the larger advertisers buy type faces and place them in the composing room for their exclusive use, but smaller firms cannot afford this.

There are, however, many scientific principles which do not depend upon mechanical facilities the disregard of which is either pure carelessness or lack of knowledge that they exist. One of these factors is the proper shape of the advertisement, a matter which would seem upon first thought to be of small importance, but which should be determined by established rules.

Certain forms and shapes appeal to us as being more pleasing than others, and in this, the matter of taste seems to be universally unanimous to a marked degree. The purpose of this discussion is to describe the chief types of shapes and to classify them as to their desirability in advertising.

The Perfect Square—The sides of this form are equal, having the exact proportion of one to one. Although this shape is mathematically square, it does not appear so to the human eye.

The Optical Square—This is the form that looks square to the eye although in fact it is slightly wider than high. The "illusion of the vertical" is responsible for this phenomenon. Due to the reading habit the eyes are more accustomed to move from side to side than they are up and down, and therefore more energy is required to look along the horizontal or base of the vertical side than is needed to look square. Consequently the vertical side

Please Turn to Page Five)

THE KENTUCKY PRESS

Official Publication of the Kentucky Press Association

VICTOR R. PORTMANN, Editor-in-Chief

Published by the Department of Journalism, University of Kentucky, Lexington
Printed by The Kernel Press

Application Pending for Entry as Second Class Matter

PRESS ASSOCIATION OFFICERS

- J. M. Allen, Cynthiana Democrat, President
- J. Herndon Evans, Pineville Sun, Vice-President
- Joe T. Lovett, Murray Ledger-Times, Chm. Ex. Committee
- J. Curtis Alcock, Danville-Messenger, Secretary-Treasurer

ONE RATE TO ALL

Speaking of one rate to all advertisers, and then allowing wholesale rates to local advertisers to equal the 15 per cent discount to agencies, I wonder if it ever has occurred to the profession that the easiest way to look at the proposition is this—a flat rate to everyone; allowing the agencies their 15-2 for securing the business and doing the collecting. Why not? The agency is a necessary part of your paid force of people—they are getting paid on a percentage basis. Why give the local fellow any discount off your established rate? He don't deserve it. He expects you to pay his regular price for sugar, prunes, shoes and hats. Let him pay your regular rate and you take your 15-2 for your pay in running around to get his advertising, and then to run around again to get your money.

If your rate is 25c—make it that—give your agency their 15-2 for the work they do—they earn it; then charge your local man the 25c and keep the 15-2 for your pay for being your own agency.

How does that strike you as a reason for a one-rate business?

OLE BUCK, Field Manager,
Nebraska Press Association.

HOW DO YOUR ADVERTISING RATES COMPARE WITH THESE?

(Editorial reprinted from The Publishers' Auviliary, August 10, 1929.)

Included in the report of the committee on job printing costs and prices, made at the recent National Editorial Association convention, was a statement of the average fair advertising rates, as compiled from cost finding systems of printing offices in the different states, which are recommended by the N.E.A. This schedule, no doubt, is familiar to many publishers, since the recommendation of it has been repeated at every N.E.A. convention since it was first formulated and it has been

printed in The Auxiliary (usually by request) many times.

But since it is a matter of such importance to the weekly newspapers of this country, The Auxiliary is printing it once more herewith:

| | |
|-----------------------------------|-----|
| For 500 or less circulation | 25c |
| " 1,000 " " " | 30c |
| " 1,500 " " " | 35c |
| " 2,000 " " " | 40c |
| " 2,500 " " " | 45c |
| " 3,000 " " " | 48c |
| " 3,500 " " " | 51c |

We do this because we believe that there still are publishers who are holding the spece in their papers entirely too cheap and are losing revenue to which they are justly entitled because they will not increase their rates. We have the same feeling about this matter that we have about the matter of increasing subscription prices—it is usually not done because of fear on the part of the publisher, fear that he will lose subscribers, in the one case, and fear that he will lose lose advertisers in the other. In most cases those fears are groundless, as the experience of publishers who have increased their subscription and advertising rates has proved.

WHAT WE WOULD LIKE TO SEE IN HEAVEN

When we get to Heaven we are not concerned about whether the streets are solid gold or whether we will play a harp. The fact of the matter is we don't care what the streets are paved with, as long as they are kept clean and the powers that be do not permit them to be dug up by gas, water and sewer workmen. And, as for playing a harp, it is easier to tune in on a radio. But the thing we do want is a reserved seat, unobstructed by posts, where we can watch the follows fry, who here on earth took our papers until we presented them bill for it and then denied

the account, claiming they never ordered it. This paper nor any other that we know about has ever put a man's name on the subscription list without his order and then expect to collect for it. Along with this crowd we would like to see the fellow who claims he ordered the paper stopped, but who has continued to take it out of the post-office and read it until the editor presumes to attempt to collect for it, when the subscriber discharges his obligations by saying he ordered it stopped last year.—Exchange.

I should like to suggest that the editor responsible for the above paragraph "see Kentucky first" by putting his subscription list on a strictly cash in advance system.

J. M. ALLEN.

A METHOD FOR SECURING FACTS ON LOCAL READING AND CIRCULATION

Louis Felsheim, Publisher The Bandon (Ore.) Western World, wanting accurate circulation data, hired a man to cover the town, using the following forms:

NAME Date.....
 Adress P. O. Box
 Occupation Term Res.....
 What papers (Portland and county) ..

 Is Subscriber—Yes...No...Ever?...
 Subscriber ..Am't Pd. \$.When Pay..
 Monthly Trial Date Start.....
 Remarks

The reverse side of the card contained the following spaces to be filled in by the canvasser:

Head of Family
 Occupation
 Name of Firm
 Other Members of Family Working
 NAME Occupation

Mr. Felsheim is using this data in circulation, advertising and promotional work. Study of the form shows unending possibilities for analysis and use, especially with agencies and advertisers, if handled according to circulation audit plans now in use in various states.

"Constant attendance at Lansing during the closing weeks of the legislative session, combined with the work, have combined to allow of correspondence and office preparation of copy for the May Bulletin. Glory be, we hope this is the last of the aforesaid legislative session, which has been one of apparent hostility to Michigan newspaperdom. Several members of the lower house apparently were under the impression that the principal business for which their constituency sent them to Lansing was to crucify the community newspapers, and we are afraid this disposition will grow unless the publishers of country newspapers pay a little more attention to the politics of their legislative districts."—Southern California Editor.

Organization

The business and financial history of our country is measured, in every case, by organization activities. There is not one line of business activity that has progressed that has not reached its high plane of success except thru organization for the promotion of ideals, relations, ethics, standards, and exchange of development ideas.

The greater the organization, the greater the development has been held true in every business enterprise. Our state motto, "United we stand, divided we fall," paraphrased by the motto, "In union there is strength," stands true for business as well as for government.

Kentucky editors have in their power the promotion of the Kentucky newspapers thru a worthwhile and progressive organization, the

Kentucky Press Association

and every editor should belong to this organization for individual and united efforts in the betterment and development of community journalism.

Again, the need and benefits of united action for every newspaper in the United States can be made secure thru a national organization that "carries on" for every newspaper, whether or not a member. Again united action is needed to protect and foster OUR BUSINESS. This organization needs you, as you need the organization. Join, today, the

National Editorial Association

Mr. Editor, you should belong to the K. P. A. and your prestige and membership in the N. E. A. will mean a better organization, and better business conditions for the community press over the country.

(Continued from First Page)

slow, if necessary, until they make up their minds to enter.

"Here is a summary of my last contest, or I might say my last three or four contests, with slight changes in the amount of money offered.

"Contest announced with a double page spread and a first page article. Fifteen hundred dollars in cash is offered, divided into prizes as follows: First prize, \$500; second prize, \$500; third prize, \$500.

"I imagine I can hear someone say, 'Why didn't you make the first prize \$1,000 and the second and third prizes \$300 and \$200.'

"Experience has taught me that in most contests one and sometimes two contestants jump out and get a big lead. This discourages the others, who eventually strive only for the smaller prizes. By offering three principal prizes and the increased chances of winning is a great factor in keeping more people actively in the race to the finish.

"With a contest once each year \$1,500 seems to be about the proper amount for me to offer at this time in order to keep my expenses at around 25 per cent of the gross receipts.

"Perhaps you expect me to say that reading my alluring and spectacular announcement the contestants fairly fall over themselves in getting to my office to enter the race. Not so. It takes two and sometimes three weeks to get the proper line-up of volunteers.

"In the first issue after the announcement I do not print the names of the contestants, but state that the contest is starting slowly, that the money is up and that the prizes will be awarded regardless of how little work is done. In the second issue I print the names of the contestants, if there is a satisfactory line-up. If not, I wait until the third issue and I never fail to have a list of workers that suits me.

"I prefer waiting until the second and if necessary the third issue, because it secures a more substantial list of people who have been afraid the field would be overcrowded and have been slow to make up their minds. When they do make the plunge they organize and go in to win.

"This method would not suit the contest company that comes in with a hurrah and finishes the job in six weeks. After it is all over, however, it is quite a satisfaction to me to hear the jingle of that fifteen hundred dollars or eighteen hundred dollars in my own pocket that might have been jingling in the pocket of the contest manager.

"My last five contests have started the first week in September and closed the last week in November, running about twelve weeks. This is without question the most favorable time of the year on account of the marketing of farm products.

"I tell each contestant that he must make a real canvass if he hopes to win, and if he is not in a position to devote a reasonable amount of time, is too young or for any other reason does not impress me as a desirable contestant I discourage him so that the list will not be made up of poor material.

"The contest manager who rushes into strange territory cannot use the same judgment that the publisher does who knows the contestant, his relatives and his possibilities. Little troubles which the publisher can straighten out in a moment's time are liable to become big ones under the management of an unwise or over zealous contest manager.

"My basis of voting never changes. Thus the contestant who enters two or three weeks after the contest starts is not discriminated against. It's actual work that wins and not the cute trick of piling up the winning bunch of votes during certain inflated periods. Every dollar brings exactly the same number of votes during the entire contest.

"I never give votes for advertising or job work. In the first place no publisher can afford to do this; in the second place it is grossly unfair. One contestant, favorably situated, is quite apt to clean up a big bunch of votes from heavy advertisers that other contestants cannot even hope to get. It breeds dissatisfaction and trouble.

"My contests in later years have been conducted more for the purpose of collecting than for circulation building, because my coverage is about as large as my news territory as I can hope for. I have adopted the contest as a business necessity after having proven by long experience that it is the most effective and most economical method of collecting and keeping my coverage up to the maximum.

"There are eight other papers in eight other towns of my county and we are in no wise competitors with each other. I have 80 correspondents in my county and published an average of

47 news letters, or correspondence, a week during 1926. In circulation I cover neighborhoods that are more than 80 miles apart.

"It will thus be seen that some method, in addition to sending statements, is necessary to keep up my subscription collections, and I found the contest system to be better than the field man. Many subscribers on my list have used up as many as three five-year subscriptions which they paid in different contests. The contestant will get the six months or a year, back subscription and the one, two or five year advance payment, where the field man would not get a look-in.

"I give herewith a summary of sixteen contests which I have conducted. These include prizes ranging in value from \$200 to \$1,500. These contests have been held at all seasons of the year and in two cases have encountered knock-out weather at the close. The percentage of cost has at all times been kept down to what I believe a country and new business.

"In this address I have tried to demonstrate to the small town publisher that he can build his circulation and keep up his collections more effectively and with less expense by personally conducted contests than by any other method.

Papers with greater or less circulation than mine must, of course, regulate the amount put into prizes and the frequency of contests according to their own conditions.

"I have no quarrel with contest companies and I do not question their integrity, but I simply cannot pay their price or adopt their plans. If I had paid a 25 per cent commission on the sixty-four thousand dollars my various contests have grossed it would have cost me \$16,000 more money, and surely that saving is worth while.

"The well-known rules of journalism and established principles of business are, of course, essential. Cover your

Please Turn to Page Five)

HERE IS THE WHOLE STORY — SIXTEEN WINNING CONTESTS

| | Gross | Total | Per- | New | Con- | Prizes Given |
|----|----------|----------|---------|-------|-------|-----------------|
| | Receipts | Cost | centage | Subs. | test- | |
| | | | Cost | ants | ants | |
| 1 | \$5,270 | \$ 535 | 10 | 803 | 15 | "Piano |
| 2 | \$2,565 | \$ 650 | 26 | 375 | 17 | \$525 Cash |
| 3 | \$2,114 | \$ 510 | 24 | 516 | 11 | *2 Pianos |
| 4 | \$3,040 | \$ 660 | 22 | 352 | 17 | *2 Motorcycles |
| 5 | \$1,610 | \$ 405 | 25 | 225 | 12 | \$300Cash |
| 6 | \$1,790 | \$ 411 | 22 | 207 | 11 | \$300 Cash |
| 7 | \$1,170 | \$ 270 | 23 | 205 | 7 | \$200 Cash |
| 8 | \$ 820 | \$ 245 | 30 | 60 | 6 | \$200 Cash |
| 9 | \$5,160 | \$1,120 | 22 | 524 | 9 | "Overland |
| 10 | \$4,820 | \$1,360 | 28 | 452 | 8 | 22 Maxwell cars |
| 11 | \$4,370 | \$1,228 | 28 | 320 | 7 | 2Fords |
| 12 | \$5,180 | \$1,236 | 24 | 427 | 9 | \$1,000 Cash |
| 13 | \$7,635 | \$1,762 | 23 | 520 | 11 | \$1,400 Cash |
| 14 | \$5,818 | \$1,580 | 27 | 320 | 11 | \$1,300 Cash |
| 15 | \$6,686 | \$1,795 | 27 | 542 | 13 | \$1,500 Cash |
| 16 | \$6,409 | \$1,772 | 28 | 485 | 12 | \$1,500 Cash |
| | \$64,452 | \$15,539 | | 6,333 | 164 | |

news field, whatever it may be, in a complete way. Don't give premiums of any kind to stimulate the sale of your paper. Make your paper worth the money and sell it on its merits. Don't allow contestants to cut the price. A subscriber who pays \$1.50 for a \$2.00 paper one year will want it for the same price the next year.

"Run the contest with the same firmness, fairness and strict integrity that you conduct your paper. If your contest rules and your office contest records are what they should be, you should not have any troubles to iron out.

"I will send to any publisher who may be interested a copy of my rules and regulations, voting cards used, etc., and will be glad to receive your subscription methods if based on actual experience."

*Other articles of value included.

Average percentage of cost 24 per cent.

The above 16 contests cover a period of 20 years. The last four were held one year each. In arriving at percentage of cost all expenses, including commissions paid to contestants who did not win, are included. In all contests that grossed five thousand or more there were 6 to 9 contestants going good clear to the finish. In the smaller contests the number of workers at the finish ranged from 4 up.

CHECK THESE AGAINST YOUR OWN SALES TALKS

Here is a thought-provoking summary of the advantages that accrue to the national advertiser using space in a country weekly. Through such advertising he may expect to:

1. Cover his market intensively.
2. Secure direct benefit of entire circulation.
3. Change dead distribution into active sales.
4. Speed up turn-over for dealers.
5. Advertise in counties where goods are on sale.
6. Direct advertising to spots where it is needed.
7. Get 100 per cent out of every advertising dollar.
8. Reach a vast buying power.
10. Appeal to a class of friendly readers.
11. Advertise where local news has greatest reader interest.
12. Secure maximum editorial appeal
13. Secure space where advertising is never buried or lost.
14. Get full position—next to reading.
15. Reach both village and rural markets.
16. Interest people willing to buy good products.

In adjusting itself to changing conditions, the weekly newspaper of the future must be a better article than in the past and one quite different.

(Continued from First Page)

appears to be longer and to the human eye the perfect mathematical square seems slightly higher than wide. In order then to produce a form that will appear square to the eye the actual width must be slightly more than the height in order to compensate for this optical illusion. The approximate amount of the illusion is 3 per cent—thus the sides of the optical square have a ratio of 1 to 1.03. A difference of 3 per cent does not seem enough to be noticeable, but the fact of the matter is that the average eye can distinguish a difference as small as 1 per cent.

The Double Square—This form is twice as wide as it is high having a ratio of 1 to 2.

The "Golden Rectangle."—As will be explained later this is the most pleasing form and has a proportion between its sides of 1 to 1.62 which is approximately 5 to 8. The remarkable thing about this combination is its mathematical conformity as the short side is to the long side as the long side is to the sum of the two. In mathematics this relationship is known as the "mean proportion." In advertising this shape is often called the "golden section" or the "golden rule of 5 to 8."

The Circle—The circle could be called a "round perfect square" because it has the same proportion of 1 to 1.

The Oval—Ovals can be of various proportions to the golden rule of 5 to 8 having this ratio between the short and the long axis.

Various tests have been conducted to determine which of these forms is most pleasing with the result that the Golden Rectangle was preferred above all others. The Optical Square comes next and then the Double Square while the Perfect Mathematical Square is not liked at all.

To be pleasing then, the shape of an advertisement should conform as closely as possible to the golden ratio of 5 to 8. In addition to psychological tests conducted recently further proof of the desirability of this proportion is found in the fact that it has been in general use since the earliest aesthetic feeling of primitive man, its wide prevalence in ancient art being discovered about the middle of the 19th century. Long before this appreciation of its mathematical formula this principle was unconsciously prevalent and it is with us today in many of the objects in general use. Books, windows, pictures, buildings, doors, etc., conform roughly to this proportion. We do not know why we prefer them so.

As a handy reference we have worked out a table of newspaper advertisement sizes that conform to this golden ration.

- 1 col. x 3 inches
- 2 col. x 6 inches

- 3 col. x 10 inches
- 4 col. x 15 inches
- 5 col. x 18 inches
- 6 col. x 21 inches

Due to the fact that newspapers pages are rarely more than 21 inches deep this proportion cannot be carried beyond 6 columns in width.

In addition to the external form of the advertisement, pleasing shapes should be carried out in the internal parts. Cuts, boxes, blocks of copy and white spaces should also conform to the golden ratio. The following table gives 9 dimensions in terms of picas which have this proportion.

- 6 picas x 9 picas
- 10 picas x 16 picas
- 14 picas x 23 picas
- 18 picas x 29 picas
- 22 picas x 36 picas
- 26 picas x 42 picas
- 30 picas x 48 picas
- 34 picas x 54 picas
- 38 picas x 61 picas

By following these tables as closely as possible, the advertising man can produce a pleasing layout that will attract and favorably impress the mind and eye of the reader.—The United States Publisher.

Populations, to ascertain the number of families, are divided by 4.4 by many advertisers, agencies and publications. Printer's Ink reports that this figure is shown up as not representing the number of buying (family) units in many localities. A more accurate gauge, it is suggested, would be the figure 2.7, and further investigation is urged. Newspapers and other publications sometimes multiply their numbers of subscribers by some figure such as 3 or 4 to show the number of actual readers. Advertisers are showing interest in the number of "buying units" (families) being reached; a unit may be a family of 7, and then again 1, in the case of a bachelor or bachelor-maid.—N.P.J.

FIVE GOOD WAYS TO KEEP CIRCULATION IN "THE BEST OF HEALTH"

Arne G. Rae, Oregon Field Manager: A publisher makes these suggestions for keeping and building circulation:

1. Arrange all expirations on the first of the month, simplifying billing.
2. Keep a regular list of non-subscribers for samples and direct solicitation.
3. The registration of voters list in any town furnishes a good sample list, if checked against the paid list.
4. Publish a list of "recent renewals" occasionally to stimulate others to pay up.
5. Circulation offers (for magazine clubbing and others) can often be inserted in sale bills that are mailed to box holders; this saves postage and allows frequent contact.

CAN YOU TELL?

Contributed by L. C. Churchill,
Windom, Minn.

It was not so many years ago that the general impression prevailed that the newspaper man, the editor, was about the poorest specimen of a business. His main idea seemed to be to give the customer not only value received for the orders given, both in advertising and in job printing, but something additional as well. It was the editor's first and apparently his only thought to get out a paper, let the cost be what it may, and as it too often turned out, the cost was an unknown quantity. Perhaps in later years he has remedied this trouble through the medium of the Porte system, and kindred devices, but the writer of this article has observed there is another failing which many a newspaper man has even unto this day, and that failing is the apparent ignorance which prevails regarding many details of his own business.

During the past three or four years it has been the writer's lot to have interviewed proprietors of newspapers who wished to dispose of the same, and the first thing which was notably apparent was the little detailed information that could be given by the one so desiring to sell. What would you think if you went into the printing shop of John Doe, who wished to sell, and having ascertained this was fact you asked the question: "What was the cash receipts of your place of business for the past twelve months" to be answered with the reply: "I don't know." If you then asked the question: "What was the gross business done the past year?" and the answer was again: "I don't know," you would wonder if there was anything the man did know about his own business. And yet this has been our experience in many instances, and we have been almost ready to still believe that as a business man the editor is entitled to everything he has been accused of along this line.

It is just as important to know something of the details of the business as it is to get the price asked for job work as outlined by the price book. It is just as important to know the comparative status of this year, and this month, with former ones as it is to be able to write the heavy editorial which adorns the pages of some papers, else the work of the latter will have ultimately been in vain. Here are some of the important things when it comes to your selling, and to some one else's buying that you should know, and unless you are prepared to answer them, and you can only do so by having a reliable system of bookkeeping, you will have failed in being acquainted with your own business: Can you tell:

How much the cash receipts have been for the preceding twelve months,

(Please Turn to Page Seven)

Type, Printing Machinery

Complete outfits for large and small
plants

Boston Stitchers

Kelly Presses

LEE B. DAVISON

Traveling Representative

526 Union Street

Nashville, Tenn.

The EXTENSION DIVISION University of Kentucky

Offers a large variety of subjects for home
study which carry university credit.

Among those offered are two courses in Jour-
nalism, Reporting (one year credit) and Special
Feature Writing (one-half year credit).

Why not increase the efficiency of your staff,
or correspondents, by enrolling them in these
courses?

For Information Address
DR. WELLINGTON PATRICK, DIRECTOR
Lexington, Kentucky

**LITTLE REMINDER GOES GOOD
WORK ON RENEWALS AND
PROMPT COLLECTIONS**

Martha E. Kuesthardt, Editor Port Clinton (O.) Progressive-Times:—A method of notifying subscribers of expiration which meets with fine co-operation; It consists of a notice in the paper:

"OUR LITTLE REMINDER"

"This is the issue, the first one in the month, in which blue crosses are given as a reminder to those whose Progressive-Times subscription is not paid in advance.

"If you find this reminder in the boxed off space at the end of this article you will avoid missing an issue by having your expiration date advanced. The two figures on your address label, '29, or whatever they may be, stand for the year of expiration, and never for the date of a month. All subscriptions expire on the first day of the month.

"If you cannot call, send check or money order.

"Our office is open Saturday evenings."

(SPACE FOR BLUE PENCIL MARK)

The notice is carried on the front page, bottom of col 5 or 6, regularly in the first issue each month. A subscriber can hardly make the excuse that he did not see it, and it is easy to get at to make X in the box. A blue crayon pencil is used. Only a little additional time is required when doing the mailing.

**How to Keep Safe Check
On Mailing Lists**

Our mailing list is corrected each week, in advance of mailing time. A slight check is placed on the galley proof for those to receive the "blue cross" notice. This is the guide to the mailer. The mailer has two stacks of papers before him, papers with and papers without the blue X.

After our one notice, which fell on the first, we received renewals on Friday, one; Saturday, 6; Thursday, 4; Friday, 2; and Saturday, 6, and their arrival continued.

The second year of using this plan showed a greater response than the first. Those unable to pay a year in advance may pay a half. This is better than a half year in arrears.

The checking of the list should be done by the publisher. This tells him the condition of his mailing list once a month. Also there are exceptions to be made, and the publisher can best use his own judgment in making them.

We found that only a few business men pay attention to the blue reminder, so we carry their subscription account in our customers' ledger, billing with advertising or job printing.

It seems to be against the principle of a certain religious denomination to pay for anything in advance. We have

a number of this belief on our list and are tolerant, although continuing to remind them.

A statement may be laid away and forgotten but let them try laying away the weekly paper where other members of the family cannot see it. Our method of billing, if it can be so called, escape no one in the family—or the borrowing neighbor, if any.

The main thing is to get out a paper that will be missed, and to stick to rules made.

We inaugurated this method by gradual stages. For a number of weeks we carried articles which were friendly talks with our readers, then the form shown above. Then a certain date saw removed from our list those whose subscriptions were more than two years in arrears. These names were carried below a cut-off in the mailing list in which they had appeared. Gradually some of them were reinstated, while those which remained at the bottom of the column were eventually taken off. At the beginning of the next month, we did likewise with those a year in arrears.—N.P.J.

(Continued from page Six)

or for the year 1928?

How much cash receipts of last month compared with the same month of the year previous?

How much your gross business was for last year (not your cash receipts, for gross business and cash receipts are sometimes far apart?)

How much of your total cash receipts were for job printing, or

How much was for advertising, or How much was for subscriptions?

How your expenses were divided—how much went for charity or donations, including church notices, which should be accounted for.

How much your job stock costs you in January, or for the six months previous, or for the entire year past?

How many of your subscribers are paying their annual dues, or how many of them paid up in January, or any other month, and how much?

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

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

**NATIONALLY ADVERTISED
PAPER**

Mr. Editor: Your customer, a paper user, reads about certain nationally advertised brands of paper in every magazine. Do you take advantage of this advertising? Do you supply your customers with this paper on their orders? It costs you no more than the other trade marks. Why not stock the advertised brands and secure them from—

L. C. TURNER

Lexington Representative
WHITAKER PAPER COMPANY

C. A. WALSH
Western Kentucky

FRANK PUND
Eastern Kentucky

**Get Your
IMPERIAL**

**Metal Direct From
Cincinnati, Louisville, or Nashville Warehouses**

The Imperial Type Metal Company manufactures nothing but type metals. This specialization has resulted in quality and uniformity, hitherto unknown in type metal mixtures.

This paper that you are reading, the Louisville Courier-Journal, the Lexington Herald and the Lexington Leader, as well as a majority of other papers in the state, are consistent users of Imperial Metals and the Plus Plan.

The next time you need metal, get Imperial and compare the results.

CINCINNATI
McHugh Exp. Co.
220 W. 3rd St.
Main 1150

NASHVILLE
Robert Chadwell
Trans. & Storage Co.
101 B'dway Tel. 6-8572

LOUISVILLE
Dickinson Co.
119 N. 4th St.
City 7951

Imperial Type Metal Co.

Philadelphia New York Chicago Los Angeles

FACTS

for the FACT-MINDED

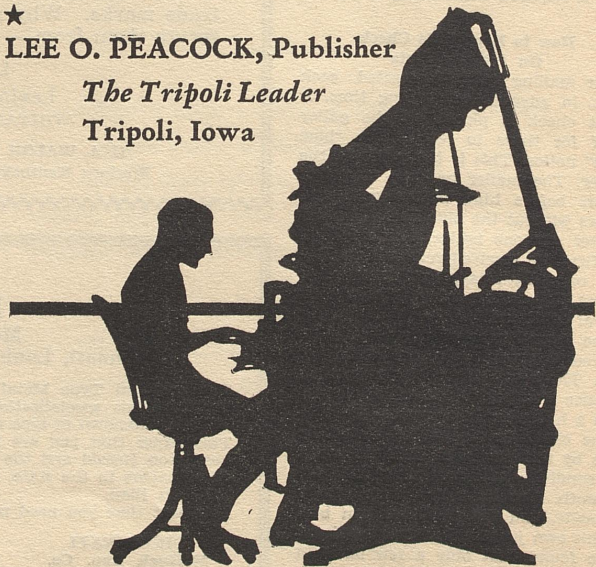
The upkeep cost of our Linotype is less each year than that of our typewriter.

I was criticized by newspaper men when I bought the Model 8 (our town has 900 population), but they were wrong. The machine has paid for itself in a few years.

In four years we have spent \$9.37 for repairs and extras . . . (about .04½ cents a week).

Our job printing has trebled.
It never could have been accomplished without the use of our Linotype. . . .

★
LEE O. PEACOCK, Publisher
The Tripoli Leader
Tripoli, Iowa



★ When Lee O. Peacock bought the *Tripoli (Iowa) Leader* plant five years ago he startled newspaper men by purchasing a Model 8 Linotype.

He was criticized for investing in a machine like the Model 8 because Tripoli had a population of 900.

But his critics were wrong, as Mr. Peacock points out: "The machine paid for itself in a few years. Our job printing has been trebled, and I believe the newspaper is now one of the largest in the State of Iowa for a town under 1000 in population.

"This could never have been accomplished without the use of our Linotype. . . . The machine is in A-1 mechanical condition today and is in operation six days a week. The first three days of the week it is kept in continuous operation for about twelve to fifteen hours each day. The cost of upkeep of our Linotype (\$9.37 for four years including several parts bought as extras to keep for emergencies) has been less each year than our typewriter, which isn't used nearly as much, or as often. . . ."

Mr. Peacock's experience with his Model 8 has been duplicated many, many times in every section of the country, by publishers large and small.

Ask the nearest Linotype agency for experiences of publishers in your own territory—or better yet, have a representative call and show you what a Model 8 will mean to your plant with your present amount of business.



MERGENTHALER LINOTYPE COMPANY, BROOKLYN, N. Y.

San Francisco Chicago New Orleans Canadian Linotype, Limited, Toronto 2, Representatives in the Principal Cities of the World