

# The Kentucky Press

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Kentucky Newspapers



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# Many Workable Ideas Offered To Build Classified Advertising

Our belief is that the alert newspaper publisher can at the present time bring a considerable volume of revenue to his newspaper through a conscientious effort to develop the classified advertising department. It is a department of the paper that few publishers have developed. Now and then one will find a newspaper that has developed this department of advertising to a paying revenue producer. We know of one good daily newspaper that boasts the fact that if all its display advertisers should quit advertising it could be published an expenses met through the revenue from the classified department.

That statement should give publishers something to think about. This revenue producer has not been built in a day, but it shows the possibilities which exist in every newspaper field for the production of added revenue.

Many display advertisers who are dropping out of the paper today will be lost if they are not directed to the classified department. Here they can tell their advertising story in a manner that will secure results for them at a cost much less than their former advertising investment. Advertising results here will bring many of them back into the regular display columns of the newspaper.

Some intelligent promotion and development of the classified advertising department of every daily and weekly at the present time will be worth dollars and cents to the publisher, and to his advertisers as well. No department of the paper can have a greater reader interest if readers are given a little training in reading the classified advertising department. Train your readers as well as your regular advertisers to use it. Every farmer, housewife, used car dealer, and small dealer in any commodity in your town and community is a prospect for your classified columns. Revenue coming in from this group is a new revenue. It can be produced this year to the distinct advantage of both publisher and advertiser. It is an aid to circulation as well. This department can be made the one that will determine the profit on your newspaper under present business conditions.

Show me a newspaper with a well developed classified advertising department, and you will show me a prosperous newspaper. Are you going to take advantage of the possibilities which this department of your paper has to offer?

The plans for a campaign to develop a well-paying classified column in a country weekly should follow a schedule extending over two months, says Wallace J. Cummings, member of the staff of the Southern Tier News, Inc., Addison, N. J., in a recent issue of Newspaper Advertising Service, Springfield, Ill. The major campaign is then followed by one of lesser intensity, thereby serving to keep the classified department before the readers.

"The first step consisted of a

mental operation in which the mind was brought to realize the value of a quarter. Heretofore the classified column, which, by the way, was far from being classified, was conducted merely as an accommodation for a few, with an occasional two-bits rolling in to help defray the expense of dunning letters sent to advertisers running ads 'f' and 'ftp' (forgetting to pay).

"The next step was to plan the campaign, and the first thing to be done was the classification of the heretofore unclassified column and filling it with a few classifieds calling attention to the merits of the column. For example, "Found—a good place to sell those articles for which you have no further use. Use the Classified Column." In making these plans I wrote a classified each week of the campaign, one for each classification.

"After making the necessary plans for improving the columns, such as setting an attractive head, a uniform method of composition, as hanging indentations and the like, the laying out of a series of attractive advertisements was in order. In these I followed a certain plan. The first ad contained the offer of running an ad a week extra, free of any charge, if sent in and paid for before a certain date. The second ad offered the privilege of phoning ads, and so on down the line until the complete series of ads were finished and each week something new and attractive was offered. The series contained every conceivable inducement to use the classified column.

"Up to the present moment no cash in advance policy has been adopted, and until I can see the error of my ways I do not believe such a policy will be adopted. Rather, I believe there will be small extra charge for billing the advertisements.

"Several hundred form letters were then printed, which read like this: 'Dear Sir: The attached advertisements was taken from the classified column of \_\_\_\_\_ (space to paste in ad). This same advertisement or a similar one may be inserted in the classified columns of our two papers, the Addison Advertiser and the Woodhull Sentinel at the rate of \_\_\_\_\_ per week.

"We sincerely hope you will try our classified columns and learn why we claim our publication to be "The Best Advertising Mediums in the Southern Tier Counties."

'Very truly yours,  
'Southern Tier News, Inc.'

"I then began clipping classifieds from the exchange papers and sent them out on these form letters. With them was inclosed a blank for return of the ad and a return envelope. The postage on these form letters is 1½ cents, unsealed. I find the best policy to use in clipping these ads is to remember that you wouldn't attempt to sell a person anything you are sure he cannot use.

"The final and important step was to resolve firmly to stress classifieds. The campaign then began. The week before the campaign be-

gan we could boast of four classifieds. During the first week of the campaign this number was increased to six, and at the present writing the number is 16.

"Four points which should be remembered are:

"1. Recognize 25 cents as a quarter of a dollar.

"2. Make definite plans.

"3. Follow your plans through.

"4. Resolve to increase your column.

"The last rule is of major importance. I have a great deal of luck in pinning a man down for a classified when he wouldn't consider anything else. Have all faith in the merit of the classified. Call them 'little giants,' but—oh my!"

\* \* \*

## By VERNON T. SANFORD Advertising Manager

Anadarko, Okla., Daily News

Promotion is secondary only to the sales force in the building and developing of a successful classified medium.

The classified managers conceive of hundreds of plans for increasing the incomes of their departments is evidence from an investigation of the numerous production plans engineered at various times throughout the country.

My investigations revealed a myriad of sensible ideas, freak means of attracting attention and "stunts" that rival those of the early days of Barnum. A number of these methods will be explained.

As every service and commodity is exploited and sold through the agency of advertising, so is it also a practical plan to advertise classified columns through the use of display (run of paper) ads, boxes on the classified page and news pages, streamers across the top of classified pages, fillers, street car cards, handbills, posters, window displays, and the radio, as well as campaigns by seasons and by classifications.

### "Filler" Ads Used

Classified promotion in the form of "fillers" is used in almost every newspaper regardless of its size. These are the small one-, two- or three-line sentences which appear usually at the bottom of the newspaper column—being placed there primarily because there's nothing else to "fill" with. A few of such advertisements from the Basil L. Smith System read:

**THE OFFERS in the classified columns are worth investigating.**

**READ, READ, and profit indeed by saving when buying the things you need—through the classified ads.**

**SPEND a little time in the classified section before you spend your money.**

"Streamers" are ordinarily used only in newspapers where classified volume has reached page proportions. They appear in one line across the top of the page and are sometimes called "ribbon heads." Typical streamers are these from Harrison C. MacDonald's "Greater Want Ad Business Builder":

**Buy a Batch of Chickens and**

**Watch Them Scratch Your Money Back.**

**They'll Rent in Any Weather, or Sell Birds of Any Feather—These Ads.**

**They'll Sell a Block, Stock or Clock, Yes, and Want Ads Get a Man to Fix a Lock.**

A booklet was prepared by the Cincinnati Enquirer entitled "Ways to Make Money With Want Ads." This booklet outlined the various uses of classified advertising and gave a list of some of the ways it could be employed to make money as well as to save money. Fifty thousand copies of this booklet were printed.

Window posters announced the fact that the booklet was available free of charge. Advertising was also run in the columns of the Enquirer announcing that "Ways to Make Money with Want Ads" could be obtained by filling in a coupon appearing in the paper and taking it to the nearest branch office.

### A 30 Per Cent Gain

In that manner the public became acquainted with the service. The result was: 25,000 additional copies of the Enquirer's booklet had to be printed, and the classified columns showed a gain of 30 per cent in three months' time.

In some classified advertising departments direct mail is put to every advantage possible. J. H. Butler of the Houston Chronicle has developed a series of "Miss Classified" letters. From the gas, electric, telephone and light companies he obtains the names of newcomers to Houston. Such a list is secured daily, and the letters go to the new arrivals in town.

From the transfer companies Butler secures the names of movers, which he says total some 50 weekly in Houston, and mails to them this letter:

**When Moving, Didn't you find some ODDS AND ENDS**

**You wanted to dispose of? CHRONICLE CLASSIFIED "FOR SALE" ADS**

**Will Get You Cash for These Articles—and Quickly, Too! JUST GO TO YOUR PHONE AND CALL**

**MISS CLASSIFIED.**

In addition to these letters, 10 circulars about want ads are mailed every day to Houston housewives whose names are selected from the telephone directory.

The classified heading over "Business Cards" in the Oakland (Cal.) Tribune was recently changed to read, "Who Can Do It?—Telephone Numbers You Should Know." Immediately following the ribbon heading there appeared about a dozen emergency telephone numbers—such as the police and fire department and the Emergency hospital. Advertisers in the business directory consisted of carpenters, painters, plumbers, mattress-makers, dress makers, accountants and bookkeepers. Each advertisement carried the telephone numbers in large type, thus bearing out the idea of telephone directory.

OHIO PASSES IMPORTANT PUBLICATION LAW ON TAXES

COLUMBUS, Ohio.—Gov. Martin L. Davey of this state approved a bill providing for the mandatory publication of delinquent tax lists, both real and personal. This law which becomes effective October 26 was recommended by the Inter-Organization conference, composed of more than fifty business organizations.

The state supreme court two years ago declared directory and not mandatory the section of the code requiring publication of the delinquent land lists. Since that time only a few county auditors have caused the land lists to be published. Little attempt has been made during the emergency to collect delinquent taxes and as a result more than \$216,000,000 of delinquent taxes remain unpaid.

The Yoder law makes it mandatory upon the county auditor to "cause a copy of delinquent real estate and personal and classified property tax lists and duplicates to be published twice within 60 days after delivery of such list and duplicate to the county treasurer, in two newspapers of opposite politics in the English language published in the county and of general circulation therein; provided, however, that before such publication it shall also be mandatory upon the county auditor to cause a display notice of the forthcoming publication to be inserted once a week for two consecutive weeks in two newspapers of opposite politics in the English language published in the county and of general circulation therein. Copy for such display notice shall be furnished by the county auditor to the newspapers selected to publish such delinquent tax lists simultaneously with the delivery of the lists to the county treasurer. If there is only one newspaper of a designated political affiliation published in the county and of general circulation therein, such display notice and delinquent lists shall be published in it and also in a newspaper independent in politics published and of general circulation in such county. Where there is a newspaper of designated political affiliation published in such county then publication of such notice and delinquent lists shall be made in two newspapers independent in politics published in such county and of general circulation therein. Publication of the delinquent lists may be made by a newspaper in installments, providing the complete publication thereof is made twice during a sixty-day period.

Must Provide Funds

Mandatory provision is made for the county commissioners to provide funds for the payment of publication which shall be at the rate of 30 cents per entry each insertion in newspapers of less than 25,000 circulation, to be charged against the property published.

In order that full publication be made "a newspaper is held to mean a publication bearing a title or name, published at a fixed place of business, regularly issued at fixed intervals as frequently as once a

week and having a second-class mailing privilege, being not less than four pages of five columns or more each; the primary function of such publication shall be to inform, instruct, enlighten and entertain, to which the general public as a whole will and does resort for intelligence of passing events of a political, religious, commercial and social nature, local and general current happenings, editorial comment, announcements, miscellaneous reading matter, advertisements and other notices; provided such a publication to be a newspaper of general circulation shall have been published at regular intervals continuously during a period of at least 24 months or as a direct legal successor of such publication issued during the immediate prior period of at least two years; circulated and distributed from an established place of business to subscribers or readers generally of all classes in the county or counties in which it is circulated, for a definite price or consideration for each copy or at a fixed price per annum, the circulation of which is proven bona fide by at least 50 per cent thereof being paid for by regular subscribers or through recognized news dealers; and must publish an average of 40 per cent news matter which has sufficient merit to have created a following of paid readers, to be a newspaper of general circulation."

The bill was passed and approved over the objection of some county auditors who though elected officials, give one or another reasons why publication should not be made. The measure not only provides that tax bills shall be mailed, beginning in 1938, but how collected delinquent taxes may be used.

SERVICE TIPS GATHERED FROM OUR EXCHANGES

Running a feature in his paper calling attention to the length of time advertisers have used the newspaper regularly, is a stunt used to good advantage by a western publisher.

A recent feature noted that two firms have been "regular" advertisers for more than a quarter century. To build local reader interest, similar data can be used, together with a brief history of the older firms, lodge secretaries, etc.

Here's copy of an ad which a newspaper carries in its local high school paper:

Did You Ever Stop to Think Your home town newspaper is your school's best friend.

It gives your school events and athletic contests columns of news stories and publicity.

It champions your school improvement programs and bond elections.

It is a sizeable taxpayer in your community.

On its staff and in its mechanical rooms you will find many home owners and taxpayers.

The same applies to your home town merchant.

Vernon Sanford, field manager of

the Nebraska Press association, suggests a reader-survey to discover how your newspaper "rates" with the public. Such a survey, conducted by means of a reader-interest coupon printed in your paper, will tell you whether you are playing up phrases of your newspaper that should be underplayed and are neglecting departments that arouse the greatest interest.

A good rule is "Read before you sign and keep a copy."

It is much easier to interest a prospective customer in a piece of printing if a good color of stock is shown than if white is used. In making up dummies or proofs, many times the use of colored stock will sell the job where plain white lacks proper life. You can actually create sales by the use of colored stock where white will fail, and it is to your advantage to concentrate on colored stock sales.

Publisher George E. Dunscomb of the Windsor (Ill.) Gazette carries a "Publisher's Corner" in the lower right-hand corner of the front page of each issue of his paper in which he lists the largest advertisement appearing in that issue.

"Safety First," an editorial appeal to keep your automobiles in safe running order and to operate it carefully on the highway, was used for a page cooperative advertisement by merchants of South Tacoma, Wash., in the South Tacoma Star.

August is the month of canning, summer merchandise clearances, college clothes, and a clean-up on all hot weather items. The month also brings an introduction of new fall merchandise, while summer items are being offered at clearance prices. Stores which are taking advantage of the August lull by making store improvements should be contacted for preparation of special opening sale. Fall draperies and coverings sell good in August.

By Ralph T. Baker, secretary and field manager, Kansas Press association: Here's a recipe book idea that will not only increase your advertising lineage but will help show an increase in circulation and job printing. First—carry an announcement on the front page that all women readers are invited to send in their favorite recipes for publication in the paper; that at the end of a certain period these recipes then will be assembled and made into a recipe book. Each day, the recipes printed will have a few designated as "star" selections. It is easy to get food store tie-ins listing the items which appear in the "star" recipes. After a few weeks you will find that you have hundreds of recipes. Then the type, which has been left standing from day to day, or week to week, can be assembled into a book, usually running 40-60 pages. Ads may be sold for the recipe book, as well as the paper. It can be used as a premium for new subscribers. The

women who send in recipes which get printed or get in the book should get a book free.

Despite the fact that more court decisions have been made recently that "bank night" does not violate lottery laws, the U. S. post office department still considers publication of this matter to be a violation of postal regulations.

AD-WRITING CONTEST FOR CHILDREN GOES OVER BIG

One of the leading retailing trade papers this month contains the following report, which may be of use to some Inland newspaper ad-men for local application; the idea was invented by the advertising manager of a newspaper, it is pointed out—

"An ad-writing contest for children with the copy featuring merchandise in the toy department, proved extremely successful in a western city store last year and, while the plan is perhaps not wholly new, it could be used in many places this year.

"The contest ran for two full weeks and was preceded by announcement ads. Simply stated in the announcement, the idea was: 'Who's better able to tell the nice things about toys than the children who play with them?' That's all advertising is — talking about things in such a way that other people will want to see them and own them.

"Each day's batch of entries was judged individually and a daily prize awarded for the best one. This prize was any top in the department up to \$1.00 in value. Then, as a grand prize, \$15 worth of toys went to the best of them all. The judges were the advertising managers of two daily papers and the director of a prominent local advertising agency. The age of the contestant was considered in the award, together with neatness, attractiveness, etc., but most of all, compelling persuasive ad copy.

"Ads came pouring in by the hundreds right from the start. Some children got the idea, others did not. But the response was what interested the store and that was beyond all expectations, extending even outside the state.

"The individual winner each day received a little note of congratulation and an invitation to come in and get acquainted with the advertising department; and as a rule they came trooping in, surrounded by gratified relatives.

"At the close of the contest all winning entries were mounted and inscribed and displayed in a prominent front window.

"All through the contest, newspaper advertising kept it alive and helped attract parents and relatives of the children to the store."—Inland Daily Press.

Secretary and Mrs. J. Curtis Alcock spent their vacation in August in Tennessee and at Glasgow, Ky.

William G. Cayce, 36 years old, newspaperman, formerly of Hopkinsville, shot and killed himself in San Diego, Calif., on August 2.

# The Kentucky Press

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### BUILDING CIRCULATION

A Washington newspaper publisher makes these suggestions for keeping and building circulation:

1. Arrange all expirations on the first of the month, in order to simplify your billing.
2. Keep a regular list of non-subscribers for samples and direct solicitation.
3. The registration of voters list in any town is a good source for a sample list.
4. Publish a list of "recent renewals" occasionally to stimulate others in sending in their money.
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.

### HAPPY BIRTHDAY TO YOU!

The West Liberty Courier, F. S. Brong, celebrated the beginning on Volume 27 this month.

Tyler Mumford, on July 30, began Volume 51, Number 1, and is hale and hearty for a newspaper of those years.

Growing up! The Vanceburg Herald entered its 47th year of active and progressive publication on July 23.

The Hardinsburg Independent, Jesse M. Howard Jr., editor, began its fifth volume on July 24.

Wesley Carter, editor of the Hardin County Enterprise, is promoting good will for his newspaper that ought to bring financial returns in many ways. Sunday, August 16, the Enterprise promoted the first Hardin County Home-Coming Day at Fontaine Ferry Park, Louisville. As

far as could be learned, over 3,500 residents and former residents of that county were present. The day was a success in every way and the editor and his staff are to be congratulated on the part that they played in its rousing success. As announced, the idea will be carried out again next year on the third Sunday in August.

Everywhere there is evidence that the editorial page of the average newspaper is enjoying a renaissance. This is not wishful thinking on the part of those who write them, but is borne out by surveys and by even the most casual reference to such barometers as public opinion as the letter columns of metropolitan newspapers the country over. The reasons are obvious and take their origin in the need of the hour which is for interpretation and leadership. No newspaper is adequately meeting the demands of its readers which is neglecting its editorial page.

### NEWSPAPER ADVERTISING

A number of Starbuck firms apparently have the mistaken idea that circular, hand bill and mimeograph, advertising in preference to advertising placed in the town's newspaper is more direct and more welcome by the prospective purchaser. What a mistaken idea!

In fairness to newspaper advertising let us ask these questions: "Have you ever seen a copy of the Starbuck Times in the post office waste basket? Have you ever seen a copy of this newspaper tossed out of an automobile to clutter up the streets of the town? Have you ever seen a copy of your home-town newspaper kicked about from the porch

of any home or left lying around only to be burned later?" You have not!

But you have seen hand bills, circulars and mimeograph advertising fill the post office basket to overflowing—you've seen the streets littered every Sunday morning with hand bills and yards and lawns strewn with that type of so-called advertising.

If every merchant using that class of advertising could follow his literature to the front door of homes—to the car owners whose cars are cluttered with hand bills—or to the farmer's mail box and learn how unwelcome they are; how the recipients resent the knocks at their doors, or the filling of their autos with mail-order advertising, he would come to the realization that instead of making friends thereby he, in reality, is making enemies.

Newspaper advertising on the other hand is welcomed advertising. It is dignified advertising. It enters the homes in a respectable manner and is read carefully by the best class of buyers.—Starbuck, Minn.—Times.

### HOPE AND A FUTURE FOR THE NATION

As fine a vision of the country newspaper as has been written for a long time is contained in a beautiful eulogy of a deceased Minnesota editor by his pastor. It is reprinted here in part:

"Of all publications, the newspaper is the least thought of, particularly the small town paper, yet it contains the history of mankind as certainly as the monuments of the ancient world, or the ponderous books of man's achievements. So quickly read and tossed aside, lost, torn, trampled on, burned without the least regret or consideration. Yet into it is poured a mass of matter, good and bad, joy and sorrow, laughs and tears, the history of today's humanity. Side by side are life's meanest and mightiest things: fighting cocks and fighting kings; the birth of babes, the death of sages; the slaughter of men, and the profits of war; and too often the fighting cocks are more important than the fighting kings. Yet we must rely on the small town paper to maintain our rights. We expect it to be unmoved by influence and unbridled by gain. We expect it to be pledged to religion, liberty and law. When these things are lost from our local communities, through betrayal or greed, the nation is on the brink of ruin. If we can keep our community life, through our local paper, above the world of sordid defilements of exploitation and greed, there is hope and a future for the nation."

### THE FIRST LINE OF DEFENSE

If local merchants are successfully to meet, and combat competition they should see to it that their first line of defense is impregnable. This first line of defense is the local newspaper containing their advertising. If the business interests of the town fail to guard this defense, by constant use of advertising, then outside competition gets

through the front line and gets in its deadly work.

Even the lethargy of the local people can be overcome by continuous advertising and they can be interested in buying. After all, advertising is a strong motivating force and the lack of this force is a serious form of competition.

In almost one hundred per cent of the cases of home town store mortality the reason for the demise can be traced to the failure of the merchant to advertise and to keep his front line defense strengthened.

There is a constant financial drain from towns and cities to larger towns and cities, on account of the "buying away from home" evil and this can be combated most effectively through advertising in the home town newspaper.

### IMPROVEMENT NEEDED

Business conditions are improving, we are certain of that. Along with improved business conditions must come improved business methods. There is a corollary in that that must not fail. Our methods of keeping track of business must be improved, our system of detail relating to advertising agencies and national advertisers must be brought up to date. There are any number of opportunities for improvement and the successful editor or business manager will not overlook the necessity of making improvements now.

The fact that business is better will give us publishers more courage to improve our side. And we are not overlooking any chance for closer and fuller cooperation with our state newspaper organization.

### THE COUNTRY PAPER

Without its newspaper the small town American community would be like a school without a teacher or a church without a pastor. In the aggregate, the country newspaper determines the outcome of more elections, exerts a greater influence for constructive community progress, is read longer by more members of the family and constitutes, with its millions of circulation and quadrupled millions of readers, a better advertising medium than any other group of newspapers or periodical publications.

When properly conducted, it cultivates so intensively its home news field that city dailies, farm journals and general magazines circulating in the same territory becomes only secondary influences.

Through service to its community, the country newspaper will not merely survive; it will continue to flourish as the most representative, most wholesome type of journalism America has produced.—John H. Casey.

We often hear it said that "how a thing is said is more important than what is said." Isn't that true of advertising also? It seems to us that therein is a challenge to every editor and advertising man to watch all copy closely and to see "how it is said."

### HELP THEM PREPARE COPY

### PLAN YOUR PROMOTION ADVERTISING SPACE

Very few papers, which obtain most of their revenue from selling advertising to someone else, have ever grasped, or even tried to grasp, the art of advertising the paper itself or any of its products or services.

How many times, at the last moment before going to press, has the make-up man yelled out, "Give me a three by twelve plug for page six," and a classified ad puller was hurriedly set up or a former ad squeezed in or broadened out with a lot of white space to fill? Maybe the ad said something and maybe it turned out to be a nice looking copy, but the chances were that it simply filled the purpose of a plain "plug."

And after the ad was run, whether it was boosting the classified column, calling attention to the sale of salesbooks, a circulation appeal, or display advertising promotion, was a check-up ever made to see what effect was secured, what type of ad had the most pulling power, and what tangible results came in the form of orders or definite impression on the minds of the readers?

When you sell advertising, you do so with the idea that the merchant will check up to see whether results are secured. If they are not, you would expect the merchant to try another line of appeal in his next ad. If your grocer, for instance, should run a half-page ad and never make any kind of check-up even in his own mind you would consider him foolish. Moreover, when you sell your merchant advertising you try to sell him on a planned campaign, with a definite idea in mind for follow-up ads.

Why not apply the same principles to your own advertising?

If you feel that your classified column, for instance, is not bringing the proper amount of revenue, instead of keeping this idea vaguely in mind and when little plugs are needed inserting a little copy along this line, why not plan a definite series of ads, calling attention to the value of this column and working toward a real selling message.

Every paper has instances and can find other instances in neighboring papers which prove conclusively the value of want ads. Quick-fire display ads, reprinting the want ad that brought such good results with a short story of explanation, have been found extremely effective in daily papers. Imagine, for instance, the reaction of someone who has a second-hand car for sale reading how some other person inserted a want ad and immediately sold a similar auto.

Just as you tell your merchants, an advertiser is talking to a passing crowd, and unless he keeps on talking everyone soon forgets his message. Maybe most of your merchants realize the value of display advertising, but whether they do or not it's mighty easy to forget about it if one of them stays out of the paper for a month or two. Maybe you think some of your merchants are incorrigible as far as advertis-

ing is concerned—they simply don't believe in it. But there are instances beyond count where these same types of incorrigibles have been sold on some belief or product by a consistent advertising campaign. And whether you are able or willing to go around and see them every week or not, a hammering, driving campaign in your own newspaper is bound to leave its imprint on their minds.

The Press has been carrying the statements of various persons of authority which advocate newspaper advertising strongly, as well as instances where it has proved mighty effective. Examples of big business firms which have attained success almost entirely through the use of advertising are all about us. Stories and statements such as these are bound to carry their message home to convince and keep convinced your own local business houses on the value of advertising.

Or take such an item as salesbooks, typewriter ribbons or any other form of printing or merchandise you handle. If you have space occasionally to push these items without incurring the ill will of local merchants, use that space intelligently and with a definite view in mind. Take salesbooks, for example. Almost all of your merchants use salesbooks in one form or another, and a good many of them buy outside of town. Some of them don't even know you could or do handle such a line. But if a well planned and effective series of ads were carried in your paper, calling attention to the fact that you can sell salesbooks of the best quality at prices which will meet any competition, you should get that business as a local firm. It is, of course, necessary to follow up such a campaign personally among the merchants, but this would naturally be expected. You will have and it should not be hard to reap sown the seed and planted the idea the harvest.

You have none of the problems of expense which confront the average advertiser. The space is yours in many instances, to be filled with either an ordinary "plug" or to be used with a consistent program in mind.

Whatever the need you feel, take your own medicine in the advertising business and get down to brass tacks to put that idea across to your readers. It won't be much of a hardship to take an afternoon off some slack week-end and draw up a series of ads which follow each other logically and which aim definitely at some result. Apply the same principles which you apply in meeting with your merchants to solve his advertising problems. The copy book reads pretty much the same, whether you are advertising shoes, electricity or advertising space.

There is little that can be said of a newspaper when its principal source of news is its front door. The real editor goes beyond that for his news.

John Boyd Kennedy has recently joined the job printing department staff of the Somerset Commonwealth, George A. Joplin Jr., editor.

The Publishers Auxiliary has been running an interesting feature on its search for the "youngest editor." In the last issue a communication was published from the pen of Editor William W. Hummel, Adair County News, Columbia, who entered his contestant for the honors with this story:

Youngest newspaper editor and publisher in Adair county and probably in the state is Charles Russell Harris, 14-year-old proprietor of the Columbia Weekly Splash, bright, newsy and newest publication in the county. The Splash, which splashed its way into this field about a month ago, is a single sheet, typewritten on each side, and contains world news, Columbia news and general information, but mostly chronicles doings of the kids on Fairground street.

Charles is the son of county clerk Harris and Mrs. W. E. Harris.

The single sheet is full of sparkling editorial observations, as: "The League of Nations fails to bluff Mussolini and Italy into stopping to fight over mountainous territory that will cost more to run it than it is worth."

Editor Harris, who also holds down the job of "printer" and "pressman," laboriously pounds out the sheets on his typewriter. This is the work of many, many hours, even if he can make four or five carbon copies at a time, for the last number had a "guaranteed" circulation of 20 copies. Charles' father has rolled out of bed many times, he says, to tuck the budding Arthur Brisbane between the sheets long after his rightful bedtime.

Charlie comes by his journalistic talents naturally, for it was his grandfather, C. S. Harris, after whom he was named, who established the Adair County News and continued its publication for many years. The same brisk style for which the late Mr. Harris was noted is seen in the writings of his grandson, who observes in cap letters that "the Columbia Weekly Splash shall some day be a big newspaper."

As the subscription list grows, young Harris plans to purchase a mimeograph machine so publication will be an easier task. He expects to pay for this improved equipment with revenue from advertisements, which may be had at the rate of "15, 10, and 25 cents per space."

Charles, who is a recent graduate of the eighth grade at the local school, plans to enter high school next September.

The Georgetown Times, published by Lila and F. M. Bell, with Lila

Bell editing the paper, is requesting birthday dates from its readers and announces that as soon as enough are received and catalogued a number will be run each week in the Times and will constitute a regular feature.

My good friend Joe Lovett, editor of the Murray Ledger & Times, is the best business man I know in the country newspaper field. Joe is soon to move his plant into a new building with modern furnace, wool insulation, shower bath, etc. It is encouraging to know it is possible to make a good weekly newspaper pay dividends. Joe has demonstrated this at Benton and at Murray. When Joe talks business methods, the Kentucky Press listens respectfully—largely because it is a subject most of us know lamentably little of.—Gracean Pedley, Lyon County Herald.

The first feature ever printed in a newspaper was the Mother Goose Rhymes. Mrs. Goose, mother-in-law of Thomas Fleet, publisher of the Boston Evening Post, read the rhymes to his children and in 1735 he started their publication in his newspaper.—Washington Star.

The Press of the state is extending its sympathy to the family of E. L. MacFarland, publisher of the West Kentuckian, Murray, on his death, August 21, following an appendectomy.

### PLAN FOR PROGRESS

How many editors really have a plan? Much easier to ask than to answer we will admit, yet, we are sure that there should be plans. Every editor should ask himself these questions: "Have I a plan for community building? Have I a plan for my advertisers? Have I a plan for getting greater circulation coverage and trade area saturation? Have I a plan for getting greater circulation through the proper building up of depreciation and building reserves? Have I a plan for the social development of my town? Have I planned for the improved appearance of my newspaper and its news and editorial content?"

One of our greatest mistakes is to accept the news and advertising each day or week as it comes without a definite planning ahead. There are many questions to be asked about a planned future but these questions can best be asked and answered by the editor unto himself.

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SOUND COLLECTION POLICIES FOR PAPERS

By JOHN H. CASEY Professor of Journalism University of Oklahoma

It is doubtful if there exists in Oklahoma today, or beyond its boundaries, a newspaper, daily or weekly, which can boast of satisfactory collections on account. Yet, a constantly growing volume of unpaid bills on the books of any business is known to be a dangerous state of affairs.

The ultimate result of such a condition over a long enough period of time means financial disaster for the business. Such a condition, allowed to stand without correction, has wrecked many a business. In other instances, the results have been slower in action, the disease, being cancerous in nature, causing the owner, on retirement, a great deal of worry and grief. . . shortening his years of ease and comfort at the end.

I well remember a successful grocery man in my home town who retired from business at about 65 years of age, thinking he was well-to-do and could live comfortably a good many years on his life's earnings, the fruits of his earlier efforts. But, when the store had been disposed of and everything was settled up, he found that his "savings," \$19,000 of them, were represented by bills receivable, bills for groceries already consumed.

The old gentleman, having plenty of time on his hands after retiring from active business, spent the remaining months of his life hounding his debtors for what they owed. Many avoided him. He died after a few months practically penniless. Only a small portion of that \$19,000 had been collected. His months of retirement, which should have been years, were not pleasant ones. He died an unhappy and a moneyless man because he was a poor collector. Every small town could cite similar examples.

I have known for some time that the Ponca City News has a definite plan and sound policy on bill collections. . . a policy that impressed me favorably the first time I heard of it. Lately, I have been wondering how well it has held up. So I wrote to Clyde E. Muchmore, publisher, for a report on his collection system.

If adopted by other newspapers, would the Ponca City News plan prove helpful in getting in their monthly collections? That was the question uppermost in my mind in seeking such a report.

"It would be a wonderful collection policy that would hold up during present conditions," is Publisher Muchmore's answer. He adds, modestly, that his policy does not appear to be a perfect one.

"Here is the problem that faced us about three years ago," to quote him at some length. "We had a large carryover on our books, larger than we thought was justified. Some of our accounts were slow in coming in. We were collecting each

month less money than we were placing on the books in the form of charge accounts. Consequently, the carry-over showed a tendency to grow rather than to decrease."

There you have the problem, a constantly growing volume of unpaid bills on the books.

In order to change the situation at Ponca City, the News set up a standard or goal to shoot at, the publisher informing his business staff, and his collectors in particular, that the News would make every effort to collect at least as much each month as was put on the books.

"Thus," to quote Muchmore again, "if we collected exactly the same amount, our collection percentage would be 50 per cent."

Figuring on that basis a record was kept. During 1930 the News collected, after the first two months, well over 50 per cent and actually decreased its carry-over a little better than \$4,000. In 1931 the News also collected over 50 per cent, but the carry-over showed an increase. Complete figures for 1932 were not available when this information was obtained. During the years this policy has been in effect, the News has collected 1.2 per cent in excess of the total charges. Outstanding bills have not been allowed to mount from month to month.

It is equally interesting to note that during 1930 the News charged off 1.2 per cent in bad debts, in 1931 one-fourth of 1 per cent, and in 1932 only .47 of 1 per cent.

The chief value in this plan as viewed by Muchmore, himself, after a trial of three years, is that it sets a mark and keeps the collector on his toes each month, which is better, in his opinion, than making a big drive, after collections have been allowed to drag for some time, and when it is finally discovered that money is greatly needed.

Bills for services rendered, or for goods purchased, become harder to collect as time passes. Indifference develops. Good customers drift away when given too much credit and are then asked to pay up. Good collection methods and sound collection policies are as important in the newspaper business these days as good circulation building methods, sound editorial policy, and enterprising advertising promotion plans.

J. W. Kayser, editor and publisher of the weekly Chickasha Star, says the "only way we are able to make collections is by keeping eternally at them."

He volunteers for consideration a "subscription feature" which has proved a very satisfactory producer for the Star during the last year. It is a recipe column in which the women of the county contribute all their best recipes at the end of a year's time and put them in book form.

A copy of the book is given with every subscription which is paid one year in advance. The Chickasha Star has never had a subscription premium which has met

with so much success, according to Kayser.

At this time of the year most newspaper men who are having collection troubles might welcome an old Oriental custom. In China and Japan the beginning of the New Year is a time not only of much celebrating, but one of debt payment. Everyone is expected to pay up during the period of the Chinese New Year if household goods must be sold to raise the necessary cash.

When an Oriental pays up at New Year's time, the creditor is expected to give a suitable present in token of his esteem for the honorable debtor. By clearing up all obligations at New Year's time, the customer is thereby assured of practically unlimited credit for another year. The Oriental who doesn't pay or cannot pay up during the Chinese New Year is in a bad way financially and considered a poor risk from then on.

The drive of the publishers to teach the value of legal publications must be relentless. Let us take advantage of every opportunity to point out, through our newspapers, the protection afforded the

people through these legal publications.

Whenever an editor falls into the mental clutches of the perennial gloom thrower, who predicts the end of the home town newspaper, he is merely becoming licked by his own business. The future of the home town newspaper is brighter than ever, if headed by a sincere, hard working editor, who believes that his opportunity to serve society is as important as making money.

Earl Huber, formerly with the New Haven Echo, has joined the editorial force of the Campbellsville Star, published by James Shacklette.

Ted Stanton, publisher of the Sturgis Post, has recently moved his complete plant from Sturgis and will publish in Clay. The paper is a continuation of the Sturgis Post and will be distributed in Sturgis. Mr. Stanton is offering a prize of \$15.00 for a name for his new publication.

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Kentucky editors are extending their sympathy to Leigh Harris, Henderson Gleaner, on the death of his brother in Indiana, August 11.

Lloyd E. Baylor, former shop foreman of the Clarksville, Tenn., Leaf-Chronicle and manager of the Star in that city, has assumed the duties of foreman in the Jeffersonian, Jeffersontown, under the command of Editor C. A. Hummel.

Lacy Threlkeld, 61-year-old printer who started his printing career in Paducah, Ky., where one of his co-workers was Irvin Cobb, died in Porterville, Calif., July 17. One of Threlkeld's prized possessions was a photograph of the office, showing Cobb and Threlkeld, both young men at the time, and other employees. He was an employee of the Porterville Recorder for more than 25 years.

Jody Gozder will entertain his correspondents to the News-Journal at the fifth annual fish fry at his commodious camp at Laurel Crest, south of Campbellsville.

Allen E. McGowan, field manager of the Minnesota Editorial association, will act as part-time secretary of the National Editorial association, dividing his time between Minneapolis and Chicago.

Congratulations to J. L. Bradley and the office force of the Providence Enterprise on their new undertaking in changing the size of that splendid daily from a six-column to an eight-column paper. Editor Bradley is giving that section an excellent daily and merits the success that it has attained in so short a period.

Roy Trewin Porte, founder of the Porte Publishing company, Salt Lake City, originator of the Franklin price list and the Porte book-keeping system as well as many other aids to publishers, died during July.

The sympathy of the entire newspaper fraternity of the state is extended to Bruce Hager, and his son and daughter, on the tragic and untimely death of their wife and mother, Lillian Hager. Mrs. Hager was killed in an auto accident in Virginia. She had endeared herself to the members of the Kentucky Press association who mourn with the family in passing of a dear friend.

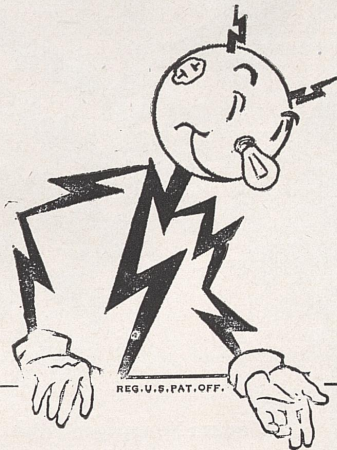
Miss Mildred D. Babbage was willed the Cloverport News in the probate of the last testament of her mother, Mrs. John D. Babbage. She was also appointed executrix. She is carrying on the traditions of her father who founded the News.

Press Editor Portmann and family spent the week-end of August 15 as guests of Editor and Mrs. Wesley Carter, Elizabethtown, with a cool evening under ground at Mammoth Cave thrown in for good

measure.

Wrigley has discontinued advertising his gum in Kentucky—too much tax. The primary is over. Oh hum! nothing left but to chew the w. k. rag.

Our genial secretary, J. Curtis, was an absentee judge for the various newspaper contests of the Virginia Press association. The awards were made at the annual meeting in July.



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