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# *The* Kentucky Press

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Kentucky Newspapers

*September, 1939*

Volume Eleven Number Three

## Workable Plan For Bringing In Delinquent Subscription Accounts

By FLOYD HOCKENHULL, Editor in CIRCULATION MANAGEMENT

How can a newspaper or periodical collect the money that is long past due for subscriptions?

It is easy enough to say, "Don't let your subscriptions get long past due." But in many instances, particularly those of weekly newspapers in small towns where the publishers are extremely busy and must do a little of everything, a considerable part of the subscription list often is badly in arrears. To the publishers, in such cases, collecting the money that is past due for subscriptions would mean hundreds, or thousands, of extra dollars in a year's time. It's the first step, too, toward a paid-in-advance policy.

We have pointed out, in previous articles of this series, simple ways that others are making more money from circulation and ways others are making more money from renewals. But in these articles, we were talking about paid-in-advance subscriptions. Now, let's take a look at subscriptions for which delinquent readers have owed you for a long time back.

To begin with—and this is easy to say, but it's been proved by the experience of thousands of publishers—it is a mistake to let people keep on getting the paper without paying for it.

### *How Long to Carry Them*

If you will just put forth a little continuous business-like effort to get new and renewal subscriptions (just as you put forth effort to get advertising and job printing), you can keep your list paid in advance. Or, at most, you won't need to carry arrears for more than three or four months. As we have pointed out before, according to the experience of many, it probably will pay you to carry arrears about 30 days, instead of cutting the names on the list right at expiration. Reason: it shows you are leaning over backward to play ball with readers who can't pay up right away, and it gives you more time to work them for renewals while they are still getting the paper.

However, that is neither here nor there. We'll say a considerable number of your readers do owe you for back subscriptions. What can you do to get your money?

We have checked with a lot of pub-

lishers who have succeeded in collecting from a good big part of their delinquent subscribers — and their advice boils down to this:

Number One principle in collecting for back subscriptions — the thing you must "paste in your hat" and remember all the time—is don't get mad; don't get tough. Always give your delinquent reader a way out, a way to "save his face." Even if, at last, you have to be firm, still be courteous and give the reader a chance to pay up without suffering any injury to his feelings.

### *Six Collection Letters*

That not only is good advice. It's advice that gets money and holds friendships for you. It's proved by long experience of publishers and circulation men. But it's not always advice easy to take, when you deal with people who are slow to pay you money that is rightfully yours.

If you are out to collect your delinquent-subscription accounts, here is the first thing to do:

Write a series of at least six collection letters.

It usually is advisable to write the entire series at one sitting. Then they have continuity, are all in the same tone.

Then multigraph, or print, your letters on your regular letterheads.

Then send them out to your delinquent subscribers, each letter about 15 days apart in the series.

As in a renewal series, any one letter will collect from only a part of your delinquent readers. The first letter may bring you the money from 15 readers out of 100; the second letter may bring you the money from 10 out of the remaining 85—and so on. You need at least six collection letters to get the money from a sizeable part of your delinquent list. You may need more than six.

### *Order Form Required*

Always enclose a good big order form and a return envelope. Better than a plain return envelope or a stamped one is the "business-reply" envelope — the kind on which you pay the postage when you get it back. To pay his bill, the subscriber doesn't even need to hunt up a stamp.

Under U. S. postal rules, you have to send collection letters sealed, under

first-class postage. You can't send them under third-class postage as you can renewal notices or letters to get new subscriptions.

Q. How should I word collection letters?

A. Very much as if you were writing to your Brother Bill, asking him for a small sum of money he owes you. Use simple words, everyday expressions. Avoid long, tangled sentences. Be "human."

And there's an interesting thing. A lot of people, even publishers and circulation managers, when they write form letters seem to aim them at an imaginary person of the kind that never did exist. They use encyclopedic words, trite expressions, don't write at all as they would talk. For best results and most money in your till, keep a picture of old Bill Jones or Mrs. Mary Smith (your real readers) in mind when you write your collection letters.

### *Just An Oversight*

Q. What "attitude" gets best results in collection letters?

A. The attitude that your delinquent reader probably just overlooked paying for his subscription; always an attitude that gives him a way out, so he can pay you and at the same time not hurt his own sensitive feelings.

Sensitive is right! Most people are extremely touchy; and if you once get a person in the position where if he pays you he loses face, you probably will never collect your money. It is a fact that many people will sit back and refuse to pay honest debts if doing so means loss of face, even if only in their own eyes. Or if they do pay, they get angry at you and you will not get them back as paid-up readers.

So always give your delinquent reader a way out. Write your letters on the assumption that he did intend to pay for his subscription, but just neglected to do so. Strange part of it is, that often is exactly the case.

You have three things to accomplish, usually, when you go after your money for long-past-due subscriptions:

1. To retain the friendship of the delinquent subscribers.
2. To get paid-in-advance renewals from them, so they will continue as subscribers to your publication.
3. To get the money due you for the old subscriptions.

### *Keep Others in Mind*

On all three points, it is of utmost importance that in your collection efforts you are courteous, that you always give the reader an opportunity to pay

up without losing face. As in your series of renewal letters, write from the viewpoint of the delinquent reader than from your own viewpoint.

And, as in your renewal series, you want to make the collections with as little effort as possible. The less effort you have to put forth to collect, the fewer letters you have to send—and the more profit you get.

Therefore, it is well to "paste in your hat," to keep in the front of your mind all the time in your collection efforts, a fundamental principle of all selling by mail (collecting money past due is a sales job). This principle has been well expressed by Frank Egner, assistant vice president, McGraw-Hill Book Company, a direct-mail authority:

"Action must be hastened by some special inducement."

Give your delinquent subscriber a reason for paying up his back subscription and renewing in advance. Give him a reason for doing it now, instead of "tomorrow."

According to other publishers' and circulation men's experience, best inducements are 1) extra good credit on the reader's new subscription, 2) a good premium. Both of these inducements will help greatly in holding the delinquent readers' friendship, in getting them to pay in advance for renewals, in getting your money.

#### The Model Letters

With this article is a series of six collection letters that have been very successful in collecting money for long-past-due subscriptions.

You will note (1) the friendly tone, (2) that they give his sensitive feelings, (3) the inducement for action, whereby the reader benefits not only by paying up his arrears but by renewing for a year in advance, too.

If you will adapt these letters to fit your own situation, multigraph them, and send them (with order blanks and business-reply return envelopes) 15 days apart to your delinquent list, we are certain they will bring you in a lot of money.

Long-past-due subscriptions, in the first place, are bad business. They're unnecessary—for by using easy, simple, business-like sales methods, as suggested in previous articles in this series, you can keep your subscription list paid in advance. Thousands are doing it.

But if you have long-past-due subscriptions, then the thing to do is to collect the money—as much of it as you can possibly get.

Most important part of doing it is

persistency; next most important is a good collection system. And in the case of most publications carrying delinquent subscriptions, it's surprising how many hundreds, or thousands, of extra dollars you can get from delinquent subscribers, in addition to putting your list into good shape. This extra money is "velvet." It's worth going after.

#### Hockenhull's Letters That Have Brought Good Results

Letter No. 1

(Your Letterhead)

Dear (fill in name):

If our records are right, you forgot to pay for your subscription to the GAZETTE last year.

We know that this just escaped your notice. It beats everything how fast the months slip by. Here it is time for your GAZETTE subscription to be renewed for another year, as well as to be paid up for the year just ended. At our low subscription rate of \$1.50 a year, your GAZETTE only costs a fraction over 2c a week. That's actually less than it costs to mail a letter.

Now, you probably like to save money—so to get your last year's subscription squared up, and to get you fixed up for next year, too, here's a money-saving offer for you.

There's \$3.00 due on your subscription (\$1.50 for last year and \$1.50 for this next year). But if you will send us \$3.00 right now—within the next 6 days—we will cancel your back account and extend your subscription for a full year, and also add six months free.

There's a real, money-saving bargain—six months free. You get it by sending your year \$3.00 now, and you also get all the worry about your past-due subscription off your mind.

Just fill in the pink order blank, and mail it and your \$3.00 (check, money-order or cash) in the yellow envelope. It needs no stamp. Then you're "all set." Your back subscription is settled, you are paid up for a year and six months ahead—and you get six months free. Please do it today.

Thank you, and best wishes.

THE BLANKTOWN GAZETTE  
Cordially yours,  
Publisher

Letter No. 2

#### It worries you more than us

Dear (fill in name):

Not having heard from you, I am wondering if you got my last letter. I wrote you about your subscription to the GAZETTE—you see you overlooked paying for it last year, and here it is time to renew for next year, too.

Now my guess is that having a subscription unpaid for a year back worries you more than it does us. You don't like unpaid bills, and I know you just overlooked paying for your subscription last year.

So—let's get it fixed up. Here's a Money-Saving Bargain for you.

There's \$3.00 due on your subscription (\$1.50 for last year and \$1.50 for this

next year). But if you will send us \$3.00 right now—within the next 6 days—we will cancel your back account and extend your subscription for a full year, and also add six months free.

You get six months free—and your last year's subscription marked "paid" and a full year-and-a-half marked "paid in advance"—by taking care of this now.

Just fill in the pink order blank and mail it and your \$3.00 (check, money-order or cash) in the yellow envelope. It needs no stamp. This way, your GAZETTE barely costs 2c a week—less than it costs to mail a letter.

You want this worry off your mind. Through this Special offer, you get the worry off your mind, and save money, too. Won't you please mail your order today?

Thanks a lot.

Cordially yours,  
THE BLANKTOWN GAZETTE  
Publisher

Letter No. 3

Dear (fill in name):

You have some good reason, we know, for not answering our last two letters. But carrying your subscription to the GAZETTE, without payment, works a hardship on us that you must appreciate. And we do hope that you will show your appreciation by sending the amount due, without further delay.

You overlooked paying for your subscription last year. And now it's time to renew again for next year. Your Gazette, at \$1.50 a year, only costs a fraction over 2c a week. You certainly get many times that back in the pleasure and enjoyment of reading all the news of (name of town) and (name of counties).

We want to "meet you more than half way." Here's a tremendous bargain—one that will fix your subscription up and save you money, too:

We have on hand a limited supply of fine 3-piece steel knife sets. You'll say they're the finest you've ever seen. Send the \$3.00 due on your subscription and we will:

Cancel what you owe for last year. Mark your subscription paid for a full year ahead. And send you a 3-piece knife set free.

There's a real bargain. Let's get your subscription cleaned up, and your name on our books marked "paid in advance for one full year."

What do you say?

Just fill in the pink order blank and mail it and your \$3.00 in the yellow envelope. It needs no stamp. Then we're square; and to show you our appreciation, we'll send you the 3-piece knife set free by return mail. Thank you for your early reply.

Cordially yours,  
THE BLANKTOWN GAZETTE  
Publisher

Letter No. 4

Dear (fill in name):

You and just a few others have kept us worried about your subscription to the GAZETTE.

Please Turn To Page Five

# The Kentucky Press

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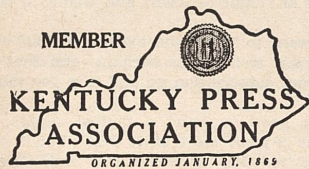
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*Editor Leaves For Minneapolis*

The editor of the Press leaves late this month for Minneapolis on a sabbatical leave for one semester where he will study in the Department of Journalism, University of Minnesota. By action of the KPA executive committee, the Kentucky Press will not be published during his absence for the months of October, November, December, and January. Publication will be resumed with the February issue.

*Kentucky High School Press Association Convention Postponed*

Because of the absence of Director Portmann, it has been deemed advisable to postpone the annual KHSPA convention, which is usually held in December, to the first week in April during the High School Forensic Week. Will

Kentucky editors please pass this word along to their high school newspaper editors?

*Thanksgiving Day, November 30*

Now that Governor Chandler has officially set November 30 as Kentucky's Thanksgiving Day, the minds of the state's editors are at rest and they can plan for their big Thanksgiving issue.

*War News Is Depressing*

After reading columns of war news in the daily newspapers, it is refreshing for the editor to read the many community newspapers that reach his desk and to find that our smaller cities are proceeding along in their normal manner and everyday functions.

*To Sell More Printing*

**Condensed THE ILLINOIS EDITOR**

We don't suppose there is anything more profitable on the job hook than two or more orders going thru for an identical form where the only changes made are the name of the customer.

There's a printer in a city of 5,000 who manages to have a run of such orders because he purposely cultivates the business. For instance, a customer ordered 500 8 1/4 x 14 sales contracts, largely six-point composition, which the Franklin Price List quoted at \$25.05. The additional 500 price quoted was but \$1.85 on the same run of orders.

Since conditional sales contracts are, in some variation, a commonly used instrument among furniture and household appliance firms, he sent his son to a selected list of prospects. The salesman quoted the usual price if the form had to be set special. However, if the customer would accept the contract, which was a good one, with only a change in name, address, etc., 500 would be printed for \$12.50 and 1000 for \$17.50.

Quite a number of orders were obtained. The printer made an unusually large profit; but he also saved his customers an equally large sum. It so happened that every account that bought, with the exception of two, was a customer of other printers and had been accustomed to paying the high cost of heavy six-point composition. Buyers were pleased with the enterprise of this creative printer and some gave him additional orders.

In reporting his experiences, the printer said that showing the form was an ideal excuse for making a call. Buy-

ers, interested in his methods, told him that if he could "gang up" other forms or have a run on certain forms they commonly used, to let them know. They were uncommonly interested in his solicitation because he didn't come into their offices begging for an order or offering to "beat the other fellow's prices."

One of the troubles in the printing business is that every order is tailored to measure. Each is custom built for the buyer, requiring a change of pace and tempo in the press and composing room for every job. Some printers have made fortunes by getting away from the "custom business" and developing syndicated forms.

A firm in St. Louis has a nationwide business in garage and auto dealer forms. Two or three in Iowa deal in creamery and poultry and egg printing. Three firms in Illinois specialize in county and municipal books and printing. A printer in Indianapolis has developed office and advertising printing for chiropractors. Bank form printers are too numerous to mention.

Develop a sideline of mail order printing. Pick out a business not now being covered and in a modest way circularize it. The possibilities are there.

—The New York Press

*Local Pictures*—You can get back some of the investment you put into pictures. The method is by sale of pictures you take, some of the shots you use in your own paper, negatives you already have on file, or photos easily obtainable in your particular locality. Pictures from our paper generally bring more in outside sales than pictures cost us. In other words, we can publish lots of pictures because enough are salable to outside markets to bring back our original investment in camera, film, processing, and engravings.—The Illinois Editor.

*Store Anniversaries*—It's a smart business idea to keep a record of the anniversaries of all your local business firms—stores, barber shops, insurance agencies, and banks. By keeping such a record, special anniversary ads can be suggested when the proper date comes. Every ad man knows this is a powerful sales argument. The list also may be a source for several good news features.

Mrs. Wanda Coffey, leading correspondent of the Casey County News, was named State Winner in the annual correspondence contest of the Country Home Magazine. She will receive a certificate. A certificate of merit was also awarded to Mrs. J. S. White, veteran correspondent for Jody Gozder's Campbellsville News-Journal.

*Bringing in the 'No Pay' Subscribers*

Continued From Page Three

We are worried because you overlooked paying for it LAST YEAR and here it is time to renew again for next year—and although we have written you several letters, you just don't seem to answer.

Goodness knows, we don't like to ask for money. But there's \$1.50 due on your last year's subscription and \$1.50 due now on your renewal.

Let's get square. What do you say?

Look at this: We still have a few of those fine 3-piece steel knife sets left. They've gone like "hot cakes." Nearly everyone but you has paid up his subscription—and has got a knife set free.

Now, if you will just send us the \$3.00 due on your subscription, we'll send you a knife set free, just as we did the others. today.

Accept this money-saving bargain — today.

You want to get square. The GAZETTE actually costs you only a little over two pennies a week. Here's a bargain. So just fill in the pink order blank and mail it and your \$3.00 in the yellow envelope. It needs no stamp. Then your subscription is fixed up, and you are paid for a full year ahead. And you get the knife set free.

Please mail the special pink order blank today. Thank you very much.

Cordially yours,  
THE BLANKTOWN GAZETTE  
Publisher

Letter No. 5

**How would you feel if you were us?**

Dear (fill in name):

While you are reading this letter, please put yourself in our place.

When your subscription to the GAZETTE ran out last year, we naturally supposed that you wanted us to keep the paper coming until you had a chance to renew.

The GAZETTE has been doing this for subscribers for years and years.

The subscription of several other people—folks you know—ran out when yours did. Some of them, like yourself, waited to renew.

You got the paper all of last year—and you accepted and read every copy. And yet, we have written you four letters about your subscription, and you haven't even answered. How would you feel, if you were us?

Frankly, haven't you been a little careless about this? Others of your friends and acquaintances have paid for last year and for another year in advance. The GAZETTE costs very little, only a shade over two pennies a week, \$1.50 a year. It's your home paper, packed each week with news from every nook and cranny of (name of town) and (name of counties).

It's always unpleasant to ask for money. We know how easy it is to put things off or to overlook them. But please spare us another letter by doing this: Either send us \$1.50 for last year's subscription. Or—better yet—send \$3.00, which cancels your back subscription arrears and also pays you up for a full year ahead.

Please do this today. Then you won't have

to trust again to your memory.

No need to write a letter. Just send your remittance with the pink coupon. You don't even need to put a stamp on the yellow envelope—it's prepaid.

Now that we've opened our heart to you and told you frankly our side of the story, may we not have your reply by return mail? Send either \$1.50 for last year, or better yet, \$3.00 for last year and next year, too.

Please write us before the end of the week. Thank you, very much.

Sincerely yours,  
THE BLANKTOWN GAZETTE  
Publisher

Letter No. 6

(LETTERHEAD)

Dear (fill in name):

You don't like to get letters like this. We certainly don't like to write them. Yet—you can hardly blame us. For we have written you, not once or twice, but five times about an honest just account that our records show you owe us. And you've never so much as answered.

The enclosed statement is for \$1.50 for your last year's subscription to the Blanktown GAZETTE.

It hurts us to think that when we gladly let you take your time to renew and when the GAZETTE is an old friend, you haven't even answered. Send the \$1.50 for your last year's subscription. If you possibly can, send \$1.50, too, for your renewal. Let's get this whole thing off both your mind and ours. We know you want to do this.

We will sincerely appreciate your courtesy in answering this letter. Please do it right now—don't trust to memory. If you lay this aside, you may forget again, and I still believe that is the reason you haven't answered before. "Safety First"—won't you pay up your back subscription today?

Sincerely your friend,  
THE BLANKTOWN GAZETTE  
Publisher

*A \$900 Idea*—An idea for a tabloid special edition or supplement that could be called a Progress Edition would be to make it a county-wide edition to attract advertisers outside the city of publication. Some of these special sections have been printed on book paper, so that the half-tone reproductions would be good and would lend smartness to the issue. Publishers who have used the idea recommend that an attractive cover be printed and shown to prospective advertisers; that stories announcing the special edition be run in advance of solicitations; that advertising copy be carefully written and layouts drawn before contacting merchants; that ad rates be based on page, half-page, and quarter-page prices, rather than column inch; and that all photos and cuts be charged for. One weekly publisher realized \$900 on one of these editions.—The Illinois Editor.

*What Women Readers Want*

MINNESOTA PRESS, By ANNA BARGEN

Who is the country weekly's most devoted reader? Whose duty is it to keep an eye open for week-end grocery specials in order to fill thriftily (as you expect it) the kitchen cupboard? Who must always look for new ideas with which to deck the family dinner table?

Who tells you as you chat over your breakfast coffee where the Smiths spent the week-end, what the Johnsons have named their baby, that Mary had an operation, that Fred's mother-in-law has come to live with him, that Jack and Lucy are building a new home, that Frances won the bridge prize at Mrs. White's party, that Tom has finished threshing, that the Joneses bought a new Plymouth and it's about time you should have one, that the Browns are sacrificing everything to send Robert to school?

Who arranges the social functions in your home and serves those "dainty" refreshments that always please your guests? Who must look for bargains in furnishings that will make your home more cozy and a more pleasant place in which to come? Isn't it the woman reader?

For many women living in small towns or farm communities a daily newspaper, the home-town weekly, and a household magazine, or a farm journal are the only sources for such information. Other women in rural areas may have to content themselves with only the weekly newspaper. To them it means much. It may be their only source of current reading material to which they may turn for news, cookery hints, and fashion tips.

What does a woman expect of her weekly newspaper? Of course, there is always her vanity. She likes to see accounts of her importance in the town's social activities. She wants her children's names enumerated when they win a prize in the county cake baking contest or foot race, or when they advance to the top of the honor roll. When she entertains, she expects her newspaper to know whether the roses that decorated her tables were pink or red; and when her children's names appear, she expects the reporter to know that her daughter Lucile spells her name with only one "I" instead of two as other persons do. She insists that her name be printed, "Mrs. Martin Smith" if she prefers that to "Mrs. M. G." Her husband must always be referred to as "Frederick"—should she prefer that to "Fred."

When she is chairman of the committee to arrange the annual church supper, a woman wants proper recognition. Learn to recognize her importance, and you have won the housewife to your side. You can then depend on her every week to contribute to your column of personal items.

But the woman reader of today is interested not only in the local happenings and social functions the weekly press reports. The home paper is more than that to her.

She is constantly seeking to improve her environment and her intellect. She is always looking for new ideas—new ideas on training her child, furnishing her home, her meals, her dress, and for ideas that lighten her household tasks.

Your woman reader wants to know which baby food is the best for her infant and how much cod liver oil is required to make her skin pink. She also wants to know how she can refresh her reddened complexion after exposing her skin while working out of doors. She looks to her newspaper for the latest fashion tips, for she is interested in what the women of the larger cities are wearing this season, which shade of blue is the most popular at the moment, whether her accessories should harmonize or contrast, whether her newest frock should be floral or plain patterned, and how many inches from the ground she must wear her skirts.

The homemaker has open eyes for cookery hints. She is curious to know how she can make her rolls more feathery and her chocolate cake more reddish. She is always interested in new salads, desserts, another way to serve potatoes, and another kind of bread. When she gives a party, she prefers not to have the refreshments she serves listed; but when she reads her paper, she is eager to know "what people have to eat at parties," so she may receive an inspiration for the next time she entertains. Preceding special holidays, she awaits suggestions for special party menus, attractive variations of her favorite sandwiches. In the summer time the homemaker wishes to have called to her attention recipes for new picnic dishes and refreshing drinks.

From the advertisements the modern woman expects to get factual information, not only glamorous statements and 'snob' appeal. When the merchant advertises ladies' wash dresses as fast color, she wants to know if they are fast to tub or sun. If blankets are advertised as wool, she wants to know what percentage is wool. She looks for specific

statements. She is interested in knowing which grocer offers the best buy on a particular day on a number two can of peas. She expects information on the arrival of new dress materials, clearance sales, and white goods sales.

At housecleaning time the housewife who does her own work looks at the columns of her newspaper for specials on paints, varnishes, and housecleaning aids. She compares the quality and prices of one store's living room draperies and kitchen marquisesettes with those advertised by another store.

More and more the woman is becoming the leader in her community. Consequently, she desires her home newspaper to recognize her role. She expects publicity for the work of the federated women's clubs, the parent-teacher associations, and the public facilities, such as the library in the community. If she is a farm woman, she expects to read about the progress of 4-H club work and rural projects. And she will be disappointed if information is lacking.

*Advertising Aids*—It's not as hard as it sounds to prepare copy and layout for a dozen or more local merchants, providing one has the various aids at hand. A good ad man frequently will turn out a dozen in one or two hours, and do a good job, too. These aids are: a mail order catalog, cut and copy service, advertising pages of daily papers and exchanges, advertising pages of general magazines and farm journals, and dealer helps obtained from merchants. Equipment for doing this work is inexpensive. A small drawing board with a T-square and ruler costs little and saves time in preparation. A pair of scissors, a few soft lead pencils, paste, and a supply of paper stock (we prefer buff eggshell for this job) completes the equipment. Prepared ads sell easier, are easier to set, and usually get better results for the merchants.—C. W. N. A. Bulletin.

*New Ideas For Old*—Dig out your advertising for 1925-35. You'll find good old ideas there that are new to present management. Take these old ideas, give them modern dress, and you have the basic material for effective advertising. You'll find them mighty good dollar traders for you.—The Post.

*Tips From Farm Journals*—An ad solicitor often can get some of his best tips for local advertising by studying advertising in farm papers that have wide circulation in a local area. Farm paper

advertisers are national manufacturers, and their advertising creates a consumer demand for certain products. But the farm journal does not finish the job. The farmer does not find out from his farm paper exactly where he can see, inspect, and actually purchase the product. Contact these leaders and suggest tie-in advertising. It's smart merchandising for local dealers to cash in on the consumer interest created by farm journal advertising.



## This Blood Would Kill the Patient

A blood transfusion may save his life. But this blood would kill him! It's the wrong type. Doesn't match perfectly with his present blood.

Like the replacement parts for your Linotype! They must match perfectly with other parts around them. A part that's a few thousandths off in size or made of a metal a bit too hard or too soft may cause costly damage to adjacent parts. It can affect the life of your whole machine.

Be sure! Insist on genuine Linotype parts. They're made under the precision standards of the engineers who designed and manufactured your Linotype. You'll find that genuine parts mean genuine economy.

TRADE **LINOTYPE** MARK

Linotype Excelsior and Bodoni Bold

*There's A Market For Ordinary Photos*

There's a market for ordinary photos and no newspaper, having a photo department, should ignore a chance to make it self sustaining. It is granted that having a photographer does build a paper's prestige, increase its circulation and advertising. These benefits, realistic as they are, are also indirect.

It should be the duty of the person who takes the pictures to also cultivate a market sense and to sell pictures that not only have been taken but to sense the kind of a picture that has a cash sales value even though not acceptable for the newspaper.

In leafing through one of the photo-market books we find the following concerns will buy just such pictures as are had in the average town.

*Market Places*

Single pictures of Holstein Friesian cattle, purebred, and their owner will be purchased by Breeder and Dairyman, Harrisburg, Pa. They want newsy interesting pictures preferably with interesting cut lines or short story.

Cappers Farmer in Topeka, Kans., are a good market for photos of unusual farm machinery, activities, and for animal and human interest scenes.

If you have a farm implement dealer who steps out from the rut and develops a good farm implement merchandising idea, and you take a picture of it, Farm Machinery and Equipment at 805 Pine Street, St. Louis, will buy them.

The Hatchery Tribune at Mt. Morris will pay from \$2.00 to \$5.00 for good pictures of newly-built hatchery buildings (unusual construction), and of effective window displays, etc.

The Illinois Agricultural Association at 608 S. Dearborn, Chicago have recently sent quite a few checks to subscribers of the Illinois Editor for farm pictures sent to them. Their magazine has been a good source for Illinois publishers to sell pictures. Anything you have of interest to farmers, especially an IAA member is likely to be considered. Pay runs about one to two dollars but it is a good market.

A farm magazine that pays well for farm photos is Successful Farming, Des Moines, Iowa. They want good, clear photos, are interested in any farm subject also farm juvenile pictures.

Breeders Gazette at Spencer, Ind., will pay up to \$10.00 for human interest pictures illustrating wholesome stock farm living.

Our Dumb Animals, Boston, Mass., will pay from 50c to \$2.50 for interesting

pictures of birds, animals, pets, etc.

Pictures of unusual accidents, fires and explosions around the country grain elevator will be purchased by Grain and Feed Journals, 332 S. La Salle Street, Chicago.—The Illinois Editor.

The sympathy of the Kentucky editors is extended to Charles N. and E. C. Wooton, publishers of the Hazard Daily, on the death of their mother, Mrs. Alice N. Wooton, on September 4.

Miss Emily Elizabeth Heddon, daughter of "Jake" Hedden, editor of the Mt. Sterling Advocate, was married on September 20 to Allie Crockett Conway. The Press extends congratulations.

Mrs. S. T. Comer, editor of the Maysville Independent, daughter of James Purdon, was the recipient of a blackmail letter in which her children were threatened unless she would deliver \$5,000. It is believed that the writer of the letter is now under custody.

Miss Urith Lucas, Frankfort, who was graduated from the University of Kentucky, department of journalism, in 1938, has accepted the position of society editor on the Maysville Independent.

Congratulations to the Ohio County News, Percy H. Landrum, editor on the splendid Homecoming-Fair edition of sixteen pages which was issued on September 1.

The London Weekly News, W. L. Simpson, editor, has moved its office to new quarters in the Poynter building.

Congratulations are being extended to Editor A. S. Thompson for the splendid historical edition of 24 pages in honor of the sesquicentennial of Bourbon County which was celebrated in Paris early this month.

The Mountain Eagle, Whitesburg, J. birthday early this month.

Crook, editor, celebrated its thirty-second The Greenup News, W. H. Ward, editor, entered Volume Four this month.

The prize-winning Union County Advocate, Morganfield, R. M. Munford and Tyler Munford, publisher and editor, celebrated its fifty-fourth birthday, August 24, and entered into its fifty-fifth year of progress and service.

The Tri-County News, Corbin, has changed from a tabloid to a six-column paper, purchasing a new press to make the change possible.

Announcement was made September 14 of of the marriage of L. C. Starks, former publisher of the Marshall County Enterprise, Hardin, Ky., and Mrs. Dora Rehkopf Walters at the Kentucky Avenue Presbyterian Church in Paducah. The Starks will reside in Hardin.

Miss Etta Browning, Corbin Police Judge, one of two women police judges in Kentucky, and Robert E. Cummins, reporter and circulation manager for the Corbin Daily Tribune, were married September 5 at Pineville by the Rev. J. A. McHargue, pastor of the Pineville Baptist Church. Mrs. Cummins is a daughter of Mrs. Mollie Browning and Mr. Cummins is a son of Mr. and Mrs. Ira Cummins. Mrs. Cummins plans to resume her place on the bench and Mr. Cummins will continue his daily trip to Police Court to cover the news.

The Middlesboro Three States is sponsoring a baby marathon contest for its progressive merchants.

Col. B. F. Forgery, Ashland Independent, was the principal speaker at the anniversary banquet of the Huntington, W. Va., Advertising.

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