

The Kentucky Press

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Drums of Industry and the Pageant of Advertising

Address Delivered by Alvin R. Magee,
National Advertising Manager of the
Courier-Journal and Louisville Times
at the Mid-Winter Meeting of Ken-
tucky Press Association, January 23,
1932

Many drums are calling—drums of war, drums of peace, drums of fear, drums of hate—drums that beat while political dervishes whirl. Drums that pound out the measured tread of the propagandists. Drums of jeopardy—drums of jazz. They are calling, boldly, all the drums of discord.

Drums of industry, tuned to a minor cadence, are tapping plaintively, almost unnoticed in the ruffle of sound from over the hills of discontent. The drums of industry are muffled—their cadence is broken—there is no music in them. Until they resound again to the common rhythm of confidence their beat cannot be heard.

But let them break through the babel of confusion, echo in the resonance of progress and the other drums will be gradually silenced—for the drums of industry are the drums of progress and prosperity. They cannot cease except we be destroyed!

Business—business of every description—is waiting—waiting for “better times”. It is waiting and wondering whence the uplift may come—who will fly to the rescue—and how—and why—meantime the headlines fill the headlines.

As civilization rests so heavily on the initiative of business, so business relies on advertising to break the trail toward progress. All the way up the rugged and thorny path it is the drums of advertising which steady the march and herald the coming of the hordes of consumers. The advertising drums are the big bass drums of industry—booming—booming all the time!

The advertising drums are the drums that call to attention. They arouse. They fire the ambition—stir the imagination—kindle the desire to possess. They educate and instruct, but most of all—and underlying all—they inflame the emotions by their rhythm.

The depression is passing—advertising will lead the way out. This is no dream. Not one, but many industries, in this country are marshalling their forces to go forth again upon their normal quests. And why? The answer is easy. Man may subsist on the dole, but industry may not.

Ore in the hills, oil beneath the plains, beef upon the hoof, grain in the warehouse, money in the bank—idle investments—idle machinery. There can be nothing more effective than the pageant of industry marching back to work—to the booming of advertising drums! It is advertising—yes, good honest advertising—a regular pageant of it that is wanted. That will do more than anything else to divert the public from doubts and gloom, from fear and foreboding, from the curse of idleness.

The automobile industry is in marching order already. Last week in New York—this week in Louisville—the automobile manufacturers and dealers are holding the annual Automobile Show. Last Sunday the Courier-Journal carried two complete sections devoted to this great industry. Do you know what the potential buyers of this country need? It is the inspiring sight of individuals and organizations behaving as though they believed they knew how to keep busy and make a fair living under present conditions. Giving—yes giving—a dollar for the unemployed, but also giving an order to the employed. For that is only common sense and very much easier on the conscience.

All of this to show how important this business of advertising is—particularly newspaper advertising. In 1909, there were approximately 3,000 daily newspapers—in 1931 there were 1,949 newspapers. In 1909 newspapers possessed 22,000,000 circulation—in 1931 newspapers possessed 40,500,000 circulation—evidently a survival of the fittest—with numbers of papers going down while circulations go up.

Forty one per cent less daily newspapers with 84% more circulation.

It is no longer merely desirable that a newspaper should make money—it must make money!

I have been asked by Mr. Platt to tell you briefly about some of the methods employed by the Courier-Journal and Times to obtain our national advertising. When your speaker entered the newspaper advertising business in 1907, the advertising revenue was obtained primarily from the advertising of the local merchants, with a sprinkling of national schedules almost entirely of a medical nature—such as Lydia Pinkham, Cuticura, Wintersmith's Chill Tonic, Laxative Bromo Quinine, Wine of Cardui, etc. With the development of the automobile in-

dustry, the automobile lineage became quite a factor and in 1918 the Courier-Journal and Times created a national advertising department with your speaker in charge.

In 1918, the total national advertising in the Daily Courier-Journal for the entire year was 376,061 lines. In 1929 (the peak year for all advertising) the daily Courier-Journal carried 2,740,211 lines of national advertising and in 1931 national advertising in the Daily Courier-Journal was in excess of two million (2,000,000) lines, so you can see that manufacturers began to employ national advertising in newspapers as an effective sales assistance.

In addition to the promotion work done from the Louisville office, we are ably assisted in the national field by an affiliation with a sales organization which maintains offices in New York, Chicago, Philadelphia, Detroit, St. Louis, Kansas City and San Francisco. It we receive an inquiry today from a prospective advertiser, we arrange to have the nearest office interview that advertiser tomorrow.

We are able to supply sales managers or advertising managers or agency executives with general statistics relative to the Louisville market—such as the number of families who own automobiles, or own radios and similar information. When the occasion demands, we will interview 10% of the retail grocers or 10% of the druggists or a house-to-house investigation with reference to some particular product. If the manufacturer wishes, we will work out a sales plan which is applicable to our particular territory. We will help organize his crew of salesmen. A representative of the Courier-Journal and Times will address the salesmen explaining the advertising campaign and telling them how to capitalize this advertising investment. Accurate and complete route lists are provided for grocery and drug trade which enables salesmen to cover all the retail and wholesale outlets in minimum time. Portfolios with the signature of the Courier-Journal and Times embossed on the outside are provided to manufacturers giving us non-cancellable contracts. These portfolios carry a letter of introduction to the trade, and, whenever advisable, the Courier-Journal and Times representative will accompany a salesman on a sufficient number of calls to in-

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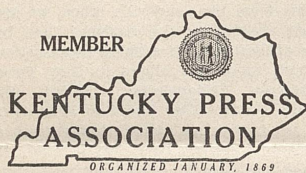
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KPA Will Vacation At Middleboro In June

Middlesboro was selected for the 1932 mid-summer meeting place of the Ken-Press association on June 16, 17, and 18, at a meeting of the executive board at the Brown hotel, Louisville, April 18. Corbin was the only other town extending an invitation.

George Joplin, Somerset, chairman of the board, presided and appointed as members of the program committee for the meeting, Robert Kincaid, Middlesboro, chairman, Herndon Evans, Pineville, H. C. Chapelle, Middlesboro, J. Curtis Alcock, Danville, with James Norris and himself, ex-officio.

Members and visitors attending the meeting were James Norris, Ashland, president of the KPA, J. Curtis Alcock, Danville, secretary, J. P. Gozder, Campbellsville, Keith Hood and Wm. Bell, Bedford, Brainard Platt, Louisville, Joe Costello, Cynthiana, Robert Elkins, Lancaster, D. M. Hutton, Harrodsburg, Joe Richardson, Glasgow, Thomas Underwood, Lexington, Laurence Hager, Owensboro, J. L. Bradley, Providence, Ben Cozine, Shelbyville, and Victor R. Portmann, University of Kentucky.

Howard J. Douglass, secretary-manager, Middlesboro Chamber of Com-

merce, presented the invitation to Middlesboro. Telegrams from J. L. Crawford, Corbin Times-Tribune, and from the Corbin Chamber of Commerce were read.

On motion of the Board decided to set aside \$100 for the first prizes in the annual newspaper contest, winners of the other prizes to receive suitably engraved certificates. The prize contest and rules will be announced in the April issue of the Press.

Ben B. Cozine, Shelbyville News, chairman of the legislative committee, gave a report on the Kentucky legislature and the activities of his committee on bills pertaining to the newspaper fraternity.

SATISFYING THE READER

There are as many tastes as there are degrees of mentality among readers. Newspapers assuming to cover their fields must try to interest all elements. The aim can be accomplished in a regulated way and without descending to the level of the lower elements. Good editing is that which interests all classes without outraging taste or sacrificing morals. Frequently the editor has to be an accomplished equilibrist, a tight-rope walker between the depths and the heights of his public's preferences.

Some readers choose their newspaper fare in much the same manner as a child, left to its own preferences, would select its food. Sweetmeats and other things most pleasant to the palate receive the first call. After these are disposed of there is little appetite remaining for substantial viands. These readers, adult though they be, are the irresponsible and child mentalities of the community; but they must be reckoned with in a program of newspaper coverage. It is wrong policy to ignore them and equally wrong to grant them undue encouragement.

The ideal policy of news treatment is that which says that if a thing is important to the public it should be printed. It may be either frivolous or an exceedingly dry subject and be passed over by many readers, but if it is important to any considerable element of the community, it deserves news space. Readers pay for the news, features and advertising contents. The editorial columns are for opinions. In the latter columns the editor is privileged to praise or lambaste to his heart's content anything which the news develops. Experience shows that the editorial columns receive quite as much attention from readers as the news columns.

Newspapers are similar to textbooks in that they supply information and instruction. The newspaper goes farther in that it provides entertainment and its various contents open avenues for unlimited inquiry and discussion.

No textbook which suppresses matter of importance to the subject it treats can preserve its authority. By the same token, the newspaper loses authority when it suppresses or idly treats any matter of public importance. Catering to any definite stratum of society may sell newspapers in large centers of population, but it scarcely is applicable elsewhere.

Putting Pictures in Paper

Reviewing a newspaper without a picture on the first page it was found possible to have used three pictures of individuals without cost to the publisher, for these individuals were people in public life who would have gladly paid for the cut.

In this manner the publisher could easily build a morgue containing many pictures which always come in handy and brighten the pages. There was a farm article and there is a two-to-one bet the farmer would have paid for the cut had he been asked.

Besides, every newspaper should have cuts of people occupying positions in the commercial organizations, farm organization, schools, town administration, county officers, lodge officers, church officials, and so on world without end—and every one of these would pay the cost of the cut—or if this is not thought good policy, it does not cost much to add one cut a week—one single column cut of some person in whom the people are interested—for you print the news of them, so why not the cut?—Washington Newspaper.

ADVERTISE YOUR PAPER

The fact that the names of 2,158 people—almost one-fourth of the population of the county—appeared in the preceding week's issue of the Princeton (Mo.) Post was made the subject of a display advertisement in the edition of that paper October 8. The text pointed out that something was said about each one of the 2,158 people—they had been visiting entertained guests or had figured in some other way in the week's news. The salient point was drawn that readers of the Post obtained this information in a convenient and easily assimilable form for less than three cents. Another good feature of the advertisement was a brief, but instructive, talk on the amount of work necessary to obtain the names and news and incorporate the matter into one edition of the publication.

The tendency of the large papers to standardize news writing, thereby contributing to dreariness, is an invitation to the smaller ones to put pep and originality into their stories. We know of no better way to meet the competition of the metropolitan papers which is said to be affecting the small-city and country press.

(Continued From Fifth Page)
 sure the salesman's getting the complete advertising story.

Local retailers and wholesalers are kept constantly informed of the merchandise advertised in the Courier-Journal and Times. The wholesalers are particularly urged to inform their salesmen about these campaigns so that they may, in turn, see that the retail dealer replenishes his stock.

The front window is our own office building is available to our advertisers for display purposes. The manufacturer may set up an attractive display of his merchandise in this window and the retail dealers are very much impressed and they, in turn, install similar displays to tie-up their store with the campaign.

Now for some specific examples: Several years ago, a large insecticide manufacturer, who was without business in this market, was persuaded to give us a liberal contract and, in return, we merchandised his product to the grocery and hardware trade, with the result that the local broker not only exceeded his sales quota, but lead all other distributors in the United States. The local broker was awarded a \$1,000 trophy by the manufacturer. The factory representative came to the city and the mayor of the city presented the trophy at a meeting of the Advertising club.

A large canner of pineapple advertised with us three years before the resistance of the chain stores could be broken down and before they would stock this particular brand of pineapple. They had one brand on hand which is advertised in magazines. We assisted the Louisville broker by obtaining window displays from the independent grocers and picking out these stores in the same neighborhoods or across the street from a chain store and we will continue to receive the schedule in 1932 because of our merchandise work during the past three years.

Last year, Louisville was one of the 12 Major Markets to receive the advertising of a well-known grape juice bottler. The campaign in each city was different from the other in that each city used its own testimonials and our organization obtained these signed testimonials from prominent men and women of the city.

One of the largest soap manufacturers in the country, an advertiser who uses 60,000 lines of advertising annually with us, or about 25 full pages, was skeptical at first about the Louisville market because most every family employed a negro wash woman who liked the old style yellow soap. We told this manufacturer that this market could be converted and our statement was substantiated by the fact that the sales of this manufacturer in Louisville exceeded the sales of Cincinnati and In-

dianapolis—both larger cities.

Recently we assisted a well-known manufacturer of coffee to obtain some first-hand information about the market, which their own men might not be able to secure, with the result that this manufacturer showed an increase in sales in 1931 over 1930.

We also told a packer of tea that the Louisville public preferred a certain kind of tea and that their preference was for a certain size and color package. Such assistance as this undoubtedly means that we will be favored with the business when it is placed in 1932.

Last spring, when a bottler of a famous brand of Ginger Ale was lowering the price on a certain date simultaneously over the entire country, our men contacted 200 outlets of Ginger Ale in Louisville showing them an advance proof of the advertisement and telling them why the change in price was being made, with the result that this manufacturer did not lose a customer, but, on the other hand, the sales increased materially because of the response from our readers.

In 1931, we failed to receive an advertising schedule from a cake and cracker manufacturer whose business we had carried the previous year. Naturally, we sought the reason and picked out 100 retail grocery stores to check the brands of crackers and cakes carried and to ascertain just what the retail trade thought of this manufacturer's line. With the facts in hand, we were able to renew the contract this year and the advertising starts next month.

The malt syrup field is a highly competitive one and we are carrying schedules for eight different manufacturers and during the Fall we made a survey to find out the popularity of the various brands and we were accurate in our report because we found out later that these were re-checked through their own salesmen.

In an effort to obtain the advertising of a certain automobile oil, we stationed men at filling stations and asked certain questions of the autoists as they filled their gas tanks and checked their oil.

In the cereal field, the tastes of the average family as to their breakfast cereal is changing and we were able to secure some very nice campaigns by giving an accurate report to certain manufacturers. It may interest you to know that rice flakes are quite popular right now.

The manufacturer of a ready-mixed biscuit is changing the style of their package and before the advertising agency prepared the 1932 campaign we asked 100 grocers certain questions which would have a bearing on the style of package and the advertising copy.

Only last week, we checked with the

athletic directors of the gymnasium in Louisville to find out how many men who patronize the gymnasiums have athlete's foot. We hope to get a campaign on the basis of our report.

All these reports must be accurate or the re-action will be very unfavorable and the report must not be "shaded" in order to secure an advertising campaign. This is some of the work necessary to get new advertisers and to hold the old ones so that your advertising volume will constantly expand.

It may interest you to know that in 1931 the Courier-Journal and Times carried national advertising schedules from approximately 900 advertisers. We are now well through with the first month of 1932 and we are scanning the horizon for signs of better times and it is gratifying to know that the national advertising volume of the Courier-Journal and Times for January 1932 will be better than January 1931 and there is every reason to believe that the drums of industry will "boom" louder and louder during 1932!

The department of journalism is interested in placing this spring and summer a number of students who have either finished their course at the university, or are so far along that they may serve in some capacity on a newspaper during the summer months. Jobs are less plentiful than usual, but there may be some. Publishers or editors needing help of any kind for a period long or short, are invited to correspond with The Press. Pains will be taken to find the right person, man or woman, to take up the work under the employer's guidance. Each of them has had some practical experience on the student daily or elsewhere and will be more easily adjusted to some particular task on a regular newspaper.

Two recent letters from former students now at work on newspapers, tell of their success, and express appreciation of the training given. This assurance is the teacher's finest reward.

Many merchants need to be educated to the news value of advertising. People subscribe to newspapers to get the information they contain. Information largely is news and news largely is information. Business information is business news. An advertisement which contains no news has no reader interest. There are few such advertisements. If the announcement contains nothing more than the name of the advertiser and the location of his place of business it will be news to some one. If it speaks specifically of certain goods and tells the reader where they may be obtained, that is news of increased interest. If it names an attractive price the news interest becomes greater.



IONIC No. 5

7 Point with Bold Face No. 2

How is one to assess and evaluate a type face in terms of its esthetic design? Why do the pacemakers in the art of printing rave over a specific face of type? What do they see in it? Why is it so superlatively pleasant to their eyes? Good design is always practical design. And what they see in a good type design is, partly, its excellent practical fitness to perform its work. It has a "heft" and balance in all of its parts just right for its size, as any good tool has. Your good chair has all of its parts made nicely to the right size to do exactly the work that the chair has to do—neither clumsy and thick, nor "skinny" and weak—and no waste of material and no lack of strength. And, beyond that, the chair may have been made by a man who worked out in it his sense of fine shapes and curves and

TEXTYPE

7 Point with Bold Face No. 2

How is one to assess and evaluate a type face in terms of its esthetic design? Why do the pacemakers in the art of printing rave over a specific face of type? What do they see in it? Why is it so superlatively pleasant to their eyes? Good design is always practical design. And what they see in a good type design is, partly, its excellent practical fitness to perform its work. It has a "heft" and balance in all of its parts just right for its size as any good tool has. Your good chair has all of its parts made nicely to the right size to do exactly the work that the chair has to do—neither clumsy and thick, nor "skinny" and weak—and no waste of material and no lack of strength. And, beyond that, the chair may have been made by a man who worked out in it his sense of fine shapes and curves and proportions—

EXCELSIOR

7 Point No. 1 with Bold Face No. 2

How is one to assess and evaluate a type face in terms of its esthetic design? Why do the pacemakers in the art of printing rave over a specific face of type? What do they see in it? Why is it so superlatively pleasant to their eyes? Good design is always practical design. And what they see in a good type design is, partly, its excellent practical fitness to perform its work. It has a "heft" and balance in all of its parts just right for its size, as any good tool has. Your good chair has all of its parts made nicely to the right size to do exactly the work that the chair has to do—neither clumsy and thick, nor "skinny" and weak—and no waste of material and no lack of strength. And, beyond that, the chair may have been made by a man who worked out in it his sense of fine shapes and curves and

NEWSPAPER BODY FACES *have been greatly* IMPROVED

WITHIN the past five years the science of type design has made tremendous advances in the development of small faces especially adapted to the needs of newspapers and other publications where type must retain maximum legibility under the most difficult printing conditions and space limitations.

The design principles discovered in the course of this development work are incorporated in the newer Linotype body faces: Ionic No. 5, Textype and Excelsior, all made in a wide range of sizes. The advantages of these new faces in space-saving, improved appearance and increased legibility are so marked that already most of the dailies and leading weeklies have adopted one or another of them.

If yours is one of the papers that are still using the older faces may we urge that you send for samples of these improved designs and see the great advance that has been achieved in the conservation of space and eye-sight.

MERGENTHALER LINOTYPE COMPANY

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

CANADIAN LINOTYPE, LIMITED, TORONTO, CANADA

Representatives in the Principal Cities of the World

Linotype Bodoni Family and indicated faces