

The Kentucky Press

Published Monthly Of, By, And For The Kentucky Newspapers

Volume Four

February, 1932

Number One

Report Of KPA Radio Advertising Committee

Report of the committee of The Kentucky Press Association, appointed at the Summer Meeting at Paducah, June, 1931, to investigate and report on Radio Competition with Newspaper Advertising.

Your committee, composed of J. M. Alverson of the Harlan Enterprise, Fred B. Wachs of the Lexington Leader and J. T. Norris of the Ashland Independent, was unable to hold a meeting at which all of the members were present. However, by correspondence and by each member gathering material upon the subject and sending it to the chairman, he was able to prepare a report, which we trust will prove enlightening in giving the high points of the radio advertising situation and in making some suggestion for means and method of combating its competition with the Kentucky newspapers.

After a careful study of voluminous data collected by the committee members from time to time, we would say in advance that radio as a competitor for newspaper advertising is a force which must be reckoned with. We do not believe that it can be met in adequate measure alone by the sponsoring of regulatory legislation in Congress. It is now a recognized medium of advertising and one which has already taken from appropriations, formerly spent in the daily and weekly press of the nation, astounding sums.

In 1930, the national chains received \$27,000,000 for the sale of time on the air. In 1931 their revenue was estimated at \$36,000,000 an increase of over 30% during a year in which newspaper revenue, almost without exception, showed substantial decrease. The heavy cost of talent and time on all of the 550 commercial stations in 1931 took about \$150,000,000 out of advertising appropriations.

While the daily newspapers are the largest sufferers in this loss, because they have received a major portion of national advertising appropriations the weekly press is also a large loser in this switch to radio. It is also faced, along with the dailies, with a very pronounced threat of reduction in local advertising revenues through local station radio advertising by department stores and other local businesses.

Numerous instances of this later threat have already been reported right here in Kentucky. It is the belief of your committee that there are effective means of combating and overcoming

this loss of revenue on a straight competitive basis. There are available facts and figures which prove that radio offers a very high cost medium of advertising per individual reached. This statement is borne out by numerous surveys which we have been able to study, most of them found in the files of "Editor and Publisher" to the research department of which your committee acknowledges indebtedness for its hearty cooperation.

In Kentucky, according to the census of 1930, there are 610,288 families. Of these, only 111,252 owned radios. This gave a percentage of potential coverage of 18.3%, one of the lowest in the United States. The morning and evening daily newspapers of the state, on the other hand, have an aggregate circulation of 434,262, while the weekly newspapers are estimated to have over 250,000 aggregate circulation in the state. The percentage of potential coverage is thus most favorable to the newspapers, even supposing that a large percentage of those who have radios are listening on when an advertising message is delivered.

But even this supposition is not borne out by fact and in this fact, ascertained by numerous surveys, lies what we consider the best and most practical argument of the newspapers.

These surveys, taken in many parts of the country, show that only a small percentage of radio owners are listening in on a program at any given time and that only a fractional part of those so listening are paying any attention to the advertising sponsor of the program, or can tell who he is or what is his product.

Probably the most complete and scientific of the many surveys of which we have been seen reports was that reported fully in a recent issue of Editor and Publisher, taken by Prof. George H. Gallup of Northwestern University and his assistants. This is most enlightening. It can be duplicated at small cost in any community by a newspaper publisher faced with the loss of an advertising customer. Its results would convince that customer beyond a doubt of the relative superiority and lower cost of newspaper advertising when compared to radio.

During the best radio period on a typical evening, from 7:45 to 9 p. m., Professor Gallup had 100 typical families called by telephone. Four questions were asked: "Does the individual have a radio set?" "If so is it turned

on or was it when the telephone rang?" "Does the listener know who sponsors the program or what product is being advertised?" "Does he know from what station the program is being broadcast?"

Of the 100 typical families, 82 were at home, 64 owned radios; 32 had the sets turned on. Only 12 knew the sponsors or the product being advertised. These 12 were listening to only six different stations.

Says Professor Gallup, "While the potential audience is all, or very nearly all that enthusiasts claim, the actual audience is but a small part of this. Of every 100 typical American families, roughly a fifth are not at home on a given evening, a fourth of these do not own radio sets. Half of the remaining 60 haven't their sets turned on. The audience represented by the 30 families who are listening, is divided among all the programs on the air; and only a small proportion of these 30 listeners can identify the sponsor of the program to which they are listening or the product advertised."

Met in this way, on a purely competitive basis, the claims of those who would transfer advertising appropriations from newspapers to the air on a value basis fall down completely. Professor Gallup's test can be safely applied in any Kentucky community. It, together with the census figures showing only 18.3 percent radio ownership in Kentucky, should be most convincing to any advertiser.

In the field of news, except for "lightening spot" of the most exciting nature and wide appeal, we do not believe that the radio has become a serious competitor of the newspaper. Nor does it now bid fair to do so. The news gathering facilities are still in the hands of the newspapers and those who serve them and the giving out of this news for broadcasting can be and is being controlled.

Government control and reduction of advertising broadcasting has been suggested and is now being discussed in Congress. The channels of air communication must be kept clean if possible and the great body of nauseating material now filling them eliminated to some degree. But your committee prefers to believe that a newspaper publisher may go to an advertiser and sell his space in competition with the radio successfully on a basis of its
(Please Turn To Page Two)

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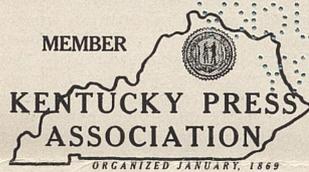
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Executive Committee

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Danville Messenger, Secretary-Treas.



VOLUME FOUR

With this issue the Press enters into Volume Four. We again reiterate our slogan: "Of, By and For the Kentucky Newspapers", with a desire to be of service, in every way possible, to the Kentucky editors. We have endeavored to fill our columns with interesting and instructive matter of value to the craft, and hope that you have profited as we have profited in the editing of the columns. The Press is your paper; we again ask your cooperation in sending in material and in indicating what you desire should fill the columns. We enter our fourth year with renewed faith in our Kentucky newspapers, in the editors who are making history, and in the glorious destiny of our Commonwealth.

CONGRATULATIONS!!

We extend our congratulations and best wishes to the new officers of the K.P.A., and, despite the handicap placed upon them by Vernon, we look forward to the continued success and progress of the association. To President "Jimmy", to "Lawrence", and to "George", not excluding our perpetual secretary, we pledge allegiance and cooperation to the fullest extent of our abilities. To the retiring officers

we can only say "thanks" for a labor well done.

WANT STANDARD INVOICE

Advertising agencies have been crying for a standard size of invoice for many months.

Lack of uniformity makes filing difficult in their offices and doesn't help the weekly press hold good will. A check of invoices received from 327 Wisconsin papers for advertising for the 1930 state fair placed by the department of agriculture revealed 16 widely varying widths and 14 different lengths. This group of invoices ranged from 3 to 10 inches wide and from 4½ to 10½ inches long. The N. E. A. advocates standard invoices of 6 1-4 by 7 and 6 1-4 by 10½.—Wisconsin Press.

DON'T BLAME THE AGENCIES

Publishers who wonder why they don't get more general advertising through the agencies may get some idea of one reason when they know that the central office has had to send out several letters from time to time to publishers who have been slow and negligent about sending in their invoices and checking copies. In all we have sent out 101 letters, and there are still eight papers who have not received their checks because they are "too busy" to attend to the regular routine of business. This entails a lot of extra work and postage, all absolutely unnecessary if all publishers were prompt and careful in sending in their invoices, and checking copies of tear sheets.—Wisconsin Bulletin.

SPRING CLEAN-UP TIME

Springtime—house-cleaning time—general clean-up time. Are you fostering civic pride in your town and making it a more attractive place in which to live by encouraging a general clean-up? If not, perhaps you'd be interested in what one editor did.

He noticed that his town was apparently "dead on its feet." Houses were allowed to go unpainted, sections of fences fell down and stayed down. Streets and alleys were dirty and strewn with litter of all kinds. Sidewalks were filled with gaping holes. Every vacant lot had its dump heap.

He began running in a box on page one a list headed "Needed Repairs." In it he said, "There's a sidewalk in the 300 block on South Water street with a hole in it that's a menace to the passerby. There's a vacant lot on North Main street that is a menace to public health. There's a citizen on East State street whose fence is a disgrace to the neighborhood." And so on.

People began to take notice. They

began to make repairs. Then another page one box appeared in the newspaper. It was headed simple, "Improvements." In it were simple statements of houses painted, sidewalks repaired, alleys cleaned, junk cleared from vacant lots and weeds cut. And so on. In the case of "Needed Repairs" no names of householders nor street addresses were given. But under "Improvements" the fact that "Frank Smith of 218 East Franklin street has repaired and painted the fence around his lot" and that "William Jones has cleaned up the alley in the rear of his property at 447 West Grove street" were chronicled.

It wasn't long until that former down-at-the-heel town had virtually no unsightly places in it. Today it is one of the cleanest, most attractive towns in America. And all because a public-spirited editor started a spring clean-up campaign and conducted it in a simple, direct fashion which everyone could understand.

Maybe you can do the same for your town. Why not try it?

AUDIT PREFERRED

Chain stores are joining national advertisers and advertising agencies in requesting a circulation audit report when studying local newspapers to determine where to place their advertising.

The Great Atlantic and Pacific Tea company, through its middle western division headquarters, addressed the following request to newspapers in that territory:

"Will you kindly mail us a copy of your latest circulation figures? We should prefer to have an Audit Bureau of Circulation report, but if it is to be issued within the next few days, we will wait for it."

The A. & P. are the largest retail grocers in the United States, operating over 15,000 stores. Where they have a grocery they back it up with consistent newspaper advertising. In buying circulation, just as in buying the goods stocked on the shelves, this advertiser wants to know what he is buying. And as stated in a letter from the advertising department, preference is given in selecting an advertising medium to the newspaper which conducts its business in such a way that it can furnish a circulation audit report—Herman Roe, N. E. A. field director.

Radio Committee Report

(Continued from Page One)

greater economy, its far closer coverage and its superior intensity of reader interest.

Respectfully submitted,

The Committee,

J. T. NORRIS, Chairman
FRED B. WACHS
J. M. ALVERSON.

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Section Two.

February, 1932.

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Minutes Mid-Winter Meeting

Kentucky Press Association, January 21, 22, 23, 1932, Louisville, Kentucky

The annual mid-winter meeting of the Kentucky Press Association, held in the Brown Hotel at Louisville, Ky., on January 21, 22 and 23, 1932, was one of the most enjoyable and interesting winter meetings held by the state editors in many years. The attendance was the largest ever seen at a winter meeting, being considerably over one hundred. The splendid program and unusual amount of entertainment provided by the people of Louisville evidently caused the large attendance.

On Thursday evening, January 21, a buffet supper was given by the Brown Hotel to the editors and their families. The management had planned for about sixty, but over one hundred were present.

The supper was followed by music and vaudeville entertainment, and then the party went to the roof garden where they enjoyed dancing and music as guests of the Brown Hotel.

Friday, January 22

The first business session was held Friday morning, January 22, being called to order by President Joe T. Lovett, of the Murray Ledger & Times, at 10 o'clock. Dr. Chas. R. Welch, pastor of the Fourth Avenue Presbyterian Church, Louisville, offered the invocation.

Mayor Wm. B. Harrison delivered the address of welcome in a very pleasing manner, expressing his pleasure in having the editors meet in Louisville.

The response to the address of welcome was made by Lawrence W. Hager, of the Owensboro Messenger-Inquirer, chairman of the executive committee, who delivered an interesting address.

President Joe T. Lovett then delivered his annual address, which is printed in full in the Kentucky Press.

Secretary-Treasurer J. Curtis Alcock made the annual financial report, which is printed elsewhere in the proceedings of the meeting.

The following newspapers were admitted to membership by a vote of the members present: Fulton Daily Leader, Tompkinsville News, St. Matthews News, Louisville Highlander, Adair County News, Georgetown News, Campbellsville News-Journal, Caldwell County Times and Kentucky World, Newport.

Attention was called to the fact that Editor J. M. Allen, of the Cynthiana Democrat, was ill in a hospital at Cynthiana and as an expression of love and respect for Mr. Allen the editors voted to have the secretary send him some flowers and a telegram wishing him speedy recovery, which was done.

President Lovett appointed Frank O. Evens, Mayfield Messenger; Herndon Evans, Pineville Sun, and J. L. Crawford, Corbin Times-Tribune, on the resolutions committee.

Warren Fisher, of the Carlisle Mercury, delivered an interesting address on "Campaign Publicity," having been invited to tell how he managed publicity for the Democratic party during the campaign of 1931. Following his remarks, which were enjoyed by all present, a motion was adopted instructing the secretary to include the address in the printed minutes of the association. A general discussion on the subject of campaign publicity took place, those making brief remarks being Tom Underwood, Lexington Herald; R. L. Kincaid, Middlesboro Daily News; A. Robbins, Hickman Courier; Herndon Evans, Pineville Sun; Joe Costello, Cynthiana Democrat; Dalph Creal, Hodgenville Herald; J. L. Bradley, Providence Enterprise, and others.

One of the most interesting addresses of the meeting was delivered by Harrison Robertson, veteran editor of the Courier-Journal, whose subject was "Editing a Metropolitan Newspaper." Mr. Robertson spoke of the many changes in the metropolitan editor during the past fifty years. It used to be, he said, that an editor practiced personal publicity, but now publishers of large city newspapers emphasize personal journalism. Mr. Robertson mentioned a number of outstanding editors of the past, who were widely known personally for their great editorials. "But who knows the editors of the great newspapers of today?" he asked. It is the influence of the newspaper, which does not die, that is put forward, said the speaker. No longer does the editor of today use the word "we" in editorials—it's the paper that gives opinions, said Mr. Robertson.

Mr. Robertson said Henry Watterson, with whom he was associated on the Courier-Journal, was the greatest self-advertiser of all time and got credit for many editorials he never wrote. When the Courier-Journal bolted the Democratic Party when Wm. J. Bryan was nominated for President the first time, Mr. Watterson got the credit, but Walter N. Haldeman, publisher of the paper, was responsible for the position of the Courier-Journal, which suffered a great financial loss as a consequence.

Mr. Robertson told of many experiences in editing the Courier-Journal and everyone greatly enjoyed his address.

The meeting adjourned at 12:15 p. m. and the editors were taken in motor cars and busses to Lyndon, where they were entertained at luncheon by the Kentucky Children's Home Society and shown over the various buildings of that in-

stitution. Pres. Lovett expressed the thanks of the Press of Kentucky for the delightful luncheon and entertainment provided them at the children's home, which everyone agreed is a wonderful institution and a credit to the state.

After returning from the Kentucky Children's Home the editors were presented with tickets to Louisville theatres and the Louisville Automobile Show, many of them visiting these places of interest and amusement.

Banquet Friday Night.

Members of the K. P. A. were guests of the Louisville Board of Trade at a delightful banquet dinner at the Brown Hotel Friday evening, January 22, nearly two hundred being present. E. S. Woosley was the toastmaster and the invocation was offered by Dr. W. N. Briney, pastor Broadway Christain Church, Louisville. The principal address of the evening was delivered by Robt. F. Vaughan, president of the Louisville Board of Trade.

Editors, representing various parts of the state, delivered toasts. Herndon Evans, of Pineville, spoke of conditions in Eastern Kentucky; Ben B. Cozine, of Shelbyville, on conditions in Central Kentucky, and Joe T. Lovett, Murray, on Western Kentucky.

Vaudeville entertainment and music featured the banquet program and the occasion was a most delightful one.

Saturday, January 23.

The business session Saturday morning, January 23, was called to order at the Brown Hotel by President Lovett, the first speaker on the program being Wm. T. McNally, chief editorial writer on the Minneapolis Tribune, whose subject was "How One Newspaper Rehabilitated Agriculture in the Northwest." By organization and diversified agriculture, Mr. McNally said during a period of ten years there was an increase in profits of 61 per cent. The speaker explained how the Minneapolis Tribune organized the farmers in the Northwest and helped them to make the movement a success.

"Drums of Industry and The Pageant of Advertising" was the subject of an interesting address delivered by Alvin R. Magee, manager national advertising for the

Courier-Journal and Louisville Times. Mr. Magee spoke of how his organization developed national advertising and served the advertiser. His address will be published in the Kentucky Press and will prove profitable reading for newspaper publishers.

Editor E. A. Jonas, of the Louisville Herald-Post, who has been an active member of the K. P. A. for many years, was called upon for a talk and responded in a very delightful manner, speaking of his long experience with and associations among the Kentucky editors.

Mr. Jonas introduced Harry Schackter, of Louisville, who made a brief talk on the loan shark problem.

Thos. W. Hinton, of Louisville, expressed his thanks to the Paducah Sun-Democrat for aid given him in his audit of McCracken County.

B. B. Cozine, of the Shelby News, chairman of the K. P. A. legislative committee, made a report on the work he had done during the past year and plans that are being made to have the publicity law enforced. He called attention to the test suit that was brought in Anderson County to determine the constitutionality of the law.

Mr. Cozine asked that all those having difficulty in getting the financial reports published or desire any information relative to the legal advertising law, to communicate with him and he would give them all necessary information. Mr. Cozine answered many questions about the publicity law, a general discussion of the subject taking place.

A. Robbins, president of the Western Kentucky Press Association, reported that his association had gone on record favoring an amendment of the election law so that all candidates for nominations in both parties be nominated in primary elections and that he was authorized to request the Kentucky Press Association to take similar action. Mr. Robbins moved that the K. P. A. endorse the primary system, the motion being seconded by B. B. Cozine. After considerable discussion, President Lovett ruled that the K. P. A. constitution forbids taking action on political questions and Mr. Robbins withdrew his motion.

Saturday Afternoon, Jan. 23.

At 12:30 o'clock Saturday afternoon the editors were guests of the Courier-Journal and Louisville Times at a most enjoyable luncheon at the Pendennis Club. Brainard Platt, of the Courier-Journal, presided at the meeting and expressed the regret of Judge Robt. W. Bingham, publisher, in not being able to be present as he was out of the state.

Mr. Platt presented Tom Wallace, editor of the Louisville Times, who made a brief talk and introduced as the principal speaker of the occasion, Dr. Walter Pitkin, professor of journalism at Columbia University. Dr. Pitkin delivered an interesting address, speaking of the farm situation in the United States. Among other things the speaker said there are one hundred different kinds of farming and many kinds of troubles, which prevent farmers from getting together and solving their problems. Many farmers are now living in the cities and the time will come, declared Dr. Pitkin, when county seats will reach out beyond the political limits of the county line and the territories will cover the entire area.

Dr. Pitkin urged the editors to lend support to the movement of farmers to re-create soil, as good land will not only benefit farmers, but help the towns. There are too many factories, he said, and more people should return to the farms where they may be self-sustaining.

President Lovett expressed the thanks of the K. P. A. to Judge Bingham and his associates for the delightful luncheon, and called upon Col. Urey Woodson, of Owensboro, who made a brief, but interesting talk. He spoke of proposed legislation to increase postage rates, but said there is no indication of having the second-class rates increased.

To Amend Constitution.

Lawrence W. Hager, chairman of the executive committee, offered an amendment to the constitution, which must be printed in the minutes and voted on at the next annual meeting. The proposed amendment follows:

"SECTION III.—The Secretary-Treasurer shall keep a

(Continued on Page 7.)

President's Annual Address

Delivered by Joe T. Lovett, Murray, Ky., at the 63rd Annual Meeting of the Kentucky Press Association, Brown Hotel, Louisville, Ky.,
January 22, 1932.

My fellow members:

I am pleased to comply with the time-revered custom of the Kentucky Press Association in having its president render a report at the conclusion of his term. In looking back over the year, 1931, we cannot close our eyes to many conditions which were not as we would have chosen them. Yet we can review the past with increased assurances that the worst is behind us and set our aims to build more substantially and beautifully than ever before over the ashes of past failures. During these trying times, the press of Kentucky has much for which to be thankful. I do not know of a single newspaper that has been forced to suspend publication. A few consolidations have been effected but such movements took place even more frequently in the 1927-1929 period. True, our incomes have been decreased and we have been sorely tried but we have been given inspiration by coming through the fires tested and proven. I believe that every editor and publisher present is a better newspaper man or better newspaper woman than he or she was 12 months ago as a result of experiences had and problems met and solved under such conditions.

The press of Kentucky has done work valued above price in upholding the morale of its respective communities during 1931. I believe that so long as Kentucky has editors of the ability, stamina and moral courage as she has now and has had throughout her history, that she will ever progress, though sometimes slowly and almost imperceptibly, toward the ideal commonwealth for the common weal.

The officers of the association have not been idle during the year and a few things of some slight merit have been accomplished. Not as much as I had hoped but I suppose no organization or individual

ever achieves, in a stated limit of time, all of its or his ambitions and dreams.

It appears to me that one who has served you as your President is not only obligated to report upon the accomplishments, meagre or many, during his administration, but also is privileged to make some comment upon "the state of the Union." Almost everyone has his pet panacea for each of the ills that befall mankind but without offering a sure cure for the various maladies of the newspaper profession that would make us all rich, blithesome and trouble-free I trust I may be pardoned for discussing some of our problems that may be pertinent to the present.

While it was to be expected that payment of dues would be somewhat slow on the part of a few, for obvious reasons, I am happy to note that several new members have been added during the year. In practically every instance, the new member is a star in the crown of the member of the executive committee for the new member's district.

The members of the executive committee, as well as the vice-president, the chairman of the executive committee and our always diligent and capable secretary, have done yeoman service this year. They have been invaluable in countless ways in furthering the interests of the Kentucky Press. It has been a rare pleasure to work with them this year in this capacity, to enjoy their rich friendship, loyalty and co-operation. I have not called upon a single one of them without a prompt and hearty response.

Mr. J. C. Alcock, for the past 20-odd years, has performed the duties of secretary with rare ability and judgment. I want all of you to know how much I appreciate his invaluable aid during this year.

The Association has continued

its co-operation with the National Editorial Association. During 1931, there were 36 Kentucky editors who worked with the N. E. A., a substantial increase over the 1930 number. This is to be chiefly attributed to Mr. Alcock, who is vice-president for Kentucky of the N. E. A. and represented this association at the annual convention in Atlanta last June. The N. E. A. is doing a great work for the small town newspaper publisher and all of us should support it financially and morally. Through an arrangement with the N. E. A. you may pay your N. E. A. dues to the secretary of the Kentucky Press Association, and thus our Association receives a portion of the annual fee. I would like to recommend that every Kentucky publisher affiliate with the N. E. A. in this manner.

As was to be expected during abnormal times, when business is harder to get and competition is keener, there has been increased free publicity. The gall and brass of the free publicity vampire in former years have been made to appear mild in comparison to his unreasonable demands during the past year. Since this problem is completely at the disposition of the individual publisher, it is urged that this pest be more warily watched than ever before. The press agent is becoming increasingly cleverer and many an apparently harmless news article contains a blurb for some national or local advertiser.

Last April your president wrote the Johnson-Dallis Advertising Agency, Atlanta, Ga., which handles the advertising for the Standard Oil Company of Kentucky.

Since this letter accurately presents the attitude of the advertising agency in the matter of free publicity for its clients I beg leave to read it in full. I trust you will give it complete attention:

"Atlanta, Ga., April 20th, 1931. —Mr. Joe T. Lovett, Pres., Kentucky Press Association, Murray, Ky.—Dear Mr. Lovett: This will acknowledge your letter of April 18th with reference to the Standard Oil publicity recently sent out by this agency to the weekly newspapers in Kentucky that have been carrying Standard Oil advertising.

"We appreciate the frank and friendly tone of your letter.

"I believe that it is a fact that the Standard Oil Company of Kentucky spends a larger part of its advertising appropriation in country weekly newspapers than any of the other oil companies.

"For the last several years, the appropriation has been divided about equally between daily and weekly papers.

"Most of the publicity that we send out for this client features their touring service which is operated for the convenience of motorists in the South.

"If you will look at a proof of the item just sent out you will see that no mention is made of Standard Oil products. The news item in question carries a picture of Mammoth Cave, Kentucky, and mention of this interesting spot is made in the reading matter.

"Running in several hundred weekly newspapers in Mississippi, Alabama, Florida, and Georgia, it will undoubtedly induce motorists to visit Mammoth Cave this coming summer.

"With reference to the arrangement this agency has for charging our clients for the handling of free publicity. Although, I believe, that some agencies charge for this service, the Johnson-Dallis Company has never charged its clients for handling free publicity, other than for the cuts and postage incurred.

"No paper has ever been removed from the Standard Oil list because of failure to run any publicity.

"We try to give these items real news value, and send them out to papers to run at their convenience, when as, and if they can find room.

"We sent out a news item on the Standard Touring Service about this time last year to the country weekly papers and it was used as a filler by scores on up into September and October.

"We notice a good deal of pub-

licity run in country weekly papers for concerns who do not use their advertising columns, and at other times we see publicity for advertisers that are straight out-and-out advertising.

"As long as publications extend free publicity to advertisers and news syndicates, in fairness to our clients, we have to request a reasonable amount for them.

"I believe that one reason that the country weekly press has been consistently used by the Standard Oil Company is because they have co-operated when requested, by running free publicity, and this is very much appreciated by the Standard Oil Company.

"We will be pleased to hear from you further after considering this matter from our standpoint.

"Sincerely yours,

"JOHNSON DALLIS CO."

It seems to me that it is not amiss here to remind the members of the Association of the Code of Ethics, prepared a few years ago by Mr. D. M. Hutton of the Harrodsburg Herald, and accepted by practically all of the members of the Association. During times of stress we are prone to grow a little lax in our interpretations of what is ethical. It would be well, I believe, for us to be careful that we do not indulge now in practices that we would not consider in normal times.

The legal rate is an illustration in point. It may be that in some cases publishers are cutting the legal rate, either to get the business from a competitor or to induce officials to make some legal publication that the publisher fears he cannot persuade them to do without complications. The Kentucky law specifies that legal matter shall be published in the county paper of largest circulation in the county so that underbidding with less circulation to get the business is not only unethical but illegal.

In the 1928 session of the General Assembly there was an effort made to tinker with the law fixing legal advertising rates in Kentucky. The amendment proposed that the law be made to read "fifty cents or less per linear inch." The chaos that would have resulted was apparent and the Association is indebted to Ben Cozine and

his legislative committee for their able appeal which killed this measure in the committee.

Just now cries are being heard from every direction for reduced expenditures. Many persons, frantic in the present situation, are demanding reductions without considering whether the price of the product or service mounted with the boom, whether it is fair or what it cost to produce it.

Therefore, it is not improbable that a move will be made in the current General Assembly to cut the Kentucky legal rate. The National Editorial Association has just announced the results of a recent survey of legal rates in the states of the Union. If you have noticed it in the current N. E. A. Bulletin there is an error in the rate there given for Kentucky as 8½ cents a line. The Kentucky rate for weekly newspapers is actually 5.55c per line. Seven states report "no law." Two gave "no report." Arizona bases charges on rates quoted with printed rate card filed with county recorder. Texas demands "lowest classified rate." Of the thirty-six states which have their per-line rate listed, Kentucky is at the very bottom with 5.55c. Tennessee has 6c; one state, 7½c; five 8c; five 8½c; two 9c; eleven 10c; three 12c; one 12½c; two 15c; two 16c; and two five to 20 cents. It may be pointed out that the Kentucky legal rate is, in most cases, less than the regular per line rate for business announcements and paid readers set in body type.

Last October, at a meeting of the executive committee, it was decided to carry a test suit on the Report and Publicity Act to the Kentucky Court of Appeals. This step is being made under the guidance of your Legislative Committee and especially its chairman, Mr. Ben Cozine. You may be assured that this action will be handled with the utmost tact and care by its sponsors and that the final result will be announced to the membership in due time.

As you doubtless know the compliance with this law has been one of the most perplexing problems of the Kentucky Press and the legislative committee and the executive committee are of the opinion that publishers should not "kick

over the bucket" by acting in a tactless or unreasonable manner in persuading officials to comply with the law. Common sense and good salesmanship should be used in attaining its observance in every county. Even if the court of appeals eventually upholds all our contentions and interprets the law exactly as we see it, publishers will do well not to adopt an arbitrary attitude so that a reaction will be created in the minds of officials.

The law is fundamentally sound, of intrinsic value to the taxpayer and editors should sell this idea not only to the officials but also to the public.

The past year or more has witnessed a malignant growth of efforts to throttle the freedom of the press. Its freedom is the most precious and important attribute of the press and must be defended with every nerve and sinew, every drop of blood in the body of every newspaper man worthy of the name and the profession.

The spirit that would kill this fundamental and constitutional liberty has ever been manifested in our own Commonwealth. This is a serious and important issue and should have the earnest attention of every Kentucky editor. The efforts of all who seek to strangle the freedom of the press, regardless of their entrenched position, power or prestige, should be promptly and vigorously stamped out by this body. We cannot vasculate or compromise on this all-important matter.

In the summer of 1929, the Kentucky Press Association devoted an important part of the Ashland meeting to a discussion of Audited Circulations. At that time there seemed to be considerable interest in the study of a practical circulation audit for weekly and small daily papers and, if I am not mistaken, a committee was named by President Allen to make a study of and report on circulation audits. For some reason, the project seems to have been pigeon-holed by the Association.

It is a fact that large advertising agencies which have not taken part in the agitation for a blanket decrease in advertising rates have been scrutinizing circulations and newspaper values more closely than in the "happy-go-lucky" days of 1928 and 1929. The Association

may perhaps be interested in the position of Erwin, Wasey & Co., one of the largest advertising agencies in the United States and the handler of the Camel cigarettes account.

J. W. Sturdivant, the account executive for Camel Cigarettes in the Erwin, Wasey agency wrote your president as follows on January 7, this year:

"New York, January 7, 1932.—Mr. Joe T. Lovett, The Ledger and Times, Murray, Kentucky—Dear Mr. Lovett: We want to thank you for your letter of December 23 in which you wrote that you appreciated our considering your good papers in making up the Camel cigarette campaign.

"We appreciate very much your writing us but you can depend on it that your papers would not have been included in this advertising unless they had deserved it.

"We are using quite a list of weekly papers in this Camel campaign and have endeavored to take only those publications of the better class and whose circulation is sworn or above criticism.

"One of the greatest difficulties now-a-days is obtaining definite information in regard to the circulation of weekly papers and although a good many of them are now being audited we even hear considerable criticism of the plan of auditing, some papers saying that when an auditing plan is devised that will be above reproach they will join but not before.

"It seems to us that this is one subject in which a lot of worthwhile work should be done.

"With kindest personal regards and very best wishes for a prosperous 1932, I am

"Very truly yours,

"J. W. STURDIVANT."

In a later letter on January 14, Mr. Sturdivant further commented, "We can assure you that we are more than anxious to know the correct circulation of the different mediums which may be used by our clients and any movement toward the stabilization of circulation figures meets with our hearty cooperation."

During the course of the year, I also took up with the Campbell-Ewald Agency, of Detroit, the agency which places Chevrolet advertising and probably the largest buyer in America of country news-

paper space, the matter of variance in date lines among the weekly papers of the nation.

Many papers, which actually go to press on Thursday afternoon, date their issues as Friday morning, the date on which it reaches the bulk of subscribers, particularly on the rural routes. Other weeklies date the edition on the actual day which it goes to press.

According to Mr. J. D. Kysor, space buyer for the Chevrolet account in the Campbell-Ewald agency, this fact is extremely confusing when it is desired to release an announcement concurrently in all newspapers:

"Detroit, Mich., December 15th, 1931.—The Ledger & Times, Murray, Ky.—Gentlemen: Thank you very kindly for the interest shown in your letter of December 11th explaining the practice of closing dates and publication dates of weekly publications.

"We were familiar with and expected a great many discrepancies when the Chevrolet announcement was released. Our instructions from our client were to the effect that no advertising was to appear prior to December 4th. We were aware that many weekly papers which carry Thursday date lines did not get out until the following day, Friday; but you must bear in mind we have over five thousand papers on our schedule and we have no way of knowing which would get out Thursday and which would get out Friday. Therefore, in order to play safe we scheduled all Thursday weekly papers for December 10th and all Friday papers for December 4th. Had we known your publication did not come out until Friday, we would have been perfectly willing to schedule your campaign starting December 4th.

"It is my belief that all weekly papers should carry the date-line on their papers of the day the bulk of the papers reach the circulation. If the country editors would make this a hard and fast rule and not be changing their publication dates every month or so, it surely would help us materially in this office.

"Again thanking you for your interest, we are,

"Yours very truly,

"CAMPBELL-EWALD CO."

"P. S. Many of the large Sunday papers such as the Detroit

News for example have a bulldog edition which goes to press on Wednesday yet they carry a Sunday date-line. I do not see why the date of going to press has any bearing on the issue. As stated before, the date-line carried should be the date the paper reaches the circulation.

"J. D. K."

It might be well for this matter to be brought to the attention of the National Editorial Association with the recommendation that its executive committee work out a uniformity throughout the United States so that this obviously unnecessary inconvenience may be eliminated.

Your president has deemed it his duty to make these few researches into the positions and attitudes of the various leading advertising agencies with the hope that perhaps some of the information might be of value in enabling publishers to give better co-operation with those who place important national accounts.

During the comparatively brief time that I have engaged in the newspaper business I have been impressed with the lack of knowledge on the part of many with the confusing and often confounding problems of national advertising and their relation to country newspapers.

The most important of these are admirably given in a pamphlet recently printed by the N. E. A. from the Wyoming Press. The title of this little folder is "Relation of National Advertising Campaigns to Country Papers." If there was just one thing that I could persuade you to do for your own benefit and knowledge it would be to read this little digest of facts thoroughly. It will open your eyes to many things you may perhaps never have understood.

Another important fact which has struck me forcibly during my experience is the lack of knowledge among your advertisers, subscribers, friends and neighbors in your own community of the problems you have to meet from day to day in publishing a community newspaper.

You know the many fallacies, one of the most glaring of which is that when the paper is put to press Thursday afternoon the editor has nothing else to do but

"rest" until about the next Wednesday noon. Another misconception which makes you want to tear your hair out, if you have any left and which persists even in the minds of advertisers who have patronized you regularly for 20 years, is that the newspaper does not require (or possibly even want) copy until deadline.

Perhaps all of us have at various times attempted to explain away some of the more trouble-making fallacies but we have been guilty of the very charge which we so often make against our advertisers—namely, no consistent and carefully planned campaign.

Pennsylvania publishers are attempting to solve some of these difficulties by undertaking a six months promotional campaign. Dailies will run copy three times a week, one of them a full page and the other two ranging from 4 column 10 inches to 6 columns by 18 inches. The weekly copy is in most part 4 columns by 10 inches.

The organization also sends to subscribing newspapers a series of promotion letters to be sent by the newspapers to local merchants and a series designed to inspire advertising solicitors.

The cause of advertising is hurt by the frequent complaint of space buyers that newspapers very rarely take their own medicine or practice what they preach. Most newspaper's advertising of themselves is done very carelessly, consisting principally of so-called "office ads" printed to fill out the forms when business is quiet and type short.

I believe that the Kentucky Press Association could do a good service to its members by investigating thoroughly and carefully the feasibility of conducting a promotion campaign similar to that of Pennsylvania.

With increases in collegiate press activities, the number of Kentucky colleges teaching journalism, the number of Journalism students and interest of the latter in practical newspaper work the Association might give consideration to an amendment to the constitution whereby college and university newspapers may be accepted as associate members, without voting power, so that this press may send observers, if desired, to the association meetings.

During 1931 the method of

awarding the annual newspaper prizes was changed back to the old plan. This was done at the request of a substantial number of publishers and resulted in an increase in the number of entries. Through the continued generosity of some of the dailies and individuals the usual rich prizes were awarded. It has been suggested that, due to current conditions, the Association should advise these liberal givers that such heavy donations will scarcely be expected. After all it is the honor of winning these prize that counts heaviest, far more than any material testimonial. I say this without decrying the value of these trophies but with the feeling that we should not impose, in abnormal circumstances, upon kind-heartedness. I wish to thank sincerely and gratefully these prize donors and also the judges in these contests. They have done splendid work without any compensation beyond the deep appreciation of this Association which they certainly have in abundant measure.

I also wish to thank Prof. Victor R. Portmann for his continued meritorious work with the Kentucky Press, the official organ of the Association.

The journalism department at the University, whose grateful guests we were at the last mid-winter meeting, is one of the finest journalism schools in the United States and is doing a great work in preparing young men and young women for practical as well as inspired newspaper work. The development of this department is a great personal tribute to the vision, intelligence and energy of our counsellor and friend, Prof. Enoch Grehan and I hope soon to see the department of Journalism at the University of Kentucky made a separate college of the University with this genial gentlemen given the title of Dean, an honor he has so long and so richly deserved.

The summer meeting in 1931 was one of the greatest in the long and glorious history of the Kentucky Press Association. It was signally marked by the presence, and as chief speakers on the program as well as the chief attraction, three of the most distinguished editors in the history of this state, Col. Harry A. Sommers, of Elizabethtown, Col. Urey Woodson, of

Owensboro, and Col. Chas. M. Meacham, of Hopkinsville. Exactly forty years before at Paducah, Mr. Woodson, Mr. Sommers and Mr. Meacham were the officers of the association. For more than half a century these three stalwarts of the pen have led and inspired Kentucky journalism.

Mr. Elliott Mitchell, editor and publisher of the Paducah Sun-Democrat, was a gracious and generous host and was enthusiastically assisted by Mr. John Lawrence, a former president of this association, and other splendid Paducah people.

I feel embarrassed at having taken so much of your time in this address, but Mr. Platt, the Courier-Journal, the Board of Trade and last, but not least, our cordial hosts, the Brown Hotel, have arranged so much sweetness that I fear unless you have some sour you will become surfeited. Therefore, as an outgoing president, consigned to the rear rank where I shall bear my musket as proudly as ever and endeavor to answer every roll call, I take my last advantage of you to hang you high and dry and try to sell you on my opinions.

You have honored me a thousand times ten thousand times beyond my just deserts in giving me the privilege of serving you as president of the Kentucky Press Association. I am afraid that you have shown far greater generosity than good judgment but I have always loved my friends more for their mercy than their justice.

It has been the greatest pleasure of my life to endeavor to serve you faithfully, diligently and loyally in my meagre way and I want to thank you for your magnanimity in my short comings as well as to assure you of my eternal appreciation of the confidence and trust conferred upon me.

JOIN THE N. E. A.

Every publisher of a newspaper in Kentucky should not only be a member of the Kentucky Press Association, but should also be a member of the National Editorial Association. The \$5.00 annual membership fee will be a good investment. If more convenient send N. E. A. dues to J. C. Alcock, State Vice-President, Danville, Ky.

MINUTES

(Continued from Page Two)

record of the proceedings of the Association and collect all money due from the members. He shall keep an accurate account with each member of the Association and also a set of books showing the transactions and condition of the Association's finances, which books shall at all times during business hours be open to the inspection of any member of the Association. He shall receive all the funds of the Association and pay them out as herein directed, taking receipts for all amounts paid. He will make report of his acts, together with copy of his cash account, and file same together with vouchers attached at the annual meeting of the Association succeeding his election. His report will be in writing and be read to the Association and published in the

minutes of the annual proceedings. All bills and claims against the Association for sums less than \$100.00 may be paid by the Secretary-Treasurer at his discretion; but the Secretary-Treasurer shall not incur any bills or accounts against the Association in excess of \$100.00 until the same are submitted to and approved by the Executive Committee, and paid only after such approval. The Secretary-Treasurer shall receive a salary of \$100.00 per year for his services."

"SECTION IV.—The Executive Committee shall pass upon and, at its discretion, authorize or reject any proposed expenditure of Association funds when a sum in excess of \$100.00 is involved, examine and report upon all applications for membership and all credentials and in connection with the President and Secretary-Treasurer shall make suitable arrangements for the hold-

ANNUAL FINANCIAL REPORT

J. Curtis Alcock, Secretary-Treasurer,
Kentucky Press Association.

January 21, 1932.

RECEIPTS

Balance on hand January 29, 1930	\$ 993.72	
Received from membership fees and dues	405.00	
Received from University of Kentucky, half of expense winter meeting	83.35	
Commission on N. E. A. Memberships	7.00	
Total Receipts		\$1,489.07

DISBURSEMENTS

Herman Roe, Ex. to 1931 Winter meeting	\$ 90.00	
E. C. Moore, Ex. to 1931 Winter meeting	64.70	
Secretary's Salary for 1930	100.00	
Badges for three meetings	28.34	
Flowers	2.50	
Lunches for Executive Committee	22.65	
Secretary's Expenses to N. E. A. Meeting at Atlanta, Ga.	68.00	
Stenographic work	4.00	
Postage for year	34.66	
Telephone and Telegraph Messages	19.89	
Printing	257.50	
Chas. H. Morris, Attorney's Fee in case Testing Publicity Law	100.00	
Total Disbursements		\$ 792.24
Balance on hand		\$ 696.83

ing of meetings of the Association, and shall perform such other duties as shall be required by the Association."

Extend Invitations.

President Lovett read a telegram from Walter H. Crim, president of the Indiana Weekly Press Association, Salem, Ind., urging the Kentucky Press Association to endorse Indiana's claim for the National Editorial Association meeting in 1933, saying interests of the two associations are mutual. The question was referred to the executive committee.

Editor R. L. Kincaid, of the Middlesboro Daily News, extended an invitation to the K. P. A. to hold its 1932 mid-summer meeting at Middlesboro, and Editor J. L. Crawford, of the Corbin Times-Tribune, and Robert Blair, of Corbin, extended an invitation to hold the meeting at Corbin. The executive committee will select the time and place of meeting.

Resolutions were adopted, expressing appreciation for the many courtesies shown the K. P. A.

Election of Officers.

The annual election of officers was held, all being elected by acclamation without opposition, and resulted as follows.

President, J. T. Norris, Daily Independent, Ashland, Ky.; vice-president, Lawrence W. Hager, Messenger-Inquirer, Owensboro, Ky.; secretary-treasurer, J. Curtis Alcock, Daily Messenger, Danville, Ky., and chairman of the executive committee, Geo. A. Joplin, Jr., The Commonwealth, Somerset, Ky.

President-elect Norris announced the appointment of the following members of the executive committee, one from each of the eleven Congressional Districts, except the 11th, Chairman Joplin being from that district:

First, A. Robbins, Courier, Hickman; Second, J. L. Bradley, Enterprise, Providence; Third, Joe Richardson, Times, Glasgow; Fourth, J. P. Gozder, News-Journal, Campbellsville; Fifth, Brainard Platt, Courier-Journal, Louisville; Sixth, Keith H. Hood, Democrat, Bedford; Seventh, Tom Underwood, Herald, Lexington; Eighth, R. L. Elkin, Central Record, Lancaster; Ninth, Joe Costello, Democrat, Cynthiana; Tenth, Chas. A. Kirk, Herald, Paintsville.

B. B. Cozine, Shelby News, Shelbyville, was re-appointed as chairman of the legislative committee, with authority to appoint others to work with him, and Prof. Victor R. Portmann, of the Department of Journalism, University of Kentucky, Lexington; D. M. Hutton, Herald, Harrodsburg, and Secretary J. Curtis Alcock, Danville, were appointed on the newspaper exhibit committee.

Adjournment followed.

RESOLUTIONS

Adopted at Mid-Winter Meeting of the Kentucky Press Association January 23, 1932, at Louisville.

We, members of the Kentucky Press Association, in convention assembled at the Annual Mid-Winter Meeting, in the City of Louisville, do hereby resolve:

We are deeply grateful to the citizens of Louisville, Mayor William B. Harrison, the Louisville Board of Trade, the Courier-Journal and Times, The Brown Hotel and all other citizens of Kentucky's metropolis for the wonderful hospitality extended to our Association during our meeting here.

We especially extend our thanks and appreciation for the courtesies given us by the management of The Brown Hotel and his associates. Also are we thankful to the managements of the various Louisville theaters for their courtesies and to the Board of Trade for the splendid banquet Friday night. Likewise, we are appreciative of the entertainment offered by Louisville vaudeville teams; for our reception at the Louisville Automobile Show, and for the hospitality extended at the Kentucky Children's Home at noon luncheon, Friday.

We wish to thank William F. McNally, chief editorial writer of the Minneapolis Tribune, Harrison Robertson, editor of The Courier-Journal, and all other speakers who offered inspirational messages to the Kentucky Press Association at this Mid-Winter Meeting.

We wish to extend special thanks to Joe Lovett, brilliant young editor of the Murray Ledger & Times, for his untiring efforts in making the 1931 term of the Kentucky

Press Association successful.

We are especially mindful of the long and beneficial service extended to the Association by J. Curtis Alcock, owner of the Daily Messenger, Danville, Ky., for his services as secretary.

We wish to extend our sympathy to the relatives and friends of Miss Nannie R. Catlett, former publisher of the Leader at Princeton, Ky., since 1930, who died in December, 1931. The K. P. A. also regrets the passing of D. M. Duncan, of Brandenburg; Capt. Jack Wilson, Butler Reformer; Hiram Duley, Flemingsburg, and Geo. Newman, of the Louisville Herald-Post.

We further resolve, that we of the Kentucky Press Association shall continue to uphold and maintain the freedom of the Kentucky Press from factional alliances and that we shall remain aloof and independent from commercial schemes in order to be of the greatest service to the government of our State and to the independence of its people.

We wish to endorse the unusually effective work of the Kentucky Progress Commission and to recognize the value of the Kentucky Progress Magazine for its advertising value in bringing tourists and sight-seers to points of interest throughout the State.

FRANK O. EVENS,
HERNDON EVANS,
J. L. CRAWFORD,
Committee.

A LETTER FROM THE K. P. A. SECRETARY

This issue of The Kentucky Press contains the minutes of the annual mid-winter meeting of the Kentucky Press Association held at Louisville in January and should be read by every Kentucky editor.

The addresses of Warren Fisher, of the Carlisle Mercury, on running a political campaign, and of Alvin R. Magee, foreign advertising manager of the Courier-Journal and Louisville Times, delivered at the winter meeting, will be published in future issues of the Kentucky Press.

Editors are requested to send the Kentucky Press articles for publication. Let's all help make this publication newsy and interesting. Take the "De" out of depression—and press on by supporting the K. P. A.—J. C. Alcock, Sec'y.

MIS-PAGINATION

HERE'S A REAL IDEA

Newspapers become indispensable through the services they perform. The more their regular lines of service, such as supplying news and a medium for advertising are augmented by other lines, the greater becomes their degree of usefulness. The regular services are taken as a matter of course, something for which the public pays, but the extra services largely are based on good will and a disposition to contribute to the general welfare. These are the services which make the newspaper an intimate and friendly thing and give it enhancement in the public regard.

In the present economic and industrial situation there is one conspicuous extra service which every newspaper can perform, namely, to constitute itself a clearing house for jobs and employment. If all the people who need work could be brought into touch with all the jobs that need attention, there would be no unemployment. There is a tremendous opportunity for this service all over the country, but especially in the northern states—an opportunity to relieve or at least mitigate the perilous situation which threatens with cold weather. Quite a number of newspapers, large and small, are taking up this work.

There are innumerable small jobs for both skilled and unskilled workmen in every community. There is scarcely a house that will not provide at least a day's employment for some workman. The little jobs which need attention around these houses are a real economy to the owners, improving the property, saving fuel bills and increasing the comfort of the occupant; but most of them are destined to be neglected unless an active sentiment toward the doing is aroused. House and yard jobs come to mind first in this relation, but they do not represent, by any means, all the potential avenues of employment—employment which will relieve distress, put money into circulation, make business and increase general prosperity.

Suppose the clearing house project means the throwing open of your classified columns free of charge. What of it? Scanning the classified advertisements of most newspapers at the present time does not reveal that any of them are overburdened with business in that department. The situation offers a splendid opportunity to advertise the department by a practical demonstration of what it will do. But we would not rely upon the small ads alone. We would make it a front page affair with extensive news treatment backed by editorial hammering, and we would keep it up until the entire community were aroused to a spirit of cooperation.

Did you ever stop to think how much the man with credit can relieve the distress of the man who is out of work

and has no credit? The former can, if necessary, stand off the butcher, baker, grocer and coal man to provide work for the jobless, thus enabling the latter to buy from the tradesmen and so even up the matter all around.

GET CASH IN ADVANCE

It is a good policy when dealing with people who are not known to the publisher to insist on cash with order. From time to time advertisements are sent out by individuals, firms or agencies says that they will pay on proof of publication. Often they feign references and offer most convincing evidence of reliability. Many publishers have been fooled with propositions that looked absolutely all right, and about the only way to be certain is to demand cash with each order from persons who have not established credit.

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 and 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 new revenue. It can be produced this year to the distinct advantage of both publisher and advertiser.

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?—Harry B. Rutledge, field manager Oklahoma Press association, in the Sooner State Press.

WHERE IT PAYS

Does advertising pay? No, says the man who sticks his ad in some timetable or directory and expects people to walk around, look it up and by seeing his name break their necks to get to his store. The man who wants to get results out of advertising places his message in the home paper that goes to the homes of his prospective customers and the readers appreciate the paper enough to pay to get it. A real concrete example as to whether newspaper advertising pays or not was shown in the strike of printers in New York city when the newspapers came out without any advertisements. During that time business in the department stores fell off 50 per cent. A wedding announcement stuck up on a fence or a billboard might be read by a few but the same announcement in the local paper would be read by every subscriber. Don't put your light under a bushel, says the Scriptures that are printed for people to read.—Loveland (Ohio) Herald.

COLLEGE GRADUATE in June; trained in journalism. Is interested in obtaining position on the staff of a community newspaper in Kentucky. No family hindrances.—A. A. Daugherty, Box 1933, U. of Ky., Lexington.

NEWSPAPER FILE SERVICE

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

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

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

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

MILO BENNETT

Conducts a wonderful Linotype-Inter-type school and can develop slow operators into fast operators or one of the men or women in your office into a fine operator. Correspondence course, with keyboard for home study, \$28; six to ten weeks at the practical school, \$60 to \$100. Write for free school literature. Also pleased to give you name of prominent Kentucky newspaper publisher who knows what this school is capable of doing for you. Address Milo Bennett's School, Toledo, Ohio.

Modernize Your Paper

—Key it to the
Tempo of Today

Your paper will look materially different with the addition of one or two new Linotype display faces. It will be nearer par in appearance—look modern, alive, keen, keyed to the tempo of today.

Your readers will like it. So will advertisers. And you will find a host of places where your new display fonts will help you sell—in the heads and ads, of course, but also in dozens of places for commercial printing.

While you're thinking of improving the display of your paper and your printing give a thought to your present body face. Linotype Excelsior might be exactly the solution for you in this respect, as it has for dozens of other publishers with problems similar to your own.

Excelsior, you know, is the modern body face to meet modern printing requirements. It was designed particularly for clean, sharp printing on any kind of press—it won't break down, fill up, smear or smudge. It's today's technical answer to today's printing needs.

Poster Bodoni—10 to 24 Point

HOW is one to a

Garamond—6 to 36 Point

HOW is one t

MetroLite—6 to 36 Point

HOW is one t

Bodoni Bold—6 to 36 Point

HOW is one to

Metroblack—6 to 36 Point

HOW is one t

Pabst Extra Bold—8 to 24 Point

HOW is one to a

Pabst Extra Bold Condensed—18, 24, 30 Point

HOW is one to assess

8 Point Excelsior No. 1

Linotype Excelsior has an evenness of color without a uniform weight or monotone design that qualifies it to print exceptionally well on newsprint, even under the usual high speed newspaper printing conditions. The letters do not break down under mat making pressure or in stereotyping, neither do they fill up and blur on the press.

There is a distinction between the light and heavy strokes in the individual letters of Excelsior, but it is not to that great degree that would penalize the fine lines at the expense of

These faces are suggestions only. The nearest agency will send specimens of any Linotype face you may be interested in—write them today.

TRADE **LINOTYPE** MARK

Linotype Metroblack, MetroLite and Indicated Faces

**MERGENTHALER LINOTYPE
COMPANY, Brooklyn, New York**

SAN FRANCISCO · CHICAGO · NEW ORLEANS
CANADIAN LINOTYPE, LIMITED, TORONTO, CANADA

Representatives in the Principal Cities of the World