

THE KENTUCKY PRESS

— Of, By, And For Kentucky Newspapers —

Volume Seven

MARCH, 1936

Number Ten

Advertising Rackets Bane Of Publisher

By J. L. BRADLEY

Just why the program committee saw fit to have me attempt to lead a discussion on "Advertising Rackets" is hard to understand when I have probably been as gullible as any other publisher. Perhaps they felt that I would understand the problems inasmuch as I had experienced so many of them.

All publishers of country or small daily newspapers have been confronted with various forms of "advertising rackets" and the reason is that the publishers and a large number of the small-town merchants have been easy prey. Each publisher is afraid that if he turns down an order that his competitor or a printer in a neighboring town will get the business. Each merchant is afraid that his competitor will be listed and that he will be branded as a slacker if he doesn't take part in the scheme.

Recently, the Publisher's Auxiliary said in an editorial that "one of the duties of the newspaper is to protect the people of its community from being exploited by outside promoters whose only interest lies in putting over their schemes, collecting as much money as possible and getting out of town as quickly as they can without regard to possible after-math and their effect upon the community. Some editors are quick to sense the dangers of such schemes and warn their people against them. Others hesitate to do this, especially when local organizations are hooked up with the outsiders."

The methods of practically all of the promoters of advertising rackets are the same. They come in and either get some organization to sponsor the scheme or else get local girls to help sell the advertising. Usually, the rate is about five to ten times what the newspaper or printing establishment realizes from the scheme. The girls are given about a dollar or so each and are well satisfied.

One of the greatest nuisances is the method of the producing companies. They send out contact men or women and paint in glowing terms how much money can be realized by an organization by sponsoring a "stage spectacle." They will usually agree to almost anything to get the contract but when the director arrives in town the fun begins. In the majority of instances the directors are novices or do not understand the real fundamentals of producing a play. Their main

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STUDENT SURVEY SHOWS NEWSPAPER ADVERTISING CARRIES MOST INFLUENCE

More people read and are influenced by newspaper advertisements than by any other form of printed advertising, according to a survey by business training students at Hughes high school, Cincinnati.

The students made an investigation of the "advertising reading habits" of 1,050 persons.

The persons who responded were asked:

Do You Read	Occa- sionally	Regu- larly	No.
Advertising in—			
Newspapers?	764	167	61
Letters?	370	167	150
Announcements?	563	169	128
Pamphlets?	407	270	140
Magazines?	671	181	97
Programs?	500	219	117
Street Cars?	728	141	90
Billboards?	667	185	88

"Which of the above advertising media influenced you most?" was another question.

A total of 535 persons said they were influenced most by newspaper advertising; 225, magazine advertising; 164, program advertising; 53, booklets and pamphlets; 25, street car advertisements; 24, announcements cards; 17, circular letters; 6, billboards.

The survey reported 932 persons stated they prefer advertisements with illustrations; 589 expressed desire for chatty, conversational advertisements, and 505 preferred mere statements of facts.

Students in the classes of Miss Mary McSurely and W. E. Iblings made the survey.

LEW B. BROWN IMPROVES

Lew B. Brown, former Kentucky newspaper man, now publisher of the St. Petersburg, Fla., Evening Independent, was suddenly stricken ill in February. As it was feared that the attack would bring on paralysis, he was removed to the hospital. However, a message received later from Mr. Brown's son, Chauncey, stated that he had almost completely recovered.

Mr. Brown made St. Petersburg famous as a "sunshine city" by giving his paper free to everybody on the days that the sun doesn't shine there. Being very successful as a newspaper publisher, he once refused an offer of a million dollars for his paper.

He was formerly publisher of the Harrodsburg Democrat and was outstanding as a Kentucky editor. He served as president of the Kentucky Press Association in 1907 and is now a life member of the association.

Mrs. E. C. Walton, wife of the versatile editor of the Stanford Interior Journal, is spending the winter in Florida to the envy of all the other editor's wives in the state.

Gracean Pedley Condemns Demands For Free Publicity

When I received official assignment of my subject from Jodie Gorder, backed by Curtis Alcock, I decided to collect for presentation here all the free publicity received by my paper between the date of such notification and this meeting. I selected for the purpose the one large drawer in my desk, which contains two big check books and some other non-essentials. The drawer soon overflowed and a list of the space-seeking agencies was kept. With your indulgence I will read the list:

American Federation of Investors, International Cartoon Co., International Correspondence Schools, Commonwealth & Southern Corporation (Utilities), Frank Know for President Committee, Kentucky Petroleum Industries Committee, Kentucky Railroad Association, Swift & Co., Texas Centennial Exposition, Kentucky Distillers Association, Kentucky Female Orphans School, American Bankers Association, Illinois Central System, Association of American Railroads, The Joseph Katz Co., American Housewives Bureau, Farm Credit Administration, Kentucky Railroad Employes and Citizens League, Tennessee Valley Authority, U. S. Department of Agriculture, Illinois Hatchery, Kentucky Utilities Co., General Motors Co., Chrysler Motor Co., Ford Motor Co., Firestone Tire & Rubber Co., United States Marine Corps, Civil Service Commission, Western Union Telegraph Co., Southern Bell Telephone & Telegraph Co., Industrial News, E. Hofer & Son, Log Cabin Syrup, National Broadcasting Co., The Progressive Farmer, Sugar Creek Creamery Co., Albert Funk-Guen-ther Law, Inc., Washburn-Wilson Seed Co.

These concerns, most of which never spend money for space in weekly newspapers, sent me "news releases," pamphlets, mats, plates, alleged feature stories and free publicity wearing other transparent disguises within a space of two weeks; more than enough, had I printed any major portion of it, to have filled my regular 8-page issue for months.

The free publicity racket is old. It probably reached its zenith on the old-fashioned billboards of Barnum's day, when lurid lithographs were pasted wherever there was a blank wall, a barn side or a fence large enough for the purpose. Yet today we do not find the poster advertising people giving away any space. That is left to the country

newspaper publishers—and they fall for the racket in far too great numbers for the good of our business as a legitimate and profitable advertising medium.

The free publicity racket, as it is practiced upon us today, is a fine art. The general scheme seems to be for the big business concerns, which should be one of our chief sources of revenue, to hire propaganda directors, publicity agents, or advertising managers to sing their siren songs in a variety of more or less pleasing keys.

Big business pays these lads big wages and, if country publishers fall for their wares, they earn what they get.

For my part, and I am happy to say that apparently most Kentucky publishers agree with me in this, I will not contribute to paying for the down which lines their nests by running free publicity.

A striking fact is that most of this free publicity comes from the country's largest national advertisers, who use magazines, dailies, the radio, direct-by-mail and even the billboards—but not the country newspapers! True, we receive free matter also from the few national advertisers who do make use of our medium but a very large percentage of it comes from non-users of our space.

The big shot publicity-propaganda agents seek to establish Platonic friendships with us. Sugar-coated and innocuous, pleasingly pretty and wistfully appealing are the printed approaches of these high-powered give-us-a-little-space lads. But, soon or late, we publishers learn the friendship resembles Pluto more than Plato and, so far as I am concerned, listening to the blandishments of these something-for-nothing boys is as bad as tumbling to any temptation old Mephistopheles could kid me with. Especially when the free stuff comes in plates and mats, it seems to me, we should remember to say: "Get Thee Behind Me Satan," for it surely works to prevent our getting any paid matter from these very numerous sources. Why should national advertisers pay us for something they can get for nothing?

Camera-News, News of the Week in Pictures, Doie's Cameragrams, etc., all carry free advertising. OF COURSE THEY DO!

Recently I saw in a good Kentucky

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The Kentucky Press

Official Publication Of The Kentucky Press Association

VICTOR R. PORTMANN.....Editor

Printed On The Kernel Press, Department Of Journalism,
University Of Kentucky, Lexington

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Victor R. Portmann, University of Kentucky, Chairman; Albert Schumacher, Citizen, Berea; Denny Spragens, Marion Falcon, Lebanon.

NEW LAWS PASSED

Kentucky joined the ranks of other progressive states when the Legislature passed two bills in March that had been sponsored by the KPA. The first, a bill to protect press confidences was modeled after the New Jersey law, and we will not see such disgraceful episodes as the Armentrout and Danville jailings happen again. The second, extends privilege publication to include the contests of all preliminary papers filed with a judicial officer. The Press will publish these new laws in the next issue so that our editors may become familiar with their contents. This was a signal victory for the Fourth Estate in Kentucky and places it on a higher plane.

SEND IN ENTRIES

The Press urges our editors to submit entries for the contests of the National Editorial Association. Both weeklies and dailies can enter the separate contests. Deadline for all entries is April 20. The contests include General Excellence (both daily and weekly), Community Service, Editorial Page, Newspaper Production, Illustrative Material, Job Printing Exhibit, and Most Outstanding Edition. The editor cannot write to each of you individually, but hope that you will enter the contests. Let's send in plenty of entries for Kentucky! The contest rules will be found in the NEA Publisher or in the March 14 issue of the Auxiliary.

HISTORICAL FEATURES

Local features on local history have a strong appeal to community readers. The Mountain Advocate, Barbourville, Henry M. Chandler, editor, is running a front page feature entitled "Remembrances" and invites his readers to contrib-

ute suitable articles. J. Curtis Alcock in the Danville Messenger is running a similar column and advises his readers to clip and file for future reference. W. T. Davis, Mount Vernon Signal, recently announced that a column will be open to former Rockcastle residents who live outside the state to contribute articles entitled "Roving Comrades." Similar columns will have reader appeal and brighten your paper.

NEW EQUIPMENT

The Hodgenville (Ky.) Herald-News has installed a font of 8 point Linotype Excelsior No. 1 with bold face No. 2 for a change of body dress.

The Meade County Messenger, Brandenburg, Ky., has added a Model 14 Linotype and a font of 8 point Ionic No. 5 with bold face No. 2.

A. F. Hoffman, publisher of the Ewing Inquirer, has recently added several new pieces of modern equipment to his plant, increasing his efficiency and capacity 100 per cent.

ON CASH-IN-ADVANCE BASIS

More and more of our Kentucky editors are putting their papers on a strict cash-in-advance basis and reaping the benefit thereby. Two editors have joined this movement the past month, Albert K. Moore, Salyersville Independent, and J. S. Tompkins, McKee Sun, announced that after March 1 all subscriptions would be dropped unless paid strictly in advance. National advertisers are demanding "Quality Circulation" which is another way of saying cash-in-advance. The U. S. Postal laws also demand that every legitimate subscription to any type of publication shall not be counted unless paid in advance. How many of our Kentucky editors

are guilty of technical violation of their second class postage permits? Think this over!

MILESTONES

No. 1, Vol. 28 of the Middlesboro Three States, H. C. Chappell, editor, made its appearance this month. No. 1, Vol. 44, of the Hawesville Clarion, Mary Agnes Kelly, editor, pledged renewed interest and loyalty to the community.

Birthdays this month were those of the Adairville Enterprise, G. E. McKinney, editor, celebrating its seventh year of publication, and the Wilmore Enterprise, Harry J. Shellenberger, owner and publisher, and George H. Shellenberger, editor, its second year of publication.

PAPERS CONSOLIDATE PLANTS

By consolidation of their equipment, Robert Blair Jr., publisher of the Letcher County Leader, and C. L. Kilgore, publisher of the Mountain Eagle, have materially strengthened both papers at Whitesburg and will have an up-to-date modern office. Both papers have added four pages of feature material. The Leader will be published on Tuesday, the Eagle on Thursday, with both papers keeping their entity. This plan should appeal to more newspapers as it reduces the separate overhead costs almost 40 per cent.

E. W. Neel, James R. Hines, and Thomas W. Hines have leased the Morgantown Republican from R. S. Rives, who has served as its editor for many years. We welcome the new publishers to the Kentucky fraternity.

The Shelby News, Shelbyville, recently reported the death of Mrs. Mary Wayne Marshall, wife of a former newspaper publisher in Shelby county. Many of our old-timers will remember this family.

Word from Bob Elkin, sojourning in the balmy breezes at Tampa, Florida, writes his friends that he "feels like a feather in the breeze." We wish him improved health and a quick return to the state.

S. F. Goodman, editor of the Central Record, Lancaster, had the courage and conviction to raise his national advertising rates to a legitimate and adequate level when he put a new rate card into effect this past year. He increased these rates thirty-three and one-third per cent, and claims that advertising contracts have showed a decided increase.

The Pikeville News is adding a number of new features to its columns all of which will prove popular and interesting to its readers. The series includes stories and pictures of local children under two years of age, stories about the older residents of the town, and stories of couples celebrating their 50th wedding anniversaries, or longer. Features like these enliven local pages.

After four months of publication, the Pikeville Daily News was compelled to suspend publication due to lack of advertising revenue. It covered the Sandy River valley with a good circulation of 3000, but

stated in its valedictory that the volume of advertising in Pikeville and environs was not sufficient to support such an enterprise. Editor Grote plans to continue to publish his usual excellent weekly of 16 pages.

V. L. Spaulding, editor of the Uniontown Telegram, recently began a column entitled "Just a Bit of Homespun," containing many notes of interest to his readers. "Bishop," Spaulding said, "Practically every paper that comes to our exchange desk carries a 'column' of some kind, written by the editor, or some other member of the staff.

Oscar Haight, Jr. is manager of the Sandy Valley Enterprise, a new-comer in the field of weekly newspapers. The paper is bright, newsy, and well-printed and should have a good reception in its locality. Mr. Haight studied journalism at the U. of K.

Editor Edwin C. Calman, Sturgis News, has been appointed on the Education War Orphan committee which puts Mr. Coleman in position to help some deceased veteran's son to be appointed to the U. S. Naval Academy.

The Estill Herald, Irvine, John W. Hovermale, manager, has moved his plant to a new and better location.

Earl Smith, 28 years old, brother-in-law of Alex R. Combs, publisher of the Hazard Plaindealer, took his own life in the plant on the night of February 24.

C. A. Hummel, publisher of the Jeffersonton Jeffersonian, entertained his group of excellent correspondents at a booster meeting on February 24 in Jefferson hall.

L. C. Littrell, Jr., son of L. C. Littrell, publisher of the Owen County Democrat, Owenton, was married on February 22 to Miss Marry Betty Ogden at Sparta.

W. F. Boulton, publisher of the Gallatin County News, Warsaw, calls attention to his subscribers who have visited his office and have paid their subscriptions. He publishes their names which does much to boost the goodwill of the newspaper.

The sympathies of the Kentucky editors are extended to Joe T. Lovett, Murray Ledger and Times, on the death of his father, John Lovett, at Paducah hospital on March 12. Mr. Lovett, a native of Marshall county, received his law degree from Kentucky State University, and served as commonwealth's attorney of the Second Judicial district from 1914 to 1916. Funeral services and burial were held at Benton.

Cecil Williams and George A. Joplin, Jr., Somerset, were honored by being appointed on the committee to study the development of the Cumberland river valley by the Cumberland Valley association.

The Morehead Independent, published by the Independent Publishing Co., Inc., has been sold to William J. Sample, Lexington, and George M. Calvert, Morehead. Mr. Calvert was a recent graduate from the journalism department at the university, and will act in the capacity as editor and mechanical department manager. Mr. Sample is business manager. We wish them every success.

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Advertising Rackets Bane Of Publisher

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idea appears to be to sell as much advertising as possible, get as many local people in the play as possible so as to insure better attendance, kick about the cost of the printing and advertising and want gobs of publicity. Usually, the sponsor realizes about \$5 to \$15; the newspaper about \$5 to \$15 for printing and advertising; and the producing company gets about \$35 to \$50 from the sale of advertising and from \$75 to \$150 from attendance receipts.

Several of these "stage spectacles" have been produced locally and I have never known the sponsor to get more than \$20 whereas the time devoted to the scheme would probably be worth from \$75 to \$100. The merchants kick because they know that the local organization will not reap the benefits but they are afraid to refuse to take the advertisement.

It appears that the best way to combat this scheme is to have plays produced under local supervision. There is usually some teacher or club woman capable of such work. The school usually produces several plays each year and realizes substantial profits. Very few newspapers or merchants are unwilling to cooperate when they know that all of the money will go to develop local interests. I believe that if the newspapers would carry sufficient mention about these producing companies that they would quickly fade out.

There are many other advertising rackets practiced but probably the most common is that of the "Business Review" grafter. He comes in and agrees to sell a page or so in a neighboring town and to pay local rates for the advertising. He then goes to the neighboring town and calls prospects by phone and reads a lot of "hot air" to the business or professional man. This usually sounds mighty good and the grafter in most instances tells him that the paper will put out a considerable amount of extra circulation and that he will be furnished with several sample copies. Usually the grafter has arranged to have about five extra copies printed for each advertiser but has said nothing about the extra circulation. The person falling for this type of advertising is usually charged from \$4 to \$12.50 whereas the publisher gets about \$1.25 to \$2 per write-up. The money is collected as soon as the paper

is printed and if the editor is not extremely careful the grafter will have collected the money and escaped before the publisher realizes it—and the paper is left holding the bag. There are usually several kick-backs by firms who find out that there was no extra circulation and when they have had time to think the matter over.

I believe that Business Reviews are often a good thing when conducted for a special edition of real merit or when written about local firms by a member of the editorial staff of the paper. But the practice of accepting these flowery write-ups from business people in nearby towns tends to engender ill-feeling toward the newspaper by local business men. The only reason publishers accept this type of advertising is that they usually need the money and are afraid that if they don't take it that their competitor will. In the long run, however, I believe that it would be better for county groups of newspapers to get together and refuse to accept this type of advertising which is usually worthless except to please the vanity of the person whom it concerns.

There are many other forms of newspaper advertising rackets such as the contest page, cartoon pages, misspelled word pages, local business write-ups and the like. Some of these ideas are good and some merchants will take this form of advertising when they will not take anything else. However, I believe it best for the newspaper to develop the advertising and not allow out-of-town solicitors to handle it for them. There are many reasons for this. The newspaper editor, who remains in town all the time and has to adjust all questions, collect the money and get the copy, often does not know what the solicitor has told the merchant. He may have left many wrong impressions and this seriously injures the prestige of the newspaper. Such promoters should be turned down except in very rare instances to be determined by individual publishers.

The job printing rackets are the most common of all because they can usually be put over in a few hours. Many times the newspaper does not know about the plan and has no opportunity to warn the business people of the city due to the fact that there are independent printing shops in many towns and the printer will accept anything, feeling that it is just so much picked up. The majority of these printing plants are not interested in what the newspaper thinks about the question, and for this reason many newspapers will agree to take this kind of work, knowing that their competitor will take it or that it will be printed in a nearby town.

The most often practiced rackets are the printing of menus, fans, directories, church folders, and the like. Local girls are usually secured to help sell the advertising and are given small commissions. In many instances the money is collected as the advertising is sold—with the local girls taking the risk. And only recently, a fan idea was sold locally, the money collected, and the pro-

moter leaving town stating that he would have the fans printed elsewhere and mailed in. But they haven't arrived and never will. Merchants are getting harder and harder to collect from until they see the finished product but even in these instances much revenue is diverted which should legitimately go to the home town newspaper or printing establishment.

It will take the cooperation of all newspapers and commercial printing establishments to stamp out the "advertising racket" evils. The only practical solutions I can offer are to have county and district agreements by newspapers and printing establishments concerning the acceptance of such rackets and to have a local committee to pass approval on the proposed schemes.

Usually the town supports a chamber of commerce, a merchant's association or a civic club of some kind. A committee can be appointed to confer with the manager of the newspaper or printing establishment before approving or rejecting advertising schemes. An agreement can then be secured from local merchants to turn down all schemes unless okayed by the committee or else sponsored by the newspaper or printing establishment. This plan has worked in many towns and is a feasible one.

Okehs are usually given any legitimate proposals by the local schools, churches, or other organizations. When the proceeds will be used locally and there are no outside commissions.

The above plan also takes care of solicitors from other towns and communities and this in itself is a nuisance because the smaller communities are always putting on an old fiddler's contest, a play, securing a new curtain for the auditorium and the like. It pays the merchants to take part in some of the plans, especially where competition from other towns is keen but the committee can usually decide on this question.

There are many other angles to the question of "advertising rackets," but my time is limited, so will devote the rest of the time allotted to a round-table discussion.

(Note: We recommend that every state newspaper reprint the above article for self-protection and to protect his merchants. Forwarned is fore-armed. The Editor.)

Pedley Condemns Free Publicity Graft

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weekly a picture of a shapely young lady with a tray of cigarets swung round her neck. Otherwise, she wore very little. In black-faced type below the mostly bare beauty (very eye-filling she was too) were these words: "Miss Gloria Glee, famous New York model, hired by Axton-Fisher Tobacco Company to distribute free samples of Spud cigarets at the Beaux Arts Ball" This publisher gets no paid advertising from the Axton-Fisher Tobacco Company. He will continue to get none, so long as he and others give their space for

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SUPERIOR ELECTION SUPPLIES

Service For
Kentucky Printers

RUSSELL DYCHE
London, Ky.



Modernize for PROFITS

MODERNIZE TYPOGRAPHICALLY

Body matter in one of the five faces of the Linotype Legibility Group. Heads and ads in up-to-the-minute display faces. Give readers and advertisers a more attractive and readable paper.

MODERNIZE MECHANICALLY

With a Linotype that will set body matter, display and most of the job work all from its single keyboard. Give yourself the profits of efficient production.

MERGENTHALER LINOTYPE CO
BROOKLYN, NEW YORK

San Francisco · Chicago · New Orleans
Canadian Linotype, Limited, Toronto, Canada

Representatives in the
Principal Cities of the World



LINOTYPE CLOISTER FAMILY

MR. PUBLISHER

Send us your orders for strip Column Rules, Borders, Leads, Slugs, and Monotype spacing material. We also have many desirable type faces. Monotype or Linotype composition for your Catalogs, School Annuals, Association Minutes, Law Briefs, Etc. Prices reasonable.

Send for specimen sheets.

WESTERN NEWSPAPER UNION
22 E. 12th St. Cincinnati, O.

the sake of "free" pix

There exists in the minds of a great many persons the ancient and erroneous idea that country publishers always need "something to fill up with." Many publishers, I am afraid, ave this idea too. This is a fallacy we should strive to correct by not cluttering our inside pages (and sometimes front and back as well) with a lot of boiler plate or poorly cast cuts from cheap mats which make unsightly blurs and detract from the appearance of our papers. The American Bankers Association, through W.N.U., is among our enemies in this respect.

Carelessness, a desire to run "inside filler" which can be prepared at little or no cost to us, easy going methods of business, the belief that generosity on our part will bring business from national advertisers, plus a very poor conception on the part of many of us of the real value of the rural press as an advertising medium—all have combined to make us the easy prey of big time propaganda experts employed solely to make more suckers of us by obtaining our space—the only thing we have to sell—for nothing.

In many country shops the desire, born of necessity, to keep costs of production down to a minimum, is doubtless the chief factor in the success of these publicity grafters. The plates, the mats and the typed "messages" come to our desks and, far too often, gets into our forms, because they require little effort on our part; if plates, no composition, no casting, no time. They can be tossed into a "hole," the look-up will be sped, and the process of getting on the press aided.

This practice is suicidal and has already resulted in limiting sale of our space to national advertisers to such an extent that this part of our annual income has dwindled to less than 10 per cent of our gross and bids fair to hit even lower levels if the free publicity racket is not curbed.

News pix and features can be purchased reasonably. Several of the larger and better syndicates cater to our trade. I use NEA with service by mail from Cleveland, Ohio, obtaining news pix, features on sports, editorial cartoons, fashions, women's pix, etc. at very low cost. These contribute greatly, I believe, to reader interest and add prestige to my paper. Local pictures are the very best build-up for reader interest, in my opinion. If these come too high, let us by all means spend a little of our hard-earned money for honest pix and features in mat form and—throw all the "FREE" pix, which really are FREE ADVERTISING, in the trash basket, the stove or the hell box.

To conclude: I have never observed a man enjoying much respect from his fellows who did not have some self-respect. It is logical to believe we country publishers can command the respect of national advertisers if we make suckers of ourselves by giving our space away?

Arthur Brisbane, maybe not the best, Mr. Hearst boasts, "the highest paid newspaper writer in the world today," said recently in his

syndicated column: "The readers of the smaller newspapers, scattered all over the United States, form the most important body of thinking Americans in this country. Editors of the smaller newspapers consti-

tute a national intelligence police force that keeps a great majority of the 130,000,000 Americans informed as to public happenings. If the great advertisers of the United States could be made to realize the

extraordinary buying power and advertising value of the local newspapers, the publishers would be rewarded financially as they deserve to be."

I say it is high time!

OUR BUSINESS MAKES



Jobs

FOR MANY OUTSIDE OUR OWN ORGANIZATION

FOLKS, did you ever realize that in addition to the large number of men and women employed in our own organization, the operation of our business indirectly provides work for thousands of other breadwinners?

. . . To miners who dig hundreds of trainloads of coal used yearly in our powerhouse furnaces . . .

. . . To railroad men who run those coal trains from the mines to the powerhouses . . .

. . . To workers in manufacturing plants that make all kinds of electrical appliances and equipment . . .

. . . To almost countless other employees in shops, factories, stores, packing plants, garages, etc., whose tools and machines are electrically operated.

Any way you view it, our electric power business is vitally important to the economic welfare and progress of this State.

Kentucky Utilities Company

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