



National Send An Idea
PUBLISHER-PRINTER ROUND TABLE
 Covering the United States and Canada

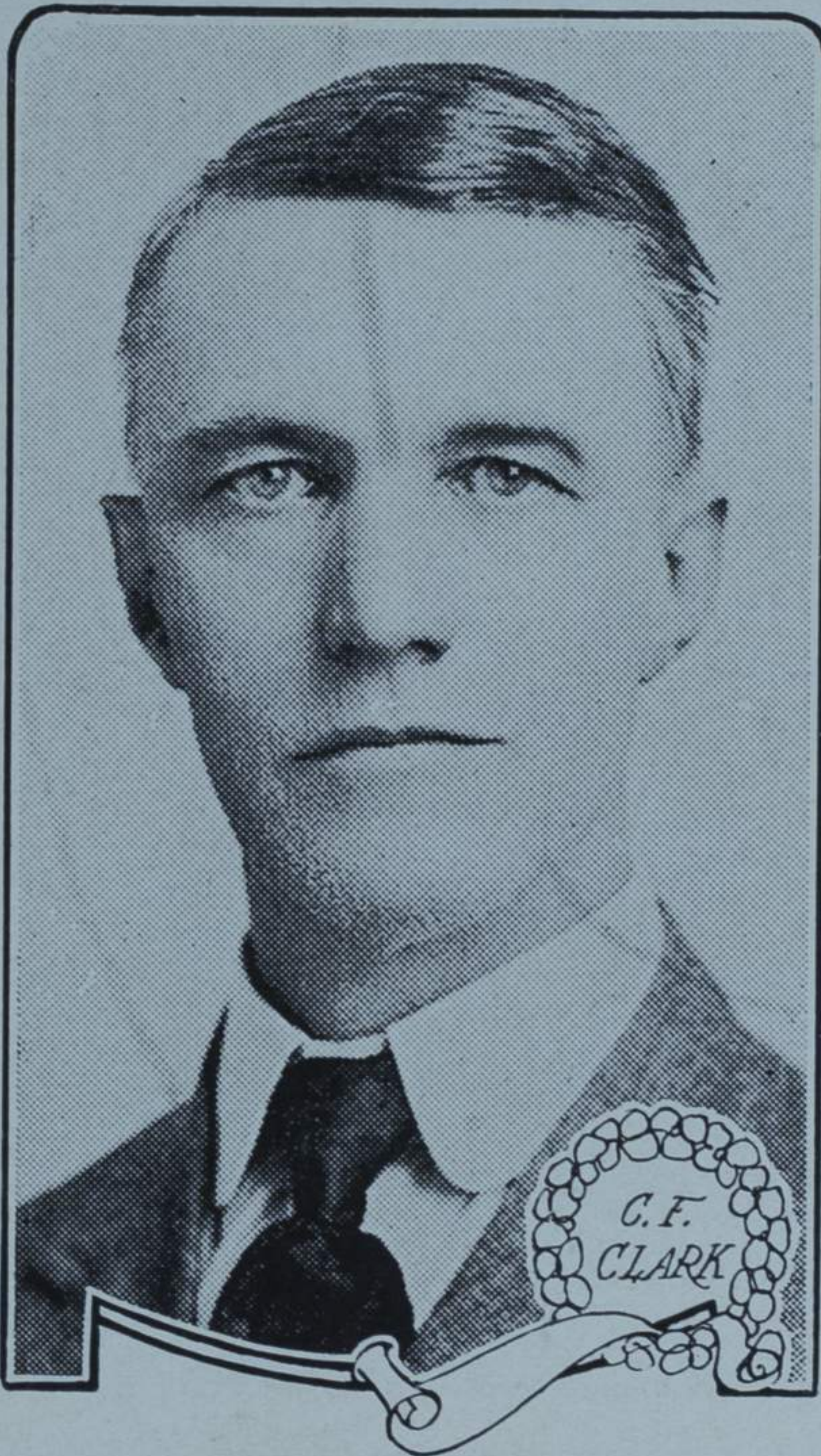


DOES NEW THINGS IN NOVEL WAYS

How David City (Neb.) Butler County Press, Headed by Clark and Owen, Invents and Adapts Many Good Ideas

By JOHN L. MEYER

HERE is a brief review of a group of "experiences and ideas-used." While "NPJ ROUND TABLE" has and will continue to present timely and useful items from all parts of the U. S. A. and Canada, in departmental and classified, briefed form supplementing the larger experience stories each month, an exception is being in the case of Charles F. Clark and his David City (Neb.) Butler County Press, a lively weekly. J. H. Owen is business manager. Mr. Clark furnished an unusual assortment of plans and methods. They contain food for thought for every publisher, city as well as community. So, we are "bunching" them as this month's "lead" for the department.



Mr. Clark's weekly is \$2 a year, paid in advance, and every letterhead and issue carries the message "Subscription list on Cash Basis—NO PAPER SENT AFTER EXPIRATION OF TIME PAID FOR." He is equipped to use mats. The circulation (sworn) recently was directorized as 1,711 net paid, and has shown a steady growth. The Press was established in 1873 and is the oldest paper in the county of Butler. The letterhead also says: "Democratic: Representative of the Political Party in Majority in County." This and other striking lines are used in the paper itself, and in all manners of ways. David City has 2,500 people, and the county 16,000. It is 75 miles west of Omaha on several of the great railroad lines. The town is a shipping center for farm products. There is some manufacturing.

TAKES EXCEPTIONS TO ENDORSEMENTS GIVEN BY PRESS ASSOCIATIONS

MR. CLARK has repeatedly taken opportunities to boldly fight things in the newspaper-job field which he believes detrimental to the interests of the business as a whole. He

has frankly disagreed with association leaders, sectional and national, on the problems involved in the postal rates as affecting the advertising volume of newspapers. In a letter to "NPJ" he said: "It is my belief that properly conducted country papers have nothing to fear from dailies and national weeklies, and that the dailies and national weeklies are really of advantage to country papers in the development of volume of advertising.

"Some years ago I learned that the man who gives much time to watching competition and chafing thereat, is crippling himself in efficiency."

Mr. Clark stated that he felt a sense of humiliation, and more, as to endorsements by press organizations "on zoning and postage rates which penalize advertising."

"This feeling," he continued, "is not over the time required to measure and record and report the percentage of advertising and of reading in each issue, for knowledge of that is

REPORT OF PUBLIC SALE
For The Press, David City, Neb.

Name

Location

Total of sale..... \$.....

Top price and other good prices for horses.....

.....

Top price and other good prices for cows.....

.....

Top price for hogs

Top price for sheep.....

Top price for chickens.....

Prices for principal farm machinery

.....

Estimated attendance at sale

How many purchasers?.....

How many purchasers gave notes?.....

Remarks

.....

Is Mr.....moving away? If so, where?.....

.....

If bought farm, where and how many acres?.....

.....

Send to Butler County Press, David City, Neb.

GETTING THE NEWS OF PUBLIC SALES PROMPTLY
*David City (Neb.) Butler County Press Employs
 Blanks, Mails and Correspondents to Get Facts*