

"NPJ" ROUND TABLE

(CONTINUED)

useful to the publisher toward improving his record; nor is it because of increased cost of postage, which to the average country paper is not at all a large total."

Mr. Clark also took pointed exception to advertising rates of ready-prints, saying: "While these rates may be all that advertising on the ready-print pages are worth, which I do not believe, they in their ridiculously low rate per 1,000 of bulk circulation constitute destructive competition, depreciating in the minds of the national advertisers the value of advertising in country papers in general and discouraging the placing of such advertising in country papers printing all pages at home, or on the home-print pages of papers using ready-prints whose publishers charge reasonable and self-respecting rates for advertising space."

REPORT OF BUILDING For the Press, David City

Name of Owner

Location (Name of Street or Township)

House front faces

Estimated cost

Style of architecture

Character of construction (Frame, Brick or Stucco)

Size of House

Number of Stories

Number of rooms on each floor and arrangement of same

Finish of floors and woodwork

Porches, (Size and Location)

(SEE OTHER SIDE OF THIS SHEET)

REPORT—CONTINUED (REVERSE SIDE)

Conveniences and Fixtures (Furnace, Electric Lights, Water System)

Basement (Depth, Size, How Arranged)

Remarks:

Please fill this report in each detail, so that complete description can be given in the Press. Send to the Press by return mail.

(SEE OTHER SIDE OF THIS SHEET)

EIGHT-AND-A-HALF BY FIVE-AND-A-HALF

News of New Buildings, Local and Farm, Gets Ample and Prompt Attention, Through Reports; All the Blanks Used Are Similar in Design

NOVEL CURVES PITCHED, BOTH TO THE READERS AND TO THE ADVERTISERS

ON THE editorial page Mr. Clark carries an unusually complete although brief masthead. It is reproduced on page 26. Note the "briefed" advertising rate statement and then, again, the home telephone numbers of the two executives.

When the *Press* sends out a sample copy, it is always one that has been specially imprinted in red at the top of the front page. Note illustration on page 26, and text used in a recent instance in the red lines.

The form letter used to advise subscribers of the expiration of subscriptions reiterates the fact that the paper will be stopped when the last subscription payment expires. One said this:

"You will not miss any issue of the *Press* if you renew your subscription promptly in response to this notice, *which is sent you as a matter of courtesy*. Mail us a check right now while you have it in mind. It will be a pleasure to us to receive a prompt renewal. A receipt will come to you by return mail. Enclosed is remittance form and printed-address envelope for your convenience."

Advertisers who are solicited by mail or in person often receive special letter-insert slips, and here is the text of one which to us appears as unusual; it is a very simply made-up slip:

THESE FOUR THINGS (Front)

are done by the publisher of *THE PRESS, DAVID CITY, NEBR.*, promptly upon receipt by mail of an order for advertising at the rate of the Press:

1. Wrappers are written for sending papers showing insertion of the advertising and filed for forwarding on publication day; or if the order be for a number of insertions, entry is made for putting address of the patron in type for addition to the regular mailing list.
2. The order is recorded in the Advertising Record Book.
3. The copy or plate and schedule of insertions are called to attention of the superintendent of the paper, who at once makes entry in a record book in the advertising room.
4. Acknowledgment of receipt of the order is sent.

(over)

(Reverse Side of Slip)

There is no postponing of any of the series of acts in this system; and they are done in sequence as stated.

It is a system designed to make doing business with the *Press* easy and satisfactory.

Statement of account is sent promptly.

When so requested, pages of paper showing insertions are sent in sealed envelopes under first-class postage. Each page of the *Press* has at top a line showing name of paper, place of publication and date of issue.

(over)

FORMS USED TO GET NEWS MATTER FACTS FOR THE EDITOR; USEFUL IN OTHER WAYS

IN THE body of this story will be found resets of forms used by the *Press* for news gathering purposes; and, no doubt, they also furnish facts for every other division of the business to work upon. The nature of the questions included is very interesting and instructive, as will be obvious on careful analysis.

One of the forms is "*Report of Building*;" another, "*Report of Public Sale*." For the sake of brevity, the spacing of the blanks is not exactly observed herein, but any publisher can easily see the relative amount of space and lines to allow for the various questions.

Recently the *Press* ran the following (in part) editorial, which shows a method for handling a circulation problem, as well as indicating the militant policy of the business department of the paper:

TO PRESS PATRONS—AND OTHERS

THE Butler County *Press* is the oldest paper in Butler county; it is the largest also, on account of favor of its patrons in giving orders for advertising; it is the newsiest also, every week