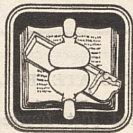


THE ▼ ▼
KENTUCKY
PRESS ▼

OF, BY, AND FOR THE ▼
KENTUCKY NEWSPAPERS



Volume Two
Number Ten
November, 1930

THE KENTUCKY PRESS

Official Publication of the Kentucky Press Association

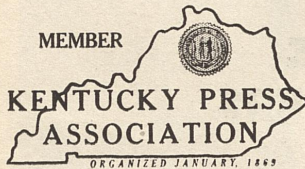
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INSIST UPON PUBLICITY

The public official who does not want to publish periodic financial statements always says his books are public records and are open to examination by anyone who is interested. His statement is true, but it is only a half truth. How many people have the time to make such examination? How many are capable of putting figures together and taking off statements that mean anything? Then there is always the chance for those who take off only such figures as answer their purpose and use them to bolster up misinformation. This is evident in most any political campaign. Finally there are plenty of instances on record of improperly kept records. Periodic publication of statements compels the keeping of proper records, and in correct form. In one case, after the death of a city clerk, it was found that he had nothing but a mass of unintelligible memoranda. He was familiar enough with it to get along somehow, but it meant nothing to others. The finances of the city were thrown into a hopeless muddle. Schoolboard members and others whose duties are light, often have no records. Periodic publication of statements is valuable from all points of view. There is no valid argument against it.—Ole Buck.

DOES THIS FIT YOU?

In the plants where a little extra thought is being given to the needs of the local merchants; a little extra time being given to work out new ideas; a little extra salesmanship used; a little extra quality put into the printing; a little extra effort made to deliver the work early, and a little extra effort made to speed up collections, there has been no depression.—The Colorado Editor.

IMMEDIATE RELEASE

We opened just fourteen envelopes which came in the morning's mail all containing news stories (?) with a line at the top of each reading (for immediate release." As each story was an advertisement for the person or firm sending it, we immediately released all fourteen to the boy who does the paper baling.—Little Falls (Minn.) Transcript.

NOW IS A GOOD TIME TO COLLECT

There are few men in this world who will not pay their bills if they have the money. For that reason it is a good idea to collect from the slow pay men of your town when money is coming in fastest. Publishers who have bad accounts on their books will do well to set aside part of their time during the holiday season to collect money, because at that particular season money comes easier than it does during the other months of the year. The editor who presents a bill on Monday morning following a good Saturday is much more liable to get a check than if he waits to present it when the holiday business is gone and the merchant's desk is piled up with bills from the wholesale houses. Get the money when the merchant has it. He may stutter about his bills and he may even cut down on his advertising but you will be better off walking out of his place with a check than with advertising copy if he feels that way about it. The ideal way to handle accounts is to make collections every month. If this is done disputes will seldom arise. It is just when accounts are permitted to grow to great proportions that the merchant balks on paying. However, when accounts get

slow it is up to the publisher to get his money as quickly and as painlessly as possible. The Christmas seasons gives him his best opportunity. It is necessary to use judgment. Make your calls early in the morning if it helps you to contact with the merchant at a time when he is not busy, but by all means try to get as much money as possible when the merchant has it.—Minnesota Press.

PUBLISHER AWARDED DAMAGES ON CONTEST

(From The California Publisher)
A judgment granting \$610 damages to Walter Waynflete, former publisher of The Truckee Republican, was handed down last month by Superior Judge Raglan Tuttle against R. D. Landry, newspaper subscription promoter. The suit was the outgrowth of an uncompleted circulation contest started by Landry for The Truckee Republican.

It was charged that after four weeks of the campaign it was found that less than \$1000 had been collected whereas the list of prizes which had been advertised for the contestants would cost about \$2000. The publisher testified he became aware he was due for a financial loss and charged that the campaign organization left him to work out the situation as best he might.

Waynflete called a meeting of the contestants and effected a compromise whereby the automobile set up as first prize was eliminated and the rest of the prizes were awarded.

Then the publisher brought suit against Landry for damages. Judge Tuttle gave as his decision that Waynflete was entitled to \$610 damages and costs.

In the course of the entire affair, Waynflete notified the California Newspaper Publishers Association, Inc., of his situation and member publishers were advised to contact him if contemplating a similar campaign.

John B. Long, general manager, and the CNPA, Inc., were notified by a Grass Valley attorney that Landry contemplated filing a libel suit against the publishers organization.

Long suggested a personal conference with Landry and his attorney prior to the filing of the suit. The conference was not held.

Minnesota has 48 newspapers which give \$1 as their subscription price, but, judging by some of the "special announcements" being made, there must be double that number who will in an emergency sell their publications for less than the cost. Poor business in our judgment, boys. If you do not place a higher value on your paper how can you expect other to do so.—Minnesota Press.

W. W. Porter of Cincinnati, has purchased the Pendleton Reformer, of Butler, Ky., from J. M. Wilson. Mr. Porter took charge of the Reformer on October 2. Mr. Wilson had published the Reformer since April, 1918. Mr. Wilson is now located in Louisville.

**PAGE(S)
MISSING**

COOPERATION

The Kentucky Press Association can only live thru the cooperation of its individual members. Every member now has the chance to show his cooperation and interest by paying his 1930 dues promptly. Notices are being sent out by the secretary this week. Let every member respond and keep his membership in good standing.

Lookout for the

DOOZERDO BIRD

An invitation is extended to every Kentucky editor to join the KPA today—The KPA is working for your interest 365 days of the year. Show your appreciation by sending in your membership today to Secretary Alcock.

LET'S MAKE IT 100 PER CENT FOR 1930

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EVERY COMMUNITY INSTITUTION SERVED BY THE HOME-TOWN PAPER

By **PROF. RALPH L. CROSMAN**
Head of the Department of Journalism
University of Colorado

(In this article, written by Prof. Ralph L. Crosman, head of the Department of Journalism, University of Colorado, for the Colorado Editor, the way in which the community newspaper contributes to the functioning of all community institutions is described.)

That the newspaper is an important factor in the life of the community in which it is published has been asserted frequently and loudly ever since it came into existence. It has been hailed as the palladium of liberty, the champion of democracy, the sentinel of the rights of the people since "memory of man runneth not to the contrary;" acclaimed thus by those who knew what they were talking about, and by some, undoubtedly, who did not. It is easy in any community to find someone who will sing the praises of the press—especially if he is feeling the need of a little free publicity. Businessmen, even, in some communities, recognize the value of the home-town paper, will admit it is "a good thing for the town," and these admiters have been known on occasions, to take a small "ad" just to help out.

Most of these songs of praise have only generalities in their lyrics. The tune sounds good, especially to the editorial ear, but the words do not mean much. Even some of us in the business are vague about the matter.

The chart accompanying this article gives us a picture of the facts—and those facts make a striking story. If they could be rhymed and set to the tunes being sung, lots of people would listen and "something would come of it." Three of the major functions—news, community service, editorials—extend directly, every day or every week, into every community institution; advertising extends into four; politics into three. The whole picture shows how vitally essential the newspaper is to every institution.

This is an illustration of how the newspaper gives to the community institutions, not how it gets from them. The lines extend from the function to the institutions. Take news, for example. From this function a line extends to every community institution—the home, business, government, church, school, club. The purpose is not to show that these institutions are sources of news for the paper but to demonstrate that the news the paper publishes is vitally essential to every one of them. They, none of them, could get along without it.

The function "Community Service" means all things a newspaper does for the welfare of its community and the

people who live there, by the use of its influence, its energies, and the personal work of the editor, to correct some evil, to expose corruption, to achieve are doing these things in one way or some needed improvement. All papers another. The paper that originates things, leads them, carries them fire" all the time will have this function, and "keeps something on the tion most readily recognized and appreciated by the people of its community. Some papers carry on this function incidentally, more or less, in their news and editorial columns. It is set out separately here because it is believed that it should be regarded by the newspaper man himself as a separate function and because it is quite clear that the people should recognize it as such.

The church was tied up to advertising along with business, government, and home, because unquestionably it needs to make use of this function of its newspaper. Every church ought to be advertising every week, some are doing so. The church's business is not going well. It has to compete with the open road and the automobile, the movies—in some places, and in more and more each year—the radio, and many other modern things, and it is trying to do so with methods that were discarded many years ago. It must "sell" itself, and the best way to sell anything these days is by advertising. There is some question as to how much longer newspapers will be justified in printing church notices free. They are advertisements of a gathering of people where money is taken in, are they not? They, why should they be published free?

The facts, visualized by the chart, demonstrate that no institution in the community is so essential, so vitally important, as the newspaper. It is the heart of the community, pumping out through many arteries the life-blood of

community intelligence made up of news, editorials, community service, advertising, politics. This life-blood is just as essential to the community system as is the life-blood of the human body. Interrupt its flow in any of its arteries, and disorder inevitably occurs. Pollute its stream, and disease will manifest itself. Stop the heart and community death quickly follows.

A LIABILITY

A report from Iowa says publishers in that state do not show much interest in the proposal to develop a subscription collection service as a press association activity. Probably one reason this is true is because some publishers are actually afraid to attempt to clean up their lists. They would rather carry a lot of dead names, hoping they will some time and pay up, than take a chance on having to remove such names from their lists. If they could be made to realize that such names cause a substantial loss each year, they would change their minds. One reason for carrying

big percentage of delinquents, is because so many publishers think advertisers are impressed by a big list. Here, again, they are wrong. Advertisers are wise enough to know that the reason the recipient of a newspaper does not pay for it, is because it does not interest him. If it does not interest him, he does not read it. If he does not read it, he is of no value to the advertiser. Hence such names are not only not an asset in selling space, they are a liability, because it is taken for granted that in fixing his advertising rate, the publisher is governed by the size of his circulation. If this is true, then his rate is too high for what he is able to deliver.

Bill Hefferman, genial representative of the Linotype, has been advanced to the Cleveland office and has moved to that city. We wish him luck! Herman L. Beamer, transferred from the Chicago office, will now have charge of the Kentucky branch and we welcome him to the state.

Get Your IMPERIAL Metal Direct From Cincinnati, Louisville, or Nashville Warehouses

The Imperial Type Metal Company manufactures nothing but type metals. This specialization has resulted in quality and uniformity, hitherto unknown in type metal mixtures.

This paper that you are reading, the Louisville Courier-Journal, the Lexington Herald and the Lexington Leader, as well as a majority of other papers in the state, are consistent users of Imperial Metals and the Plus Plan.

The next time you need metal, get Imperial and compare the results.

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220 W. 3rd St.
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Trans. & Storage Co.
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Dickinson Co.
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City 7951

Imperial Type Metal Co.

Philadelphia New York Chicago Los Angeles

STUDY BOTH SIDES

All publishers agree that the cash-in-advance system for subscriptions is ideal. A growing percentage of publishers are adopting this plan. It is also agreed that a large list can be carried if credit is allowed. Arguments are numerous as to which plan is most profitable. A certain amount of expense is necessary each year to maintain a cash list. Many subscribers will not renew automatically. The publisher who attempts cash in advance without giving thought to maintenance is apt to see his list gradually go down. The publisher who grants unrestricted credit will most certainly have a loss to charge off each year. Even the man who uses credit intelligently will have some loss, because no one can grant credit and collect 100 per cent. The question is whether the loss resulting from an intelligent credit system may not be less than the cost of maintaining a cash list, while the credit list may be otherwise more profitable because it is larger. Revenue from it may be larger from subscription returns and from a higher advertising rate. This is not an attempt to advise as to which is the better system. Publishers must decide that themselves. All we are trying to do is to briefly analyze the situation and set up some conclusions which may help publishers decide which system they want.

There are only two stages in progress; you either grow or grow stagnant.

Richard T. Ware, former advertising manager of the Corbin (Ky.) Times-Tribune, has accepted a position as editor of a weekly paper at Mullins. W. V. D. F. Freeman, linotype operator, has gone with Mr. Ware. J. O. Crawford, younger brother of J. L. Crawford, editor of the Times-Tribune, has joined the staff as associate editor.

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.

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.

ANNOUNCEMENTS

We have recently added to our present line of "Eagle A" an entire new line of High Grade Announcements and Fancy Papers, the first ever shown in this territory, and will be pleased to show you this line at any time : : :


CECIL W. BUSH
 Lexington Representative
 WHITAKER PAPER COMPANY

C. A. WALSH FRANK PUND
 Western Kentucky Eastern Kentucky

Announcing

Correct Bond

The Letterhead Paper
 The latest addition to our stock




Louisville Paper Company
 Incorporated
 LOUISVILLE, KENTUCKY

(Rag Content — Hand Sorted — Crisp — Strong Brilliant White Color)

Write for Samples and Quotations

Type

Printing Machinery

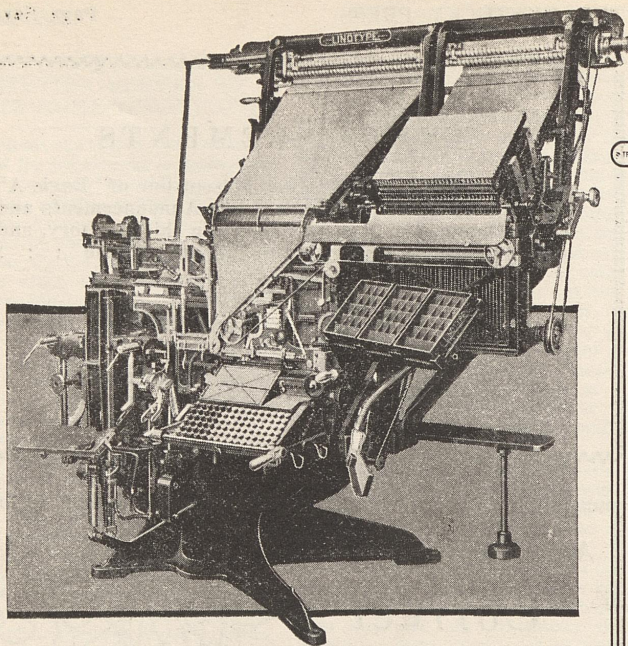


Complete Outfits For Large And Small Plants
 Boston Stitchers Kelly Presses

LEE B. DAVISON

Traveling Representative
 526 Union Street Nashville, Tenn.

(This advertisement set entirely in Bodini Bold)



MODEL 14

TRADE **LINOTYPE** MARK

Practically All Your Type Needs From One Machine

The Model 14 Linotype with wide auxiliary magazines is almost a complete composing-room in itself for the weekly and job printing plant.

All the heads and body matter in your paper, the majority of ad composition, and practically all the type you will ever need for commercial work—this machine makes available far faster than any other method.

You can get a Model 14 with one, two or three main magazines, and the same variety in wide auxiliary magazines. Equip it to meet your individual requirements. Notice a few of the faces that will run in the wide auxiliaries that are listed at the right—there are dozens more. But better yet write for complete details of the machine and what it will do. No obligation.

Faces like these (both caps and figures) will run in the wide auxiliaries.

36 Point Metroblack

LINO 12

36 Point Metrolite

LINO 12

36 Point Benedictine Book

LINO 12

36 Point Benedictine Bold

LINO 12

36 Point Bodoni Bold

LINO 12

36 Point Caslon Old Face

LINO 12

36 Point Cloister

LINOT 12

36 Point Garamond

LINO 12

36 Point Garamond Bold

LINO 12

36 Point Narceiss

LINO 12

24 Point Poster Bodoni

LINOT 12

60 Point Cheltenham Bold Condensed

LINO 12

MERGENTHALER LINOTYPE COMPANY, BROOKLYN, NEW YORK

SAN FRANCISCO, CHICAGO, NEW ORLEANS, CANADIAN LINOTYPE, LIMITED, TORONTO
Representatives in the Principal Cities of the World

LINOTYPE METROMEDIUM, METROTHIN AND INDICATED FACES

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