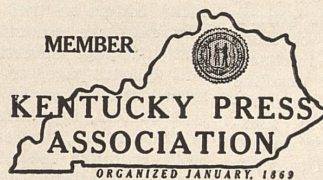


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The Kentucky Press



**Volume Six
Number Ten
March, 1935**

Prepare Entries Now For 1935 Prize Contests

Five contests will be open to Kentucky papers in the annual 1935 newspaper contest and each editor is privileged and urged to send his entry in for each contest. These contests include best all-around newspaper, best front page, best editorial, best news story, and best advertising composition.

According to the amended rules, no newspaper is eligible to enter any contest in which it has won first place for the preceding two years. Also, no editor is eligible unless he has attended the last mid-winter meeting of the K. P. A.

The exhibit this year promises to be one of the largest and best since the contest began. The committee is issuing this call for the newspapers to be entered, and, as in the past, valuable prizes will be offered. The rules and regulations for each contest follow. The papers will be put on display at the mid-summer meeting.

All-Around Contest

For guidance of the competitors the following will constitute the percentages by which the newspapers will be scored:

General appearance, 30 per cent; local news, 25 per cent; country correspondence, 5 per cent; personal items, 10 per cent; farm news or news pertaining to the chief industry of section where paper is published, 5 per cent; general news, 5 per cent; and editorial, 20 per cent. Factors to be considered in the scoring of general appearance include makeup of front page and inside pages, advertising make-up and composition, headline schedule, literary excellence, community service, headlines' content, illustrations, typography and press work.

Each contestant is required to select one issue of his paper February and March, 1935, from which the judge will select the best issue to be judged. Prizes to be awarded are: first, silver set; second and third, certificates.

Front Page Content

Factors to be judged include headline content, headline schedule, type balance, make-up, name plate and ears, press work and inking, appearance and illustrations (if any), news story value, balance, symmetry, and contrast. Each contestant is required to select one issue of his paper from his files of February and March, 1935, from which the judge will select the best issue. Prizes to be awarded include: first, silver set; second and third, certificates.

Best Editorial Contest

In order to stimulate the editors in expressing individuality, initiative, and leadership in this department which is the editor's own, attractive prizes are offered in this contest. The fac-

tors which will be considered in the judging are subject matter, thought sequence, community appeal, rhetoric (diction, unity, figure of speech, punctuation), and vocabulary. Prizes offered are: first, silver set; second and third, certificates.

Each contestant is required to select one editorial published in his paper between the dates of May 1, 1934, and May 1, 1935. The editorial should be pasted on a sheet of paper with the notation of name of newspaper, date of issue, and writer's name. No "canned" or clipped editorials will be considered in this contest.

Best News Story Contest

At the request of a number of editors, this contest is continued for competition this year on the best community news story. The factors to be considered are content, sentence and paragraph structure, thought, unity, coherence, vocabulary, the lead, and community service value. The prizes include: first, silver set; second and third, certificates. Contestants are required to select the best news story published between May 1, 1934 and May 1, 1935. Each story is to be pasted on a sheet of paper with the notation of the name of newspaper, date of issue, name of editor, and name of the writer of the story. Open to weekly, semi-weekly, and country dailies in the state.

Best Advertising Composition

Three prizes will be awarded to Kentucky editors in this contest: \$5 for best full-page advertisement; \$5 for best half-page advertisement; \$5 for best quarter-page, or less, advertisement. Factors to be judged include type content, type arrangement, value of illustrations, selection of border and decorative material, and fulfillment of the three functions of advertising—attention, interest, and conviction. The entries are limited to advertisements that have been set in contestant's office, either hand or machine composition.

Each contestant may select any advertisement that appeared during the year, May 1, 1934 and May 1, 1935; each entry to be mounted on a sheet of cardboard with the notation as to the name of the newspaper, date of issue, and name of contestant.

Open to Every Newspaper

Each and every contest is open to every weekly or semi-weekly in the state. The news story contest also is open to country dailies. Every editor is urged to send in his entries for each contest. Competent judges from outside the state will be selected for each contest and every entry will be judged on its merits. Let us make this 1935 contest the biggest contest of them all! No newspaper shall be eligible

for more than one of the above prizes.

The All-Around Contest

Every editor is urged to enter his paper in this contest. There are many excellent newspapers in the state and each editor is justly proud of his product. There are no restrictions as to the size of the paper or the circulation — every one stands an equal chance. In answer to the question of the relative merits of the all-around newspaper, the following comments are offered:

General Appearance: This is the first requisite of a newspaper and this is given, therefore, the largest percentage. Items contributing to the best general appearance will be correct advertising and text composition, make-up and press work, and a uniform system of headlines. While cartoons and illustrations contribute to the attractiveness and good general appearance of a newspaper, the omission of either or both will not count against an entry. Black type counts will not be considered a mar when sandwiched between live news. It will be considered detrimental to the general appearance to have advertisements on the front page of the first section, but not on the front pages of following sections.

Local News: This means local items of two sticks or more emphasized with deck heads, or under line heads arranged in multiple columns. Also included church news, lodge news, hospital notes, births, deaths, school notes, women's clubs items, social, etc., which may be collected under similar headings as outlined and be considered under this division. The word "local" is to be construed in this instance to mean news from any part of the county or community territory tributary to the place of publications.

County Correspondence: This will be judged and scored in favor of the merit of the items rather than the number and length of contributions.

Farm News: This is news devoted to the interest of the farmer and cannot be neglected. To meet the requirements of this department it is not necessary to have items collected under one head, as often there are items that warrant special headings. Where there is little or no farming in the section, the chief industry of the section will be considered in its place.

Personal Items: This means news relative to the movement of people, writeups of individuals, etc. NAMES!!

General News: This is understood to be that news of state or national character which a country newspaper is called upon to recognize.

Editorial: This department will be subjected to the closest inspection as

Brightening Up The Newspaper With Features

By JACK WILD

In the small towns and country communities, most of the news already has been passed around by word of mouth before it ever gets into the papers. The fact that there is not enough fresh news available to maintain an adequate degree of reader interest makes it necessary to carry features and departments of various sorts.

Ordinarily, busy readers consume the headlines and one or two paragraphs of news stories. It is indeed a big news story which gets a reading from beginning to end, but feature articles are so constructed as to command thorough reading. As well as enlivening the contents of any newspaper, features may be regarded as profit-makers, by creating a wide reader interest, resulting in an increased circulation, higher advertising rates, and larger revenues for both advertisers and paper.

Features may be written upon almost any conceivable subject, and every community is richly laden with suitable material for discourse. There may be historical data, concerning quaint customs and traditions of an earlier day, lurking in every village; there may be spots of geographical interest nearby, which furnish excellent feature matter; there may be factories or like establishments in the neighborhood, whose working are of lively interest; there may be a farmer in the community who specializes in crossing soup beans with water-melons; there may be a set of triplets born (nowadays quintuplets) somewhere in the county. The average editor's field of features is without limitations, yet often this department of his paper is neglected simply because he assumes his subscribers "know it anyhow." Why then does he trouble to print his paper at all?

An interesting column and circulation booster was discovered by T. H. Townsend, editor of the Waterville

it will be considered necessary for the editor to show in this department of his paper individuality, initiative, and leadership.

June 11, Deadline

All entries must be in the hand of Prof. Victor R. Portmann on or before June 1. Entries can be included in the same bundle, but each entry must be plainly marked as to the contest. The package must be marked "K. P. A. Newspaper Contest," and addressed to Prof. Victor R. Portmann, University of Kentucky, Lexington. It is suggested that the editor write a note announcing that the package has been sent, to avoid delay and possible loss of the entries.

(N. Y.), Times, in a "Recollection Department," which he instituted.

"It was hard to get started," said Mr. Townsend, "but after the first two weeks we had to increase our weekly quota of 'speeches' from two to four or five. The contributions proved to be of interest to local residents as well as to our clientele throughout the country. Dignified college professors, men of the cloth, and prosperous businessmen have written about childhood pranks, former school days, old-time celebrations, and best of all, about their friendships of former days."

The St. Joseph (Mo.) Gazette recently carried a series of feature stories dealing with highlights in history, written in modern style and run under spot news heads. The series is reported of have created an unusual amount of interest.

The value of serial stories as newspaper features was afforded some time ago when the publishers of the Traer (Iowa) Star-Clipper, one of the top-notch country weeklies of the nation, at a cooking school which they were sponsoring, passed out questionnaires asking readers what features they liked best and what departments they would like to see added. Seventy-six of the 160 questionnaires filled out said that they would like to have a serial story added to the Star-Clipper. Indicating their preference for the kind of story, 43 voted for romance, 11 for adventure, and 21 said that the kind of story made little difference, provided it was good.

Feature material must be something better than filler, else it does not justify its name. It must have reader interest equal to, or only slightly less than, spot news.

Several publishers have mentioned the place timely short features and freak stories have in every issue of any news-conscious newspaper. Certain weekly newspaper editors in California make it a point to find from one to three short boxes or features for page one, and a few newspapers pick up enough unusual stories in the course of the week to have several on the inside pages. Readers always appreciate the story with the unusual angle. Instead of using a novel little yarn under a stereotyped head, it should be dressed up a bit, boxed, or put in bold face.

So successful was a former contest for feature stories among country correspondents of the Austin (Minn.) Daily Herald, that the publication has since conducted similar contests. Although correspondents were permitted to choose their own subjects, confining themselves to matters of news or pronounced reader interest, the editor offered a few suggestions: 4-H club work or members, stories of interest about farmers, stories of town or com-

munity, local celebrations, articles of historical interest, features pertaining to the work or boys or girls, and stories of business success.

"Features are to a newspaper what dessert is to dinner—only more so. You may get along fairly well without any dessert, but you cannot well get by without features in your newspaper," so asserts William H. Warren, Sunday editor of the Portland (Ore.) Morning Oregonian.

"The regular news is your bread, meat and vegetables; and you have to use a carefully-garnered grist of this, be your newspaper daily or weekly; but, just as one likes some dessert or salad occasionally with the day's eats, just so does the average person like good features for reader interest," Mr. Warren declared.

Tracing local families of four and five generations has produced a feature of much interest in the Massena (N. Y.) Observer. It began with a story about a birthday party of a great-great-grandmother. Complete publication of the affair, with names of representatives of the five generations, brought to light five other five-generation families in the community. After printing stories of these families, the Observer took up the matter of four-generation groups and has had a regular flood of articles. The matter has included special stories relating to the youngest grandparent, and the patriarch with the greatest number of descendants. The result has been the appearance of more than 200 names of persons who never would have seen their names in print excepting in country correspondence.

In the spring it is the fancy of Oscar Stevens, editor of the Quincy (Mass.) Patriot-Ledger, to publish a full page of poetry, making one of the most attractive of local features. It is an annual event. Readers are asked to contribute verse and also to judge the various offerings, after they have been printed. The most favored poem is rewarded by an appropriate souvenir, presented by the editor. This feature has had a hearty reception among readers of the paper.

Again and again the importance of newspaper features is attested by publishers of the American newspaper. In an article concerned with pointing out the definite returns of this policy, Dr. George Gallup of Drake university, has this to say:

"Expense, after all, is not a vital factor in considering the use of features, for the direct return to be had from their use much more than offsets the costs. They are actual circulation builders and no intelligent publisher can deny longer that fact in the face of the reader-interest studies

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Kentucky Press

Official Publication of THE KENTUCKY PRESS ASSOCIATION

VICTOR R. PORTMANN Editor
Jack Wild Assistant Editor

Printed on THE KERNEL PRESS, Department of Journalism, University of Kentucky, Lexington

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THE PUBLIC ATTITUDE

Publishers should know more about the public attitude toward advertising. It is not enough to say that the public does or does not approve but we should know why they do or do not approve and should find out the trend of though in connection with it. We have various thoughts expressed. Some people are clamoring for government control of advertising, some are asking for standardizations while others claim it is an economic waste. We cannot laugh this attitude off because we are more or less vulnerable.

Might it not be good business on our part to begin a definite and effective campaign to do our own regulating? Should we not make it our business now to purge all advertising of the untruthful, the misleading, the misrepresenting and the unfair advertising? A big job, indeed, but ours is a big and very important industry and no job is too great to perform in its protection against ultimate destruction or at least inimical regulation.

While it is well known that the metropolitan papers are the worst of-

fenders in the matter of accepting objectionable advertising, yet we can do much toward the solution of this problem by clearing our own decks. Putting off the day will not bring us any nearer to a solution of this problem.

GROW INTO THE CODE

Up to the present time we have been trying to make the code fit all sorts of conditions. It seems more fitting now for us to grow into the code. We can do a lot of readjusting of our office practices and our methods of doing business which will fit into the code and which will be of great benefit to our establishments. Let us meet the changing world with some progressive changes in our own methods.

THE TIME IS COMING

Trade association work in America has only been scratched. In the next generation the trade association, and especially the press associations, will be the dominant factors in our economic set-up. Those industries which make the most out of their trade associations today are the ones who will profit the most in the future. In other words keep your association membership alive.

SAVINGS THROUGH ADS PAYS SUBSCRIPTION COST

"Advertising pays subscription cost" is the heading of a boxed item appearing in the Hillsboro (Ore.) Argus, an ABC newspaper. The article follows: "That careful study and use of the advertising in the Hillsboro Argus will pay one's subscription many times over each year is evidenced by a card received this week from a subscriber of long standing. The card declared in part: 'As we do nearly all of our buying in Hillsboro, we too find that we save far more than the price of the paper through reading the advertisements.'"

HOW THE 30-HOUR WEEK WOULD AFFECT OUR INDUSTRY

There is now pending in Congress a measure to enact a universal 30-hour work week. Newspapers and job plants in Kentucky are urged to protest this legislation. In particular to the effect of a 30-hour week upon the publishing and printing industry, the following statement from the Joint National Code Authority is of interest:

"Under our division of the code, there are 19,368 establishments. They represent an annual payroll of approximately \$105,000,000. A 30-hour week with a 40-hour pay basis would increase the cost of operation by \$35,000,-

000. This is an increase of 33 1-3 per cent." From this basis you can figure your own establishments payroll increase.

Write your Congressman and Senators immediately protecting against this measure and send copies of all letters to the secretary's office.

NEW YORK GROUP ACTS ON AD PLAN

At a dinner tendered by Joseph T. Mackey, executive vice-president and treasurer of the Mergenthaler Linotype Company, at the Engineers' Club, New York City, Tuesday evening, January 29, representatives of printers' and publishers' supply houses, service organizations and advertising agencies discussed the proposed plan to increase the volume of newspaper advertising.

Figures were presented concerning the number of newspaper publishers who already had expressed favorable interest in the plan (more than 1,800 such publishers), and various ways in which a plan might be put definitely and successfully into effect were considered from various points of view.

It was the consensus of those present that interested manufacturers should defray the most of having several series of acceptable displays prepared and submitted in the form of stereo mats to interested newspapers, the newspapers to contribute the necessary space. And it was agreed that a bulletin be prepared outlining a definite campaign and incorporating figures as to the probable cost of art work, copy, production, stereo mats, and so on, for submission to a larger group of manufacturers, with the recommendation that an active committee be appointed to launch the campaign definitely on its way.

FREEDOM OF PRESS IS IN JEOPARDY

We have always held that the freedom of the press in America was not in jeopardy so long as the Constitution of the United States was in force. The following item appeared recently in the Southern Newspaper Publishers Association bulletin which makes us wonder:

"Under martial law declared in Louisiana at Baton Rouge on January 26 military authorities were empowered to censor the press and under that power General Guerre issued the following order:

"No publication, either by newspaper, handbill, pamphlet, or otherwise, reflecting in any way upon the state or its officers, or tending to influence the public mind against the state or its officers, and no article reflecting in any way upon the work of military authorities, will be permitted."

Hutton Discusses Job Printing At KPA Meeting

At this period in our meeting we are to discuss "job work in a country newspaper shop." A subject concerning which, I must confess, my knowledge is limited.

At the outset we should say every newspaper and job office should know its cost of production so as to determine whether the newspaper is carrying the job end or whether the job department is carrying the newspaper. Maybe to know this would help the job department.

The majority of Kentucky counties use far more printing than one would at first imagine.

No local printing office ever has a chance to find out the vast amount of printing secured from outside sources. If they could, they would be both surprised and chagrined. Surprised at the bigness of the volume, and chagrined at their loss.

The blame sometimes for this loss can be laid to the disloyalty of citizens for sending out of town for printing, but too often, we are sorry to say, it is necessary to do so because the home printer is not properly equipped to turn out the work.

This statement brings us up to the fact of why large mail order printing plants have sprung up through the country. It is because, as country printers, we have been found occupying printers' space in the community but not filling the position fully as printers. So if the large mail order printing concerns, that we are wont to call "piratical printers", have sprung up, it is our own fault in not keeping up with the needs of the buyers of printing.

All no doubt are concerned about their loss of business and will be interested in a discussion by you of how we may retrieve our lost trade and secure new business and prestige.

We have just referred to the fact that in every county there is much more printing used than we can learn. In a rather superficial estimate made of printing procured in a group of five counties in central Kentucky, not including Fayette, it was found that there was from \$10,000 to \$50,000 spent in each county. Bankers, county and city officials are the main purchasers of printing in the most counties.

While this group of purchasers, of right, should be loyal to the home printers, in many cases they are not. Sometimes the local printer finds himself at a loss to understand why he was denied certain jobs which easily fell in his scope. A view behind the curtain might have revealed a case of petty graft. Some slick person had sugared the buyer with a present or commission. We knew of this trick being worked in our town. Such cases

when discovered or suspected to exist should be boldly handled—to be meek you will never inherit this printing.

We believe the printing office should be a popular place for people to come, to be regarded as a sort of county institution rather than a private institution. It should be an open place to hold meetings, a place for information. If your office is well arranged, you will have room for commercial club committees, the baseball committee, historical society, D. A. R., Fair association, farmers, and other organizations to meet. In fact, make the public feel that if they have to pull off a boot, the printing office is the only place to go. The advantage in this is obvious. Where these groups and others meet business is transacted, news created, and printing planned. The printer is consulted for printing. In passing, we would remind you that your business office should have the air of prosperity, even though that dame may not be on speaking terms with you.

While our Kentucky code of ethics for newspaper and job plants had demanded what the N. R. A. code of Fair Practice later made compulsory, we are by the recent ruling pushed under the Franklin Price. The list is a scientific competition of prices based on the average cost of production for every job listed. The Franklin book is very comprehensive and suitable for any size shop.

The printed book of prices enables one to exercise an effective piece of psychology in the sale of printing. To produce the big important looking book and thumb the index is to place the customer in a mental attitude about what you are to tell him about the prices is authoritative. He knows you are right and not guessing, that you will not make an error either in his favor or against him. Of course you do not now say "Franklin Book," you say "Code Book." By that they understand you to mean when you find the price—"that's that."

While the operation of the Code promised much improvement in job work conditions, with country shops only a small degree of improvement has been realized. We have never learned why this is so. We suspect the failure of the Code to eliminate unfair competition was because the price was not fixed or based and limited solely on the single unit, instead as it seems to permit on the multiple. If the single unit had been used, some high price machinery in the mail order shops would have been either stilled or run fewer hours and thousands more printers would now have paying jobs. Thus the great object of N. R. A. would have been met. The

country printers are in the majority and it seems to us that now is the time to fight when regulations as to hours and wages are forced on us. Can we not demand that competition to be fair must be on the single unit of reckoning? That there will be competition enough to suit the government in quality of work and promptness in delivery. The 30 hours per week bill before Congress today is but another weight, if passed, to pull down the country job office.

And now allow us to ramble back into the past. We have been in the printing and publishing business a long time. We have lived down eight country weekly papers, a job office, and one daily, and almost our own paper included. One of our contemporaries was very ugly competition. He had a habit of pricing our work for us though his plant was not equipped to handle such work and this was serious. Our remedy was to price all of his class of work shockingly low and not have time to do any of it. He moved his plant out from us because we were "cut throats". We never felt bad about this gentle implication. The man moved to a town needing printing facilities and is conducting a good legitimate business and making good.

The scope and service we may offer the public may go much further than what we are able to produce from our own plant. We can equip ourselves with sample books of rubber stamp honors, loose leaf sheets and devices, and flag houses. Keep in stock merchants' sales pads, single and double carbon, typewriter ribbon, scratch pads, etc. While the profit on these things is small, they lead folks into your shop and you have a fine chance to sell them printing at a profit. The possession of a sample book of stock certificates, bonds, diplomas, etc., gives you a first shot at a new corporation for printing. No need of a newly formed stock company to get in connection with a bond or stock printer when you can furnish everything needed up to the corporation minute book. To do these things will make the public feel like you are not only occupying a printer's Community space, but are acceptably filling it.

CORRESPONDENCE SCHOOL

The Newspaper Institute of America, 1776 Broadway, New York, carries an ambitious advertising campaign to sell its correspondence school courses in journalism. While the Institute maintains a "placement bureau," no promise is made in its literature that graduates will be placed in jobs. The same instruction can be probably obtained from recognized College journalism texts at one-fourth the cost.

FEATURE MATERIAL

that have been made so intensively in several widely separated parts of the country.

"I do not at all agree with the publisher who recently said that one local news story is better than the best feature ever prepared. The local story is valuable and vital, but it will not produce a balanced publication by itself. Our chief newspaper problem now, it seems to me, is to put into our papers something that will hold the reader's interest for more than the relatively few minutes required to absorb the bulk of the straight news content."

A suggestion has been made that publishers sponsor "kindergarten schools of journalism for county schools," to serve the double purpose of assisting teachers in instruction in English composition and of increasing the interest of school children (and their parents) in the community newspaper. The advantages of such a plan to both school and newspaper are apparent at once. Obviously, the initiative for putting such a plan into operation rests with the editor. Not only should he suggest such co-operative effort to the teachers but he should provide a list of subjects for feature articles which would be acceptable for publication.

Every city and town has its "oldest motorist" and these pioneers have interesting stories to tell. A corking feature can be obtained through interviews with one or more of the early drivers. Their trials and tribulations, their funny experiences, their prime motives of ownership, their opinions of traffic driving and highways of today all make engaging reading. Most of these proud early owners also have layouts which make attractive layouts for illustrative purposes. Worked properly, this feature can be entertaining.

As a result of an inquiry started some months ago, the Washington (Kan.) Register found that it had a subscriber who had been on the list continuously for 58 years and another who had taken the paper since 1870, with a few intermissions. Both of these were given a paid-up life subscription. The Register also found that it had 13 other subscribers who had taken the paper for more than 40 years each, and the expiration date of each of these was advanced a year. Getting these facts made an interesting little feature for the paper.

There is material for a series of feature stories, calculated to create human interest and enliven a farm page, in discussions of the most laborious work connected with farming. The idea of contrasting present conditions with those of an earlier day, as told by older men in the community, can be

carried to other occupations and lines of business. Every occupation is susceptible to the development of feature interest and human interest.

Last winter, the Marshall (Minn.) News-Messenger carried a story about a snow storm that struck the county in 1889. It was a good story, but not everyone agreed with the date that was named. There was only actually a difference of two or three days, but old-timers of the community fought among themselves for several weeks on the date of the storm. Letters which they wrote to the newspaper were played upon the front page, under feature headings. This might be called the controversial type of feature, and it is among the best because people like to fight, whether they themselves are participants or are sitting on the sidelines.

How many couples in your community have been married 50 years or more? What couple in your community has been married the longest? How have they fared during all those years of marital bliss? An amusing feature can be written on these topics. Readers may be invited to participate by sending in the names of couples who have celebrated their golden wedding anniversaries.

Here is a list of suggestions believed to brighten the columns of and develop interest in newspapers headed by wide-awake weekly and small daily editors:

"Way Back When" column, to which readers would be asked to contribute from their memory.

Childhood pictures of well known people of the community, with a guessing contest as to their identity.

Historic and picturesque places in the vicinity.

The pioneer burying ground.

Famous guests at the old hotel.

"The Saturday Night Observer," a column of comment about the people who throng the streets on Saturday nights to trade and talk.

Changes in styles and mode of entertainment.

Persons in this community born on this day, with something about them.

Farm land development.

Factories and industrial origins.

Historical articles about churches and schools.

People and their hobbies.

Holiday celebrations compared, this year and years ago.

War stories by veterans.

Oldest or most interesting home in town.

Former residents who have made good elsewhere.

Founding and naming of the town.

How streets were named.

Development of local government, with names of prominent officers.

A local hall of fame.

History of men's and women's clubs. Prettiest gardens and lawns.

Comparison of weather with that of other years.

Death or birth rate of town—a comparison.

Spelling bees. Corn husking bees. Eligible bachelor's of town, with something about each.

It is amazing how much feature material there is in every community and there is no community without an ample supply; features that will attract and hold reader interest if the editor will but make them attractive in style and play. Almost without exception there are good writers in every community, needing but the opportunity to show what they can do, and here is the editor's big chance to keep his paper filled with good local features.

AN OPPORTUNITY FOR LOYALTY

Community loyalty in times of plenty is much regarded as thought for idealists to play with. In times of economic stress it is recognized as an essential factor in self-preservation. When incomes are on the upgrade and the public buying power is strong everyone is free to exercise desires and prejudices in bestowing patronage and the average business in any community gets along under the added volume without much stress on the matter of mutual interests. When incomes are curtailed and buying power drops to the minimum there comes a serious struggle for survival even among the fittest and it comes home again that all have great dependence on those who live, spend, buy and sell, next door to us.

Whether you like your neighbor or not, you have much in common with him and if you both fail to realize it, you are both going to suffer. That fact holds true in good times and bad, year in and year out. The results of failure to be loyal to community institutions come to light most graphically in times of stress, but benefits would be proportionately great if the practice would endure through the more independent stretches in life.

The closing of any business institution is a community calamity. Men are thrown out of work, their incomes stop, they cannot buy. They are forced either to leave the community or become public charges. The taxes paid by the live institution disappear from the lists, and the proportionate tax on those remaining goes higher, while potential incomes are lowered. It all goes around in a disappointing and depressing circle.

It is time to consider the point of community loyalty very seriously; to take inventory; to discover the points where even the most loyal could bring still greater benefit to themselves.—Minnesota Press.

EARLY AD COPY

The home-town advertiser is unfair to himself when he sends his advertisement to the newspaper office just before the deadline, points out the Daily Record at Wyandotte, Mich., in a display promotion ad, headed: "Why Newspapers Ask for 'Early Copy.'" An effective comparison is made by setting side by side the advantages of early copy vs. disadvantages of late copy.

The late copy problem is the bane of many publishers, as some merchants persist in postponing preparation of copy until the last hour and the publisher has to worry about unnecessary overtime and hasty workmanship. The publisher often fears to push the merchant lest he offend him and thereby lose the ad.

The Michigan daily adopts a clever strategy by emphasizing the fact that the merchant benefits himself by his early copy and penalizes himself by getting it in late. A convincing argument is presented also by this statement: "Early copy insures early delivery of the paper and more reading hours for the advertiser."

And now for the pros and cons. We present them with credit:

Early Copy—No errors, time for corrections, good typography, prompt delivery to reader, fair to mechanical staff, advertisement well written, illustrations correct, among first ads in column.

Late Copy—Risk of typographical errors, no opportunity for corrections, risk of poor topography, most late copy is "slapped up," to use office terms, risk of late delivery, unfair physical and mental strain, advertisement hurriedly written, risk of misplaced cuts.

The Daily Record continues: "While this newspaper is a marvel of mechanical efficiency, there are limits on what can be done by a given force of printers, stereotypers, and pressmen in a short, crowded period of stress. There is plenty of time to give every advertiser good service when early copy is sent in."

"Visitors to the mechanical department are invited so that the process

of handling advertising may be thoroughly understood and the mechanical problems fully realized.

"Your cooperation will be greatly appreciated by the entire personnel of The Daily Record."

George M. Adams is the editor and publisher; C. H. Arundel, advertising manager.

NEWSPAPER SUBSCRIPTION

Herman Roe, publisher of the Northfield (Minn.) News, believes in educating his readers to the merit of the \$2 a year price for his newspaper. In an editorial he points out that the annual cost of producing the News was \$12.13 per paid subscriber. (Grant Caswell, manager of the Iowa Press association, estimated the average annual cost at \$2.30.—See December, 1934, N. E. A. Service Letter.)

Mr. Roe's editorial, headed "Speaking of Bargains—Here's One!" is as follows:

"A bound copy of the fifty-three issues of the Northfield News that were published during 1932 makes a book of 560 pages, over two inches thick and weighing over ten pounds. Compare with a book of fiction, which sells usually for \$2.50, the year's volume of the Northfield News is a wonderful bargain at the price of only \$2.00 to subscribers. Considering all the work done by a large corps of news-gatherers in town and country and by a crew of compositors and pressmen in the printing plant the two-dollar rate makes the bargain the subscriber gets appear all the more impressive.

"Production records for the Northfield News for the year 1931 show that the average cost per net paid subscription was \$12.13. Which makes the bargain the subscriber receives under the two-dollar-per-year rate seem too generous."

Do you know how much it costs a year per paid subscriber to produce your newspaper? Such information could be presented editorially or in display space as the justification of present subscription rates or of an increase to \$2 a year. With prices

steadily increasing for paper, supplies, etc., publishers are giving more thought to the advisability of adjusting subscription rates. This is particularly true in the case of the panicky subscriber who slashed his price during the deflation period.

Even at \$2 a year, a well-edited and managed newspaper is a bargain that, as publisher Roe points out, is "too generous."

TRADE LINOTYPE MARK

TWO-IN-ONE

means a text matter Linotype and a display Linotype combined in one . . . all operated from a single keyboard. With a Linotype like that in your shop, you can set practically the whole paper and most of your job work right off the keyboard.

Here is one suggested equipment for a Model 14. Just see the range of sizes and faces:

30 Point Caslon No. 3

HOW is

18 Point Caslon No. 3

HOW is one t

24 Point Caslon Bold Cond. Caps

HOW IS ONE

12 Point Caslon No. 3 with Italic

HOW is one to assess
HOW is one to assess

8 Point Excelsior No. 1

with Bold Face No. 2

HOW is one to assess and ev
HOW is one to assess and ev

MERGENTHALER LINOTYPE
COMPANY

BROOKLYN, NEW YORK

Linotype Excelsior, Caslon No. 3,
Caslon Bold Cond. and Metro No. 2

TRADE LINOTYPE MARK



INTRODUCING
on our left
ED. WEEKS

The new Manager of our printers supply department. After 15 years association with the Bush - Krebs Co. he succeeds our old friend Harry Meyer.

Ed. is okeh — he'll be seeing you.

F. P. BUSH, Pres.
BUSH-KREBS, Incorporated
408 West Main Street Louisville, Kentucky
Engravers — Electrotypers — Printers Supplies

Rate Reductions Are Of Minor Importance To Family Budget.....

Political agitators are attempting to lead an unformed public to believe that a radical reduction in domestic electric rates is one of the most important necessities facing the people of this country.

Actually the monthly electric bill is one of the smallest items in the family budget, ranking in amount well below tobacco and soft drinks.

If electric rates of domestic consumers in the United States were cut in half it would mean a saving of less than five cents a day to the average American Family.

On the other hand, such a reduction, if made immediately, would spell bankruptcy for practically every electric company, both operating and holding, in the country. Can it be possible that so relatively unimportant a saving justifies an effort to wreck one of the country's greatest industries?

Kentucky Utilities Company

Incorporated

AND ASSOCIATED COMPANIES