

THE KENTUCKY PRESS

Of, By, And For The Kentucky Newspapers

Volume One

DECEMBER, 1929

Number ~~Four~~ **11**.

MANY STATE PAPERS ARE UNDER AVERAGE

**SURVEY SHOWS 160 PAPERS ARE
UNDER \$2.00 SUBSCRIPTION
IDEAL RATE**

By **FRANCES L. HOLLIDAY**

Newspapers and other like publications are issued in 148 towns and cities in Kentucky, 110 of which towns are county seats of the counties within which they are located. Every county seat in the state supports a newspaper of some size and kind. The majority of newspapers in the state are Democratic with Independent papers ranking next.

Subscription prices for newspapers range from 25c to \$4.00 for weekly and semi-weekly papers; and from \$1.80 to \$18.00 for daily papers.

The greater number of weekly and semi-weekly papers sell for \$1.50. Of 187 such papers, 109 have as their subscription price, \$1.50. The papers selling for \$1.00 number 40 and those for \$2.00 are third with a total of 23. Complete range of prices and the total number of papers for each price follows:

\$0.25—1; \$0.50—3; \$1.00—40; \$1.25—4; \$1.50—109; \$1.75—3; \$2.00—23; \$2.50—1; \$3.00—2; and \$4.00—1.

One paper sells for \$0.25 per year. This is the "Beacon Light of Knott County," published at Pippapass. Its constituent is the local people. The company is owned by Caney Creek Community Center. Pippapass is twelve miles from the nearest railroad station, which is Wayland. The circulation of the Beacon Light is 1,700.

Seven semi-weeklies charge \$1.50 for each subscription; five charge \$2.00; and one charges \$1.00.

Three papers of the state sell for fifty cents a year. They are the Thursday edition of the Mayfield Messenger, a daily paper; the Greenville Record, which is an independent paper and has a circulation of 425; and the Journal of Labor published every Saturday at Louisville as a trade paper.

The thirty-one daily papers of Kentucky range in price from \$1.80 to \$18.00. Seven of them charge \$7.80; and four charge \$5.20, while four others are sold at \$10.40. Other subscription prices range as follows:

\$1.80—1; \$3.00—3; \$3.12—1; \$4.00—2; \$4.50—1; \$4.80—1; \$5.00—1; \$5.20—4; \$6.00—1; \$6.24—1; \$6.50—1; \$7.50—1; \$7.80—7; \$8.50—1; \$10.40—4; \$18.00—1.

Mid-Winter Meeting At Louisville, January 17-18

As announced in the November Press, the Mid-Winter meeting of the KPA will be held at the Kentucky hotel, Louisville, on Friday and Saturday, January 17 and 18, with the following comprehensive and educational program ready to serve to all participants:

Friday, January 17

1:30 p. m.—Call to order by President Allen.

Invocation.

President's Annual Address.

Roll Call.

Report of the Secretary-Treasurer.

Address—"The relations of the KPA and the West Kentucky Press Association," A. Robbins, Hickman Courier, Pres. W. K. P. A.

Address—"Our Legislative Program," Ben B. Cozine, Shelby News, Chairman Legislative Committee.

Address—"Human interest in the editorial column," J. H. Moore, Fulton Argus.

Appointment of Committees.

Saturday, January 18

9:30 a. m.—Call to order by President Allen.

Address—"An outline of the educational program of Kentucky," W. C. Bell, State Superintendent of Schools, Frankfort.

Newspaper Problems, Round Table Discussion.

1. Circulation, Charles A. Kirk, Paintsville Herald, leader.

2. Advertising, Prof. Victor R. Portmann, U. of K., leader.

3. Job Department, Jos. P. Gozder, Campbellsville News-Journal, leader.

1:30 p. m.—Luncheon as guests of the Louisville Courier-Journal and Times.

Address—"Home Folks," Anthony Woodson.

Report by the Committee on Resolutions.

Annual Election of Officers.

The winter meeting of the Kentucky Press Association is devoted entirely to business and the meeting in January promises to attract a large crowd of Kentucky editors.

The Newspaper Association Managers, Inc., is the new name adopted for the former National Association of State Field Press Managers. It is no wonder that they changed their name! Who would want to say that name all in one breath!

EDITOR SAYS PAPER SHOULD HAVE AUDIT

**RESEARCH SHOWS THAT SWORN
STATEMENTS TAKEN WITH
"GRAIN OF SALT"**

By Lee Ad. Richmond, Ft. Morgan, Colorado, from the Colorado Editor.

There is only one answer to the question of whether or not a newspaper should submit to regular audit of its subscription books.

There are several classes of publishers who oppose the idea, for every modern idea must grow upon as well as in spite of opposition.

First of these is the fellow whose word is inviolate. When he issues a "publisher's statement" of his circulation, he quotes exact figures, despite the fact that many agencies will discount his total by as much as 50 per cent. He stoutly maintains that an audit of his books is an insinuation against him, impugning his integrity. His stand is taken without regard for the fact that advertising men in the east do not know him personally, as do his fellow business men, and they know of no reason why they should not question his character as to veracity, just as much as they are wont to that of other publishers whose statements, yea, even sworn statements in black-face oftentimes—they know to be false.

Second, there is the publisher who has made such extravagant claims for his coverage that he does not welcome any investigation which will reveal the fact that he has been misrepresenting the facts. His stand is well taken, as far as he is personally concerned, but he is just the bird the audit is after putting out of the way—to make the advertising "game safe for the advertiser and the newspaper. Advertising must be based on TRUTH, and there is no reason why the media should not be required to subscribe to the same doctrine.

When a disinterested audit is made of a newspaper's circulation, that newspaper must stand or fall on its own merit. There is no middle ground. There should be none. There is no cause then for a publisher maintaining that he must prevaricate about his list in order to adjust the inequalities of the circulation statement of another, in his field. There is noth-

(Please Turn To Page Three)

THE KENTUCKY PRESS

Official Publication of the Kentucky Press Association

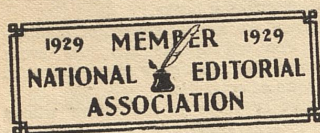
VICTOR E. PORTMANN, Editor-in-Chief
FRANCES L. HOLLIDAY, Assistant

Published by the Department of Journalism, University of Kentucky, Lexington
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Application Pending for Entry as Second Class Matter

PRESS ASSOCIATION OFFICERS

J. M. Allen, *Cynthiana Democrat*, President
J. Herndon Evans, *Pineville Sun*, Vice-President
Joe T. Lovett, *Murray Ledger-Times*, Chm. Ex. Committee
J. Curtis Alcock, *Danville-Messenger*, Secretary-Treasurer



MERRY CHRISTMAS

The age-old greeting in the same old words—but how full of meaning, of cheer, of promise, of "Peace on earth, good will to men," of the year now past and the year to come—Merry Christmas to one and all! When you have gathered with your family around the Yule tree, when the absent members come trooping in to be "at home" once again, may that peace come to you in the knowledge of work well done and of service to your community through that force which you control—the community newspaper. Kentucky, the Nation, is grateful to you for that service and bids now for continued service and good will in the year to come, for there is not a greater factor for "Peace on earth, good will to men" than the community newspaper. Again—Merry Christmas!

THE NEW YEAR

Before The Press again reaches your desk, the New Year will be weeks old. We hope that this New Year, 1930, will bring you an added interest in your duties, a prolific and pertinent editorial pen, a renewed pledge for service to your community and a renewed pledge by your community to encourage and aid you in all your efforts toward community betterment and community enterprises. May the New Year bring you fulfillment of your plans and aspirations! May it bring you prosperity and freedom from cares! May it bring your community a better newspaper! All these and every

good wish for a prosperous, happy year is our 1930 greeting!

RESOLVED

That we, the editors of the community newspapers in and of the State of Kentucky, in order that we may give the fullest service to our community on a strict "value received" basis which can only be determined by an adequate and fair subscription rate and a commensurate advertising rate, do, on this first day of the New Year, hereby and hereon

Resolve, (1) To raise our subscription rate to the standard rate of \$2.00 per year;

(2) To put our subscription list on a strictly cash-in-advance basis;

(3) To raise our advertising rates to that norm as established as fair and just by the National Editorial association on a cost basis;

(4) So that our job department will not be forced to carry the losses incurred by the newspaper through lack of an adequate and just revenue as it has in the past; and,

Resolved, that these provisions be put in force at once, and we, in turn, will always pledge ourselves to give "value received" or more in every issue of our paper.

(Signed) A Kentucky Editor.

MID-WINTER MEETING

Elsewhere in these columns is published the program of the coming mid-winter meeting at Louisville. The Kentucky editor owes it to himself and his newspaper to attend this meeting as it will prove both profitable and inspirational as well as affording him the opportunity of meeting his fellow workers once again. We hope that every Kentucky editor, be he a member or not, will be on hand to take an active part in the discussions of the

problems that face the community editor every day. We bespeak a hearty welcome from the KPA officials and from Louisville.

THE JANUARY ISSUE

As the mid-winter meeting will be held on January 17-18, the next issue of The Press will not reach you until after the meeting in order that we may publish the proceedings of the KPA in convention assembled. Accordingly, the January issue will reach your desk a few days later than the usual mailing date.

December 31 Is Deadline On National Paper Contest

URBANA, Ill.—Entries in the National Community Newspaper contest conducted annually at the University of Illinois will be received until December 31, 1929. Prof. Lawrence W. Murphy, director of the school of journalism, and director of the contest, has announced. Weeklies and dailies published in cities under 50,000 population are invited to participate. It is expected that more than 300 newspapers will be judged this year.

Newspapers will be rated for excellence in all departments of the news, editorial, make-up, and community service. Prof. R. R. Barlow is in charge of the contest. Entries, consisting of three different issues, should be mailed to the National Community Newspaper contest, 101 University hall, Urbana, Ill.

The Press urges our Kentucky editors to enter this contest and forward their contest issues at once. There is no reason why our community newspapers cannot secure high ratings in this national contest. Send in your entries today!

This office has a package of free publicity that was gathered for a week by a member paper. It contained over sixty different "news releases" that were sent for immediate use, and in every case was veiled advertising for some concern or some individual. If the newspaper would use this sort of material that is furnished they could easily dispense with all editorial help and fill the paper with nothing but this "news release" material which always, according to the sender, contains valuable information for your readers. It's getting tougher every day for the publicity seeker to crash the columns of the newspapers—another direct result of intensive newspaper organization. The papers that refuse to affiliate with their associations, and refuse to cooperate in any way, are still the worst offenders along this line. How can we reach this type of publisher? It's a question worth thinking about.—The Minnesota Press.

The Forum

By "DAD" PORTER

Colonel Jim Maret, who organized the first good roads association in Kentucky in his home town of Mt. Vernon, after the enactment of the Bosworth good roads bill in 1912, has published a book on roads and distances which he calls "Maret's Highways Guide," and which gives information on 300,000 miles of roads and the distance between Lexington and practically every city and town of importance in the United States and Canada.

The Kentucky Press, at its summer session in 1929, voted to endorse a movement to raise funds to buy a home for Colonel Maret, in recognition of his work for good roads in Kentucky, but the Colonel did not encourage the matter and nothing came of it. He is publishing this book, which he has been working on for nearly a year, and his friends are hoping that its merits will be recognized throughout the state, as the distances from Lexington may be used by other cities and towns of Kentucky simply by adding or subtracting the distance from such city or town to Lexington, as four main federal highways run through that city.

Through Colonel Maret's efforts, backed the good roads associations that he assisted in organizing, bond issues were voted for the construction of Boone Way from Crab Orchard to Cumberland Gap, and he also took a prominent part in the promotion work on the East Dixie Highway, which was routed south from Mt. Vernon over the Boone Way to Cumberland Gap. Colonel Maret also assisted in the Ky-Va (Kentucky-Virginia) road from Lexington, through Winchester, Jackson, Hazard, Whitesburg, and Jenkins, to Pound Gap, Va.

Colonel Maret also was a director and promoter of the Cincinnati-Lookout Mountain airline, through Lexington, Nicholasville, Lancaster, Stanford, Somerset, and Burnside, into Chattanooga.

Colonel Maret's book shows not only the distances from Lexington to all important points in the United States and Canada but the numbers of the roads, state and federal, which the automobilist drives over to reach these cities. It is well worth the \$1.00 he asks for it for any driver of an automobile and a large sale is expected for the volume, as one of the most useful of its kind ever published.

Colonel Maret will fill orders as rapidly as received by him at Lexington. Those who order the book may send either checks or currency in payment, or P. O. Money Order, which ever is more convenient to them.

Raise in Sub. Rates Has No Difficulties

Scott H. Swisher, The Le Sueur Center (Minn.) Leader, while putting his subscription list on the paid-in-advance basis, was accused by some readers of questioning their credit. This was overcome by telling them it was not a matter of credit but of system and business; and, by broadcasting how well various readers liked the new plan, omitting references as to how well the paper and publishers like it. This educational work is being continued consistently. The net paid list is 50 per cent larger than the former list, in less than 10 years.

When Scott Snyder, publisher of The Dallas County News at Adel, decided to raise the subscription price from \$1.50 per year to \$2.00, he prepared the public for it by convincing announcements. He had plenty of county competition to consider. He argued that the added 50 cents would make it possible for him to make a bigger and better paper and that people would pay the difference willingly, without premiums or other inducements. Results were quite satisfactory. —NPJ.

The slogan for the National Editorial Association, as sounded by President Hall is: Increased Service Through Increased Revenue. Make it your own slogan by adopting the resolutions on the editorial page!

As the time for making New Year's resolutions approaches, let us hope that every editor will mark down as the first resolution on his list that most needful one—the use of the standard NEA invoice, or a similar one. Many Kentucky publishers are now using this invoice, but there are yet many who procrastinate. Let us make it 100 per cent this New Year!

(Continued From First Page)

ing to be lost by the publisher who is "shooting straight" with his advertisers—the audit will back him up, sustaining him in his earlier claims. For, it must be remembered that circulation statements are but "claims" to the advertising agency, who is not acquainted with the man, personally.

And as for the sheet that is trying to gain its patronage by "short weighting" its patrons, delivering only a part of the circulation claimed, that paper is not entitled to any other support than it might be able to claim on a "charity" basis.

A live paper—the kind of a paper the advertiser wants to use—is bound to have a good coverage in its territory. If it has not that coverage, it must have other claims for patronage, such as class of subscribers, regional distribution of influence of the paper itself. Whatever this may be, let that paper make its plea for advertising on the strength of whatever merit it may have rather than assuming to adjust its claims for patronage on such grounds, by inflating the figures quoted as bona-fide circulation figures.

The circulation audit is a big step forward in newspaperdom.

The Cheney, Kansas, Sentinel advises that it has secured more and better results on renewals than with any other plan used, says the NPJ, by enclosing a slip, 9x6 in., newsprint, bold face type in red ink, in copies of his paper going to current expirations as they leave the mailer, with the text:

Your Subscription
HAS EXPIRED

Please give this your prompt attention
One Year \$1.50 Eight Months 1.00

Four Months \$.50

THE CHENEY SENTINEL
CHENEY, KANS.

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.

CINCINNATI
McHugh Exp. Co.
220 W. 3rd St.
Main 1150

NASHVILLE
Robert Chadwell
Trans. & Storage Co.
101 E'dway Tel. 6-8572

LOUISVILLE
Dickinson Co.
119 N. 4th St.
City 7951

Imperial Type Metal Co.

Philadelphia New York Chicago Los Angeles

The Greatest Newspaper Of All the Newspapers

G. C. Crane of the Campbell-Ewald Company, one of the greatest advertising agencies, gives some figures and facts worth pasting in one's memory book:

The greatest newspaper in North America is not published in New York City. Chicago has none that compares with it. Florida or California's large cities know it not. For the greatest newspaper in North America wields ten times the influence, is read by a hundred times more readers, carries inestimably more pages of advertising than any newspaper in any great city in this continent of ours.

The greatest newspaper in North America gets closer to its readers, is read longer, believed in more confidently, determines the outcome of more elections, exerts a greater power for progress, sells more merchandise, and rights more wrongs than any metropolitan daily ever published.

The greatest newspaper in North America is issued 11,500 editions, 52 times a year, published in 11,000 separate newspaper offices in 8,000 different towns and villages throughout the United States, which offices occupy a combined floor space far in excess of that afforded by the great Woodworth building of New York and the great Wrigley building of Chicago.

The business of this greatest newspaper in the aggregate would astound even the president of America's largest industrial corporation. The greatest newspaper in America is the hometown newspaper, better known to most of us as the country weekly.

Editor Charges Front Office With Circulation Expenses

Earle E. Voorhies, the Grants Pass, Oregon, Courier charges as circulation cost the editorial expenses as well as circulation items, says the NPJ. The following items are covered in arriving at Newspaper Profit and Loss in addition to Circulation Profit and Loss: Local display income, foreign display income, deduct foreign discounts, net foreign; classified income; legal income; Cost: mechanical wages, depreciation, expenses, white paper, heat and water, repairs; Administration salaries, expenses, interest, taxes, depreciation, auto, postage, insurance, building repair, telephone and telegraph, bad debts, profit and loss; Advertising salaries, services, and expenses.

The Kentucky Press Association needs you, brother editor, as well as you need the Association. Send your application to Secretary Alcock today and meet us in Louisville in January.

Minnesota Editor Tells Of Soliciting Methods

J. Harold Curtis, The St. James (Minn.) Plaindealer, built its rural subscription list to cover 80 per cent of the rural boxes and kept it there in the face of an automobile contest.

A mailing list was arranged, so that when a merchant wanted 100 per cent coverage, names not getting the paper regularly could be sent a "sample copy. By personal contact with subscribers and little stories regarding their farming methods and ideas, real friendships were formed.

To obtain a mailing list of the city of St. James, the editor accompanied the city carriers, leaving a sample copy at every place where a Plaindealer (weekly) was not left by the carrier, and the name of every family in every house on the routes was taken. These were checked up with the Plaindealer subscription lists. The editor carried a complete list in his pocket note-book of those not taking the paper, and by making personal calls and stopping folks on the street, the city paid list was greatly extended.

The St. James Plaindealer and its competitor merged early in 1929 and started business with 100 per cent coverage on rural routes and about 98 per cent in the city.

Much job work and classified advertising may be secured while visiting farmers, it was found. The verdict was that the editor of the paper makes a much more valuable field man than one working for his pay check.—NPJ.

Do They Object?

Do most of your merchants object to advertising or do they object to writing their ads. Some say they cannot and are afraid, some are too lazy, some procrastinate until too late. Results are the same in all cases—you fail to get the ads. The remedy is to write them yourself. Use the various aids you have and sell him the prepared ad. It saves time and what is best, eight, out of ten times, you get it the first trip.—The Jayhawker Press.

The Press will welcome anything that you contribute towards its news or forum columns.

If you get one of those questionnaires from the postoffice department about your subscription list, don't disregard it. Uncle Sam is apt to get fussy if his demands fail to meet with prompt response. There is considerable curiosity as to the purpose of this inquiry. The National Editorial Association has asked for information. It may be just a desire to gather information, it may be the start of a movement toward drastic enforcement of second class laws and regulations.

The Newspaper Proprietor Is Highest Paid Employee

The highest priced errand boy in the world is the newspaper proprietor himself, according to R. T. Porte in the NPJ.

The highest priced bookkeeper in the world is the proprietor himself.

The highest priced compositor in the world is the proprietor himself.

The highest priced press feeder in the world is the proprietor himself.

So it is with any other "job" about the plant that the proprietor undertakes to do.

When he is doing this sort of manual work, he is neglecting a part of the business that might pay more than any amount saved in the wages of the workman who would be doing the work.

(Editor's Note: Think of the amount of good will he is creating, of the business he can secure when "out on the street," etc., when the Editor will delegate the "inside" duties to an employee. The best way to save money, and make it as well, is for the average community editor to hire an assistant in the "front office" who will answer the phone, keep books, wait on the trade, etc., which will allow the editor himself to be free for other duties. A girl high school graduate makes an excellent office assistant and her salary will be negligible.

Just this! Write it 1930!

Ole Buck Advocates A Flat Rate to All Advertisers

Speaking of one rate to all advertisers, and then allowing wholesale rates to local advertisers to equal the 15 per cent discount to agencies, I wonder if it ever has occurred to the profession that the easiest way to look at the proposition is this—a flat rate to everyone; allowing the agencies their 15-2 for securing the business and doing the collecting.

Why not? The agency is a necessary part of your paid force of people—they are getting paid on a percentage basis. Why give the local fellow any discounts off your established rate? He don't deserve it. He expects you to pay his regular price of sugar, prunes, shoes and hats. Let him pay your regular rate and you take your 15-2 for your pay in running around to get his advertising, and then to run around again to get your money.

If your rate is 25c—make it that—give your agency their 15-2 for the work they do—they earn it; then charge your local man the 25c and keep the 15-2 for your pay for being your own agency.

How does that strike you as a reason for a one-rate business—Ole Buck, in Nebraska Press.

Don't Gossip, Keep Your Family Troubles At Home

What is news, when is news, and who is it for?

Every town where there is a newspaper, there is a bank, grocery, and whatnot.

Each interest has its troubles, and usually it is intended that no one outside the institution-family, knows it for it is none of other people's business.

In the newspaper business, in the Washington Press association, mistakes are made; possibly not a mistake, but a matter of opinion which would to one render an act wrong; while to another this act would be justified.

This is a family affair and not news, because it concerns not the average reader of the average newspaper, but the publisher who has at his disposal the dissemination of news, circulates a story which is more or less private and should be kept within the family.

Readers are not interested in troubles—if you do not agree to this, start airing yours and see how many listeners you have—keep your troubles out of the paper, be they yours, the family, the organization or whatever may be the nature—keep them out of the paper.

If you have a disagreement within the fraternity, scrap it out within the fraternity, but under no circumstances air it to the reading public for they are not interested!—Fred Kennedy, in the Washington Newspaper.

Advertising Does More Than Carry A Message

Most of us have a rebellious idea as to what one should seek to accomplish by advertising. The Inland Bulletin compiles the following seven objectives and the percentage to be allotted each:

1. Institutional advertising—to make the store name mean something to the public, to make it well liked.—10%

2. General publicity—to keep the store name before the public, to "ding dong" that name wherever possible and as often as possible at the least cost.—10%

3. Background and authority—to attach importance to the name by painting in a background and making the name echo authority,—dramatize the store.—10%

4. Fashion Information—to do the retailer's share of making the public want better, newer, and more stylish things, by keeping before them the latest trends.—15%

5. Merchandise News—this should bear the brunt of the attack—to sell merchandise with "honest-to-goodness" salesmanship, deserving a profit because it serves.—30%

6. Price featuring—to promote bargain events and occasional fast turn-overs of special purchases.—15%

7. Clearances—to create or find a

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market for left-over, slow movers, broken lines, etc.—10%

Cost of Standing Matter

A basis for cost of standing type matter (the figures include interest on investment) as given by the United Typothetae of America are:

Hand type weighs approximately 4.3 oz. per square inch, which at the price of \$0.7825 per pound is \$0.2103 per square inch. The price per pound is the average cost of sizes from 6 pt. to 18 pt. which gives a fair average for the ordinary job.

Linotype weighs 2.7 ounces per square inch at \$0.105 per pound gives a value of \$0.0256 per square inch.

Monotype weighs 2.7 ounces per square inch giving \$0.14 per pound and \$0.0236 per square inch.

Cost for storage is the same for all and should be charged for at the rate of \$0.01 per square inch per year. This cost added to the value of the type or metal gives a yearly rate of \$0.2203 per square inch for hand-set type; \$0.0366 for Linotype and \$0.0336 for Monotype.

The monthly rate should be one-twelfth of these carried to the next even cent. Type kept standing and used once a year charge \$0.21 per square inch. If used twice a year, charge \$0.11 per square inch each time it is used.

For Linotype and Monotype without job inserts or heads, etc., the value is in the metal tied up, its cost and storage, and is very much less than foundry type. Even though it may contain furniture and rules, if used once a year charge \$0.03 per square inch; if used three or four times per year, charge \$0.01 each time used.

It is reasonable to suppose that the printer who can advertise himself resultfully and profitably will be able better to conceive and to prepare resultful and profitable direct advertising for his customers.—Printing Industry.

The 1930 convention of the National Editorial Association will be held in June in Milwaukee and other Wisconsin points including a lake trip. Why not send in your dues today and become a member of this worthwhile organization? That lake trip looks promising!

If its news of the Kentucky newspaper fraternity, the Press wants it. Send it in.

Have you made an inventory of your plant the past one, two, or five years? Your newspaper deserves a business standard, so why not start the New Year right. Scrap the old metal and sell it! Scrap the old broken worn type and exchange for new type of the latest face. Old type and metal never pays dividends.

Chains of newspapers, their number and their effect upon the service rendered to the various communities are always an interesting study. Three years ago a school of Journalism made a survey of the conditions in Ohio, and the result was published, with a request for information with regard to errors or omissions.

In the spring of this year H. S. Garber, graduate student, prepared a thesis on the subject, and a summary is herewith presented. There is a tendency to expansion, especially in the weekly field; and, while this was corrected up to July 15, it is possible that some combinations may have been over-looked. Any information looking to a correction will be appreciated.

In brief the showing is that there are in eighteen groups 54 dailies and six weeklies, besides the Sunday issue of a number of the dailies, while in thirty-four groups of weeklies there are 87 papers, not mentioning two papers that are published in the summer as resort papers. The summary follows:

DAILIES

Scripps-Howard newspapers, 6; Burkam-Herrick newspapers, 2; R. F. & H. P. Wolfe newspapers, 2; James M. Cox newspapers, 4; C. L. Knight newspapers, 2; H. E. Taylor newspapers, 4; C. A. Rowley newspapers, 4; Brush-Moore newspapers, 5; W. O. Littick newspapers 3; R. L. & L. N. Heminger newspapers, 2.

J. A. Chew newspapers, 4; C. F. Ride-nour newspapers, 3; W. G. & L. E. Galvin newspapers, 5; A. A. Hoopinger newspapers, 3; Pauly & McClung, 4; Wick newspapers, 5; Dix newspapers, 2; and Hoiles newspapers, 3.

WEEKLIES AND SEMI-WEEKLIES

Bryant's weeklies, 12; Pinkstone weeklies, 2; Brown weeklies, 5; Yale newspaper syndicate, 5; Curfman weeklies, 2; Palmer weeklies, 2; Gayman weeklies, 3; Pike weeklies, 3; English weeklies, 2; Myers weeklies, 2; Richardson weeklies, 2.

Feasel weeklies, 2; Olds weeklies, 2; Loveland weeklies, 2; Hodges weeklies, 2; Miller weeklies, 2; Hossler & Kimmel weeklies, 2; Schreiber semi-weeklies, 2; Harris weeklies, 2; May weeklies, 3; Prine-Schooler weeklies, 2; Ice weeklies, 2; Tipton weeklies, 2; Conaway weeklies, 2; and Biery weeklies, 2.—The Ohio Newspaper.

"There is a man in the anteroom, Professor."

Dr. Welsh: "How much is it this time?"

"What, sir?"

"The ante."

The man chased the train out to the end of the platform but failed to catch it. As he slowly walked back to the station, mopping his brow, some helpful soul asked: "Miss the train?"

"Oh, not much. "I never got to know it very well."

University of Colorado Has Research Bureau

Colorado Press Association having Ed. A. Memis, president of the Newspaper Manager's association, Inc., as manager, has greatly expanded its work through a tie-up with the University of Colorado at Boulder during three years. The plan of co-operation is unique.

Contrary to some concepts of the plan, here are the facts: The University created a Bureau of Research and Extension in Journalism, with Mr. Bemis at its head. This bureau has no connection with the department of journalism; while close co-operation exists, the Bureau is governed by the directors of the Colorado P. A.; the department of journalism is directed by the university.

The association is successfully operating a state-wide development plan to attract more visitors and to survey industrial, agricultural, and mining resources, including a campaign for raising funds which total nearly \$400,000.—NPJ

Cooperative Plans

A country merchant told us of this. He arranges his major store sales events in step with a co-operative merchant across the street. Each "throws" a big sale at the same time. Each takes a full page in the local newspaper. Then, a big handbill is run off with advertisements of both stores. This is distributed by mail to surrounding trade territory where newspaper circulation is thin.

"Advertising in this way," the merchant related, "the cost is cut down by at least one-third. I think many more people come to town, also, when two

stores are advertising a sale than will come when a single store advertises such.

"We have used this plan for quite a period, and are thoroughly sold on it."

In a tourist region, another form of co-operation was observed. Here, at an outlying point, a number of merchants hired a man who gave advertising matter and windshield stickers to tourists headed toward the city. Traffic was heavy. Each merchant paid \$20 a month toward this man's salary, and felt that advertising thus distributed was an economical thing, justified by results.

In a number of western communities, merchants co-operatively advertise to establish a middle-of-the-week trading day. It is a matter of a varying number of stores taking some space in a group page advertisement, or, maybe a double truck.—John T. Barlett in The Wichita Price Current.

A Test of Advertising

A story is going the rounds concerning a test of advertising made by Ray Holder, editor of the Lancaster Herald and also a member of the state legislature. He made the experiment to prove to a doubtful merchant the value of advertising, and while it seems that somewhere or other we have heard of a similar experiment, the outcome of the test conducted by the Dallas county editor is no less interesting.

"There was a man in my town who said that advertising didn't pay" Holder declared in discussing a proposed bill which would require printing of almost all legal notices in a newspaper of general circulation. "I made a bet with him that I would insert a one-inch advertisement in the most inconspicuous corner of the paper, offering a prize to the boy or girl who brought in the most

grass hoppers on a certain day. He agreed that if there was a good response he would be sure that people were readers of papers and would become an advertising customer.

"The ad was inserted and a certain day specified. Before daylight boys and girls by the score swarmed around the office. An hour later they grew thicker. There were grasshoppers of every description, big and little. They swarmed over tables and chairs and all the while the doubtful merchant became more astonished and convinced. He is now one of the best advertisers I have."—Denton, Texas, Chronicle.

Subscriber Must Pay

Several months ago the Missouri Publisher had an item about the suit brought by the Prospect-News of Doniphan to recover pay for back subscription. The lower court found for the defendant, but the court of appeals at Springfield reversed the verdict and remanded the case for a new trial.

The opinion of the case written by Judge Robert J. Smith said:

"The preparation and publication of a newspaper involves much mental and physical labor, as well as an outlay of money. One who accepts the paper by continuously taking it from the post-office or from carrier receives a benefit and pleasure arising from such labor and expenditure, as fully as if he had appropriated any other product of another's labor, and must be held liable for the subscription price."

The retrial of the case, in view of the finding of the appeals court, resulted in a verdict for the newspaper. This makes a precedent that should help publishers generally in collecting old subscription accounts, tho the paid-in-advance basis would be much better for all.—The Missouri Publisher.

RESOLVED

That I, as a loyal Kentucky Editor, will not depend upon my fellow editors to give their time and money for the betterment of the Kentucky newspapers, as they have done in the past, but will join with them in doing my share this coming year by joining the

Kentucky Press Association

Price appeals will predominate, and exemplified by cut-price bargains. January retailing efforts are largely aggressive, with its chief aim directed towards seeking a volume of merchandise that is not needed at the moment.

January Sales Events

Winter Clearance Sales; Pre-Inventory and Inventory Sales; White Sales; Notion Sales; Apparel Sales; House-furnishing Sales.

Dressmaking Week.

Thrift Week, including: National Life Insurance Day; Own Your Own Home Day; Make Your Will Day; Thrift in Industry Day; Family Budget Day; Pay Your Bills Day.

January Window Suggestions

New Year Display; Telegraph Progress; Sales' Displays; Locomotive Progress; Thrift Week Displays; Patriotic Displays; White Goods Displays.

Advertising Pointers

Winter; Storms; January Thaw; Outdoor and indoor sports; Theater Events; School Openings; Thrift Propaganda; Clean-up of Stocks; Inventories; January Weddings; Southern Tourist Travel; Social Events.

Events Affecting Business

January Weddings; Winter sports; Formal social functions; Tourist traffic to Southern Resorts.

DECORATIVE SYMBOLS

New Year's Day—January calendar tab, Father Time, the infant New Year, hour glass Zodiac sign.

Sales—Sail boat, price tags, sale advertisements, signs, banners, pennants, shears cutting prices, dollar sign, money bags.

Clearance Sales—Brooms, smoking factories, hand with scrubbing brush, packages of merchandise.

White Sale—Cotton bolls, winter effects, cotton growing and picking scenes.

Thrift Week—Founded on Benjamin Franklin's rule of life, Thrift Week is appropriately begun on Franklin's Birthday. Franklin's picture or bust may be shown. Poor Richard's Almanac, Savings Bank books, money and other signs of thrift.

Winter Sports—(Outdoor)—Hockey, skating, skiing, tobogganing, snowballing, sleighing. (Indoor)—Basketball, bowling, billiards, etc., trophies.

Robert Burns' Birthday—Pictures of Burns, of scenes familiar to Burns, his book of poems, Scottish scenes, bust of Burns.

Special Sales—Often the merchant wishes to vary the advertising of this sale and get away from the cut-and-dried clearance sale. This is aptly done by adopting sale names of a nature that may be symbolized in both the advertising and the window displays. The following will suggest others.

Save-a-Dollar Sale—Dollar bills, silver dollars.

One-Cent Sale—One cent pieces.

Economy Sale—Bank of Economy.

Live Wire Sale—Telegraph poles and

wires, sparkling wires.

Low Water Mark Sale—Sail boat aground.

Mill End Sale—Mills and factories.

Red Tag Sale—Red tags.

Clean Sweep Sale—Brooms, brushes, dusters, etc.

Challenge Sale—Rooster on fence.

Good Luck Sale—Horse shoes.

Rock Bottom Sale—Rocks.

Bull's Eye Sale—Targets showing bull's eye pierced by arrows.

Blue Pencil Sale—Blue pencils and blue pencil written signs.

Hour Sales—Hour glass, clock.

*Compiled by, and printed here through the courtesy of The Advertising World, Columbus, Ohio.

Editor Joe P. Gozder, Campbellsville News-Journal, was undergoing medical treatment at Louisville the first part of the month. We are glad to report that he is convalescing.

Community Newspaper Fears No Substitute

The fear in some quarters over the displacement of the community newspaper by the movies, the radio, the public libraries, and the dailies, is groundless. The community newspaper, whether it serves the town or neighboring rural territory, has a distinct personal field. There can be no substitute. It has no competitor. The big daily is a thing apart. The average citizen likes to read about himself; the community newspaper is based on this idea. Its function is to develop a local social life built on mutual understanding, and expressed by co-operation and mental unity.—NPJ

Do you welcome The Press every month? Have you anything that you would suggest toward its policy and contents? If so, tell the Editor.

NATIONALLY ADVERTISED PAPER

Mr. Editor: Your customer, a paper user, reads about certain nationally advertised brands of paper in every magazine. Do you take advantage of this advertising? Do you supply your customers with this paper on their orders? It costs you no more than the other trade marks. Why not stock the advertised brands and secure them from—

L. C. TURNER

Lexington Representative
WHITAKER PAPER COMPANY

C. A. WALSH
Western Kentucky

FRANK PUND
Eastern Kentucky

Type, Printing Machinery

Complete outfits for large and small
plants

Boston Stitchers

Kelly Presses

LEE B. DAVISON

Traveling Representative

526 Union Street

Nashville, Tenn.



NEXT YEAR

What Will Your Profits Be?

IF YOU could multiply yourself several times—do two or three things at once—you might have a better opportunity to study your business more.

You could analyze the sources of your profit, discover new ways to develop your business, take care of the routine and still have time to get after the things you may possibly now be neglecting.

But—if you're like several publisher friends of ours—you probably don't have time. There are so many things to be done—and so little time in which to do them. You are giving all to your business—and your business should bring more to you than it does.

Possibly the acquisition of a Linotype Model 14 will help. It won't be a cure-all, of course. But it will bring you the means to handle your present volume efficiently—and it

will offer the capacity for quite a bit more work.

One operator can set heads, ads and text on a Model 14, and a surprising amount of job work in addition. The machine will pay for itself in your plant—and effect savings in time and money which you can devote to your business.

Because Model 14 literally “eats up work” it's a great machine to build upon—it's a basis for profit because it opens up profit-making opportunities.

Ask the nearest Linotype agency to have a representative call and show you what a Model 14 will mean to your business. There is no obligation—and you will get a better understanding of where next year's profits may come from, by reason of the increased efficiency and capacity you will obtain for getting and handling more business.

TRADE **LINOTYPE** MARK

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK · SAN FRANCISCO · CHICAGO
NEW ORLEANS · CANADIAN LINOTYPE, LIMITED, TORONTO 2

Representatives in the Principal Cities of the World