

THE KENTUCKY PRESS

Of, By, And For The Kentucky Newspapers

Volume One

APRIL, 1929

Number Three

'ON TO ASHLAND' FOR MID-SUMMER MEETING

Eastern City Makes Attractive
Plans for Visitors'
Entertainment

(By J. T. Norris)

All Ashland was elated on Friday, March 31, when the news that the Kentucky Press Association is to meet in that city in June was received. The decision was made by a unanimous vote of members of the executive committee at the Kentucky hotel in Louisville on that day. Immediately, preparations for a series of entertainments that would make the Kentucky newspaper men and women want to return frequently was begun by B. F. Forgey and J. T. Norris of the Ashland Independent, in cooperation with the Ashland Chamber of Commerce and other civic bodies.

The program, as outlined by the executive committee in its March 31 meeting, is so arranged as to admit plenty of time for entertainment features. Registration will begin on the evening of Thursday, June 13, at the Henry Clay hotel, Ashland's new, up-to-the-minute hostelry, completed one year ago. The opening session will be held in the ball room of the Henry Clay at 7:30. B. F. Forgey, president of the Independent, will deliver the address of welcome. The response will be made by some member representing the Kentucky Press Association.

To Visit Steel Mills

After this brief opening session, the editors, their wives and other guests will be taken in automobiles to the plant of the American Rolling Mill Company in lower Ashland, where more than thirty-three hundred men are employed in making sheet steel by the newest and most modern method known to man. The trip through this mill, under escort of experts who will conduct the visitors in small groups and explain every process, is one of the most interesting features of the entire entertainment plan. This special continuous process for the making of sheet steel is spectacular in the extreme and is the most rapid process in the world. The entire course of the metal from pig iron to finished automobile body steel will be followed.

Friday morning, the business session will convene in the ball room of the Henry Clay at 9:30. The proposed plan for auditing the circulations of weekly papers will be discussed, both pro and con. Secretary J. C. Alcock, of Danville, plans to secure a speaker from the Audit Bureau of Circulations to explain this subject in its entirety and it

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Tentative Plans Announced For Newspaper Contests

Tentative plans for the annual prize newspaper contest of the Kentucky Press Association to be held at the Ashland mid-summer meeting are herewith announced, subject to change. This contest is open only to members of the association. The contests will be the same as last year with the addition of a new classification as announced below.

Silver loving cups will be given the winners of first place with a cash award to the winners. Final announcement will be made in the May issue of the Press. The divisions are All-around paper contest, First page contest, and Best Editorial. Entries to these three contests are asked to submit their entries according to the following regulations:

All-Around Paper

Entrant to select two issues, one published during each of two months, January, 1929, and April, 1929, from which one copy will be selected for the entry.

First Page Contest

Entrant to select four issues, two from publications from each of the two months of February, 1929, and April, 1929, from which best first page will be selected for the entry.

Best Editorial Contest

Entrant to select one editorial published in any issue of his paper between the dates of May 20, 1928, and May 20, 1929.

A prize will be awarded in a new division this year which will be a feature of succeeding contests. This award will be called "Community Service" and is given in recognition of the splendid service that many of our papers are giving their community. Read the following rules and explanations carefully and then send in your entries.

The Kentucky Press Association has for its object the further development of Kentucky along economic and social lines, and realizing that a state-wide development is impossible without the cooperation of the local communities, the newspapers have been asked to lead the way and the Kentucky newspaper that serves best in this respect is to be handsomely rewarded.

Rules Are Few

The rules governing the contest are very few. In fact about all a Kentucky newspaper has to do to participate in the contest is to lay aside the issues containing information regarding a community enterprise that has been helped across by the support of the paper through its news columns and see that these copies are transmitted in a well wrapped package. Some news-

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SIMPLE COST FINDING SYSTEM IS EXPLAINED

Tabulated Figures Give Easy
Methods to Find Hour
Production Cost

As was foretold in the March issue, we are giving a short article on the subject of cost finding for the hour cost many take theirs from hour cost finding of typographical unions or other sources which have made an extended study over a long period to arrive at a legitimate and adequate figure.

It is not hard to arrive at a basis for the hour cost of production in your own plant if you follow a few simple rules and keep an accurate check on your expenditures and overhead costs. However, the majority of newspaper publishers make a guess, sometimes very close, as to what items should be included in a cost system, others go by the "hit and miss" method that costs them money every day the plant is in operation.

The secret of arriving at an accurate figure is found in the following plan which has proven successful for the small newspaper office and community newspapers. Follow the tabulated figures that appear with this article. These figures were given by a Wisconsin print shop of average size with necessary type furniture, a cylinder press, a platen press, and all necessary small machinery—a typical, average community newspaper plant.

Machinery Charged Floor Space

Please note that the machinery is charged floor space, then such items as rent, heat, light and power are charged against that machine according to the percentage of floor space occupied—a just and equitable charge. The general expense is also pro-rated, as the several other items, to the percentage of investment. The account so charged is indicated on the chart.

Please note that every item carries a depreciation charge of 10 per cent (except type at 25 per cent), and an "interest on investment" charge of seven per cent. In other words the cost is figured on this newspaper plant exactly as a modern industrial plant would figure on an hour cost basis. Such items as rollers, and other incidentals pertinent to a certain department are charged accordingly. The item "general expense" includes the office furniture and fixtures, and administrative affairs.

In explanation of the chart, the top line carries the total investment of the plant according to the yearly invoice (how many make a yearly invoice?).

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THE KENTUCKY PRESS

Official Publication of the Kentucky Press Association

VICTOR R. PORTMANN, Editor-in-Chief

Published by The Kernel Press, University of Kentucky, Lexington

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

DEATH OF WILSON P. HOGARD

As we go to press, we learn of the death of Wilson P. Hogard, editor of the Crittenden Press, Marion, at a Paducah hospital following an operation. This news comes as a distinct shock to the members of the Kentucky press who knew Wilson as a loyal member of the state association and as publisher of one of the best newspapers in the state. We will miss his cheery smile and valuable counsel at our meetings. The Press extends the sympathies of the entire Kentucky newspapers at this time of bereavement to Mrs. Hogard and the sorrowing family.

* * *

A WORD TO THE WISE

The advertising manager of a large mail order house said: "We have a bureau to read the country newspapers from all over the land. When we find a town where the merchants are not advertising in the local paper, we immediately flood the territory with literature. It always brings results far in excess of the same effort put in territory where the local merchants use their local paper."—Oregon Press. Show this article to your advertisers.

* * *

SEND IN TEAR SHEETS

A clipping of an ad does not take the place of a checking copy or tear sheet and is not satisfactory evidence of insertion for the reason that it may be made from any paper. Personally, we don't need anything but invoices because we are sure no Nebraska publisher will bill us for service not given. But other folks don't know you as we do, so if proof is required be sure to send a complete copy or tear sheet. A tear sheet is always preferred. Tear sheets are useless, though, unless they bear the running head of the paper and date line.—Ole Buck, in The Nebraska Press.

* * *

ANSWER CORRESPONDENCE

One of the weak links in the newspaper chain, is the absolute disregard on the part of many publishers to give decent courtesy to business corres-

pondence. The percentage of such papers is small, yet far too large. And it is these papers that are doing all the harm,—and hindering the effort that is being made to bring the newspaper profession to its proper plane.

These publishers will not answer a business letter, or pay any attention to their correspondence. Yet if they happen to write for information, etc., they are the first to roar when they do not get a return mail reply. One of the greatest advance steps that could be made, would be for every publisher to give decent, courteous, and reasonably prompt attention to business correspondence.

They owe it to their brothers of the craft. The time is here when newspaper publishers must do business as business men, or get out of the procession of progress. Answer your business letters promptly and courteously. Common decency demands a marked improvement along this line.

* * *

LET'S CLEAN HOUSE

The first impression is always lasting. This statement works out in the newspaper business as well as in any other. That's why it behooves the country editor to run an orderly shop, and pay especial attention to the appearance of the front office where visitors, subscribers and advertisers are received.

That is the opinion of E. A. Silfies of the Clark County Courier at Clark, S. D. Mr. Silfies' office is certainly an invitation to anyone who may enter. It is clean, orderly, well-lighted and has a couple of chairs where visitors may sit down to chat a while with the editor and give him news items or explain to him how they would like their advertising set. Furthermore, his desk is in a class by itself compared with many country newspaper office desks. It is not littered with papers or ledgers. Furthermore, it is separated from the back shop.

He emphasizes the fact that such an arrangement more than pays for itself in the time that it saves. Now people who enter the shop seldom interrupt the labors of compositors who are at

work in the back room. Inasmuch as the building in which the Courier is located has been built especially for a newspaper office, the back room is exceptionally well lighted.

The press room of the Courier office is in the basement of the building. It, too, is lighted and clean and a clean-up hour is a regular part of the work following the printing of the weekly issue of his paper.

* * *

Warren D. Leary, "The Rice Lake (Wis.) Chronotype: Selling advertising in your paper to the kind who does not advertise at all but succeeds in business, calls for use of every argument you can summon.

When I first began selling advertising I gathered a portfolio of appropriate incidents—the anecdote about Wrigley's success with a 5c article of merchandise; the one about the angry medicine man whose boy remained several hours at the tailor shop with the boss' only pair of trousers and got cuffed, whereupon the boy, retaliating, changed a 1 inch ad to a page; the boss, hurrying to the office to beat the sheriff, found his shop thronged with clients and so started on his first million, etc.

These stories have helped to make new advertisers, and regular ones out of the occasional.

The average publisher does not begin to give the local advertising the study it deserves and will profitably pay out.—NPJ.

* * *

L. L. Porter, instructor, Dunwoody Institute, Minneapolis, tells where to look when there is trouble in the press room: In press work, if the page appears too light, check these points: Cuts or plates may be too high, rollers not properly set, not enough packing on the cylinder—the latter should be packed about one sheet (.003 in.) higher than the cylinder bearers; cylinder bearer not riding the bed bearers hard enough.

Too much impression: Cuts and plates not built to proper height; type high is .918 inch; bed bearer not proper height, should measure .917 inch or never more than .918 or less than .916; wrong material used for packing cylinder, it may be too soft.

Workups: Improper justification, poor slugs, quoin locked too tight, form improperly underlaid, column rules wrong, "spring" in form.

Ink distribution: Ink should be suitable for the paper, fountain in good condition and properly set. The fountain roller should be true and the fountain blade free of dirt or dry ink. Make sure there is no buckle in the blade after setting. When setting the fountain have the duct roller against the fountain roller. Start adjusting the fountain screws in the center and work toward the ends. Never cut the ink entirely off of any part of the steel fountain roller.

Pages offset: Causes: (1) short run and backed up before the ink has a chance to set. (2) Fountain not properly set. (3) Static. (4) Press feeder who cannot keep the press running steadily. (5) Slur. (6) Ink not suited to paper.—NPJ.

N. E. A. President Gives Many Hints

Erwin Funk, publisher The Rogers (Ark.) Democrat; president National Editorial Association, 1928-29: While visiting on a Pullman with Editor John Meyer of The Printer Journalist, I chanced to mention some things we do in the office of the Rogers Democrat, and he asked me to put them in writing. Maybe you do them a better way—I hope so. But to make good on my promise, here goes:

What books should a country editor have on his desk? Here is what is on a 3-foot shelf within my reach at all times: Standard dictionary; Postal Guide; World Almanac for current year; the last acts of Arkansas legislature; last Congressional Directory; last report of Secretary of State of Arkansas; city directory; postal laws; a condensed history of United States; Radder's Newspaper Make-up and Headlines; a type foundry specimen book; Blanchard's Essentials of Advertising.

There may be occasional changes but that's what I find there at this writing. There is a real bookcase in the office with a little of everything, and more at the house with most everything, but 9 out of 10 queries that come to the editorial desk are answered from above the list.

On the first week of each year, The Democrat publishes a review of the year just closed, which runs four or five columns. These yearly reviews are pasted in a small book and are always within reach to refresh the mind as to dates of past happenings, and they quickly settle many a local dispute.

Our display window always shows a copy of the last issue of The Democrat—and the first copy off the press goes there. It attracts more attention than the big sign across the entire front of our building, and has more than tripled sales across the counter. It hangs at any easy height to be read by the passer-by. And, they do stop and read it. Someone is there at all times of the day.

Our desk in the front office is 12 feet long by 42 inches high (we took the height from the postoffice desks), and most of the business of the office goes over its top. A steel cabinet in one end contains our legal blank supply; sliding doors protect shelves where job work is ready for delivery is placed; open shelves furnish room for the current papers which are for local sale; office stationery, cash drawer, blanks, etc., occupy the remainder of the space. You will find more expensive and more ornamental desks—but not one where every inch is fully utilized.

Every sheet of stock in the office is in dust proof cabinets; a special cardboard cabinet, each drawer holding two piles of full size stock or cover paper has solved the problem of keeping cardboard clean and smooth. Book paper is placed on movable shelves that are removed and laid on the floor, the paper carefully stacked in proper position, and the shelf shoved back in place; special cabinets were

built for envelopes and package goods. Subscription records and job records are kept in a card index in a fire proof cabinet with steel drawers built to fit our special needs.

Tear sheets and invoices are mailed to advertisers in manila envelopes. As we found that these bulky letters sometimes came unsealed, we now paste a strip of adhesive tape across the flap. As this is our regular sealing tape, with our advertisement on it, it helps identify the letter even though the return address should be obliterated.

Subscriptions at the desk are taken down on either green or yellow blanks. A green blank means that it must go back to the mailing department for a permanent address; a yellow blank, that it is to be written, and is for either a single issue or for a period that does not justify placing on the mailing galleys.

We use a large sheet each month on which is listed all the foreign advertisers who are in for a single issue or a special campaign. A glance at this sheet tells us just how many pages will be required that week, and how much or how little copy will be needed.

A special card is used for a record of the work of each country correspondent and a glance will show just how often they have written during the entire year; and it also carries a record of the stamps furnished the correspondent. Also other useful information as to the location of the writer, as well as post office, is contained in this very simple and handy record.

Our galley rack is an invention by father, many years ago. It carries 50 single galleys and does not occupy a space more than 36 inches square. It was built of two upright timbers, solidly braced, with splanting iron brackets on both sides, each bracket holding two single galleys. It is a space saver and I ought to get it patented.

We bought regulation drying shelves, and then had the carpenter build a case, open at the front and closed at sides and back, in which the racks slide. That protected the jobs from dust and from the wind, as it stands between two windows that caused trouble in the summer time.

As our slogan is "The Paper That Is Always Well Printed," naturally we use a trimmer through which all cuts must go to insure their not being over type-high; a router that cleans up the mats cast in our own office, etc.

Our waste paper box is on casters, as is the slug dump, and it saves a lot of work when they are to be moved.

A well-equipped, well arranged office will just about save a paper the size of The Democrat the salary of one man, for two men can do the work of three. There is no loafing equipment in the office it is there for strictly business purposes and has to pay its way—or it goes to make way for something that will pay.—National Printer-Journalist.

"Have you heard the story of the Scotchman who boarded the pay-as-you-leave bus?"

"No."

"He's still riding."

Wanted—Irish terrier pup, four or five months old; must be cheap. Sanitaray Meat Market.

CEMENTING NEWSPAPER WITH BUSINESS OF COMMUNITY

Miss Iris Hart, manager The Ipswich (S. D.) Tribune, conducted a fellowship dinner for local business men and county officials, designed to cement the newspaper and printing business with the local business institutions. (The plan was started years ago by the late Editor Trace of The Tribune.) A banker told of concrete examples of profitable advertising in newspapers by banks.

Field Manager Charles McCaffree made these points: The newspaper is the nucleus of the community; it gives the most favorable approach to the audience; advertising is a direct selling force; people show more confidence in printed selling arguments than in oral; the local paper, properly conducted is a medium not approached in effectiveness by any other method of advertising.—NPJ.

If you are having trouble translating the copy from your rural correspondents, try this: Instead of furnishing plain paper on which to send in the news, furnish ruled paper with a space provided at the top of the sheet for name of neighborhood, name of writer, and date. On the back of the sheet, print in 72-point type across the page, "Do not use this side."

Editor Bowmar of the Woodford Sun, Versailles, defends the 9-column, "blanket size" of his paper in the following article:

"Some people no doubt wonder why we stick to the old style 'blanket sheet' of four large pages, instead of using the smaller form, with eight pages, which is now almost universal among weeklies of Kentucky. As a matter of fact, we haven't 'stuck to it.' We went back to it a number of years ago, after using the eight page size for years.

"It is all right to take the city dailies apart, one member of the family reading one sheet and one another. Probably no one reads any issue of a daily paper through. But the subscribers to a community weekly usually have a personal interest in everything it contains, and they want to read it all. Also, they like to find things in the same place every time. Very few weeklies print all the pages at once, like a daily, and their news frequently gets scattered. You have to look for the same classifications in different places. The Sun is all in one piece, and you have got it all when you hold it in your hand.

"Some time ago I took some fine Kentucky weeklies and checked them against the Sun for the number of different items and the variety of local news. No doubt I was a prejudiced judge, but according to my figures, in the amount of strictly local news, the Sun beat 'em all! We concentrate our energies on the careful gathering, and the equally careful editing, of local news to an extent that is, I think, not quite usual. We try to give a good birdseye view of general happenings, but the Sun's subscribers take it first of all to know what is going on in Woodford. We 'edit' news as laboriously as if the Sun had a million readers."

SIMPLE COST FINDING SYSTEM IS EXPLAINED

(Continued From First Page)

The item under Hand Composition includes—type, \$880.10, and furniture, \$146. The second item the percentage of investment, and the third line, the percentage of floor space occupied by each department. The succeeding 14 items are taken from the cash book for the whole year and are self-explanatory.

Finding Monthly Cost

The item "Monthly Total" is found by dividing the yearly total by twelve. Added to the monthly total for each department is the direct monthly purchases and the pay roll giving the total department cost. To this is added the general expense, pro-rated among the several departments, giving the total departmental cost for the particular month. Dividing the departmental cost by the actual working time (hours) charged to each department, gives the cost per chargeable hour. How do these figures agree with your chargeable hour cost? The last two items give the labor and overhead cost per chargeable hour.

Naturally, to keep a cost system of this kind, every item must be accounted for and a strict account of every operation of your plant is necessary for the spending of a single penny to the time put in by the employees. This method requires a simple bookkeeping system and can be procured through this office at a small cost. It is issued by the University of Wisconsin Extension

Division in cooperation with the Wisconsin Federated Printing and Press Associations.

If our readers have a cost system of their own that is workable and suitable for a community newspaper office, you are invited to pass it on to your brother editors through these columns. Inquiries about the above system will be cheerfully answered.

Harry B. Rutledge, Oklahoma Field Manager: Some publishers do not use 6-point, but larger sizes, in printing legals, but 6-point is the basis. For convenience in measuring legals of different sized type the following gives the correct number of lines to constitute a legal square:

- 6 pt. type—10 lines per legal square.
- 8 pt. type—13 lines per legal square.
- 10 pt. type—16 lines per legal square.
- 12 pt. type—20 lines per legal square.

Michigan Press Association has just expressed emphatic disapproval of publishers who cut the price in one or another way, on legal ads, or "split" with lawyers.—NPJ.

Marcy D. Darnall, The Florence (Ala.) News: to N. E. A.: We successfully sampled by mail thousands of copies, having obtained the names and addresses of every white farmer and every colored land-owner in our county, arranged by rural routes. The names were divided into four groups, sampling one each week. About 18,000 samples were distributed at intervals

over several months.

At the bottom of Page 1 we ran a small display and subscription blank, offering a 6-months' trial at 25 cents. This brought good results. When they began to fall off, we followed up with circular letters enclosing subscription blank, a return-address envelope and a coin card. No personal canvassing was done, except within the town. In 5 months there were added some 1,800 trial subscribers.

We allowed one 6-months period for 25 cents to old subscribers who paid all arrears and a year in advance, but each subscriber was allowed this privilege but once.

Eighty percent of the trial subscribers became regular. This effort included printing a serial story of the life of a great American just then of consuming interest to our field. Type was saved and reprinted complete in newspaper form. Copies were offered to all new and renew, paid-in-advance subscribers.

Signed subscription blanks were shown to the merchants as real evidence of enlarged circulation for their advertising at an increased rate.

We have sent the paper free each week during school terms to every rural school in the county, asking news reports in return.

We always keep advertisers informed on our moves, frankly and as emphatically as we can, showing them galley proofs of our mailing lists. That is "salesmanship" that gets fine results.—NPJ.

Send in that news item.

Department Investment	*\$1,026.10	.. \$2,273.00	.. \$794.50	.. \$297.50	.. \$148.00	.. \$31.00	.. \$217.00
Percentage of investment	21.4	.. 47.7	.. 16.6	.. 6.2	.. 3.1	.. .5	.. 4.5
Percentage Floor Space	50	.. 6	.. 20	.. 6	.. 6	.. 6	.. 6
	Hand	Mach.	Cyl.	Platen	Mach.	Hand	Gen.
	Comp.	Comp.	Press	Press	Bind.	Bind.	Ex.
Depreciation	234.62	.. 227.30	.. 79.45	.. 29.75	.. 14.80	.. 3.10	.. 21.70
Interest on Investment 7%	71.83	.. 159.11	.. 55.62	.. 20.83	.. 10.36	.. 2.17	.. 15.19
Insurance—Fire \$69.72	14.92	.. 33.26	.. 11.57	.. 4.32	.. 2.16	.. .48	.. 3.14
Taxes \$63.84	13.66	.. 30.45	.. 10.60	.. 4.06	.. 1.98	.. .45	.. 2.87
Advertising
Assn. Dues and Subs. 12.00
Bad Accounts 69.96
Office Stationery and Forms 48.00
Accident Insurance \$12 3.00	.. 3.00	.. 3.00	.. \$3.00
Rollers \$25.00 18.75	.. 6.25
Telephone 21.00
Rent \$290	100.00	.. 12.00	.. 40.00	.. 12.00	.. 12.00	.. 12.00	.. 12.00
Heat \$75	37.50	.. 4.50	.. 15.00	.. 4.50	.. 4.50	.. 4.50	.. 4.50
Light and Power \$240	120.00	.. 14.40	.. 48.00	.. 14.40	.. 14.40	.. 14.40	.. 14.40
Annual Total	592.48	.. 484.02	.. 281.99	.. 99.11	.. 63.20	.. 37.10	.. 272.76
Monthly Total	49.37	.. 40.34	.. 23.67	.. 8.26	.. 5.25	.. 3.09	.. 21.53
Spolled Work (to dept.)
Direct Purchases (repairs)	1.50	.. 4.53	.. 1.60	.. 1.18	.. .18	.. .18	.. 15.93
Pay Roll	44.48	.. 46.85	.. 4.58	.. 16.52	.. 2.72	.. 16.30	.. 98.30
Total Dept. Cost Minus Gen. Ex.	95.35	.. 91.72	.. 39.85	.. 25.96	.. 8.15	.. 19.57	.. 135.75
General Expenses Pro-rated	46.16	.. 48.97	.. 13.58	.. 12.12	.. 5.43	.. 9.50
Total Department Cost	141.51	.. 140.69	.. 53.43	.. 33.08	.. 13.58	.. 29.07
Chargeable Hours	111.1	.. 147.1	.. 17.4	.. 67.4	.. 11.1	.. 49.2
Cost per Chargeable Hour	1.28	.. .96	.. 3.07	.. .51	.. 1.22	.. .60
Labor Cost per Ch. Hour	.40	.. .32	.. .26	.. .25	.. .25	.. .33
Overhead Cost per Ch. Hour	.88	.. .64	.. 2.81	.. .26	.. .97	.. .27

**'ON TO ASHLAND' FOR
MID-SUMMER MEETING**

(Continued From First Page)

is probable that he will be present. Prizes will be awarded as is customary during the summer meeting after the close of this discussion.

Bring Your Golf Sticks

At noon, the editors and their wives will be the guests of the Ashland Daily Independent at a luncheon at the Henry Clay. A golf tournament will be carried out during Friday afternoon, beginning about two o'clock at the Bellefonte Country Club. All those who care to participate in this tournament will be asked to register for it upon arrival so that the flights can be arranged. Sight-seeing trips will be arranged for all of those who do not care to play golf. Other entertainment features may be included also at this time, to be announced later.

Friday evening, the editors will be the guests of the Ashland Chamber of Commerce and the Independent at a banquet, which will probably be served at the Bellefonte Country Club. This will be followed by a program, which will be brief and interesting, and a general social hour and reception afterward.

On Saturday morning, a portion of the program will be turned over to the ladies of the Association. Details of this program are to be announced by Secretary Alcock. Reports of the resolutions and other committees will be made following this and President Allen will probably have miscellaneous items to present to the editors. As soon as this final program is completed, the Ashland committee plans to start an automobile sight-seeing trip through the Eastern Kentucky industrial region, crossing into West Virginia and Southern Ohio and returning to go over the city of Ashland. It is very much desired that all those who attend the convention take this trip. It will be a revelation to those who are not already seen it in recent years, there will be many surprises in the form of new growth and improvement.

Ashland Will Care for All

Every detail, great and small, which can make for the comfort and entertainment of the Kentucky Press Association members will be cared for by the Ashland committee. Roads leading to Ashland are at their best and U. S. Route 60 will be found not only in splendid condition for travel from Lexington, Winchester and points west, but one of the most beautiful, scenically, that the state has to offer.

Not only the people of Ashland, but those of eastern Kentucky as well, are delighted that the members of the Kentucky Press Association have accepted the invitation to come to this section for the first time in 14 years. All feel that such a visit on the part of the editors of the state can make for harmony, fellowship and mutual understanding among the various sections in a very constructive way.

Good roads and favorable train schedules on the Chesapeake and Ohio railway will be found to render the journey much less a problem, even for those in the western part of the state, than might be imagined. The distance from Lexington is less than one hun-

dred and thirty miles and the drive or train run can be made comfortably in four hours.

The Ashland committee is hoping for a full attendance. The tentative program announced above is subject to some minor changes by Secretary Alcock or President Allen if they may be found necessary and members will be informed of these before the time of the meeting.

The editor of the Cynthiana Democrat is disporting himself on the sands of Florida beaches this week, enroute to Havana—here's how and looking at you. To be more descriptively exact, the bachelor president of Kentucky's Press Association is more than likely comporting himself with his accustomed dignity amid the distracting and enchanting charms of golden sands and maids au naturel, if you know what we mean. And just as likely his voyage to Havana will be for the purpose of drinking in the sea air instead of bacardi and watching the schooners sail into the harbor instead of hoisting 'em over the bar.

For along with Enoch Grehan, Marse Jim Allen can do more hinting at devilry and riotous living in print and furnish less in performance than any man who ever dabbled with the blue-black fluid that is supposed to make millions think. Exemplary, that's the word. And that's why we believe Bill Ardery's accusation that the famous Allen umbrella was not left standing in a bank, but outside some puella's chamber door is base calumny.

Hohum! Virtue is its own reward. If Marse Jim had been mingling around with puellas in the spring of '95, there might have been twenty toes to be taken to dabble in the warm waters of the Florida coast in this year of our Lord, 1929. There might have twice twice—the mind staggers at the dire possibilities. And there might not have been any Florida dabbling at all, at all, two or four or multiples thereof being unable to ride the cushions with financial ease of one. "He travels," to mess our Kipling a trifle, "fartherest, who travels alone."—Carlisle Mercury.

WHAT IS IT WORTH TO YOU?

How do you figure your lprofit when you insert a four page supplement in your paper, containing advertising from other towns, solicited by phone and printed in a foreign plant, and you get \$50 for issuing the "supplement?" Can you afford to sell advertising space for \$12.50 per page? The whole business is pernicious and of doubtful legality. The promoters use the prestige and influence of your paper, the advertising is usually of a stereotyped form which does nobody any good, it disgruntles your home advertisers, and the whole business smacks so strongly of fake methods that the reaction to the whole business is bound to be bad. Control your own advertising space and get your regular rates for it, thus maintaining your own self-respect.—Wisconsin Howler.

**TENTATIVE PLANS FOR
CONTEST ANNOUNCED**

(Continued From First Page)

papers on account of their smaller fields do not have the same opportunity for community service that some of the newspapers in larger fields have and this fact will be taken into consideration by the judges.

The general rules of the contest follow and are all self-explanatory.

Contestants must be members of the Kentucky Press Association in good standing.

Contest will cover the twelve months ending May 15, 1929. All copies of the newspaper to be judged must be forwarded immediately after the final publication in 1929.

All entries must be the general run of the paper and upon the same stock ordinarily used for regular editions; or in case of special editions, as paper was sent to subscribers.

Publishers of contesting newspapers are to submit such copies as they deem necessary to set forth the facts on which their entry in the contest is based.

No Score Cards

It is not considered practical to prepare a score card for this contest, as the factor on which papers are to be judged is a matter of pertinent facts relating to the services of the contesting newspapers. Letters of Recommendation and Nomination should accompany all entries, however, and the judges will be asked to submit a written report analyzing all entries and giving reasons for the award, based on the "letters of recommendation."

By "letter of recommendation" is meant a statement of the publisher regarding his field. The more information the letter of recommendation contains, the better able the judges will be to properly rate the paper in respect to the opportunities to perform community service.

All of the competing copies of paper submitted in any of the above contests must be wrapped in a bundle, preferably flat, securely tied, plainly marked as to the contest entry, and mailed to Victor R. Portmann, chairman contest committee, University of Kentucky, Lexington, on or before May 20, 1929.

Each contesting publisher should write a letter as a precautionary measure, stating that he is forwarding a bundle of contest papers by separate mail.

Do you have a copy of a mail order catalogue in your desk. And do you make use of it in writing ads for your local merchants. It is the best kind of copy and you can well use it as a text book. It sells the goods and that is what you want your ads to do for your merchants. Write up a series of ads for a month for a number of your dealers and see how it works.—"OI" Little, in the Kansas Jayhawker.

Would you rather be an editor than anything else in the world? If not, sell your paper and go into a business that you love well enough to give the best that is in you.

* * * * *
* PERSONAL *
* * * * *

Sigma Delta Chi, international professional journalistic fraternity, University of Kentucky, held their annual founders' day banquet at the Phoenix hotel, Lexington, April 17. Invitations were extended to prominent newspaper men of the state to attend. Eight students were initiated at the close of an interesting program, followed by the initiation of Judge Robert W. Bingham, Louisville Courier-Journal, and J. Herndon Evans, Pineville Sun, as associate members. The fraternity elects a number of the outstanding editors of the state each year as associate members, a practice that will be followed each year. We extend congratulations to Judge Bingham and Editor Evans for the honor accorded them.

The editor announces the arrival of a bouncing eight pound son, Stanley Roy, on March 21. He may be an editor himself some day.

Mrs. M. H. Holliday, of the Jackson Times, returned to her home after a successful major operation at a Lexington hospital and is now on the road to complete recovery. She was accompanied by her daughter, Frances. Mr.

Holliday is editor of the Hazard Leader. Miss Frances is editing the Jackson Times and claims to be the youngest editor in the state. She has promised us a biographical sketch of herself and we'll let her tell her own age at that time.

Col. Robert S. Porter, newspaper correspondent of Paris, recently celebrated his 70th birthday. Colonel Porter is one of the best-known newspaper men in the state. He was born in Jefferson City, Mo., March 2, 1859, and came to Paris with his mother when he was a youngster. In the course of his newspaper career he has served with distinction on some of the biggest papers in the United States.

Watch the small classified ads that come to your desk from various sources closely. The Better Business Bureau warns that a large number of fake schemes of various kinds are being sprung in all parts of the country. If the newspapers would refuse to run this sort of stuff, the fakirs would not get to first base.

SPACE-TRADERS NOT SO GOOD

"We will give you so much national advertising in trade for so much of something else" is not so good, because

it never works out or at least the instances are so few when the publisher gets what is promised, it is safe to say it never works out to advantage for the publisher.

This case is that of a concern with advertising service offering publishers so much national advertising if they will subscribe for their service. Simply an inducement to take the advertising service with a gamble that national advertising will be forthcoming, which in this instance might prove true, but which based on experience there is only a chance.

Chance or no chance, national advertising or no national advertising, why is it necessary to offer these inducements to subscribe for a service? Why not buy the service outright if you want it?

In all this changing world and everything connected therewith there seem to still exist some who do not realize changes have been made in the newspaper field along with the other institutions and that practices of yesterday no longer are in style in the publishing industry. If you want national advertising sell it! If the national advertiser wants to use your paper, he will buy your space and if the service concern wants you to buy his service, let him sell it to you!—The Washington Newspaper.

**ONLY 20 PER CENT OF
KENTUCKY NEWSPAPERS
DO NOT BELONG TO THE
PRESS ASSOCIATION**

**This message is addressed to you,
Mr. Editor, to join with us in the
many benefits that such a member-
ship affords. Let's make the Ken-
tucky Press Association 100 per cent.**

—JOIN TODAY!

YOUR SALES DEPARTMENT

Here are some challenges to Kentucky publishers. Try them out on yourself. Your newspaper would render a greater service to your community and return to you a larger net income, IF—

1. You added to your staff a full time man to take charge of your sales department; or
2. You delegated to others work you are now performing and devoted your working time to the development of your sales department; or
3. You organized your staff in such a way as to release one of your present employees for full time or part time sales effort.

The reason for the above challenges needs little elaboration. It's not so much new selling ideas that we need in this community newspaper business of ours; we need an individual and association platform which recognizes that a sales department is an essential part of the business. We need a more general acceptance of this general principle, a more general reflection of this acceptance in our staff organizations.

Professional and trade journals disseminate weekly and monthly ideas for publishers who are advanced far enough to take advantage of them. But of what avail are these ideas to those who have not yet provided themselves with the machinery needed to apply them?

Modern day business (and the publication of a newspaper, primarily, is a business) has three chief major activities — production, business management, and sales. Each division is entitled to effort. Is your sales department receiving its share?

CUT-OFFS UNNECESSARY

For years it was considered not only proper but imperative that cut-off rules be placed between ads in newspapers, and nearly all printers still adhere to the practice. Along with many other rules of make-up, this one is passing. Magazines and daily newspapers are breaking away from the practice and the first weekly newspaper in Minnesota to follow suit is the Springfield Advance-Press, which abolished cut-off rules between ads some time ago. This applies only where a continuous border is used that will serve the purpose of the cut-off rule. Ads having no border naturally require the cut-off.

Speaking of the advantages of the new make-up, A. G. Erickson, editor of the Advance-Press, Springfield, Minn., advances three good reasons for the change.

1. It saves time.
2. It saves material.
3. It saves space.

So far as the looks of the page is concerned, it cannot be claimed that the cut-off rule improves the appearance. Mr. Erickson is of the opinion that all of the arguments are in favor of abolishing the cut-off rules except where made necessary by lack of border.

CLASSIFIED ADS BOOM WHEN THIS IDEA IS USED

W. S. Kennedy publisher The Albion (Mich.) Evening Recorder, has successfully used this classified-advertising promotion plan: Let the classified manager select the ad with the best and fullest description and, besides running the copy in the classified section, have it set again to run front page under a box feature. If no better copy is received the next day or issue from another advertiser, run the same front page under a box feature. If no better copy is received the next day or issue from another advertiser, run the same on front page unless classified copy has been killed. Publicity can be given to this plan and advertisers can be told of it when inserting their ads. —NPJ.

How many publishers still approach the advertiser in a timid, patronizing attitude? The days of going up and down Main street now and coming upon a merchant, who "guesses he will give you a little ad this week" are over. Newspapers are selling service; they are giving the merchant something

he needs, not taking something he reluctantly gives. Publishers should have facts, figures, and argument to support these facts, and make them so conclusive merchants will demand the use of the paper, instead of consenting to "give to it."

The editor is beginning to believe that nothing ever happens to Kentucky editors or Kentucky newspapers! Send in THAT news item.

Fred Kennedy, Washington P. A. Field Manager: "Advertising rates on application" graces the masthead of virtually every newspaper, while virtually every advertising salesman is bringing to the attention of his advertisers the fact that prices will help sell his merchandise.

Prices here, prices there, prices everywhere; but no prices available for advertising except on application.

Every effort at seclusion is the direct cause for suspicion. Every advertising agency, every national advertiser has access to the national rate. But to the local advertiser—his price can be had only on application.—NPJ.

THAT RULING JOB—

Every printer is called upon to make estimate of ruled jobs. Many refuse to handle this class of work because the small job plant does not have a ruling machine.

We are in a position to serve you with all kinds of ruled paper. Simply draw out your dummy and state the color of the various ruled lines, specify the paper stock, and we will deliver the ruled job in your hands for printing in the shortest possible time. Don't refuse an order for ruled printing, we can help you. Let us give you estimates on this class of work. We'll help you plan it, too.

L. C. TURNER

Lexington Representative
WHITAKER PAPER COMPANY

C. A. WALSH
Western Kentucky

FRANK PUND
Eastern Kentucky

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.
Main 1150

LOUISVILLE
Robert Chadwell
Trans. & Storage Co.
101 B'dway Tel. 6-8572

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

Imperial Type Metal Co.

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Chicago

Los Angeles

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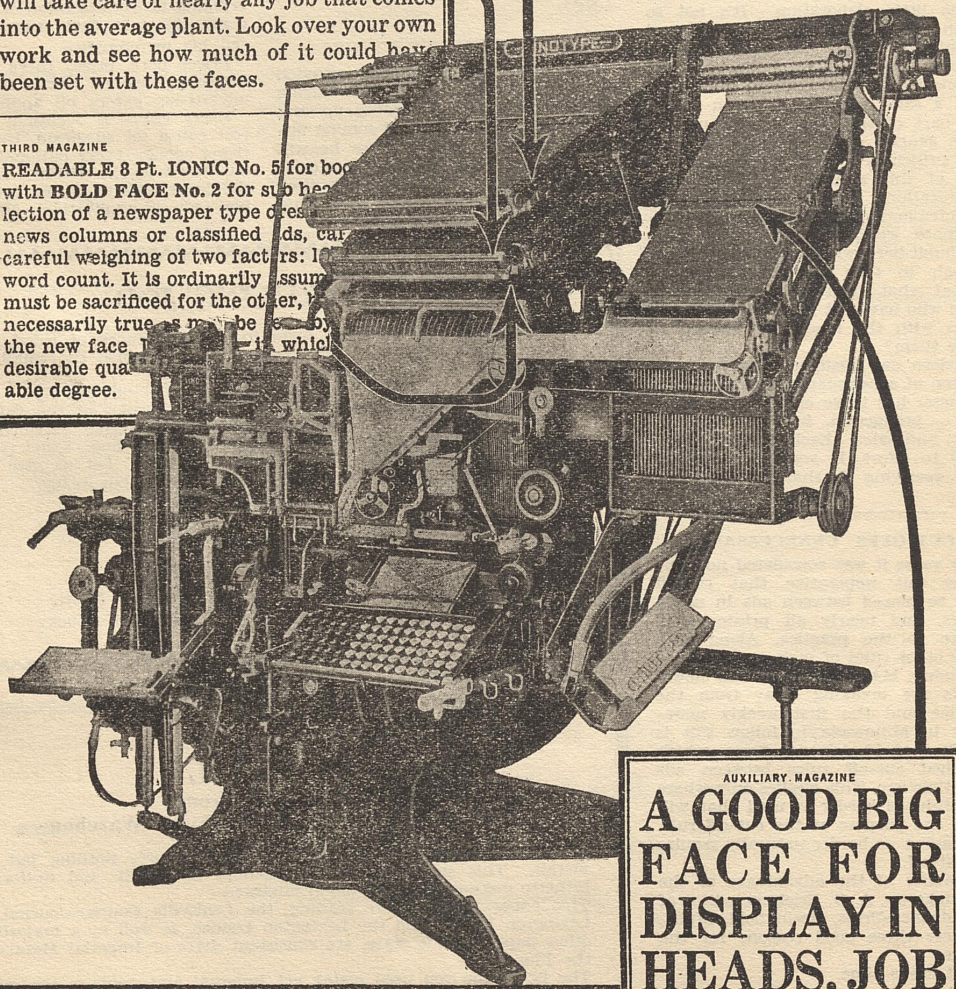
MODEL 14

TRADE MARK LINOTYPE

FIRST MAGAZINE (SPLIT)
 14 Pt. CENTURY EXPANDED with CENTURY BOLD is an excellent combination for ads, job work and small headings.

SECOND MAGAZINE
 10 Pt. CENTURY EXPANDED with CENTURY BOLD. The equipment shown here will take care of nearly any job that comes into the average plant. Look over your own work and see how much of it could have been set with these faces.

THIRD MAGAZINE
 READABLE 8 Pt. IONIC No. 5 for body with BOLD FACE No. 2 for sub headings. Selection of a newspaper type dress requires careful weighing of two factors: legibility and word count. It is ordinarily assumed that one must be sacrificed for the other, but this is not necessarily true as may be seen by the new face IONIC No. 5, which gives a desirable quality of type to a considerable degree.



AUXILIARY MAGAZINE
**A GOOD BIG
 FACE FOR
 DISPLAY IN
 HEADS, JOB
 WORK, ADS.
 CENTURY
 BOLD 24 PT.**

MERGENTHALER LINOTYPE CO.

Brooklyn, New York

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE, LIMITED, TORONTO 2

Representatives in the Principal Cities of the World

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