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The
Kentucky Press

Published In the Interest of Community
Journalism - - Of, by, and for
Kentucky Newspapers



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Oklahoma Publisher Knows His "Rural Battle" Problems

When a country editor gives us boasting about how many neighborhood correspondents he has writing for his paper and about how many columns of correspondence or neighborhood news his newspaper publishes each week, and begins to emphasize quality of news in those correspondence columns, he is getting somewhere with his efforts to produce a more interesting and a more readable country newspaper.

The efforts of Lansing F. Nichols, editor of the Lincoln County Republican, Chandler, Okla., along that line during the last year having borne good fruit, are worthy of review. He checked up on his own paper's situation and came to the conclusion that there was too much "chaff" in his correspondence columns for his readers to wade through in their attempt to find the grains of real news of the rural districts.

So, he decided to give his personal attention to editing his correspondence carefully. He soon saw that his rural writers needed instruction on what to write and how long to write it, that they needed his help in evaluating the news of their localities.

Five things relative to the rural news methods and policies of the editor of the Lincoln County Republican are particularly worthy of mention: (1) He publishes a miniature newspaper of one page, 7x8½ inches in size, monthly, for his correspondents; (2) he emphasizes the importance of one best story from each community each week, with all important facts and details to be written by the correspondent before he starts on the lesser "items"; (3) he gives the best of these "lead" stories 2-column 30-point headlines at the upper left-hand corners of correspondence pages; (4) other news stories or items which appeal to him as superior to the general run of items he marks to be set in bold face type; and (5) he appoints his correspondents authorized business representatives of his paper in their respective localities, paying them liberally for all new and renewal subscriptions, for want ads sent in, and even for their services in obtaining bank statements, job printing and display advertising where correspondents are located in towns or villages.

"When we first started to improve the rural news we tried writing a 'pep' letter to each correspondent each month," to quote Nichols' own words on the subject. We typed the letters and found that it took a great deal of time. Then the method of printing a little paper was adopted, and we find that we can print enough of them in a shorter time than we could type the letters. We saved time and money, and find that they create a great deal more interest than the letters did. I firmly believe that the correspondents look forward from one issue to the next just to see what

we have to say and what form we put it in."

This miniature paper for correspondents is made up like the front page of a regular newspaper, three columns in width, with headlines and everything, a dateline near the top carrying the name of the editor, and a nameplate over all. "The Little Republican" is the name, and a second line reads, "Published Monthly in the Interest of Better Rural News." Nicholas probably would send, on request, a copy of this little paper to any other editor.

Perusal of the February issue of "The Little Republican" reveals that "as a special inducement to correspondents the editor will award a prize of \$1 each month to the correspondent who sends in the best story." The announcement says that literary perfection does not count, that facts are what the editor wants, and that members of the newspaper staff are to be the judges.

Correspondents are asked in this little paper to "avoid the habit of writing only personals," and they are warned to guard against writing too much about their own families or relatives, to the exclusion of other worthwhile folk of the neighborhood.

One correspondent is singled out by name and complimented on her "good stories." All are reminded, "if he's not a subscriber, get his name and show him the paper—the rest is easy."

Within a box is the one-line bold-face heading, "Here's Pin Money." There follow seven lines of type which read: "Remember that your commission on new subscriptions is 75 cents and on renewals 50 cents. There are dollars to be made in your community by working up the subscriptions during your spare moments."

The last two items on the page read: "Want ads are another source of revenue for correspondents. The rate is 2 cents per word per issue. Count the words, collect the money and turn in one-half to this office. . . . Miss Lena Brown, Sparks community, has the record for advertising coming from correspondents. She had one 'reader' ad than ran regularly for over a year. She also turns in a bank statement at regular intervals, which brings her a good commission."

Through this little paper, and otherwise, everything possible is done to instill a desire in the correspondent to turn in a better letter. Every incident in relation to country news is seized upon and passed on to the correspondents. "A little praise and a little bragging on the work they are doing," as Nichols puts it, "will accomplish wonders." He leaves with them the impression that he is depending upon them to build up his paper.

In reference to emphasis on the one best story in each correspondent's letter each week, allow me again to quote the Chandler editor: "When the letters arrive they are

carefully gone through to select the story to be enlarged upon. This is not hard, for most of the correspondents have it written on a separate sheet. The story is studied a bit, and, if possible, more information is sought. This not obtainable, the story may be rewritten, stretched out as much as possible and given a good headline. I am quite familiar with the communities from which the letters come, so it is not hard to round out the story. We do not ask our correspondents to turn in letters that are literary gems, but we do insist and impress upon them at every opportunity that we want all of the facts in every case."

As to the large headlines on the correspondence pages, Nicholas admits they "are a great deal larger in most instances than the length and importance of the story warrants." But there is a reason for those heads, and it is this:

"When we first tried to get away from the stereotyped heads, such as 'Sparks News,' we found that if we put a small head over the letter it was lost on the page. There was some complaint from readers about not being able to locate community news easily enough. We then started to use the larger headlines and have continued to do so whenever there is any story at all to follow it. We always try to incorporate in the heading the name of the community from which the letter comes."

Sample headings: Farm Home Destroyed by Fire; All Contents Lost. . . . Meeker Poultry School Draws Big Attendance. . . . Sparks Post Office Is Now In Fourth Class. . . . Payson Farms Are Now Being Improved. These large headlines over country news have been commented upon favorably by rural readers when calling at the newspaper office.

Regarding the use of boldface type for all items or stories designated by the editor as out of the ordinary, superior to the general run of items, little more need be said or done in way of explanation than to reprint two or three samples of such stories, as follow:

Luther, small son of Mr. and Mrs. Ed Alexander, was severely burned about the eye when he ran into a hot iron his father was holding. It is feared he would lose his vision, but his condition is improving.

John Goodell and son, Jack, were out from Shawnee Saturday. Mr. Goodell is preparing to install a Delco lighting system at his farm home.

Ed Fowler and sons of near Meeker and Charles Bishop were at the R. Fowler home on Payson Route One the first of the week assisting Mr. Fowler in moving a vacant house to the Spooner farm where the Fowlers reside.

Extracts from "The Little Rep-

ublican," already given, are sufficient to illustrate how Nichols of Chandler employs his correspondents as business-getters for his paper. Subscriptions, want ads, bank statements, job printing orders, display ads, and "readers" . . . he gives them a liberal commission on any or all business they can produce.

BY PYRAMIDING ADS EVERYBODY IS GAINER

Many times this department has stressed the fact that a newspaper page on which display advertising is pyramided to the right can be much more attractive as a whole, as well as more considerate of the reader and more effective for advertisers, than a page on which advertisements are scattered in helter-skelter fashion, states John E. Allen in the department, "Newspaper Make-up," in the latest issue of The Linotype News.

A page with its advertising pyramided not only makes possible the running of news or feature stories or departments at the top of the page, where readers are accustomed to looking for important stories or departments, but it helps the reader to concentrate on the items in which he is most interested at the moment—"reading matter" or advertising, as the case may be.

On a helter-skelter page the various stories and advertisements keep interrupting and diverting his attention, often to his annoyance and to the disadvantage of all of the units. Moreover, the stories on such a page, even important stories, appear to be little more than fillers.

Not only do many metropolitan newspapers follow the pyramid plan, but several alert advertisers, recognizing its effectiveness, follow it themselves for many of their displays.

Such advertisers are shrewd enough to appreciate that space on a page attractively arranged as a whole can be much more effective for them than on a page of the helter-skelter kind that so often results when the advertisers ask for and are given "preferred" positions at the top of a page and separated by "reading matter" from other advertisements.

And those same shrewd advertisers appreciate, too, that stories or department at the top of a page can be attention arresting to many a reader, who, were there no such matter there, would be inclined to turn the page without more than glancing at the advertising on it, but who, being stopped by those stories or departments, may look over the advertisements too before turning to other pages.

The Harlan Courier, J. J. Helliwell, editor, began its eighth year last month.

No. 1, Volume 26, appeared on the mast head of the Hazard Herald Charles N. Wooten, editor, on August 27.

Oklahoma Papers Give Many Tips On Local Advertising

Allow me to introduce three of the smartest advertising men now employed on Oklahoma newspapers: Ted Tetrick, advertising manager, Blackwell Tribune; John B. Gordon, advertising manager, *Crushing Daily Citizen*; Donald Welty, Bartlesville *Morning Examiner*. When they trot out their merchandising ideas and their ad selling tips, they are usually worth listening to.

Don Welty, for example, has persuaded a good many of his local merchant-advertisers to install advertising bulletin boards in their stores. He furnishes tear sheets for these bulletin boards. He emphasizes the importance of having store clerks read the ads on a bulletin board.

"We try to get over to each merchant that every one of his clerks should read and have a copy of the store's ad before him, or her, every day," says Manager Don.

"Of course, we cannot be sure the merchant follows this through, or that clerks will watch the advertising bulletin board. But we preach that any ad is 50 per cent effective if the store force reads it. When they do read the ads, clerks assume that every customer comes in to buy what is advertised and, as a result, they show to customers advertised items first.

"But," he continues, "no advertising man who has a full-time job can take time to see that each clerk reads every item in every ad. The best we can do is to furnish the tear sheets to the boss and leave the rest to him, after trying to sell him the bulletin board idea.

"Furnishing of tear sheets, urging display of advertised merchandise, insisting that the sales force read the store's ads, holding sales and pep meetings with employees of merchant-advertisers, criticism of ad copy, and explanations to the merchant on why ads pull or fail to be satisfactorily resultful—all of these things we do and have done.

Page 1 Carries "Newsvertising"
 "We are now planning a news feature to run on our front page each day to be headed 'The News in Today's Ads.' This will give the important things of style, price and other interesting information gleaned from the ads that day. We do not plan this as a 'sop' to the advertiser to get copy, but rather as a genuine news feature on elements of considerable reader interest that crop up in the ads daily. Price merchandise is to be handled lightly in this page 1 feature."

John Gordon of Cushing recommends window shopping, among other things, as an aid to intelligent ad selling, and points out as essential to satisfactory merchant-newspaper relationships the winning of the advertiser's confidence.

On his first newspaper job as an advertising man, he confessed that

he was very much lacking in knowledge of women's apparel.

"This proved a constant source of embarrassment," he remarks. "The department store managers soon learned that I could help them very little, as a consequence, in the preparation of advertising copy. The result was that I learned to window shop, and I still practice it—a pastime that formerly was unthinkable to me."

Merchandising Emphasized
 Gordon likes the idea of selling merchandising ideas — not just space, voicing the opinion that ad salesmen must learn to merchandising goods just as the grocer or the department store executive has learned to merchandise.

"By that," he says, "I mean that the method which proves most beneficial to the customer, in the long run, proves most beneficial to the salesman, regardless of what he is selling, that this is a day of service and that, other things being equal, the man who serves best receives the most satisfactory rewards."

He believes it is highly worth while to follow up a good many of the ideas advanced by the ad mat services, especially when they emphasize points designed to move merchandise in preference to mere space selling ideas.

"Really, it's a lot of fun," he declares, "to subject this mat service art to an idea of your own, one that the artist never dreamed of. It has jig-saws and cross-words beat a hundred ways for interest. As you call on accounts from day to day, you grow to know their tastes and dislikes. As soon as a thought pops into your mind you almost know in advance whether it will 'click' with a certain advertiser.

Files and Exchanges Useful
 "A careful reading of newspapers received at the office on 'exchange' is another good source of ideas for the ad man, as are frequent check-ups on files of your own newspaper. Recently I was reminded I had not checked the January file of a year ago, and, upon doing so, I discovered a 40-inch anniversary ad that had slipped my mind. I then checked more carefully the exchanges and picked up several ads that I sold eventually to local accounts."

That newspaper advertising will get a break in 1937, and that a good newspaper speaks for itself and, therefore, need not boost itself blatantly through house ads, are opinions expressed by Ted Tetrick of Blackwell when queried by the Sooner State Press.

"On the subject of the benefits to newspapers from advertising themselves," he declared, "my experience for eighteen years has been to let the newspaper, as a product, talk for itself. Of course, a newspaper of a quality not to talk might overcome part of its handicaps by self-contained advertising."

His experience, fortunately, he believes, has been with newspapers of the better type: the *Great Falls* (Mont.) *Morning Tribune*, the *Muskogee Daily Phoenix*, the *Joplin Globe* and the *Blackwell Morning Tribune*.

It is Tetrick's firm belief that much of the newspaper space used in advertising the paper itself is wasted on messages which are of little interest.

Some Don'ts Listed
 "Another thing I have noticed," he adds, "is that many a paper with a circulation covering surrounding towns runs office copy urging folks to read the ads carefully and buy at home. We have been very careful in office copy to stay away from both of these topics.

From time to time, however, we have run office copy on the value of our columns to the readers, complete news coverage, promptness of delivery, et cetera. Two-thirds of such space in our columns has been devoted to Blackwell as a courteous, clean town in which to trade. In other words, the welfare of the town, not office copy in the usual sense, has been pushed foremost with the power of our newspaper's columns in the background.

"A merchant uses space to tell the people of his merchandise and values which he has not been able to show them—but the newspaper each day or week gives convincing proof of its value to everyone who sees it every time it appears in print.

"I have not spoken favorably to a deluge of the usual office copy appearing in the columns of a newspaper, but time changes plans, policies and ideas rapidly, and I will say this in favor of the fellow who sand-blasts his own columns: I have become more favorable to good newspaper publicity during the past year, and I am more favorable to it now than ever before."

Tetrick expresses a lot of real optimism in stating it to be his belief that money is going to be cheaper and prices higher. "With these two facts as a preface, and history repeats, we are sure of an upturn of business this year," he declares. "Advertising the last three years," he points out, "has been greatly in favor of the newspaper as a medium. But there must be more sincerity and practical merchandising carried on in advertising copy than in the past. In other words, newspaper advertising, in my opinion, will get a break in 1937, but it must earn its way in results."
 —Oklahoma State Press.

KEEP YOUR SUBSCRIPTION LIST PAID UP TO DATE

"How do you keep your list paid in advance?" is a question we are frequently asked. Our answer is that we find it no more difficult than maintaining a credit list, and that the results are much more satisfying.

In the first place we spare no effort to make our paper the most readable and newsy sheet possible. Being convinced that we are doing a good job at that, it is easier to sell the idea to the subscribers. We have learned that our customers never put any more value upon our paper than we do ourselves. If they find that we are willing to give it away, they consider it worth

about that much. So we discontinue our paper at expiration unless some definite arrangements have been made.

Each paper carries the expiration date. We have our dates all expiring on the first of the month. Between the tenth and fifteenth of the month we go through our list and send out notices to all subscribers whose subscriptions expire on the first of the next month. We also send notices to all subscribers whose subscriptions have expired the preceding first. Those cards which bear an expiration date back more than a month are discontinued.

It was hard at first. Often 50 to 100 names had to be removed from the list, and no newspaper man likes to do that. We had made up our minds, however, and stuck to our plans. There were few complaints, and by far the greater number of those removed came in the same week the paper was missed and paid up their subscriptions. Others kept coming in for two or three weeks.

Naturally enough our list suffered some at first when we made the change. Gradually, however, it was built up to where it was before. What is more, every card now represents \$2.00 paid in and not the wishful hope that something will be paid.

The system is simple and our bookkeeper is able to go through the list and get out the notices in a day or a day and a half each month. Postage costs for the notices are less than 5 cents per subscriber.—A. R. Lemke in the *Minnesota Press*.

COURT RULES A PAPER'S STATUS IS NOT AFFECTED BY PLACE TYPE IS SET

ANNAPOLIS, MD.—"Newspaper readers are no more concerned in where the type from which the paper is printed was set up, than they are in the birthplace of the type-setter, nor is there any perceptible season why matter printed from type set in Howard county should not convey as much information as though printed from type set in Montgomery county."

So reasoned Judge T. Scott Offutt, speaking for the Maryland Court of Appeals, in an opinion which held unconstitutional a law requiring a newspaper, to be eligible for county legal notices, to be printed in the county where published.

The law appellants cited would have prevented expenditures of county monies to pay for legal notices which had been published in a paper for which the type had not been set in Montgomery county at least four consecutive years prior to the publication of such legal notice.

If the government income tax man walked into our offices tomorrow an asked to see our records, or asked for an accounting, could we give him any sort of a financial statement? It's not a bad idea to keep up the records so we will know what the income is from the different classes of business done in our plants.

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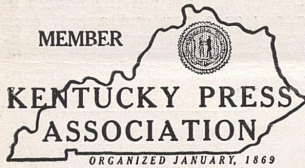
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GOOD LUCK, GUS!

Kentucky's loss is Virginia's gain, but, nevertheless we regret to see Gus Robbins leave his native state. He, as an active member and executive of the West Kentucky Press association and the Kentucky Press association has done much to promote the interests of the newspapers and to further the work of both organizations. His own paper, the Hickman Gazette, has been a leader in the community field; winning many prizes in various state contests, and, climaxed, as being selected as one of the leading community weeklies in the United States in 1933. It is with a feeling of deep regret that we bid him God Speed and success in his new field.

PROPAGANDA ANTIDOTE

It begins to look as if the country is in for the biggest propaganda barrage since the World War. Never have the combined forces of radio, press, pamphlet, and innuendo gotten off to a better start than in the current presidential campaign.

It, therefore, behooves the voter, says Dr. Clyde R. Miller, of Columbia University, to look into a few of the tricks of the propagandist, lest he becomes helplessly entangled in a mesh of contentions.

The best way to deal with propaganda, says the professor, is to subject it to searching criticism and analysis. Ask yourself, "Who holds the opinion, who utters it, and why?" If the opinion stands up under this examination, you may depend upon it as being pretty solid, for the critical process always strips propaganda of prejudice and emotion.

Which is sometimes none of us ought to forget between now and November.—Lifted Editorial.

Probably the newspapers are much to blame for this flood of propaganda. Too, many editors, in their zeal for party favors, and under a sadly mistaken political partisanship, print columns of thinly disguised propaganda which, they know, is far removed from factual news. Probably, for the benefit of their reading public, the newspaper editors should be compelled to apply the searching criticism and analysis of this news before marking it "must" for the composing room.

WAY TO FORESTALL CRIME

Organization of the National Crime Prevention Institute, under Dr. Sheldon Glueck, professor of criminology in the Harvard law school, looks like another helpful step in the nation's war on lawlessness.

This agency, reports Dr. Glueck, hopes to co-ordinate the crime prevention activities of city, state and nation, to fill important gaps in the existing anti-crime battle line, and to provide a clearing house, as it were, for crime prevention information.

Quite logically this new program is going to start with the public schools. For here, Dr. Glueck

points out, lies the first approach to the whole problem.

This is a move to forestall crime. It ought to prove a great deal more effective than the present course, which takes effect only after the overt act is committed.—Winchester Sun.

The Sun, in this editorial, forgets to point out that the newspaper, rather than the public school, is the logical medium of the first line. The newspapers have always given space and prominence to anti-crime news, and Dr. Glueck should advise his Institute that every effort should be made to enlist every newspaper in it campaign. The newspapers are ready; "Barkis is Willin'", Dr. Glueck.

HE COLLECTS, INDEXES HOME TOWN PAPERS FOR 70 YEARS

HYDE PARK, VT.—For two decades H. M. McFarland has been collecting and indexing all the newspapers published in his home town over a period of 70 years.

This file, composing a stack of volumes more than five feet high and the index of 4,000 cards with more than 50,000 entries, he has just presented in a special made case to the Lanpher Memorial library here.

SUPREME COURT OF IDAHO RULES ON COUNTY PRINTING

BOISE, IDAHO.—The Idaho Supreme court has held that a publishing company which turns out daily and weekly editions may not combine the circulation of the two to qualify for county printing when another publication in the same county has a greater daily circulation.

The court came to that conclusion in an opinion based on an appeal from the judgment of the district court at Moscow which dismissed an appeal from an order of the county commissioners who awarded Latach county printing to the weekly Star-Mirror of Moscow.

YOUR JOB, TOO

Print which is not read might almost as well not be printed. Probably not more than five per cent of all printed matter is now read. Our job is to print so legibly and arrange so attractively as to get under the wire of what is read.—Douglas C. McMurtie, director of typography, Ludlow Typograph company, Chicago.

The University of Chicago is assembling a large collection of newspapers for historical research purposes. "In the face of its delinquencies as literature, its occasional inaccuracies, its blatancy at times, the newspaper remains a faithful mirror of the times," comments the Harrisburg (Pa.) Patriot.—National Publisher.

When the publisher is afraid to ask the subscriber for the money which he owes that newspaper, it's a safe bet that the publisher doesn't think himself that his paper is worth the price he asks for it.

COURT'S JUDGMENT SHOULD NOT SUPPLANT FUNCTION OF THE MODERN PAPER

The following letter, published in the Lexington Herald, gives a common sense view of the functions of the courts and newspapers, especially in confirmation of the newspaper's right to judge the relative value of everyday news.

Editor, The Herald:

Freedom of the press, like freedom of speech, is a constitutional guaranty of the maintenance of the inalienable right of "life, liberty and the pursuit of happiness." With discerning insight Justice Bleakley of the New York supreme court applied the principle recently in ruling on a motion by a divorce suit correspondent to have publication of a story about the case declared an act of contempt, the papers having been ordered sealed.

It was shown the story was based wholly on information obtained outside the court. To sustain the motion under those circumstances, the court held, would amount to restraint of publication in advance, contrary to a fundamental principle of law. Observance of the principle in its strictest sense was essential or otherwise, he said, the result would be the substitution of the judgment of the court for the judgment of the press. There is no need to expound upon the potentially destructive influence of such censorship. As the court remarked, "the law affords an ample remedy to one aggrieved by a libelous publication."

Asserting his belief that freedom of the press was more important than the freedom of speech, for, though "radio transmission has enlarged the audience," the written word is "accessible to all" and remains for mature consideration and thought, Justice Bleakley added:

"A government is safe when a free press will give to its people a clear exposition of its problems and fair criticism of its officials. Courts should not be immune from fair criticism. The influence of the court rests on the confidence of the people. That confidence can be maintained only by an honest disclosure of its proceedings."

In those words the jurist disclosed his broad comprehension and common sense view of an issue that is of far more importance to public as well as press than most men realize.

ATTORNEY.

THEY MUST BE TOLD

When a man has something to advertise and does not use the Press—we both lose—but he is the bigger loser, for his possible percentage of loss is greater than ours. Our loss is a small fee for service rendered, while his is a capital loss, sometimes of great proportions. There is no selling without first telling and creating a desire, or pointing out a need. Don't be silly—and think you save when you fail to tell folks what you have to sell.

About 3,500 acres of pulp wood are required to make one day's supply of paper for United States newspapers, according to estimates by the Pennsylvania Department of Forests and Waters.

NEA PLANS EXTENSIVE MEMBERSHIP CAMPAIGN

The Chicago office of the National Editorial association announces the appointment of a committee of 16 members which will direct an intensive membership campaign in behalf of the association.

The committee was appointed by Howard W. Palmer of Greenwich, Conn., editor and manager of the Greenwich Press, the member of the board of directors appointed by President Clayton T. Rand as chairman of the membership committee.

Other members to serve on the committee are well known publishers of weekly and small daily newspapers from all parts of the country.

In addition to Mr. Hotaling those named to the committee are as follows: Mrs. Lee J. Rountree, Daily Eagle, Bryan Texas; Elton R. Eaton, Mail, Plymouth, Mich.; Charles E. Adams, Daily Press, Montrose, Colo.; Gerry Scott, Post, Wyoming, Ill.; Louis H. Zimmerman, Standard Democrat, Burlington, Wis.; J. Barry Wall, News, Farmville, Va.; Charles P. Helfenstein, Suwannee Democrat, Live Oak, Fla.; Miss Estelle Tannehill, News American, Winfield, La.; Charles A. Doxsee, Express, Monticello, Iowa; W. Fletcher Twombly, Chronicle, Reading, Mass.; C. L. Ryder, Times, Cobleskill, N. Y.; Justus F. Creamer, Daily News, Orange, Calif.; Emerson L. Wheeler, Times, Waitsburg, Wash.

There are several steps in the membership plan which has been set forward, but the principal effort will be devoted toward bringing about a closer relationship between the National Editorial association and the various state press associations.

Plans are also being made to use the services of past presidents and the directors of the association in the membership campaign.

Are you building your classified section? Its one of the greatest circulation builders that has ever been discovered and it should not be neglected.

We all make a lot of fuss about the reams and tons of free publicity that comes into our offices but did it ever occur to you that it is not free publicity until some paper prints it?—Jayhawker Press.

A BOON TO EDITORS

Every now and then a citizen comes to the editor of the Daily Messenger with an article that he wants us to run for the "good of the community."

We are beset with these requests every day. Now, strange to say, whether we run the proffered article or not, we appreciate the attitude of the contributor, and would have him repeat the dose whenever he thinks he has something worth printing.

The editor doesn't know it all. There are undoubtedly many others who could do his work better. He realizes this, and yet, being the editor, he must exercise his feeble judgment in these matters.

Contributors who cheerfully accept this judgment are a boon to editors and we are glad to report that there are some of them in this community.—Danville Messenger.

SUBSCRIPTION TEASER

The Willow Lake News has an arrow on page one pointing to the subscription expiration date with "Is Your Subscription Paid Up?" printed alongside. Just another good idea.—South Dakota Rural Press and Print Shop.

Winfield Scott, Henry, Ill., has accepted a position as circulation manager of the Winchester Sun. Mr. Scott, son of G. P. Scott, Illinois publisher, has had 17 years' experience in the newspaper field and before joining the Sun staff

was circulation manager of the Iroquois County Times of Watseka, Ill. He fills the vacancy created by the resignation of E. W. Hedrick.

"Allowing any association to decay or collapse under present conditions is a matter of grave concern; the time is just ahead when reconstruction will demand thorough cooperation, and then the machinery to accomplish it may be lacking. That machinery is an asset which should be preserved."—Editorial in Engineering News Record.

The first issue of the Prestonsburg Independent, with Norman Allen, formerly of the Times, as editor, appeared on September 17.

Friends of Hon. J. Tyler Munford, Morganfield Union County Advocate, will be pleased to learn that he has almost entirely recovered from a recent appendicitis operation.

Victor L. Spalding returned re-

cently from a vacation trip to the Colorado mountains.

Fine presses and other expensive equipment do not make fine newspapers. Unless the material which appears in their columns comes from alert "newspaper brains" they might just as well be set by hand and printed on an old G. Wash.

A newspaper has but one product to sell and that is space. When an editor gives that away he is acting as a Santa Claus to firms, groups and individuals who can afford to pay for it.

Gilbert Kingsburg and Arthur Muth, journalism graduates from the University of Kentucky, have purchased the plant and good will of the Maysville Bulletin. We have not learned of their future plans.

The Paintsville Herald-News has added a font of 8 point Linotype Excelsior No. 1 with Bold Face No. 2.

BUSH-KREBS CO. INCORPORATED ARTISTS, ENGRAVERS PRINTERS' SUPPLIES, ELECTROTYPERS LOUISVILLE, KENTUCKY ED WEEKS, MGR. SUPPLY DEPT.

CARD SYSTEM FOR SUBSCRIPTIONS

Many publishers prefer to use a card system for their subscription list, especially when their list does not go over 2,000 names. This is the recognized form for the filing system. Note that each card contains spaces for ten years continuous run. Some print both sides of the card which will take care of twenty years run. This electrotype is available for loan and use of Kentucky editors. Just drop the Press a letter.

Form with fields for P. O., STATE, NAME, ST. & NO., DATE ORIGINAL SUB., REMARKS, CHANGE OF ADDRESS, NO., PAID BY, DATE PAID, PAID TO, DATE EXP'N, AMOUNT.

TRANSFERRED TO NEW CARD _____ 19__

Gus Robbins Buys Weekly Paper at Hopewell, Virginia

The Gus Robbins family has moved from Kentucky and will make their future home in Hopewell, Virginia, where Gus has assumed management and ownership of the Hopewell News. The Press regrets exceedingly that the KPA has lost a valued member but this loss is mitigated in the news that Gus still retains his interest in the Fulton County News, Fulton, and his membership in the KPA. Gus and the Mrs. will be back for the midwinter meeting. The Press wishes him success in Hopewell and knows that he will give that city a worthwhile and interesting newspaper. His first step will be to change the present weekly edition to a semi-weekly.

As editor and publisher of the Hickman Courier for nine years, Mr. Robbins made an enviable record in Kentucky newspaper circles. For six consecutive years he served as president of the West Kentucky Press Association, during which time he also was a member of the executive committee of the Kentucky Press Association, and last year was elected president of that organization. He won many prizes offered in contests sponsored by the National Editorial Association, the Kentucky Press Association, and the school of Journalism of the University of Illinois, mostly for his vigorous editorials for outstanding news stories, and for the general excellence of his paper. In 1933 the School of Journalism, University of Minnesota, picked Mr. Robbins and the Courier as the leading country weekly in the Nation from the standpoint of service to the community during the depression.

PEDLEY TO HEAD WEST KENTUCKY PRESS GROUP

Gracean Pedley, editor-publisher of the Lyon County Herald, Eddyville, was elected president of the West Kentucky Press Association at the annual meeting of the organization held at Paducah, September 25. Harry Lee Waterfield, editor-publisher of the Hickman County Gazette, Clinton, was elected vice-president. Mrs. John S. Lawrence, Paducah, co-publisher of the Cadiz Record, Trigg County, was elected secretary-treasurer.

Members of the executive committee are the three officers, and B. L. Bradley, Providence, and Joe T. Lovett, Murray. Mr. Bradley was the retiring president of the association.

SOME ARKANSAS DON'TS

Don't charge 25c a year for your paper—Your readers might think that is all it's worth.

Don't sell advertising space at 6c an inch. Your newsprint is worth that much.

Don't cut the legal rate as fixed by law—The rate has been too low for the last 50 years.

Don't run a two-page spread in your paper free in order to get a job of 5,000 hand bills to compete with your own medium.

Don't permit a county judge or clerk to collect 50c a tract for ad-

vertising delinquent land sales and pay you only 25c—There is one county in the state where the printer lost \$1,800 on such a deal.

Don't cut any advertising and subscription rates—They're low enough already.

Don't ignore your local field—The big dailies will take care of the war in Manchuria.

Don't take a job simply to keep your press running—You're giving away your investment.

Don't print a blurred, sloppy, unattractive paper—It's just as easy to have attractive make-up and a clear print, and your subscribers will be much more satisfied.—Arkansas Press.

What is true in Arkansas also applies to Kentucky.

A Blue Streak Model 8 Linotype has been added by the Henderson Journal.

Miss Jane Hutton, member of the Harrodsburg Herald news staff, Republican editors met at Somerset for a "love feast" the first of the month.

Represented "Miss Mercer County" in the pageant of "Lincoln Daughters" at Stanford's 150th anniversary on September 11.

Friends of James L. Isenburg, Harrodsburg, director of the State Fair, will be happy to learn of his almost complete recovery from his recent illness.

Equipment for the Floyd County Independent, eastern Kentucky's newest publication, was installed at Prestonsburg and publication began the week of September 17.

Jody Gozder and the staff of the Campbellsville News-Journal entertained 65 county correspondents at the annual fish fry at Camp Laurel Crest on September 5. A feature of the meeting was the presentation of a silver loving cup that is awarded each year to the correspondent who maintains the highest average for regularity in sending in the weekly news-letter. Mrs. Sarah Kelley, Coburg correspondent, won the cup for the second consecutive year; one more win she will retain the cup permanently.

Paul M. Runyan recently acquired sole interest in the Millersburg Courier from A. F. Hoffman. The paper will continue to be printed in the office of Mr. Hoffman at Ewing.

The Campbellsville News-Journal recently celebrated its 27th birthday.

A recent item that slipped our attention is the marriage of J. Sherman "Jimmie" Porter, Jr., sports editor of the Maysville Independent, and Miss Kathleen McCarty, Lexington. We extend belated congratulations.

The Burkesville News, Ben M. Jones, recently celebrated its fifteenth birthday.

Sixty-nine years young and still going strong, is the opinion of his readers who helped Joe Costello celebrate the birthday of the Cynthia Democrat on August 27.

The Beattyville Enterprise is now published in eight pages.

Lloyd Hockley, manager of the Grayson Herald, sprang a complete surprise of his friends by announcing his marriage to Miss Adelaide

Meinyer, Grayson, which took place over a year and one half ago.

The Shelbyville News is running a series of guest editorials by prominent persons in Shelby county. This is a splendid idea and should be carried out by more of our Kentucky newspapers.

Send the Press the news about yourself and your paper. We want it.

Don Grote, formerly foreman of the Corbin Times-Tribune, is now assistant foreman in the Kernel Printing plant, University of Kentucky. Don held position of foreman in that plant for four years while a student in that institution.

Jasper E. Rison has been named as circulation manager of the Louisville Courier-Journal and Louisville Times, succeeding H. W. Sloughill, who resigned.

Harry Bloom, columnist and rewrite man on the Louisville Times, has been advanced to associate editor. He will continue his "Off The Record" column.

Thomas W. Hines and James R. Hines have sold their interest in the Green River Republican, Morgantown, to A. Sharer, Davenport. Estill W. Neel continues as editor of Butler County's only newspaper.

Dan Bowmar, Jr., is the new pro-

motion department editor on the Lexington Leader.

W. J. Myre, who recently purchased the 52-year-old Benton Tribune-Democrat, Marshall county's only newspaper, has announced that Wallace Rogers, Jr., will remain as assistant editor.

Jack Durham, Danville, is now editor of the Harrodsburg Democrat and advertising manager of the Harrodsburg Herald.

The Burlington Recorder, A. E. Stephens, editor, has increased its size from a six to a seven column.

Wesley E. Carter, Elizabethtown News, is getting ready to move into his new quarters as soon as the



carpenters finish the new and modern addition to the building that he recently purchased.

PRINTERS' BUSINESS DIRECTORY

Louisville Paper Company

"A PAPER FOR EVERY NEED"

Permanized Bond Papers
Maxwell Bond
Howard Bond
Cherokee News (Blue-white)

Imperial Type Metal

Howard L. Felix, District Representative

SEND YOUR ORDERS TO

The Dickson Company
119 North Fourth St.
Louisville

The McHugh Express Company
812 Freeman Avenue
Cincinnati

Whitaker Paper Company

Nation's Finest Printing Papers

Inquire of Our Salesmen

G. C. Perrone, Lexington
Ed Ballinger, Evansville, Indiana
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Southeastern Paper Company

Louisville, Kentucky

Hammermill Products In Fine Papers

Guy B. Roush, Representative
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HALFTONES · ETCHINGS · ELECTROTYPES ·
COLOR PLATES FOR ALL TYPES OF PUBLICATIONS
PROMPT SERVICE · REASONABLE PRICES ·

505 ELM STREET · CINCINNATI, OHIO

We just read a little paragraph commenting upon "quality" in newspapers. That is not exactly a new idea to us, but one we seldom see mentioned in print. As a matter of fact there is a great difference in the quality of newspapers, and the discriminating buyer can purchase any type he desires, but this is not the case in country villages of small towns that can support but one newspaper—the buyer has no choice. It is, therefore, all the more necessary for a local newspaper man to make his paper each week as good quality as is humanly possible in that particular community in which he lives and works. We have always tried to observe certain rules, laid down by ourselves, in producing each week's Vigilant, namely:

1. To give our readers all the home county news we can assemble.
2. To have that news as reliable and accurate as possible.
3. To avoid dirty news, scandals questionable stories, etc. If news of a dirty case must be handled, present it in as clean a manner as possible. Don't print anything we wouldn't be willing to tell to them if we were a guest at their fire-side.
4. Never to mislead our readers on any issue before the people, either as to men or measures, nor hesitate to advocate any man or measure we believe to be right.
5. To send out each week a well-printed newspaper that is easy to read and pleasing to the eye.
6. And this is placed last because it was adopted last, to inject a personal touch into our paper through this column, in which we write on the things that interest us, with the hope that they will interest others.—W. N. Barkey in "Our Own Mixture" in the Cassopolis (Mich.) Vigilant.

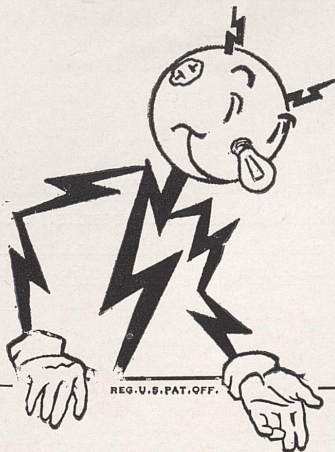
A newspaper is the most unique institution in the history of the world. It is the only business enterprise, conducted upon business lines and in perfectly legitimate manner that actually serves the progressive life of the state more than all other institutions of the country put together, and this service is rendered without cost to the public or state. It is still more peculiar in that regardless of the profit it makes for itself. And the profit to the community is the result of a service in news and editorial space freely given in the interest of public progress. Destroy the newspapers of the nation and you have lost the greatest influence in the field of

industry, civic and moral life that exists today.—Jayhawker Press.

The National Bureau of Standards says that printing static is introduced by the friction of the paper with the metallic parts of the

printing press. In large establishments special equipment is used to prevent this. Controlled humidity conditions assist to some degree, since the paper that is kept very moist gives little trouble.

The Weekly Advance, La Center, celebrated its thirty-first birthday with the August 28 issue. It is edited by Mrs. Ada Wear, and has been edited by a member of the Wear family for 25 years.



TELL YOUR READERS

When the politicians in your home town begin to agitate for municipal ownership of electric power and light facilities, it might be worth while to point out to the readers of your newspaper - - -

(1) That the cost of federal government alone (to say nothing of state and municipal) has jumped more than 900 per cent in the last thirty years while the population has increased but 47 per cent.

(2) That in the same period electricity rates have dropped an average of 75 per cent.

(3) That the Electric Rate Survey of the Federal Power Commission showed privately operated utilities have, on the average, lower rates for electric service than municipal plants.

REDDY KILOWATT

Your Electrical Servant

KENTUCKY UTILITIES COMPANY

INCORPORATED

AND ASSOCIATED COMPANIES

MR. PUBLISHER

Send us your orders for strip Column Rules, Borders, Leads, Slugs, and Monotype spacing material.

We also have many desirable type faces. Monotype or Linotype composition for your Catalogs, School Annuals, Association Minutes, Law Briefs, Etc. Prices reasonable.

« « »

Send for specimen sheets.

« « »

WESTERN NEWSPAPER UNION
22 E. 12th St. Cincinnati, O.

What Makes Good ADVERTISING?

Advertising, good advertising, has certain definite functions that must be strictly followed to achieve the highest possible results. Following a number of requests, the Press will endeavor to present these functions, and other points on good advertising, in a series of ads. of which this is the first.

First Function Is Attention!

Attention has six points that must be taken into consideration:

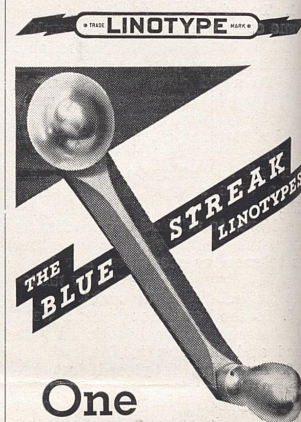
1. Size of the ad. While this is not so important, yet better results are obtained if the ad occupies larger space; the effectiveness is in inverse ratio to the increase in size.
2. Position in Medium. Gone are the days when advertisers demand position on a certain page. Any page is now preferable providing that said page contains live news with an acceptable balance between total news and total advertising — best average, 60% ads to 40% news.
3. Position on page. While the exact position now in these days when pyramiding is the style, is not so important, yet the lower right hand corner is usually given preference.
4. White Space —and plenty of it. The average advertiser today forgets that white space is the best attention-getter. Give plenty of margin between the border and the copy, around the sections of copy, and around the cuts. The minimum white space in the ad should be 10% of the total space. Remember, the more white space the better ad.
5. Contrast. Achieved by judicious selection of type faces, but do not overdo with a wierd assortment of type families. Procure emphasis by bold face type, or italics, or a larger size, but not different families. Caps and lower case always; caps alone detract. Keep body type the same size.
6. Intensity. Achieved again by combination of bold face and light face. Remember, however, that the intensity of the type faces used should harmonize and balance the intensity of the cuts to be used. Borders should be in balance. Too much emphasis placed on black borders, too much bold face, or light or heavy cuts, destroys intensity in most ads.

Make your advertising attractive!

TEXAS PRESIDENT'S CREED

I believe the newspaper and certainly every newspaper in the Texas Press association should be a vigorous institution, pulsating with the life of its community and leading the forward-looking people of its section. In order to assume that position the newspaper necessarily must from time to time offer constructive criticism. Unfortunately, people require the whip of criticism from time to time in order to awaken them to their responsibilities and to create the urge for action.—Louis C. Elbert, president, Texas Press.

Have you checked your subscription list to date?



One Easy Turn Shifts Magazines

On the Blue Streak Linotypes, Models 8, 14, 29 and 30, one easy turn of the handle shifts magazines. The weight is fully counter-balanced by large, flat, spiral springs—and friction is reduced to a minimum by liberal use of ball-and roller-bearings.

And this easy shift is only one of the features of the Blue Streak line that contribute to more efficient operation, easier maintenance, better appearance.

★ See the Blue Streak Linotypes at your nearest Linotype agency.

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK
New York City, San Francisco,
Chicago, New Orleans
Canadian Linotype, Limited, Toronto
Representatives in the
Principal Cities of the World

LINOTYPE MEMPHIS FAMILY

