

The Kentucky Press

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



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Call Made For Entries In 1938 Prize Contests

Call is hereby issued for the 1938 prize contests of the Kentucky Press Association. Every editor of the State, whether member of the K. P. A. or not is eligible to enter the contest. Announcement is made in this issue of the contests; announcement of the prizes will be made in the April issue of the Press.

Please read the rules governing each contest and follow them to the letter. Any violation of the rules will result in the entries being discarded. Send in as many entries as you please, but observe the deadline. The rule that no newspaper is eligible to enter any contest in which it has won first place during the preceding two years will be strictly enforced and your cooperation is requested when you send in your entries.

Attention is particularly called to the requirement that entries in the editorial, news, and advertising contests must each be pasted on a separate slip of paper, or cardboard, otherwise the entry will not be considered. The exhibit this year promises to be one of the largest and best since the contest began.

A new contest for daily papers will be included this year if it meets with approval of the association. It has been suggested that the contest be limited to those daily papers published in cities with less than 15,000 population. If this contest meets with your approval, please notify Chairman Portmann. Official announcement of this contest will be made in the April issue.

Each contestant may select any issue of his paper between June 1, 1937, and April 1, 1938, for his entry in any contest. This change from requiring specific issues of newspapers was made at the request of many of our members. It is suggested that "election" issues should not be included among the entries.

All-Around Contest

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

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

Front Page Contest

Factors to be judged include headline content, headline schedule, type balance, make-up, name plate and ears, press work and inking, appearance and illustrations

(if any), and contrast.

(Note.—Special emphasis will be placed on the make-up of the entries in the above two contests.)

Best Editorial Contest

In order to stimulate the editors in expressing individuality, initiative, and leadership in this department which is the editor's own, attractive prizes are offered in this contest. The factors which will be considered in the judging are: subject matter, thought sequence, community appeal, rhetoric (diction, unity, figure of speech, punctuation), and vocabulary. Each editorial should be pasted on a sheet of paper with the notation of name of newspaper, date of issue, and writer's name. No "canned" or clipped editorials will be considered in this contest.

Best News Story Contest

At the request of a number of editors, this contest is continued for competition this year on the best community news story. The factors to be considered are content, sentence and paragraph structure, thought, unity, coherence, vocabulary, the lead, and community service value. Each story is to be pasted on a sheet of paper with the notation of the name of newspaper, date of issue, name of editor, and name of the writer of the story. Open to weekly, semi-weekly, and country dailies in the state. Only crime stories will be barred from this contest.

Best Advertising Composition

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

Each contestant may select any advertisement that appeared during the year, June 1, 1937, and April 1, 1938; each entry to be mounted on a sheet of cardboard with the notation as to the name of the newspaper, date of issue, and name of contestant.

Best Editorial Page Contest

This contest, again sponsored by The Shelby News through the Ben Cozine Trophy is announced in another column.

Open to Every Newspaper

Each and every contest is open to every weekly or semi-weekly in the state. The news story contest is open to country dailies. Every editor is urged to send in his entries for each contest and every entry will be judged on its merits. Let us

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Entries Wanted For Cozine Trophy Cup For Meritorious Editorial Page

Kentucky Press Association newspapers will compete again this year for the Ben Cozine Memorial Cup, awarded possession to that paper in the State adjudged as having the best editorial page. The Cozine Memorial Cup was offered for the first time in 1935 through the generosity of Wade M. McCoy, managing editor of the Shelby News, Shelbyville. The winner in that year was Warren Fisher of the Carlisle Mercury. Mr. Fisher won again in 1936. Gracean M. Pedley, Lyon County Herald, won the 1937 contest. The contest is "wide open" this year. Come on in!

As the title implies, this handsome silver loving cup is dedicated to the memory of our beloved Ben Cozine, who made his editorial page an outstanding example of the best in journalism, and his editorials a far-felt force in his town and his state. To retain permanent possession of the cup, the newspaper must win it three times.

With the advice and direction of Mr. McCoy, the following rules were made to govern the selection of the winner each year:

1. Page content: the page must contain articles of literary, feature, and editorial matter only.
2. No advertisements should appear on the page. However, this will not bar contestants using such advertisements, but said use will count against perfection. (See note below.)
3. Editorial matter: preference will be given to "home-written" editorials while "canned" editorials will be a detriment.
4. Clipped editorials of community nature will be acceptable.
5. Features and Literary: features such as "Twenty Years Ago," syndicate materials such as written by Doctor Copeland, Bob Burns, etc., essays, poems, etc., will be acceptable.
6. A column, whether serious, humorous, or a mixture, will be considered editorial page material.
7. Editorial cartoons will be acceptable.
8. Headlines, whether spot heads or standing department heads, will be judged for typographical balance.
9. Mast heads: the typographical appearance, the content, and relation to the page as a whole will be considered.
10. Art work: if any, will be given full consideration.
11. Makeup and balance: the page makeup with emphasis on balance, symmetry, and contrast will be given close scrutiny. Extra width columns, in symmetry with the rest of the page, will be given special consideration.
12. Subject matter: as a community paper should emphasize community news and community interests, too much "outside" news will be marked down.
13. Special attention will be given to the rhetoric, punctuation, unity, coherence, expression, dignity, vocabulary, and fitness of the subject matter in the contents of this page.
14. Each contestant will submit three consecutive issues of his newspaper from which the judges will select the best single issue for competition.

On account of the time limit until the association meeting, entries to this special contest may be submitted up to and including June 1. Entries should be mailed to Professor Portmann, U. of K., and should be plainly marked as to contents.

In regard to the second rule, Mr. McCoy has written the following:

"Several days ago I was sold decidedly on the idea of eliminating advertising and foreign matter from the editorial page, which is in accordance with the best ideals concerning such pages. The idea still is good, I believe, but I have discussed the matter recently from this standpoint with Kentucky printers and newspapermen (not by letter) and the common viewpoint was that Kentucky editors look upon the editorial page as a good advertising page, in many cases promising merchants preferred positions upon it. Probably such editors cannot be induced to change their opinions by just a contest. The suggestion was made that if the rule held, few newspapers could qualify. The thought came to me that the ground was fertile for such a restriction—just as Indiana editors are beginning to eliminate ads, hokey, canned publicity, and plan tripe from their pages by the examples shown them in state contests."

The chairman agrees with Mr. McCoy, but, together, we have amended the rule to serve again for this year's contest at least. Let us have plenty of entries.

TROPHY OFFERED FOR JOB PRINTING EXHIBIT

Through the courtesy of Thomas F. Smith, president of the Louisville Paper Company, a special contest is open for the editors of the state at the mid-summer meeting. Mr. Smith will present a handsome and valuable trophy for the best exhibit of job printing at the meeting. Every editor is urged to prepare an exhibit, preferably mounted on a large cardboard, for exhibition and judging during the meeting.

The following items are to be included. Exhibitors are urged to include every item, but, to aid that printer who might not have every item in his files, at least eight of the twelve listed must be included:

1. Letter head—one color.
2. Letter head—two or more colors.
3. Envelope—one color.
4. Envelope—two or more colors.
5. Program.
6. Booklet—four or more pages.
7. Business card.
8. Calling card.
9. Wedding invitation.
10. Statement or bill head.
11. Blotter
12. "What you consider your best job."

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make this 1938 contest the biggest contest of them all! No newspaper shall be eligible for more than one of the above first prizes.

June 1, Deadline

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

By adding a new heading to the front page of the Burlington Recorder, A. E. Stephens has made a noticeable improvement in the appearance of the paper.

Beginning March 1, J. R. Bernard, editor of the Russell Springs Banner increased his advertising and job printing prices.

D. W. Creal, editor of the Hodgenville Herald-News, removed all delinquent subscribers from his list March 5, when he adopted the cash-in-advance policy.

In less than a month Homer B. Clay, editor, was able to increase the size of his London Weekly News to 12 pages. The paper made its initial appearance February 24.

A third birthday was celebrated February 24 by the Grayson Enquirer, managed by Oscar Haight, Jr.

Officer Describes Future Of County Weeklies

Some excellent advice to publishers of country weeklies was given by Walter H. Crim, publisher of the Salem (Ind.) Republican and treasurer of the National Editorial Association, in his address before the Kentucky Press Association at the Louisville meeting in January. Speaking on the subject of "The Weekly Newspaper—What Is Its Future?" Mr. Crim said:

No man knows what the morrow may bring.

Today we are faced with perplexities and doubts. In business we are confronted with constant vicissitudes and dangers, the merchant and the manufacturer alike are studying their course ahead, in the professions the constant demand for greater skill and more modern methods keep the doctor, the dentist, the engineer and the lawyer on their toes to meet this demand by adopting new practices, new laboratory methods, new inventions and by continuous study.

In politics, with its multitude of uncertainties, its ever shifting platforms; its obsessions and its recessions—there is turmoil and experiment—there is a changing order of things, perhaps for the better—perhaps not!

So in every walk of life, in the school and in the church, in the factory and on the farm, we talk a great deal about what the future holds for each of us in his own vocation or profession—what the future may be in our own business. We talk and talk and are reminded of the story of the darkey who applied for a divorce from his loquacious spouse.

"What grounds do you have, Mose, for seeking the divorce?" asked the judge. "Is your wife cruel or unfaithful?"

"No, suh, judge, said Mose, "she jess talk an' talk an' talk."

"Well, what does she talk about?"

"That's the trouble, judge, she don't say!"

That is the trouble with all of our actions regarding the future of our business—we just talk and talk and talk and talk, but fail to find the answer.

From time to time, so-called economists, clever columnists, radio-commentators, and others who dare to assert they speak with authority, have derided the efforts of the average newspaper to carry on, they have raised the question of the efficacy of newspapers in general, and have challenged the power of the press in the nation.

A few of these self-appointed critics have gone so far as to express the belief that public opinion will no longer be governed even in part, by the newspaper; that the newspaper has become decadent because of false political prophecies and lack of moral courage; that other media will in the future be

used in the moulding of public sentiment—in short, that the newspaper is now passing into oblivion.

Now comes the new movement of the Consumers' League, which holds as one of its principal tenets the conviction that advertising is unmoral, it is wasteful, it lays great burdens on the consuming public—ergo, it must be abolished.

From the right comes the demand from the administration that the weekly newspaper publisher relinquish his right to distribute his publication in his county on rural routes, free, without paying the one cent a pound rate now effective; from the left comes the plea that publication of bankruptcy notices by newspapers serves no good purpose, and that such legal publication be abolished; on the right flank we are attacked by the demands of the wage and hour bill that in many cases, if not modified greatly, would work untold hardships on the publisher in the country shops; on the left flank appears the paper manufacturer and says emphatically we must pay tribute to this Caesar of the north woods in the amount of from \$10 to \$15 per ton on newsprint.

Truly, no man knows what the morrow may bring!

Do Something About It

Only if we DO something about it may be rightfully challenge the statements regarding the decadence of the press; we may meet the criticism of the Consumers' League by showing the public the fallacy of their arguments; we are faced with the necessity of combating the mandates of unwise governmental interference through closer cooperation of our publishers and presentation of facts to refute theories that are plainly erroneous.

Therefore, my fellow publishers of Kentucky, because of this serious indictment of American newspapers in general and of the great catholic group of some eleven thousand weeklies in particular that cover the continent wherever the sun shines (and in California, too)—and because there exists now more urgently than ever before the problem of building better and more intelligently edited newspapers. I feel it is timely for us to talk with one another for a brief period on what the future holds for the weekly newspaper—the backbone of American democracy—the very cradle of American liberty.

Janus, of Roman mythology, we are told, was the god of doors and gates, and presided over the dawn of every day, and the commencement of every undertaking. From him the first month of the year received its name, so it is perhaps fitting that a this, your January meeting, we as editors and publishers of weekly newspapers should begin without further parley the task of building a newspaper that

will withstand the onslaughts of the future.

Ours is no mean profession. It is one of dignity, of honor, one of responsibility to the public that is not exceeded by any other, if we live up to this responsibility. It is at once the opportunity for helping in the building of a community—at the same time the means of establishing a profitable and interesting livelihood, and of maintaining leadership in many worthwhile endeavors.

Ours is a profession that carries with it a bit of many other professions and we will be derelict in our duty as editors if we do not profit by their virtues and avoid their faults.

From the clergy we should learn to inspire our readers with editorial and news matter that will lift them from their depression; to learn to separate good news from evil; to instill in them the virtues of right living and of right thinking. The editor of the future weekly will have to be somewhat of an evangelist if he would hold the subscribers on his list.

From the lawyer we should absorb the habit of accurate and careful reporting of events, accuracy of statements that may enmesh us if not authentically written. From him we should acquire the ability to make our editorial comment and our news stories track with the facts. Sloppiness in reporting and disregard for the truth will have no place in the weekly newspaper of the future.

Consider the teacher—whether in the one-room school or the university, how much we can get from his profession; it is our daily task to educate the public on all matters by a fair and unbiased presentation of facts—by informing it of the events of the day, of the affairs of the community and its inhabitants and their accomplishments.

Cure Civic Ills

Then there is the doctor, to whom we turn in time of illness. The weekly newspaper can help cure the civic ills of a community, can by continuous publicity help prevent accidents in industry, on highways and in the home, can secure sanitation and better health, can help fight disease and pestilence.

And what of the actor? Cannot the weekly editor, by dramatizing his news, that is news, by carrying his stories attractively, make them realistic as the stories of the screen or stage, make them so interesting that they are read with eagerness! Did you ever hear a subscriber say something to this effect?

"Well, I believe I'll look in the paper and see if there is any NEWS!"

Men of Kentucky, if your weekly newspaper is to have a place in the future, there should be news and (Continued on Page Five)

The Kentucky Press

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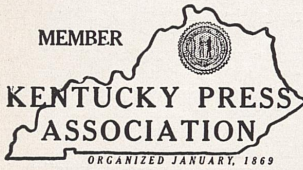
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You do not judge a show by the price you pay for the ticket. You pass upon it after seeing the performance. Your customers judge your newspaper much the same way.

STATE NEWSPAPERS HONORED

The Louisville Courier-Journal and the Lexington Herald were given honorable mention in their respective classes in the annual Ayer Cup award for typographical excellence, announced this week.

The Courier-Journal was one of 147 entrants in the "division of more than 50,000 circulation." The Newark (N. J.) News was awarded first place in this division, with five other finalists. The New York Herald-Tribune, the Christian Science Monitor, the Kansas City Star, the Dallas (Texas) Morning News, and the Hartford (Conn.) Times.

The Lexington Herald was given honorable mention in the "division of 10,000 to 50,000 circulation." The Rutland (Vt.) Herald was the winner in this division with 356 entrants. Other finalists were the Hartford (Conn.) Courant, and the Kenosha (Wis.) Evening News.

The Press joins the Fourth Estate in extending congratulations to the

Journal and Herald for the honors so richly and deservedly won.

KENTUCKY EDITOR WINS AWARD AT HARVARD

Five editorial writers and four reporters, chosen from 312 newspapers in forty-four States, were named winners of the first Nieman fellowships for study at Harvard University.

Those chosen include Edwin J. Paxton, Jr., 25, chief editorial writer and associate editor of the Paducah (Ky.) Sun-Democrat.

The fellowships were established under the Lucius W. Nieman and Agnes Wahl Nieman Fund of approximately \$1,000,000, which was bequeathed to Harvard "to promote and elevate the standards of journalism in the United States and educate persons deemed specially qualified for journalism."

Under the broad plan adopted by Harvard earlier this year, after receiving hundreds of suggestions from throughout the country, the fellows will select courses from the regular curriculum. They were allowed to choose the fields in which they wished to study.

BILL TO STOP FAKE DRUG ADS SIGNED

President Roosevelt signed legislation giving the Federal Trade Commission jurisdiction over control of false advertising of food, drugs, cosmetics and devices, on March 22.

The measure also increases the commission's power by permitting it to intervene to protect the con-

sumer against unfair and deceptive acts in commerce. Civil penalties up to \$5,000 for each violation are provided.

False advertising is defined as any which is misleading in any material respect, either by statements, or suggestions that a product will accomplish certain things, or failure to disclose material facts bearing on claims made for a product.

Under existing law, the commission, must show that a competitor is injured before it can issue cease and desist orders against products it believes unfairly promoted.

A WORTHWHILE MOVEMENT

"How to Read the Newspaper" is an interesting project which the 9A 303 Class at Barret Junior High school is working on. Plans call for deeper study of newspapers and their interests than is ordinarily done.

The students have subscribed to leading papers in different parts of the United States. These publications are being compared and contrasted for values in news of all kinds, as well as the policies of the papers. Groups of students are undertaking research work on problems which interest them.

What women contribute to news will be worked out from various angles by Jean Bruce Justice and Barbara Thurman.

Maps of the world are being prepared by Bobby Jones, Horace Addams and George Boston, and they will record all places on the globe which are mentioned in papers and the frequency of their appearance.

Famous people mentioned in papers will form the basis of an encyclopedia which Betty Toscher and Elise Lorenz will publish, using news articles for their material.

Ernest King and Jack Babbitt will record all news items which they find that relate to the careers they have chosen.

Robert Speith and Watson Dabney will listen to popular news commentators and compare the items they give with those appearing in the papers.

Vernon Wetherby and Tillie Barnes intend to study news articles on crime, the amount of space devoted to it and the manner in which such articles are written.

Tom Byers, Harold Finley and William Cawthon will publish a sports dictionary which will contain all words peculiar to sports articles and the definitions of such words.

Ann Whitehead and Helen Carlin will endeavor to find what relation exists in newspapers between the advertisements and the news articles.

Louise Dover will calculate the amount of space which newspapers ordinarily give to movements for the betterment of the city, the articles which promote civic growth in any way, and the amount of space given

to worthy enterprises in the city. Larry Whiting will make a thorough analysis of pictures which appear in the papers, calculating the amount of space used, how many deal with war, crime, persons, foreign news national and local.

Billy Weber will estimate the amount of space devoted to news as compared to the amount devoted to advertisements. Ted Bates will make sports comparisons, Martha Burford will work on foreign pictures, Dick Nugent will ascertain some facts about European news. Jimmy Moss will make a study of cartoons and their relation to paper policies, and Bill Haun and Don McGlasson will study the kind of advertising which appears in papers. In listing the difficult words which appear in our papers, Ben Johnson will attempt to prove that papers use words that are hard to understand by the average reader.

Many news magazines and all the new books available on newspaper work and the press are being used to furnish a background for these studies. Dr. Edgar Dale of Ohio State University visited this class recently and started them in their work. Dr. Dale is doing research work along these lines. The entire project is under the direction of Miss Mary R. Hodge. — Courier-Journal.

The Press heartily endorses this worthwhile project as started at Barret and asks the cooperation of the editors of the state in proposing this plan to their own school instructors. The coming generation, with such instruction and knowledge in their ken, will have a direct influence on the policies and ethics of the newspapers of the future. Such movements surely should have the cooperation and encouragement of the newspapers in the nation.

LET'S HEAR FROM YOU

- If you have a bit of news, Send it in.
- Or a joke that will amuse, Send it in.
- A story that is true, An incident that's new, We want to hear from you— Send it in.
- Will your story make us laugh? Send it in.
- Send along a photograph, Send it in.
- Never mind about your style, If the story is worth while, And may help, or cause a smile, Send it in.

—Author Unknown.

Offering a number of cash prizes, Editor J. Paul Bushart is launching the Fulton News on a subscription campaign.

T. W. Grissette, West Point, Va., recently purchased the equipment and newspaper rights of the Inez Herald, which suspended publication in October, 1937. The paper was formerly published by Sherman Gullett.

OFFICER DESCRIBES FUTURE OF COUNTRY WEEKLIES

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 plenty of it; your newspaper of tomorrow must so dramatize the news that it will be read almost breathlessly! And, I mean just that.

Finally in this galaxy of professions, of which there is none so great in opportunity as ours, there must not be forgotten the artist, who designs, creates and embellishes. No editor can expect his paper to be read with eagerness, nor will it properly inspire its readers unless it is presented to them in interesting and readable format. Easily read type, clean printing, mechanical perfection, so far as is possible both in news and advertising columns, plus intelligent selection and presentation of timely art in your columns will mark the weekly of the future as one which will live.

Without a thought of disparaging the use of syndicated art—for it has its legitimate field—the future weekly should steadfastly pursue the course of using all the local art its finances will stand. Provide pictures of people, prominent or otherwise, of local gatherings, of events, of scenes and buildings, because the pictures of today form the history of tomorrow—they become more priceless as the years go on.

A great national weekly magazine that has come into prominence in the past year has built an unbelievable circulation through using not only pictures of this kind, but with the advent of the candid camera, has made of commonplace subjects, illustrations that have captured the public fancy. The weekly press may only approach in a small way the multitude of subjects covered by this magazine, but it should remember the old Chinese adage that "one picture is worth ten thousand words."

Pictures properly used are comparable to the choir in the church—one attracts the listener to stay for the sermon, the other because of interest in the art presented, makes the reader pursue the subject through the reading matter that follows.

What will be the policy of the weekly newspaper that is to survive the future?

Political Affiliation

In this great southern commonwealth, known for the beauty of its women, for the speed of its horses, of its politicians, I fear I tread on sacred ground when I advance the theory that the future weekly newspaper which will live and prosper will be truly a community paper, one that will not depend on political affiliation for its prestige, or its sustenance.

I know that many of you will not agree with me in these premises; I know that in times of overwhelming majorities in either of our great political parties there is a temptation to be party-minded, an urge to put politics before community

bettermen—but in the end, I say to you, the community, if it is a worthwhile community, will continue to grow and expand and prosper IN SPITE OF political domination and not because of it.

Does it not follow logically, therefore, that a community newspaper should prosper, and expand, and keep pace with the growth of its people, provided it takes its rightful place in the advancement of all community interests?

This does not necessarily mean that the community paper must refrain entirely from political comment, even partisan comment that is constructive. Do not misunderstand me! No editor is worth his place in the sun unless he has some political convictions. He is truly entitled under our party system of government to take his stand on all public questions. It matters little whether or not he is a Democrat or a Republican, providing he is a good one. An honest opinion courageously expressed in his editorial columns, even if wrong from his neighbor's viewpoint, will gain respect, provided he does not resort to back-biting, vilification, insinuation, abuse, vituperation, lurid personalities and the seven other sins of political editorial writing.

There must be moderation in all things. Heaven speed the day when moderation may have its place in editorial comment, and may also the day soon arrive when editorial comment is confined to the editorial page. How many of us transgress by injecting our editorial views in the news of the day!

We must not only measure the future of the weekly newspaper by its editorial policies, but its better arranged and more accurately written news stories, by its improvement in format and its liberal use of local art, nor can we measure its influence in the community alone by its artistic side unless we also take cognizance of its progress in business management, in its increased and definite amount of linkage in the advertising columns. Nor must we overlook the ever important and extremely essential item of circulation—for without circulation, it is impossible to wield influence—without circulation, adequate circulation that provides your paper with an outlet for advertising messages, your paper will die.

There are many angles of the circulation problem—free circulation, forced circulation, purchased circulation—but above all stands the real test of a weekly newspaper, and that is a fine paid-in-advance circulation which lends a feeling of security to any publication.

Recently the head of one of America's foremost advertising agencies said this:

"I don't think it makes much difference, really, whether a paper is big or little, so long as it is a good newspaper . . . it is the influence the paper has among its readers that counts for most, after all."

This was expressed by H. T.

Ewald, president of the Campbell-Ewald company.

Is not this the real test of circulation?

Too much stress has been laid on numbers of subscribers only—that is QUANTITY circulation. The future of the weekly newspaper is much more dependent on QUALITY circulation, circulation among readers who are buyers as well, whose influence is worth while, whose face is turned to the East—the kind that will demand and appreciate a real community weekly.

The advertising problems of the weekly are manifold—I am not wise enough to tell you all the answers—yet I call your attention to the fact that many of the weekly newspapers of the nation have become so obsessed over the promotion of national advertising for their publications that they have lost sight of the fact that from 85 to 87 per cent of all display advertising (as developed by weekly newspapers in a recent survey) is purely local, or controlled local display advertising.

Develop Local Advertising

Have we not lost sight of the possibilities that lie in our own community, and devoted too much time and money in chasing the will-of-th-wisp of national advertising, which has its problems, and perplexities, and at times is dominated by parasites who seek to exploit alleged services to the publisher. My own experience with the nationally advertised merchandise is that it has its good agencies, honorable and decent organizations; likewise, there are the prowling wolves who follow the smell of raw meat, and attempt to snatch it whenever they can.

May I emphasize the fact that there is nothing whatever even remotely critical of your own fine set-up for advertising service in your association, in the remarks I have just made—but there is food for thought in the nefarious activities of many wandering minstrels who are singing of the beauties of the advertising pot of gold—just beyond the horizon!

The future of the weekly newspaper is dependent also on its improvement in its business conduct; no longer can the business of editing and publishing a newspaper be run in the slipshod manner that has so unfortunately characterized its existence in the past. Newspaper accounting of a simple but accurate type should be installed in every shop and office, whether it is a "twoman" paper or one that boasts of a staff ten times as great. Unless such a system of bookkeeping supersedes the old methods, that like a modern girl's gown, "reveals nothing but promised much," then the weekly will soon go on the financial rocks that have wrecked many a promising sheet.

May I venture to paint for you in my feeble way—and I know there are many in my audience that are far more competent to tell you how to run a weekly newspaper than I)

may I envision the weekly newspaper of the future that will succeed, will become a great asset to its community, and that will withstand the storms of adversity which are certain to come from time to time?

As its editor, I should attempt to place its editorial policy on a high plane, not subservient to any political party, not approachable by any interests with selfish ends in view; I would present the news fairly and fearlessly, I would be tolerant with the intolerant. I would not hesitate to expose trickery, chicanery or dishonesty in officials of my community, if I could be deady sure such conditions existed; I would try to present in an interesting manner, with mechanical perfection, the news of the community alone, for the metropolitan daily would keep my readers informed of the state and national as well as the world news that would interest them.

I should record the history of my community in picture and in story, and strive to the utmost to make it the best community in my state; to uphold its reputation, to bear lightly on its shortcomings as a community, but tell the world of its fine people, of its education advantages, its progressive spirit.

I would speak of homes and not of heartaches—I would avoid the sensational and cultivate the humanities—I would advocate the finer things of life.

As its business manager, my paper would have an accounting system commensurate with the amount of revenue produced, or one that would at all times provide the publisher and owner with the status of his venture.

I would lay great stress on local advertising, selling not only white space but providing ideas, inspiration and lay-outs for my advertisers; I would help him merchandise his goods, help him promote his establishment, and make him a constant and continuous member of my business family.

With constant care, the circulation of my newspaper would be kept on a paid-in-advance basis, for no one appreciates anything for which they pay nothing. Let them invest their subscription price in advance in a newspaper and it immediately becomes of more value to them.

Promote Your Paper

If I expected to sell advertising to others, I would set aside a definite amount of space and sell my publication to the public, through its columns.

Finally, as the publisher, or the head of the publishing company investing capital in this venture, I should employ competent, loyal and intelligent men and women to assist me in building a great community weekly. With their enthusiasm, with their zealous aid, and with the assistance of modern machinery and equipment, I would endeavor from week to week to pre-

sent a truly fine newspaper to my readers.

Nor would my responsibility as a publisher end here. If I could assist my community through membership in its chamber of commerce, its Rotary or other service clubs, if I could be instrumental in securing a new highway, a new industry or a better minister for one of the churches—I should lend my hand as a real community booster, and support every good cause in my newspaper.

Not content in promoting my own newspaper, I as publisher should give a part of my time to my state and national newspaper association work—for in these associations lie much of interest, much of value, much in an educational way for the wide-awake publisher which cannot be acquired at home.

"Utopian dreams," you say— "idealistic, but too much work!"

Work—that is right, and plenty of it, but if you are willing to work, and work hard—if you are willing to submerge self, and work for your community, if you will put your best efforts in your newspaper, my fellow publishers, there will be no worry about the future of your newspaper—it is bound to live and to achieve rich success.

Horace W. Williams, vice president of the Louisville Typographical union, will serve as superintendent of state printing, the office formerly held by John Meloan. Mr. Williams is experienced in newspaper and printing work.

Carter D. Stamper, editor of the Beatyville Enterprise, recently underwent an emergency operation for appendicitis.

A copy of the Journal, dated July 24, 1903, was recently brought to the attention of W. H. Nunn, editor of the Albany New Era. The Journal preceded the Albany New Era, and was edited by S. G. Smith.

James S. Tatman, editor of the Winchester Sun, recently enjoyed a 10-day vacation in Florida.

Publisher C. M. Gaines recently issued his third annual cook book edition, featuring 12 pages of menus and advertising. The book was distributed February 27 in addition to the regular issue of the Bowling Green News.

Featuring four full-page ads in a 12-page edition, which also contained a large amount of other advertising, A. E. Hoffman, editor of the Ewing Enquirer, recently illustrated what a really progressive editor can accomplish through effort.

"Mine-Run Sports," covering local athletic activities, is the title of a column which has been added to the sports pages of the Harlan Daily Enterprise. John L. Crawford is editor of the paper.

Guest writers have been selected to conduct the column, "Between Us," in the Pineville Sun, according to an announcement by the editor, Herndon Evans. The reason for the change was that the editor feared his readers may have been becoming tired of the "sameness" of his opinions.

The recent business recession meant nothing to J. E. Robinson, editor of the Lancaster Central Record, who reported an increase in advertising linage, job printing and circulation receipts during January and February, as compared with the same months of last year. S. B. Goodman is business manager of the Record.

James H. Jump and Mrs. Jump, of Elizabethtown, Ky., are the new editors and publishers of the Walton Advertiser, having recently purchased the paper from the widows of the former owners, Mrs. Roy D. Stamler and Mrs. James R. Wallace.

The Bellevue-Dayton News is now being printed in its own printshop

at Dayton. Since its initial number six months ago, the paper has been printed in a Cincinnati printshop. S. H. Wilson, E. D. Sargent and J. E. Adams are in charge of the publishing, editing, and printing, respectively.

J. T. Wilson, editor of the Cynthiana Log Cabin, recently enjoyed a two-weeks' vacation at Del Rey, Fla.

Daniel O. Sullivan recently spent two weeks at Hot Springs, Ark., in the interest of his health. Mr. Sullivan is co-editor of the Shelbyville Sentinel.

The subscription price of the Princeton Leader was increased March 5, according to an announcement by the editor, Marion F. Catlett.

W. T. Davis, editor of the Mount Vernon Signal, recently vacationed in Florida. He was accompanied by Mrs. Davis.

Several pieces of new equipment have been purchased to replace those which were lost in the fire which recently destroyed the Barbourville Advocate plant. Henry R. Chandler is editor of the Advocate. D. E. Wagoner is a new member of the promotion and advertising staff of the Jeffersonton Jeffersonian, edited by C. A. Hummel. Mr. Wagoner was formerly employed at New Albany, Ind.

Fourteen merchants cooperated with Editor William J. Sample recently in a contest in which readers of the Morehead Independent wrote compositions on the subject, "Why I Like to Trade With the Merchants on This Page."

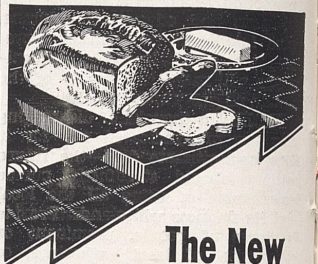
The Irvington Herald is now "of age," having celebrated its twenty-second birthday February 11. In honor of the occasion, Editor J. W. Willis published a cut showing Mr. and Mrs. Willis seated at a table with a youngster, representing the Irvington Herald, who is announcing "Today I Am a Man!"

March 11, the Hawesville Clarion, edited by Mary Agnes Kelly, celebrated its 46th birthday.

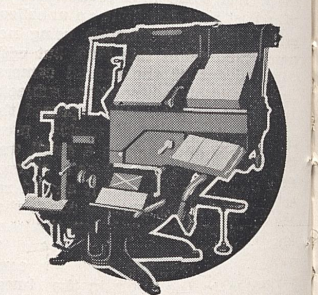
Alex B. Combs, editor of the Hazard Plaindealer, recently sponsored a free cooking school for the housewives of Hazard.

Mildred Babbage, news editor of the Cloverport News, recently ran a long list of new subscribers' names.

A copy of the Bardstown Saturday Gazette, dated July 7, 1880, was recently brought to Wallace Brown, editor of the Bardstown Standard. The slogan of the paper was "Principles, Not Policy—Measures, Not Men."



The New "Bread-and-Butter" LINOTYPES



MASTER MODELS 31 AND 32

They're carrying on the traditions of Models 8 and 14, which printers and publishers refer to affectionately as their "bread-and-butter" machines. Model 31 has up to four magazines, Model 32 up to eight. They've all their predecessors' features plus many new ones.

MERGENTHALER LINOTYPE COMPANY
Brooklyn, N. Y. • New York City • San Francisco • Chicago • New Orleans
Canadian Linotype, Limited, Toronto.
Representatives in the Principal Cities of the World

Linotype Erbar Bold Condensed, A-P-L Memphis Extra Bold, and Bookman

HAAG & SONS PHOTO ENGRAVERS

250 1/2 EAST SHORT STREET



TELEPHONE ~ 3292-X

LEXINGTON ~

~ KENTUCKY

NOTICE! EDITORS! NEW LOW RUSH ENGRAVING SERVICE

We quote: 60c a minnum one column kut unmounted
\$1.28 two col. 4-inch kut unmounted
\$1.92 three col. 4-inch kut unmounted
Add 10c per square inch for mounting

We develop and print your films at reasonable cost

KENTUCKY DEATHS

Jane Fisher, 17, step-daughter of Irvine Herald Editor John Hovermale, died on Saturday, March 12, at the Winchester hospital of heart failure following an operation. She was a member of the Irvine High school senior class. Miss Fisher is survived by her mother, Mrs. John Hovermale; her step-father, Mr. Hovermale; a half-sister, Kathleen Hovermale, and her grandmother, Mrs. A. J. Rigel of Leavittsburg, Ohio.

Mrs. Bettie Hampton Hedden, 81, wife of J. W. Hedden, Sr., Mt. Sterling Advocate editor, died at her home Wednesday morning, March 16, following a two weeks' illness. Those surviving include her husband; one daughter, Mrs. T. B. Arthur, of Mt. Sterling; two sons, J. W. Hedden, Jr., associate editor of the Advocate, and Roger H. Hedden, of Asheville, N. C.

The Press joins with the entire KPA membership in extending sympathy and condolences to the bereaved relatives.

PRINTING SOLICITORS MUST PAY LICENSE

The assistant attorney general has given the opinion that cities have the right to impose occupational license taxes on printing solicitors and canvassers. This means that the itinerant solicitor can be made to pay a license the same as local printing establishments, if a city council so desires.

The Hi-Spy staff of the Mt. Sterling High school had an opportunity to get some actual newspaper experience recently when it was given complete charge of issuing the March 22 edition of the Mt. Sterling Advocate. J. W. Hedden, Jr., gave the students complete control of advertising, news, editorials, social and feature copy. It was work well done and a compliment to Miss Louise Smathers, sponsor.

The Russell Springs Banner has adopted a pay-in-advance policy for its subscribers, according to an announcement of J. R. Bernard, editor.

G. E. McKinney recently ran an unusual page sponsored by the Adairville Woman's club in the Adairville Enterprise. Forty-two ads were grouped on the page, many containing a misspelled word. The first five correct answers received awards.

Legion posts in western Kentucky are backing Joe T. Lovett for commander of the state department of the Legion. Mr. Lovett is a former editor of the Times-Ledger at Murray, and is now head of the Kroger Grocery Company in Kentucky.

Three four-magazine Blue Streak Master Model Linotypes with self-quadders have been added by the Louisville Times Company, publishing the Times and Courier-Journal.

The Taylorsville Magnet is now in its twenty-fourth year of service. Katie B. Beauchamp is editor.

The Somerset Journal, Cecil Williams, editor, is sponsoring a motion picture cooking school on April 17-21.

Mrs. Willie Snow Ethridge, Louisville, author of "As I Live and Breathe," discussed the "Business of Writing" at a meeting of the University of Kentucky Woman's Club at Patterson Hall, on the campus, on March 22. She was introduced by Miss Mildred Semmons. Mrs. Ethridge has a new book, "Mingled Yarns" coming off the press in May. Observation, participation and enthusiasm were given by the speaker as the factors necessary in writing.

Editorship of the Richmond Post, Republican weekly, was transferred to John A. Samuels with the March 17 issue. Mr. Samuels, a native of Mt. Sterling, is a graduate of Kentucky University, and came to Richmond in August, 1936, from the staff of the Lexington Herald. He has been employed as secretary to the Chamber of Commerce in Richmond, resigning his position in November. Forrest Hume is publisher of the Post.

WANTED—Every editor to send in entries to the 1938 Prize Contest.

PERCENTAGE FOR ADS

In response to numerous inquiries that have come in during the past month as to percentages of gross sales which different types of stores should spend for advertising, the central office has compiled the following list of percentages based on Harvard and Northwestern University research studies:

Table with 2 columns: Store Type and Percentage. Includes categories like Lumber, Coal, Mason's, Department Stores, Grocery Stores, Meat Markets, Drug Stores, Hardware, etc.

Numerous studies show that successful retail advertisers find they get best sales returns from their advertising by investing from 80 to 85 per cent of their total budget with their newspaper.

The Lexington Herald and Leader have installed a Two-in-One Blue Streak Model 29 Linotype.

Harry J. Shellenberger, editor of the Wilmore Enterprise, observed the twenty-fifth birthday of his paper this month.

A motion picture cooking school, sponsored by the Berea Citizen, Albert to be held April 18-20, is being sponsored by Schumacher editor.

WANTED—Every editor to send in entries to the 1938 Prize Contest.

PRINTERS' BUSINESS DIRECTORY

REPRO ENGRAVING COMPANY. HALFTONES · ETCHINGS · ELECTROTYPES · COLOR PLATES FOR ALL TYPES OF PUBLICATIONS · PROMPT SERVICE · REASONABLE PRICES · 505 ELM STREET · CINCINNATI, OHIO

ELECTION SUPPLIES

For Special Elections—All The Time
For Primary Elections—In August
For Regular Elections—In November

"Superior Election Supplies for Fellow Kentucky Printers"
RUSSELL DYCHE, London, Ky.

Louisville Paper Company
"A PAPER FOR EVERY NEED"

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

Imperial Type Metal

H. L. Felix, 1648 Sutton Ave., Mt. Washington, Cincinnati, Ohio
IMMEDIATE SHIPMENTS FROM
The Dickson Company, 234 W. Main St. Louisville
The McHugh Express Company, 346 W. Fourth St. Cincinnati

Whitaker Paper Company
Nation's Finest Printing Papers

Inquire of Our Salesmen
G. C. Perrone, Lexington; Ed Ballinger, Evansville, Indiana; Frank Pund, Cincinnati

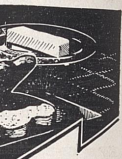
Southeastern Paper Company
Louisville, Kentucky

Hammermill Products In Fine Papers
Guy B. Roush, Representative
125 Hillcrest, Louisville

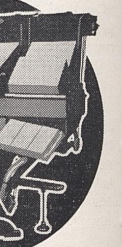
BUSH-KREBS CO. INCORPORATED. ARTISTS, ENGRAVERS, PRINTERS' SUPPLIES, ELECTROTYPES, LOUISVILLE, KENTUCKY. ED WEEKS, MGR. SUPPLY DEPT.

Wesville Clarion, ... Kelly, cele- ... thday. ... of the Haz- ... tly sponsored ... for the house-

news editor of ... s. recently ran a ... subscribers' names. ... rdstown Satur- ... July 7, 1860, was ... Wallace Brown, ... town Standard. ... paper was "Prin- ... Measures, Not



The New "Butter" TYPES



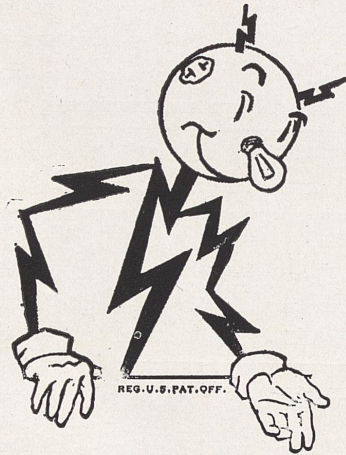
MODELS 32

the traditions which printers to affection- and-butter" has up to el 32 ill

LINOTYPE

THALER COMPANY New York City · San New Orleans · Toronto, principal Cities

A. P.-L Memphis okman



Don't

Help Kill The Electric Power Industry

THE United States Department of Commerce reported on March 19, 1938, that 94 per cent of the electricity used in this country is generated by privately owned companies which have an invested capital of 13 billion dollars.

The industry gives steady employment to more than 270,000 people and has a payroll of \$1,250,000 a day.

Last year it had a gross revenue of \$2,200,000,000, and paid out more than 15 per cent of this sum in taxes.

Yet powerful politicians, ever hungry for spoils, are doing their best to destroy the industry to suit their own dark purposes. They call it "government ownership."

If they succeed, every one of you Kentucky publishers will pay more taxes. The benefits to you will be represented by that well-known sign Zero.

Kentucky Utilities Company

and Associated Companies
Incorporated

U
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