

The
Kentucky Press

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

July, 1939

Volume Eleven Number One



Community Newspapers Must Progress To Survive Conditions

Condensed THE QUILL
By WILLIAM W. LOOMIS

Figures prove that the number of newspapers in the country is decreasing. According to *Ayer's Newspaper Directory* there were 128 fewer towns with newspapers in 1938 than in 1937, and there are 197 fewer newspapers published now than a year ago.

At least two conclusions are warranted: some towns are no longer strong enough to support local papers; in some larger towns there have been consolidations.

Usually, where there has been a consolidation, we find one strong newspaper able to give better service than when the business was divided between two publications. In some cases where small weeklies have folded up, the reason may be found in a strong county-seat paper that was doing a better job of news coverage than the local paper.

Another significant point is that consolidations have been going on in the daily field—forty-one of them in fifteen months. In large cities, publishing a daily paper is becoming more and more a big business; in smaller towns the situation is relatively the same. No longer can a printer with a hatful of type and an old press start a newspaper as in days gone by, any more than a metropolitan daily can meet the pay roll and interest on its bonds because it happens to have an *Associated Press* franchise. It requires larger investment in equipment and more cash for operating than formerly.

By and large, the statement can be made that consolidations are not evidence of an unstable industry, but that the industry has been strengthened by such eliminations.

One strong, financially independent newspaper can serve a community better than two weak papers at the mercy of bankers or politicians, or where there is constant temptation to support someone or oppose something that will bring in a few much needed dollars.

On the other hand, a publisher who has a field to himself has to be on his toes to give all sides a square deal and to keep from taking the easiest road, which does not make for strong journalism. While there is little excuse for the militant type of newspaper of an older generation, there is need for red

blood, courage, and everlasting alertness to keep from putting out a colorless sheet that will not offend anyone. Every publisher in a one-paper town has to fight continually against the creeping paralysis of slipshod news coverage and insipid editorial pages.

Strong weeklies are taking care of themselves. But let's hold a consultation on those that need an oxygen tent. Let's get case histories and find out how they are in their weakened condition.

1. There are the old-time publishers who have failed to keep up with the parade. They may not be so old in years, but are old in methods because they have not changed them in a decade. A prominent economist declared not long ago that any business man or firm doing things—anything—the way it was done twenty years ago is on the way out. There have not been as radical changes in the newspaper field as in many other lines, but it is hard going for publishers who cling to methods that did well enough twenty or thirty years ago.

2. Increased competition! There may be no other local paper; but there is more competition for the time and interest of subscribers. Daily papers are now delivered at Oak Hill almost as soon as in the city of publication. It was not so a generation ago. The daily has not only the latest news, but interesting features, illustrations, cartoons, and so-called comic strips. And there are smart weekly magazines with handsome covers, fine illustrations, and more interesting material than ever before. Great progress has been made by most dailies and by all magazines in the last decade, while *The Weekly Bugle* has stood still.

Then there is the auto and the movie, each making a bid for the time of the radio with its news flashes, its up-to-the-minute market reports, its sports reviews, its commentators, music, drama, interviews, and the finest funmakers in the land — all brought into the home by the turn of a dial. Yet some weekly publishers kid themselves they have no competition.

The pathetic thing is that all these competitors are so alert, so active in trying to improve their products and make them more entertaining, while Mr. Foggy Editor is content to put out the same drab, dull, unattractive newspaper

that was quite satisfactory a generation ago.

3. Mr. Foggy feels that the merchants should support the paper. He complains bitterly when they don't. He whines in his paper about being hard-up and begs subscribers to come in and pay what they owe. He deliberately lowers himself to the level of a panhandler, and in so doing loses the respect of his readers. A beggar is a beggar, whether at the kitchen door or running a newspaper.

4. In trying to coax or browbeat the merchants into using his paper, Mr. Foggy is content to sell space instead of selling advertising. All he wants is to get a two-column five-inch ad, and he doesn't care how the space is used. It is okay with him if the merchant runs his name with the mere statement, "Shelf and Heavy Hardware," or "Fresh and Staple Groceries," although that kind of so-called advertising never attracts a new customer to the store.

5. This leads to the most serious phase of the situation for many weekly publishers, even those who are on their toes and fighting hard — the source of revenue is drying up. Merchants are losing out as customers whiz by their store going to the county seat where there are larger stores with a better line of merchandise and other attractions.

Some go so far as to predict that in a few years there will be no weekly papers outside the county seats. But there is nothing to warrant such a pessimistic view at this time. There are some fine trading centers that are not county seats.

Much has been said and written about the coming of the auto and the hard roads; but in many cases this is just an alibi for poor business men — merchants and publishers — who have gone to seed. Some inspiring examples are found of rejuvenated business in small places where merchants — backed by a progressive editor — had sense enough to appreciate that the hard road leading from their town also leads into their town, and that the auto can bring many customers to their stores quicker than it can take them to the more distant county seat, and that parking is much more convenient than in the larger city.

But when all is said, the fact remains that in many small towns, the source of revenue is drying up. The business men got by as long as people had to come to their stores because of the accessibility. To a large extent, those conditions have changed. In by-gone years the merchants simply waited on the trade that came to their doors. They never learned to go out after it — attract

it to their stores. Those towns are going to seed; no editor of average ability can save them; and youngsters full of vim and energy are not being attracted to such locations.

Yes, the source of revenue is drying up. It is almost pathetic to read some of the letters from publishers who write to the National Editorial Association and to state associations urging them to go after national advertising. Some of the letters tell a sad story, but they make one mad. The publishers would like to sit at their desks and open mail with orders for advertising that will keep them going. Yet not one in a dozen would go out and make a market survey, dig up detailed information about retail outlets, annual sales of dealers, and a breakdown of circulation showing coverage of trade territory with data about subscribers and their economic status—how many own their homes or farms; how many have autos, electric service, etc.

These publishers have the idea that all an association would have to do to get national advertising is go and ask for it. They have no appreciation of how large advertising accounts are placed or how markets are studied and campaigns mapped out.

The undeveloped resource in most weekly fields is classified advertising, and one thing on which all press association managers agree is that the progressive weekly publisher can bring in more revenue from classified advertising than he can ever hope to get from national advertising. But it means hard work. You cannot develop a profitable classified advertising department overnight; you can't buy it. This is a growth, and it means lots of work; but it is a profitable mine when it is developed.

What about the weeklies that are going strong? What are they doing to keep up with the parade? What qualities distinguish the modern, successful weekly paper?

First is its attractive appearance. The progressive publisher is alert to the necessity of greater legibility for body type, more attention-getting heads, and a better make-up that gives balance to a page and makes it look interesting—a frequent change of pattern, so this week's paper will not be an exact duplicate of last week's. One of the smartest editors I know is continually stressing a wide range of stories for the first page, so every reader—no matter what his interests—will find something that instantly appeals to him. An indispensable part of better mechanical appear-

ance is good presswork and more illustrations. Weekly publishers are every year giving more space to pictures.

Second, better editing, more thorough covering of news, more entertaining features. It is easy to use too much syndicate feature material. Note the phrasing of that sentence. I am not condemning syndicate features, for some are fine. But it can be over-done, and is sometimes used by a lazy man to fill up space instead of hustling for all the local news. Prize-winning weeklies often make intelligent use of features, especially illustrated material, to brighten their pages and give variety. But such matter should supplement rather than supplant local news or local features.

Too many weekly publishers neglect local features, especially those that would provide an unusual picture—something different from a single column halftone of a person's face. Reproductions of formal photographs are good, but an action picture of some local feature will often call forth more dinner-table comment than any straight news story in the paper.

Third, more general use of the services of state and national press associations. There is available a little monthly booklet *Folks* for use of country correspondents. It is interestingly written and filled with practical suggestions on where to find news and how to write it. It has greatly improved many rural news pages and has given correspondents a new interest in their work. When this is followed up, it means more subscribers.

Then there is W. H. Conrad's monthly service for developing Classified Ads, which for a small fee gives the publisher the benefit of experience Mr. Conrad has gained through the years—an experience that has put *The Star News* of Medford, Wisconsin, on the map—a town of less than 2,000 population that yields eight to ten columns of want ads every week.

The press associations give confidential tips on fifty-fifty deals whereby local merchants and distributors can obtain certain national advertising. The motion picture cooking school has brought thousands of dollars to weekly papers from national advertisers, not a dollar of which could have been obtained by individual publishers or even by groups without this clever tie-in. The producers, in cooperation with the NEA, are figuring on a housing film that will bring in new revenue. There are many other tips, plans, and campaigns made available through state associations. But they

are not automatic; they won't ring the cash register without real cooperation on the part of the publisher. No scheme of program has sufficient momentum to score a hit without the active interest of the publisher.

No less important are the warnings sent out against fake advertising agencies and space grabbers. It is humiliating to see how much space is given away because a mat with an illustration is furnished. This is the new technic of the free-publicity experts. Publishers fall for it, and there are press agents who make formal contract to deliver so many columns of publicity for which the newspapers of the country do not receive a dime. To our everlasting disgrace be it said that the sucker list has not been reduced perceptibly in recent years, because so many publishers fall for a free illustration even when they know someone is getting paid for the space that costs the newspaper real money.

Fourth, cooperation with other publishers! This, one of the most encouraging movements, is helping many publishers to cut down operation costs.

Two newspapers in the same town exchange type on large ads and on legals. They take turns setting the type, or they split it up and halve the composition costs. They sometimes make use of the same equipment. One paper in a Chicago suburb has a large, fast press. A publisher in an adjoining suburb locks up his forms, carries them to the other shop, and utilizes the last press. It is good business for both.

In New Jersey, three publishers went in together in buying a Monotype and an Elrod. No one of them could afford such an investment. No one had enough work for the machines to keep them profitably employed. The investment was split three ways. The publishers take turns—a week at a time—using the machines, and keep their cases well filled with new type, leads, slugs, line rules, etc. In Iowa, four publishers went together and bought an engraving plant. It furnishes halftones for all the papers, at a fraction of the cost of four installations, all of which would be idle most of the week.

Greatest saving of all is in a harmonious relationship between competitors that eliminates price-cutting on advertising or printing. A customer cannot get a reduction by threatening to take it to the other fellow. In a few places publishers actually solicit ads for their competitors—so much in one paper and

Please Turn To Page Five

The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Press Association Officers

Thomas R. Underwood, President, Lexington Herald
Gracean M. Pedley, Vice-President, Eddyville Herald
J. Curtis Alcock, Sec.-Treas., Messenger, Danville

Executive Committee

Russell Dyche, London Sentinel-Echo, chairman;
Harry Lee Waterfield, Clinton Gazette; Tyler Munford, Morganfield Advocate; Vance Armentrout, Louisville Courier-Journal; Joe Richardson, Glasgow Times; W. V. Richardson, Danville Advocate; Victor R. Portmann, Kentucky Press, Lexington; James T. Norris, Ashland Independent; T. T. Wilson, Cynthiana Log Cabin; Frank C. Bell, Bedford, Trimble Democrat; Walker Robinson, Paintsville Herald; Edward Hamlett, Columbia News; Robert L. Elkin, Lancaster, Honorary.

Legislative Committee

Tyler Munford, Morganfield Advocate, chairman;
Cecil Williams, Somerset Journal; George A. Joplin, Jr., Somerset Commonwealth; Vance Armentrout, Louisville Courier-Journal; W. L. Dawson, LaGrange Oldham Era; Seymour J. Goodman, Lancaster Record; Harry Lee Waterfield, Clinton Gazette.

Newspaper Exhibit Committee

Victor R. Portmann, Kentucky Press, Lexington, chairman; Carl Saunders, Covington, Kentucky Post; Robert Simpson, Frankfort State Journal; Joe Le Gore, Paducah Sun-Democrat; Flem Smith, Georgetown News.



Should The Community Newspaper Departmentize?

Palmer Hoyt, in a recent article in the SDX Quill, said: "Departmentalization . . . is one of the keystones of the sound, interesting, modern newspaper. It makes the newspaper easier to peruse, encourages a steady reading habit, and tends to make the newspaper increasingly a factor in the modern home."

We agree that statement is true as far as the daily metropolitan press is concerned, because the average reader in the city takes his reading in "chunks." He is not ordinarily interested in all the news in the whole newspaper, but has certain interests that he wants satisfied in the shortest, briefest period of intensified reading. Hence, he turns only to those pages that departmentize his objectives.

The community reader, however, takes

his leisure in reading his community newspaper. He reads it from "kiver to kiver" and analyzes and digests that which he reads. He reads every page because the wise community editor, to keep faith with his advertisers, spreads his news throughout his pages. The editors of our most progressive community papers have stated, time and again, that the successful community paper must "put some news of interest to every one on every page." Excessive departmentalization has often brought expressions of discontent to the harassed community editor. No, the obverse is true in the community field.

Volume Eleven, Number One

With this issue the Kentucky Press enters Volume Eleven and closes ten years of service to the editors of the state. We wish to thank those who have given us renewed expressions of appreciation and goodwill, and for their contributions to our columns. We also wish to thank the officers and personnel of the Kentucky Press Association, often publically spoken, for their expressions of confidence and support of this publication. We can only reiterate our pledge, now given for the eleventh time: We will do all in our power to promote community journalism and to serve the interests of the newspapers of the state to the best of our ability.

The Basis Of Good Journalism And Support Of Democracy

An anonymous reader asked the Dallas News this question: Let those people who come from abroad to argue against American institutions have free rein, and when does the United States of America die? And the answer, which is the basis of free journalism and of a free country, both founded by the Constitution, was: In the firm belief of this newspaper, sir, whoever you may be, the United States of America dies whenever it denies to any citizen in its midst the right to express his opinion. What answer could more adequately express the soul of the newspaper today?

Urey Woodson Dies At Owensboro

Just as we go to press, we learn of the death of Urey Woodson at Owensboro early Monday morning, August 7. He had returned to his home town to vote and was stricken with a fatal heart attack. He would have been 80 years old on August 16. For 52 years he had been actively connected with Kentucky news-

papers, retiring as publisher of the Owensboro Messenger in 1929. He had planned on writing a column after his retirement, a short time ago, as alien property custodian when death cut short his active and fruitful life. He was a life-long member of the Kentucky Press Association, serving as its president in 1890, and as secretary in 1885. The Press joins the Association in mourning the death of one who served long and who did much in promoting Kentucky journalism.

Weekly Papers Exempted In New Wage-Hour Ruling

Broadening the wage-hour act exemption for small weeklies and semi-weeklies to include combination publishing and job printing establishments where workers are interchangeably employed, even though part of the commercial printing enters interstate commerce, was announced by Administrator Elmer F. Andrews at Washington.

The new ruling was announced in a letter to W. L. Daley, Washington representative of the National Editorial association, who had asked for clarification in the interest of combination shops.

"Available data indicates that practically all country weeklies and semi-weeklies operate as an incident to their primary business, which is the publication of the newspaper, job printing plants, and that all employees of these combination shops engage in types of work which are essentially interchangeable," Daley's letter said.

"Reliable surveys show that only a relatively insignificant portion of those printing orders move in interstate commerce. In fact, it may be stated that the usual sales of printing from these combination shops are destined for local consumption. Representations made to our association by publishers in this class from various sections of the country show the unreasonableness of holding subject to the act an employee who may devote part of his time to job printing on occasions when the production of the newspapers does not require immediate attention."

Who Is Exempt?

In his reply, Administrator Andrews quoted the language of the newspaper exemption voted by congress to show that immunity was intended for any employee engaged "in connection with" the publication of the exempt class (weeklies or semi-weeklies of not more than 3,000 circulation, the major part of which is in the county of publication).

To come within the exemption, Andrews warned, the employee must render some services in connection with the publication of the paper which are reasonably necessary to that publication. As a possible example of non-exemption, he cited the employee of a publisher of one exempt paper and of one paper with more than 3,000 circulation, saying: "The employees employed interchangeably on both would not be exempt."

Employees of a printer who merely prints a newspaper or newspapers for the publisher or publishers thereof, are not to be considered exempt, Andrews further warned. "The intent of congress to limit the exemption to employees of the publisher is indicated by the use of the two words 'printed' and 'published' in the last clause of Section 13 (a) (8)," he pointed out.

Criticized In Congress

The new interpretation came several days after Rep. August H. Andresen of Minnesota had accused the administrator of "cracking down" on country weeklies opposed to the New Deal, by improperly requiring them to comply with the wage-hour act. However, attention was drawn to the fact that the Andrews letter was in response to one received from Daley under the date in advance of the Andresen charge that between 8,000 and 10,000 small papers are being hit.

The wage-hour administration ruling, in effect until the latest "clarification" was issued, stated: "The exemption . . . will not apply during any workweek in which a plant is engaged in the production of job or commercial printing for interstate commerce. Accordingly in such weeks an employee would be entitled to overtime on the basis of the total number of hours actually worked."

The congressman argued that the low income of weeklies had been recognized by congress and the exemption voted was for "a complete printing unit."

Continued From Page Three

an attractive combination price for both. In Algona, Iowa, where one paper is issued on Tuesday and the other on Friday, a combination subscription rate is made, as well as a reduction where the same ad runs in both papers. Intelligent, profitable competition!

In addition to the pitfalls to be avoided and the progressive steps that should be taken, there is the right mental attitude toward newspaper work and an appreciation of all the qualifications that are required.

There is no other business or profession that is more complex in its requirements. Ours is a four-sided industry, and very few men are competent to handle all sides efficiently.

First is the professional side—knowing how to handle news, write heads, and make up a paper; recognizing accepted journalistic standards, deciding when to be independent and when to take sides—how to handle delicate situations that arise. This qualification is purely professional in its character.

Second is the manufacturing process—taking certain raw materials—such as paper, ink, type, ideas, and information—and converting them into a finished product—a newspaper. The gathering of the raw material (news), refining and putting it up in an attractive package that can be sold in the market place, is one of the highest developments of manufacturing art.

Third is selling the products—subscriptions and advertising. This calls for more than ordinary selling ability because advertising is intangible. It is much harder to sell than a physical commodity; it has to be resold almost every week, and it has to be serviced. This calls for a high order of salesmanship.

Fourth qualification is management of more than ordinary ability to coordinate the professional, the manufacturing, and the selling activities. The matter of costs is all-important. Yet few publishers do anything more than guesstimate. They charge for advertising what they think they can get. Their prices for printing are based on what others charge. But now that the government is requiring so many records and reports, and taxes are becoming such a burden, the importance of management is given new emphasis.

Very few publishers are equally good in four different lines of activity. If there is any other business that calls for so many different talents I am not familiar with it. Large industries can hire many department heads with special training and aptitudes, but it is hard in a small organization to meet this problem; and the smaller the paper the harder it is. The one-man newspaper is probably on the way out because few individuals have the many skills now needed to meet the new conditions which make it more necessary to do a bang-up job of handling news, hard selling, careful management, and high-class printing. Herein is the reason some papers have passed out of the picture and others are on their way. They were too lopsided.

There is plenty of grief and a lot of satisfaction in running a weekly paper. At times one has to take sides against old friends in some local campaign for civic improvements, better schools, parks, churches, playgrounds, or more efficiency in public affairs. He has to stand up at times under abuse and attacks that are unfair, but that seem to be inevitable for all who are active in any form of community service.

Every editor is at times depressed by a feeling of futility. I have often thought of the satisfaction there must be in building material things, houses, machines, bridges, commodities—anything that one can see and appraise. Our activities and achievements are of another kind, and we have to remind ourselves from time to time that the most important things in life are intangibles—love and hate, fear and courage, jealousy and faith, ambition, patriotism.

There is something wrong with a man who does not try to secure enough worldly goods to assure his share of comforts and conveniences and enable him to go places and do things that enrich his life. But the greatest satisfactions are in fighting for something worth while, in promoting activities, institutions, and movements that contribute to the welfare and happiness of those who have been handicapped in their efforts. And the weekly editor has rare opportunities for constructive service in this way.

Promotion Page—One of the best promotion pages noticed among exchanges recently to improve the dull-season language was a "Harvest Directory" page, showing where and how to get every harvest need. Apparently nearly every merchant in town was represented on this particular page with a special bargain of some sort hinging on the harvest season. Development of these ideas represents initiative and expended energy on the part of a publisher, but apparently are worth it.

Fashion Advertising—A tie-in with news-fashion pictures was made by an advertiser in *The Main Line Times*, Ardmore, recently. The paper ran as a news feature the pictures of nine local women, who appeared in a Junior Women's Club fashion show, and on the same page the advertiser that furnished five of the dresses for the show ran a display ad, calling attention to the individual dresses pictured, and gave a brief description of each together with the price.—P. N. P. A. Bulletin.

Community Advertising Must Be Studied

The help of Jim Farley's mail service often brings us an opportunity to go out and make a survey of outlets; give a list of dealers or prospective dealers, or even the actual securing of a dealer. Too much time, you say? It does take time but I insist that this well have to be done if weekly newspapers are to receive much of the so-called national advertising dollar. Remember, radio is not too busy to make a survey when requested—in fact, radio has the survey ready before it is suggested. Many newspapers perform with equally good co-operation with the advertiser, but too many do not.

If you don't have a proper display space, it takes very little time to make sure that the local merchant displays a certain kind of flour while a campaign is running in your paper. All the flour is not sold during a cooking school week, important as I feel cooking schools are. Too many advertisers use advertising before and during a cooking school and fail to follow up. Sometimes an isolated campaign on any product, entirely detached from a special event like a cooking school but tied to a special schedule of advertising, brings best results. It is the newspaper's job, as a matter of giving and getting advertiser co-operation, to bring these things out.

We like cooking schools and use both the live school and the motion picture cooking school. We find that they do not conflict—in fact, there is a need for both—and we find them the finest kind of an opportunity to offer advertiser co-operation.

Special Edition or Pages

Special editions or special pages often give you the peg on which to hang your hat in doing something for not only one advertiser but a whole group. Our Home Appliance edition, printed annually, brings us closely in contact with both the manufacturer and the local retailer. Of course, the cooking schools classify in the same manner. Our Federal Housing series, touched off with a special Spring Building FHA tabloid, did a lot to introduce us to advertisers we do not see very often—the small contractor, such as a painter, paperhanger, etc. Follow-up space, even to classifieds, has netted us much revenue we never would have had, because we would not have taken the time to see some of the accounts and perhaps could not have sold them if we did. The advertiser co-

operation given a paperhanger during a special edition often encourages him to greater activity. See what a paperhanger did in Germany with just a little encouragement!

Christmas opening campaigns, football pages, safety week editions, county fair editions, etc., are all common-place events in a newspaper's routine and they are worth doing for their benefit alone. But a newspaper that is on its toes will see in many of them not just an edition, answering an immediate need for advertising, but the beginning of many a "beautiful advertising romance" that will extend into the years, to the profit of both the newspaper and the advertiser.

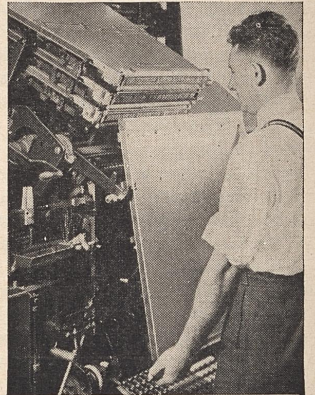
Our annual Spring Farm Change edition, in which we list, like county correspondence, farm changes in the various communities, brought us, for instance, a farmer who sold fertilizer to a few neighbors but who now sells to a big clientele and advertises regularly at certain seasons. His discovery, and that of a few just like him, will mean more than the special edition revenue itself. Our County Fair edition put us in touch with a livestock man who now has a nationally distributed magazine published in our plant.

But all of these are examples known to you. You probably have much better ones. My only thought in giving a few things from the experiences of my own advertising men, who, after all, deserve any credit the Madison Press Company may have had in the advertising field, was to bring to your own mind the many fine things you are already doing in the way of giving and getting advertiser co-operation and perhaps to prove my point that we are eventually going to be compelled to do more and more of this type of service if we are to stay in business.

Consumers' Sale Idea—With the great month of clearance sales at hand, a city-wide Consumers' Sale promotion of at least five days' duration is suggested. Current trends indicate July or August a most advantageous time for the public to stock up on staples, acquire bargains in summer wear that they will need the remainder of the summer, and to help, by means of their buying, to start the wheels of industry turning faster for fall. Spreading the Consumers' Sale idea over five days suggests designating certain days as Dollar Day, Children's Day, Play Day, Opening Day, and so forth,

to the enhancement of the continuing promotion. Appropriate merchandise can be featured on each day. The Consumers' Sale idea need not be restricted by any means to department store items. The coal man provides important merchandise for such a sale; the beauty shop can offer specials; and even the restaurant should enter the spirit of the promotion with special offerings to induce shoppers who are in town to take advantage of the many bargains offered.

LINOTYPE LEADERSHIP



Linotype's Exclusive Vertical Magazine Change

ONLY Linotype has such important advantages as: the One-Turn Shift, Knife Block with 20 Independent Size Adjustments, Anchored Channel Entrance Partitions, Key Mixing, Vertical-Lift Magazine Change, Positive Distributor Matrix Guard, Swinging Keyboard, Single Keyboard Operation, Channel Chooser.



Swinging Keyboard, Exclusive on the Linotype



LINOTYPE LEADERSHIP

Announcement of the marriage of Miss Juliet Ann Loeffler and Donald Merton McWain, Louisville, was made on July 24. The Press joins a host of friends in wishing them joy and happiness.

Urey Woodson, former Kentucky editor and life member of the KPA, has resigned his position as director of the government's Alien Property Bureau, because, he said, his work was "practically completed." According to his published statement, he intends now to have a life of leisure and, perhaps, will become a columnist. His book, published a few weeks ago "The First New Dealer," a story of the career of Governor William Goebel, has received much favorable comment.

Congratulations to Editor James Thompson and his family on the beginning of the seventieth year of publication of the Bracken Chronicle, Augusta. May it continue to serve Augusta as it has in the past!

J. LaMarr Bradley is a member of the citizen's committee that was formed to raise a fund for the destitute family survivors of the mine disaster at Providence that counted nineteen deaths.

Miss Laura Mae Anderson, linotypist on the Lebanon Enterprise for over thirty years, died early this month.

Congratulations to Editor Harry Waterfield for his splendid "Rural Electrification edition" of the Hickman County Gazette, Clinton, which celebrated the opening of electrical power in Hickman and Fulton counties. The edition carried 24 pages.

A 28-page, 4-section edition of the Elizabethtown Enterprise which celebrated the electrification of Hardin and LaRue counties was issued by Editor Wesley Carter and his staff who claimed this issue was the largest newspaper ever issued in that city. Congratulations for a splendid edition and example of enterprising community journalism!

The Twice-A-Week Leader of Princeton, Marion F. Catlett, editor, began Volume Sixty-nine early this month.

Congratulations to Editor John Crawford and his staff on the special tabloid section of the Harlan Daily Enterprise of 48 pages entitled "The Happy Side of Harlan." Its purpose was to counteract injurious publicity and to show the world that Harlan was a beautiful, industrious, and livable city. The Enterprise, with news, comic, and tabloid section, contained a total of 68 pages, a heavy enterprise for the staff and office.

Editor W. C. Meehan, Advocate, Danville, is extended condolences on the death of his father at Harrodsburg after a lingering illness.

The Messenger, published in Central City, Ky., moved into its new home last month. The week after the move, Vol. 11, No. 1 was published. The new location is on the corner of Broad and Center streets. It is a remodeled building, size 62x75 feet, which is about double the floor space of the old building. All modern conveniences are in the building, including showers for the employes. The rear of the second floor is used for storage purposes.

Editor Hutton and staff are receiving congratulations on a splendid historical edition of sixteen pages two sections, which was issued in commemoration of the 165th anniversary of the founding of Harrodsburg.

Subscribers to the Wyand (Ill.), Record, a weekly, received their papers recently with one page of a four-page section blank except for the following in small type:

"Don't laugh. We had a helluva time filling the other three pages."

The past and future are accented on the front page of Editor J. T. Wilson's Log Cabin, Cynthiana, by one use of two one-column, four-inch boxes. One is "Two Decades Hence." The former contains short biographies of citizens still living in and about Cynthiana. The latter is devoted to short sketches of youths of that city and district.

Mr. J. W. Hedden, Jr., editor and publisher of the Mt. Sterling Advocate, announces the engagement of his daughter, Emily Elizabeth to Judge Allie Crockett Conway, son of Mrs. Mary C. Conway of Sharpsburg. The wedding will be solemnized in the early autumn.

The Messenger was founded in 1929. It is published by Rudd E. Reno, who took it over in October, 1932.

Six feet of water which recently surged through the plant of the Morehead Independent, during the disastrous flood, covering all their machinery and ruining all the paper stock and office equipment to the extent of \$5,000. The Morehead News was also hit by water approximately two and a half feet deep. According to a notice in the Owingsville News-Outlook, the Morehead Independent will be printed at the News-Outlook office until the Independent has re-tored or replaced its equipment. The News-Outlook has temporarily changed its printing day from Thursday to Wednesday so the Independent can publish satisfactorily.

Joe Richardson, editor-manager of the Glasgow Times, has been rammering away at the rackets of nearby hoadhouses in Barren county and Glasgow in a series of articles titled "Roadhouse Racket." The articles must have been hurting someone for Editor Richardson has received numerous threats ranging from being "put in the cooler," to "being made to talk." Editor Richardson has stated when he learns just who the persons are making the threats against him he is going to publish their names and what they are saying. Barren county is dry by local option, but it doesn't seem that way to Editor Richardson and he is going to continue doing something about the matter.

The Litchfield Gazette, Fred Hughes, editor, has changed its publication date from Friday to Thursday for better service.

Editor W. H. Nunn, New Era, Albany, and an associate are erecting a new hotel and theater building in that thriving city.

The first issue of the first daily newspaper ever published in Hazard was on the streets July 31 when the Hazard Herald released the introductory issue of its new daily.

The Herald has been publishing a weekly newspaper in Hazard for 30 years. Charles N. Wootton will be editor and general manager with Bailey P. Wootton, state director of parks, continuing to serve as president. The paper will be published six days a week and will appear on the streets about 5 p. m., according to Mr. Wootton.

After making a survey of conditions preparatory to starting the daily Mr. Wootton said he found that the Hazard section was the largest section in the country without

access to a home daily paper.

A special edition of 16 pages was issued by the Ohio County News, Percy Landrum, editor, on June 23, in the interest of rebuilding Highway 71 through Ohio and other western counties. The edition advertised a rally to be held in Hartford later that month.

BUSINESS DIRECTORY

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"

RUSSEL DYCHE
LONDON, KY.

Louisville Paper Company

"A PAPER FOR EVERY NEED"

Permanized Bond Papers — Howard Bond —
Maxwell Bond—Cherokee News (Blue-White)

Southeastern Paper Company

LOUISVILLE, KY.

Hammermill Products In Fine Papers

Guy B. Roush, Representative
125 Hillcrest, Louisville

Imperial Type Metal

H. L. Felix, 1648 Sutton Ave., Mt. Washington, Cincinnati Ohio

Immediate Shipments From

THE DICKSON COMPANY
234 W. Main St. Louisville
CINCINNATI MERCHANDISE W'HOUSE
7 W. Front St. Cincinnati, O.

Bush Krebs Co.

INCORPORATED

LOUISVILLE, KY.

Everything for PRINTERS
except paper

ELECTROTYPES . . .
. . . ENGRAVINGS
SUPPLIES . . .
. . . MACHINERY

ED WEEKS

The Back Yard



In these days when municipal tax increases are matters of such general and serious concern, it is indeed refreshing to find a community of some 4,000 folks up in the mountains of central Pennsylvania that has a municipal trust fund of over \$300,000 which yields enough income to meet nearly half the cost of municipal government.

This enviable situation was not brought about by any large bequest of a wealthy citizen, but rather by some good business management on the part of the city council back in the "booming twenties."

It was then that the West Penn Power Company offered \$250,000 for the city's antiquated electric plant, and a hard-headed council accepted the offer and established a municipal trust fund with one of the big New York banks. Since then, the item of "interest received" on the city's *annual report* has run over \$10,000 a year as compared with "operating expenses" of around \$21,000.

Furthermore, the tax dollars saved are only a small part of the total benefit to the community, because nationally known concerns like Hygrade Sylvania Corporation, the Pennsylvania Railroad, and others have seen the advantage of building plants and shops in this low-tax community, and are adding a weekly flow of payroll dollars to the local income. Last fall, a WPA street project had to be suspended, because there were no unemployed men available.

On yes, the name of this tax Eden is Emporium, Pa.

Kentucky Utilities Company
Incorporated
and Associated Companies

U
l
t
o
f
t
v
a
a
p
a
k
l
n
f
y
o
n