

THE KENTUCKY PRESS

Of, By, And For The Kentucky Newspapers

Volume One

JULY, 1929

Number Six

JACKSON TIMES WINS FIRST COMMUNITY CUP

Hickman Courier, Leitchfield Gazette, Anderson News Other Cup Winners

Great interest was expressed by the editors of the state in the Seventh Annual newspaper contests, while, at the same time, the entry list was rather disappointing as regards to quantity, the quality was of the best. Accordingly, the judges had a task to determine the winners in the various contests.

In the community contest which was held for the first time this year, six papers sent in their entries: Danville Messenger, Richmond Register, Jackson Times, Leitchfield Gazette, Kentucky Advocate (Danville), and Berea Citizen. The judge, Professor Dantzer, head of the university department of English, worked many hours to select the final winner in this contest—his report is published elsewhere. The Jackson Times received the beautiful loving cup, and Miss Frances Holliday, the winsome editor, was a blushing, tho' happy, recipient at the Ashland luncheon.

Hickman Courier Wins Cup

The judges in the remaining three contests, Professor Griffin, Don Grote, foreman of the Kernel shop, and Professor Portmann, spent the better part of two days in the "elimination contest" before they could arrive at the decisions. Eight papers were entered in the "Best Editorial" contest: Berea Citizen Marion Falcon (Lebanon), Anderson News (Lawrenceburg), Ohio County News (Hartford), Kentucky Standard (Bardstown), Hickman Courier, Jackson Times, and Leitchfield Gazette. The winners in this contest were: Loving cup, Hickman Courier; Ohio County News, second prize; and Kentucky Standard, third prize.

Eleven entries were received in the "All-Around Paper" contest: Somerset Journal, Commonwealth (Somerset), Hickman Courier, Jackson Times, Kentucky Standard, Ohio County News, News-Journal (Campbellsville), Anderson News, Berea Citizen, Leitchfield Gazette and Marion Falcon (Marion). The points on which this contest was judged was (1) general appearance, 30%, (2) local news, 25%, (3) country correspondence, 5%, (4) personal items, 10%, (5) farm (chief industry) news, 5%, (6) general news, 5%, and (7) editorial, 20%.

The winners in this contest were Leitchfield Gazette, silver loving cup; Ohio County News, second, and Somerset Journal, third. The scoring rang-

Dull August Advertising Opportunities Presented

Keynote of August Retailing

August is the dullest month in the year for some merchants, not so much because so many are out of town, but because of the general enervation due to the heat, and to the fact that many have already provided themselves with their summer needs. Merchants who merchandise aggressively and exploit timely merchandise appear to be able to swell the volume of sales. The very fact that people can be induced to buy furs in August is proof that there is business to be done if the public can be interested.

August Sales Events

Pure Food Shows; Summer Sale of Furs; China and Glassware Sale; Carpenters' and Builders' Sale of Tools; Sale of Linens, Bedding, Towels, etc.; Final Clearance Sales; Advance Showing Fall Merchandise; Vacations; Furniture and Housefurnishing Sales; School Openings; Store Remodeling and Decorating Sales; Summer Comfort Sales; Traveling Goods Sales; Home Coming Sale.

August Window Suggestions

Out-door Sports; Vacations; Bathing Scenes; Hot Weather; Traveling; Clearance Sales; Advance Style Showings; Home Coming Window; School Opening Window; Room Outfits; Kitchen Needs; North Pole Fur Window.

Advertising Pointers

Dog Days; Vacations; Summer Resort Scenes; Bathing Girls; Traveling, Motoring, Excursions, etc.; Clearance Sales; School opens early in September; Home Coming of Summer Homers; Regular Merchandise exploitations; Furs; Furniture, Housefurnishings, Blankets, Notions, etc.; Bargains.

Events Affecting Business

Vacations; Hot Weather; Sports; Travel; Returning Home; Approaching School Opening; Opening homes that have been closed all summer; Clearance Sales; Advance Fall Style in Merchandise.

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ed from 87% to 71% out of a possible 100%.

The scoring in the front page contest was based on the following points: excellent, good, fair, poor, and "no rating," with the factors judged: Headline schedule, headline content, subheads, type balance, make-up, name plate, ears, press work, inking, appearance of cuts, news story content, news story value, folding, and general appearance. The contest was very close and only a

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ASHLAND ENTERTAINS EDITORS--AND HOW!

The Gateway City Gives Editors Splendid Outing at Mid-Summer Meeting

We came, we saw—and were conquered! That is the expression of every editor who availed himself of the invitation extended by Ashland and attended the mid-summer meeting of the KPA. From the minute the guests into that gateway city of eastern Kentucky, they were royally entertained by the citizens for a three-day round of pleasure and profit.

Editor B. F. Forgey and his able assistant, "Jimmy" Norris, had prepared a splendid program of entertainment, ably assisted by the good people of their town—a splendid tribute to the editors of the Independent who are giving Ashland an up-to-the-minute newspaper. The slangy head on this article gives just a faint idea of the good things that the editors enjoyed. We can only express our appreciation, and, we are sure, the appreciation of all the members of the KPA to our hosts for the three day visit.

Entertainment Plus

Space does not permit a lengthy story of this visit but we will try to give some of our impressions of Ashland in this manner—the wide and beautiful streets—Editor Forgey's grin and address of welcome—the profitable and interesting trip to the Armco plant—Jimmy Norris always on the job—the noon day luncheon—the beautiful residential section—the country club and the banquet—the bridge and dancing afterward—the golf tournament—Carl Johnson, of Paris, was too much for the rest of us—the blushing speech of the winner of the community service cup—the address of our former senator Stanley—the business program, instructive, educational, enjoyable—the wide-awake appearance of the stores and business houses—Forgey and Norris, untiring—the hospitality of the citizens—the wide streets—the Henry Clay hotel, an excellent inn in a good city—the auto ride over U. S. 60—Keen Johnson's response, an oration—Lexington in 1930—Ashland, the beautiful, the hospitable—thanks, can we come again?

BY-LAWS TO APPEAR SOON

Our secretary, J. Curtis Alcock, is preparing the copy of the constitution and by-laws of the association and will soon issue the same in book form for the members. He promises to have this ready within the next week or two.

THE KENTUCKY PRESS

Official Publication of the Kentucky Press Association

VICTOR R. PORTMANN, Editor-in-Chief

Published by the Department of Journalism, University of Kentucky, Lexington
Printed by The Kernel Press

Application Pending for Entry as Second Class Matter

PRESS ASSOCIATION OFFICERS

J. M. Allen, Cynthiana Democrat, President

J. Herndon Evans, Pineville Sun, Vice-President

Joe T. Lovett, Murray Ledger-Times, Chm. Ex. Committee

J. Curtis Alcock, Danville-Messenger, Secretary-Treasurer

BEG PARDON!

This issue reaches our readers in an abbreviated, four page form. We had promised to publish the minutes of the Ashland meeting in this July number of the Press, but must plead for leniency from our readers. Secretary Alcock, on account of the death of a near relative, has been unable to complete the draft of the minutes up to our press time, so the complete minutes must wait until the August issue. The papers given at the Ashland meeting will be published in near future issues, as we do not want any of the Kentucky editors to miss the many good papers that were presented.

THE NEWSPAPER CONTESTS

It was gratifying to read the many excellent entries that were received in the newspaper contests that were judged and prizes presented at Ashland. The only drawback was the number of entries received in the four contests.

The community contest will be made an annual feature, and, together with the other contests, we want to find an entry into one, or all, contests next year in our mail from every newspaper in the state. We do not believe that the Kentucky editors are ashamed of their papers, or that they do not believe that they are in the "contest class," rather we know that the same editors either procrastinate, or do not have the time to send in their papers. Plan right now to send in your entries when they are called for in next year's contest. The more the merrier as the judges are always "gluttons for punishment."

We overheard one editor make a statement at Ashland that we wish to pass on for comment, to our readers. He said, "The Association ought to pass a rule, from this time on, that no editor should be eligible to receive a prize in the contests unless he is present at the meeting to receive the prize." What do YOU think about it?

RADIO PROGRAMS

As you know, the University of Kentucky sponsors a fifteen-minute radio program over WHAS each noon. Would you be interested in having one program each week, or at stated periods,

devoted to talks directed to the country correspondent in particular, and the public in general, on news gathering, how to write news, etc., etc.? Would such programs be of interest and profit to you? Could you induce your country correspondents to "listen in" and profit thereby? Would you hold a "correspondent luncheon" on these dates with a radio beside the table? A letter to the editor of the Press from every editor of the state on this suggestion would be appreciated. Any suggestions or comments would also be gladly received. Remember, the state university is here to serve you and the people of Kentucky. If we can do so over the radio, as in other ways, it is for you to command. Who writes first?

UNBUSINESS-LIKE PRACTICE

Editor Kentucky Press:

The following note from a wellknown newspaper advertising agency has been received and I am forwarding it to you for publication in the hope that calling attention to the practice may effect a cure.

The note reads:

We find in our checking department several of the Kentucky weeklies are printing dead advertisements. These are all small shops and these plates are evidently stuck in to fill space without realizing the damage it does to the value of advertising both so far as other newspapers and this agency is concerned.

The writer is wondering if there is some way by which the Kentucky State Press Association can put a stop to these newspapers' unbusiness-like methods.

If you will indulge me for a moment, I should like to urge members of the Kentucky Press Association to consider seriously the advantages of an A B C audit, ably set forth by Mr. Chandler at the meeting of the Association in Ashland last week. Regret more of the members were not present to hear him. The cost is so small—only a dollar a week—that it could deter no one. An advantage, aside from eventually securing a large volume of foreign advertising, is the forcing of publishers to place their subscription accounts on a sound basis, the foundation of which

is the cash in advance system. Until a newspaper adopts that system, and sticks to it, in my opinion it cannot prosper as it should prosper.

Mr. Chandler explained that no minimum number of newspapers in the State adopting the A B C audit is required to put the audit into operation, which, you understand, calls for the services of an auditor once or twice a year. If merely a few publishers have the courage to try it now I believe it will be only a matter of time until all newspapers worth while in Kentucky will adopt it. There could not, I imagine, be much increase in foreign advertising patronage the first year or two following the system's installation, but there should be, and I believe would be, very real results from the third year on. Hope publishers will take the matter up with the secretary of the Association or the chairman of the executive committee and let us do something about it at the January meeting.

Attendance at the Ashland meeting was excellent, considering the great distance from southern and western Kentucky where many of the Association newspapers are published. Some representatives drove as far as four hundred miles, and members in central Kentucky drove two hundred or more miles. They were well repaid, for I am sure the Association has enjoyed no better program and the entertainment was delightful. Ashland is in the forefront of Kentucky progress. Its citizenship is of the highest standard. The heartiness of welcome to the Association was genuine and gracious. A week has passed. Our exchanges are in and I am surprised at the paucity of notice given the meeting. Perhaps times have changed. Perhaps newspaper men do not consider their reception and entertainment of general interest. But, whatever the reason for brief and in some instances no mention of Ashland and the Association's sessions, I am of the opinion our newspapers have made a mistake. Simple courtesy demanded more.

J. M. ALLEN.

CARD PRICES TOO LOW

Editor Bert Johnson of the Stewartville Star passes along an idea that prices charged by many papers for professional cards are entirely too low, and says:

"Here's a matter that lots of publishers fall down on. They do not get enough for their business cards. I see that one paper advertises ads under that head at \$2 per year. That is the worst I have seen. Most fellows charge \$5 or \$6 per year. I get \$10.40 per year and have for a long time. The lawyers and doctors are well able to pay, too."

There isn't any reason why such cards should not bring the full advertising rate of the paper, and most papers recognize that fact. Those that are still selling this sort of advertising at too low a price should consider Mr. Johnson's suggestion. It's a good one.

—Minnesota Press.

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

JUDGE GIVES REPORT ON COMMUNITY CONTEST

Mr. Victor R. Portmann,
University of Kentucky.

My dear Mr. Portmann:

I have studied with as great care as I could command the newspapers submitted to me in the Community Service Contest sponsored by the Kentucky Press Association.

It was a great pleasure. It opened my eyes to the great work being done by the newspapers in the various counties in the state to the service they are rendering in promoting improvements in their communities. I congratulate you in your part in the work, the Kentucky Press Association in sponsoring it and the various newspapers that have entered into it with such zeal.

It was not an easy task to decide which one deserved the decision. The best interests to be promoted at any one time in one community are not necessarily the interests to be promoted in another; and further it is not easy to decide what are the best interests. We have noted the various movements fostered and have attempted to arrive at the best conclusion our judgment dictated.

We tabulated the various enterprises promoted and then as they were emphasized in editorials and in the news columns until they were finally brought to accomplishment.

It seems to us that one worthwhile community improvement begun by a paper and persistently supported in season and out of season, possibly in the face of a lukewarm public until that improvement is finally put through is a greater achievement for the paper than to merely give publicity to numerous undertakings that may have originated in other quarters. I could not at all times determine whether a project was inaugurated or merely supported by the newspaper. I attempted therefore to weigh the influence the newspaper had in general in furthering community welfare.

I wish to comment particularly upon the editorials. There were fine ones in all the newspapers submitted—a blazing attack upon excessive telephone rates, a ringing appeal to support a better school movement, a plea to parents to guard the health of children, a call to clean up the home premises, certainly they were fine editorials. And one deserves a place in the history of American humor; the editor suggests that every Kentuckian upon leaving the State might bear upon his back a placard announcing, "Kentucky for Progress."

And now finally the decision. That newspaper is rendering immeasurable service to its community if it promotes health, education, and good roads and does so in an effective way to produce certain results. A newspaper cannot give greater service than to educate the people, encourage them to health habits and endeavor to give them good roads. The Jackson Times has campaigned for each of these. It gives unstinted support to Dr. Smith in his enthusiastic health campaign in editorials and in news columns. This work reached into the farthest corners of the county. In line with this health campaign The Times worked to se-

cure a water system and played a large part in making it an accomplished fact. This work was a community service of lasting value. The Times support of schools was constant. It has made the county acquainted with the work of Lees Junior College and has aided in placing it upon a solid foundation.

The Times has worked for roads and the road will soon be open—an accomplished fact. An examination of the copies submitted justify their claim. "Through the efforts of this paper many prominent men outside of the State have been interested and have lent their aid in helping us to get our roads."

And lastly the editorials. The Times has praised when praise was due, and has not hesitated to censure when it had fault to find, but its criticisms have been in such a tone as to convince readers that its aim has been the promotion of the best interests of Jackson and Breathitt county:

I think the Jackson Times is worthy the prize offered by the Kentucky Press Association.

Respectfully,
L. L. DANTZLER.

Rendering service to our advertisers is part of making our newspaper the

medium it should be. One Minnesota publisher tells how he handles the grocery store advertising each week. He saves the spoiled papers as they come from the press, and cuts out all of the current grocery ads. These he pastes on a nice card, and takes several of these pasted ads to each advertiser immediately after the paper is out. A fine idea—and a real service. This saves the merchant from cutting out the ad—and gives him an idea that you are interested in his business and want to help him make his advertising profitable.

(Continued From First Page)

few points separated the winners from the other entries.

The Anderson News, Lawrenceburg, won the silver loving cup for first place, the Leitchfield Gazette, second, and the Kentucky Standard, Bardstons, third. Other entries include the Commonwealth (Somerset), Hickman Courier, Jackson Times, Georgetown News, Crittenden Press (Marion), News-Journal (Campbellsville), Berea Citizen, Marion Falcon (Lebanon), Gallatin County News (Warsaw), and Ohio County News (Hartford).

NATIONALLY ADVERTISED PAPER

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

L. C. TURNER
Lexington Representative
WHITAKER PAPER COMPANY

C. A. WALSH
Western Kentucky

FRANK PUND
Eastern Kentucky

Get Your IMPERIAL Metal Direct From Cincinnati, Louisville, or Nashville Warehouses

The Imperial Type Metal Company manufactures nothing but type metals. This specialization has resulted in quality and uniformity, hitherto unknown in type metal mixtures.

This paper that you are reading, the Louisville Courier-Journal, the Lexington Herald and the Lexington Leader, as well as a majority of other papers in the state, are consistent users of Imperial Metals and the Plus Plan.

The next time you need metal, get Imperial and compare the results.

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

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

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

Imperial Type Metal Co.

Philadelphia

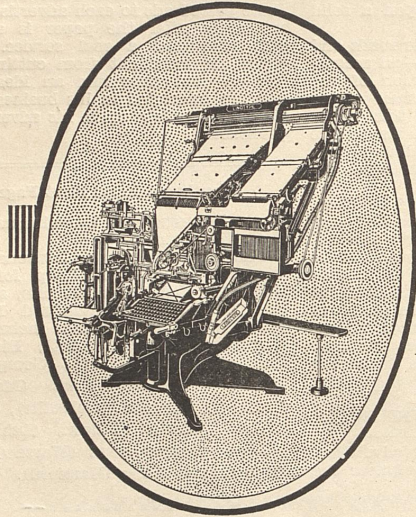
New York

Chicago

Los Angeles

“BECAUSE” IS AN ALIBI!

How profitable will your business be in five years?



A Suggested Equipment for Model 14

THE LINOTYPE COMPOS
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12 PT. BODONI WITH ITALIC AND SMALL CAPS
 FIRST MAIN MAGAZINE

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 The Linotype composes,

14 PT. BODONI BOLD WITH ITALIC
 SECOND MAIN MAGAZINE

THE LINOTYPE COMPOSES, JU
 The Linotype composes, justifies,
THE LINOTYPE COMPOSES, JU
 The Linotype composes, justifies,

8 PT. IONIC NO. 5 WITH BOLD FACE NO. 2
 THIRD MAIN MAGAZINE

THE LINOT

30 PT. BODONI BOLD CAPS, AUXILIARY MAGAZINE

MANY a publisher in circumstances similar to your own wished he had installed a Linotype five years ago.

The jobs that could have been handled—the profit that could have been earned—the increased productive economy Linotype assures—all have been forfeited . . . “Because.”

“Because” is an alibi. Alibis don’t pay dividends, alibis won’t make your paper a profitable property—adequate productive facilities will.

What are you doing *now* to assure a profitable business in 1934? Model 14 isn’t a cure-all. Its acquisition won’t make you rich over night. But it will help you to attain the satisfactory state that many publishers find themselves in *now*, who acted five years ago.

Heads, ads, text—you can handle them all on Model 14. And a surprising amount of job work, too. You will find the machine paying for itself every day by the savings it effects—by the productive capacity it affords—by the volume of work it literally “eats up”—and the ease with which it does it.

This page shows one typical Model 14 equipment. Many others are available—one exactly fitted to your business. Ask the nearest Linotype agency for facts and figures, have a representative call and go into your situation thoroughly—without any obligation, of course.

Investigate, at least, in 1929. It may be well worth your while in 1934.

TRADE **LINOTYPE** MARK



MERGENTHALER LINOTYPE COMPANY, BROOKLYN, N. Y.
 SAN FRANCISCO · CHICAGO · NEW ORLEANS · · CANADIAN
 LINOTYPE, LIMITED, TORONTO 2 : *Representatives in Principal Cities of the World*