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The
Kentucky Press

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Largest Registration Noted At Paducah Summer Meeting

Paducah citizens and the Sun-Democrat set a criterion in the hospitality and entertainment shown the largest gathering of editors and their families at the mid-summer meeting the first week end in June. No effort was left undone to make the visit both interesting and instructive in that progressive, beautiful city which today shows little evidence of the ravaging flood that covered it three years ago. Reservations for 124 persons were made.

Early registrants were greeted by a welcoming committee and escorted to the roof garden of the Irvin Cobb hotel where a buffet luncheon was spread. The Kentucky Utilities company was host for the luncheon with John Davis and Don Wester as masters-of-ceremony.

The business meeting was opened Friday morning by an address of welcome by Mayor Pierce E. Lackey. President Pedley responded for the editors. Editor E. J. Paxton Sr. editor-publisher of the Sun-Democrat extended a welcome from the newspaper and its staff. Tyler Munford, chairman of the legislative committee, presented an interesting discussion of the problems facing the state press in legislative matters. His address is published in another column.

Walter Johnson, Chattanooga, secretary of the SNPA, was introduced and gave an interesting discussion of the new paper mill at Lufkin, Texas, which is producing newsprint from southern pine. He concluded his address with the prophecy that, in time, all the newsprint used by southern newspapers would be manufactured from southern pine of which thousands of acres of valuable stands are to be found in the southern states. Col. B. F. Forgy, Ashland Independent, sent his regrets that owing to illness he would not be present to take part in the program.

Senator James P. Pope, director, Tennessee Valley Authority, outlined thoroughly the recreational activities that will be developed after the completion of the Gilbertsville dam on the Tennessee river, a few miles above Paducah. He stated that the impounded lake will furnish many miles of shore line for the development of recreational activities that would attract thousands of tourists to Western Kentucky.

Following his address, Robert L.

Kincaid, executive vice-president of Lincoln Memorial University, Harrogate, Tenn., focused the attention of the editors on the possibility and necessity for the establishment and promotion of the Cumberland Gap area and surrounding territory as a national park. He also pointed out that Kentucky should develop and enlarge its park system for the entertainment and enjoyment of tourist who would come to the state if a progressive and far-reaching program was undertaken at once. He stated that Kentucky could and would attract thousands of tourists every year, which now visit other states, if the scenic beauty of the state could be utilized and made available as all-year around playgrounds. He urged his listeners to help sell this extensive park program to the state and nation.

A short formal program was held Saturday morning in which contest prizes for newspaper excellence were awarded. Several matters of business were brought forward and completed. The Floyd County Times, Prestonburg, was elected as a new member to the association, and A. P. Barschmid was elected an associate member. KPA members in each county were appointed as special committeemen to encourage non-members to join the association. President Pedley announced that Secretary Alcock and Vice-President Dyche would attend the National Editorial association meeting in New York.

The social activities included a luncheon Friday noon with the Western Kentucky Strawberry Festival committee as hosts. Later the group were guests of the United States Engineer Department on a two-hour boat trip on the Ohio and Tennessee rivers. Some editors visited the Gilbertsville dam site while other included the Ancient Buried City at Wickliffe in their tour.

The Sun-Democrat was host to the banquet Friday evening with Herbert Agar, editor of the Louisville Courier-Journal as guest speaker. His address on the changing world picture and the part that our country must play in the future if democracy should abide was well and enthusiastically received. A dance concluded the evening's entertainment. Owing to the inclement weather, the evening's entertainment was held in the banquet hall rather than

the roof garden as originally planned.

Resolutions passed, expressing thanks and appreciation to the citizens of Paducah and the Sun-Democrat official family, include:

BE IT RESOLVED: That the 71st Annual Mid-Summer meeting of the Kentucky Press Association desires to express thanks to the City of Paducah and to the host Paper, the Paducah Sun-Democrat, for the splendid entertainment provided for its membership. Nothing was left undone by the city, the newspaper staff, and the management of the Hotel Irvin Cobb in their efforts to make our stay in Paducah a memorable one.

We desire to express our grateful appreciation to the Kentucky Utilities Company for the buffet supper Thursday night and for the courtesy of providing bus transportation in the city during the session.

To Mayor Pierce E. Lackey and to Publisher Ed J. Paxton, Sr., we express our appreciation for words of cordial welcome to Paducah.

The Association desires to thank Tyler Munford, Morganfield, for his instructive and profitable talk on "Legislation Affecting Kentucky Newspapers". We also want to go on record as approving the untiring efforts of the Legislative Committee, under the chairmanship of Mr. Munford, to protect and promote the public welfare through the medium of adequate publicity laws.

We are greatly indebted to Walter Johnson, Chattanooga, Tennessee, Secretary of the Southern Newspaper Publishers Association, for his talk on the newsprint industry in the South.

We express our thanks to James P. Pope, Director of Tennessee Valley Authority and for his preview of what the Gilbertsville Dam will mean to Western Kentucky and to the nation.

The Association appreciates the splendid talk of Robert L. Kincaid, Executive Vice President, of Lincoln Memorial University and park enthusiast and on "Selling Kentucky Through the Park Program."

We regret that illness prevented Col. B. F. Forgy, publisher of the Ashland Independent, from attending the convention and delivering his scheduled address.

To Herbert Agar, editor of the Courier-Journal, the Association is indebted for his sparkling and thought-provoking address at the banquet Friday evening, presided over by T. S. Waller of Paducah.

Thanks are extended to the Western

Kentucky Strawberry Festival Committee for the luncheon Friday noon, and to the Paducah Newspapers for their banquet and dance Friday evening.

The Association appreciates the work of Prof. Victor R. Portmann in conducting the annual newspaper promotion contest and his excellent service to the Association through the medium of the Kentucky Press. It also extends thanks to the donors of prizes in the various newspaper contests.

To the United States Engineer Department and to Senior Engineer, C. J. Rhodes, we tender our sincere thanks for a most enjoyable boat ride on the Ohio and Tennessee rivers; to Colonel and Mrs. Fain W. King for their gracious invitation to visit Ancient Buried City; to the Municipal Swimming Pool and Golf Club for making available these facilities to the membership; and to the various clubs, individuals and agencies for their part in the entertainment, we express our appreciation.

We note with deep regret the passing of three of our fellow newspaper folks during the past six months—Mrs. Fannie Bell, publisher of the Georgetown Times; Norman Shelby Parks, editor of the Pike County News; and George S. Lee, Carrollton News, a charter member of the Association.

The Association congratulates Dean Thomas P. Cooper upon his elevation to the post of Acting President of the University of Kentucky and express confidence in his ability to fill this post with distinction.

John L. Crawford, Chairman
Herndon J. Evans
J. LaMarr Bradley

Whereas, the Bill to Amend the Government Printing Act, known as the Robinson Bill, H R 7266, has never been reported from committee, and,

Whereas, said Robinson Bill, if passed, will prove of great benefit to the printers of the United States without discrimination or harm to the Government in any manner whatsoever, but will give the printers the same consideration as is accorded to any other commercial firm in the letting of contracts for governmental activities. Therefore be it

Resolved, that the Kentucky Press Association, in convention assembled, hereby urges the Committee on Printing of the House of Representatives of the Seventy-sixth Congress, to bring said bill on the floor of the House for immediate consideration with a recommen-

dation for its favorable passage. Be it further

Resolved, that a copy of this resolution be spread on the minutes of this Association, a copy be forwarded to the chairman of the committee on Printing, and copies be forwarded to the members of the House of Representatives from the state of Kentucky, urging said members to demand immediate consideration of said bill.

Providence Enterprise Adjudged Best All-Around Weekly Paper

The Providence Enterprise, J. LaMarr Bradley, editor, was awarded the Lexington Herald-Leader's silver trophy for the best all-around weekly at the close of the mid-summer meeting. The Shelby News, Wade McCoy, editor, won second place and George A. Joplin Jr.'s Somerset Commonwealth was third. Honorable mention was given the Kentucky Standard, Bardstown, A. S. Wathen, editor, and the Sandy Valley Enquirer, Grayson, William R. Bagby, editor.

The Winchester Sun, James Tatman, editor, was named the best small city daily and received the silver trophy presented by Pres. Gracean M. Pedley. Certificates of merit were awarded the Hazard Herald, Charles Wooton, editor, and the Corbin Daily Tribune, John L. Crawford, editor.

A leg on the Ben Cozine Memorial Cup for the most meritorious editorial page was won by the Hickman County Gazette, Clinton, Harry Lee Waterfield, editor. Certificates of merit were presented to the Lyon County Herald, Eddyville, Gracean M. Pedley, editor and the Providence Enterprise. Other papers which have won "legs" on this trophy include the Carlisle Mercury, 1935 and 1936, Lyon County Herald, 1937, Kentucky Standard, Bardstown, 1938, and the Tri-City News, Cumberland, 1939.

The third name to be inscribed on the Grehan Memorial Plaque for the best editorial was that of the Lyon County Herald. The first and second names thereon are the Pineville Sun and the Shelby News. Second and third place certificates in the editorial contest were accorded the Floyd County Times, Prestonburg, Norman Allen, editor, and the Sandy Valley Enquirer, Grayson. Honorable mention was given the Pineville Sun, Herndon Evans, editor, and the Corbin Times, James Crawford, editor.

The Louisville Courier-Journal's silver trophy for the Best News Story was won by the Trimble Democrat, Frank Bell, editor, for his excellent story on a flash flood that visited his county. Second place was won by the Lyon County Herald, and third place by the Hazard Daily Herald. Honorable mention was accorded the Floyd County Times and the Shelby News.

For the best front page the Shelby News was presented with the Covington Kentucky Post award, with the Providence Enterprise and the Kentucky Standard receiving certificates and the Somerset Commonwealth and Trimble Democrat, honorable mention.

The \$5 prizes for the best full-page, half-page, and quarter-page advertisements were won by the Somerset Commonwealth, the Providence Enterprise, and the Union County Advocate, Roy and Tyler Munford, publishers, respectively. Second and third place winners included: full-page—Shelby News and Kentucky Standard; half-page—Lyon County Herald and Union County Advocate; quarter-page—Anderson News, Lawrenceburg, R. E. Garrison, editor and the Providence Enterprise.

A larger number of entries were received in the various contests and the final grades were so close that only a few points separated the contestants in all contests. The Press congratulates the winners and urges that thoughts and plans now turn to the 1941 contest. The Contest Committee hopes and requests that every newspaper in the state should plan to enter all contests next year.

Bank Money Orders

An easy ad to sell a local bank consists of a simple comparison between the cost of bank money orders, post office money orders, and express money orders. Though the bank has a decided edge, it is surprising how few people realize it.

Special Delivery Envelopes

Publishers who want to be sure important business letters or direct mailing pieces receive quick service in the mails and attract attention of the recipients might write the Consolidated Publishers Company, P. O. Box 952, Buffalo, for samples of their special delivery and fast dispatch envelopes. They quote a price of \$11 for 500 envelopes, \$15 for 1000, with lower prices for higher quantities. Name and return address are printed on all orders of a hundred envelopes or more.

The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Press Association Officers

Gracean M. Pedley, President, Eddyville Herald; Russell Dyche, Vice-Pres., London Sentinel-Echo; J. Curtis Alcock, Sec.-Treas., Messenger, Danville

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Newspaper Exhibit Committee

Victor R. Portmann, Kentucky Press, chairman; Vaughn Spencer, Kentucky Farm Journal, Louisville; Robert Simpson, Frankfort Journal; Mrs. Harold Browning, Williamsburg Republican; Miss Jane Hulton, Harrodsburg Herald.

NATIONAL EDITORIAL ASSOCIATION
1940 Active Member

MEMBER
KENTUCKY PRESS ASSOCIATION
ORGANIZED JANUARY, 1869

Paducah Is Excellent Host

The editors and staff of the Sun-Democrat, ably assisted by the citizens of Paducah, made the visit of the editors and families at the mid-summer meeting a pleasant and memorial occasion. The largest number was in attendance that has attended the summer outings in years, and all were profuse in their thanks for the entertainment and hospitality. Paducah is a beautiful city and its recovery from the disastrous flood of 1927 reflects the co-operation and progressiveness of its newspapers and the citizens. Well may it be called the metropolis of Western Kentucky! The Press extends its thanks and appreciation to Editors Paxton, Junior and Senior, Joe La Gore, and

other staff members for their interest and good fellowship.

Join Your Press Association

It was pointed out at the summer meeting that a number of Kentucky editors were not members of the KPA. No reasons were advanced for their non-participation, but there is every reason that they should belong to an organization that carries the brunt of the fight for better publication laws and understanding in the state. The motto on the seal of the state, "United we stand, divided we fall," should be an incentive for state to become an active member; active not only in membership itself, but in participation in the conventions and in the problems that face the printing and publishing industries every day. Let's make it 100% membership today.

Newspaper Has Right To Criticise Judiciary

Should newspapers be allowed to criticise the decisions of court judges?

This issue is stirring wide debate throughout Missouri and other parts of the country in the wake of the sentence imposed on the St. Louis Post-Dispatch for contempt of court in criticising a St. Louis Circuit Judge. The newspaper, fighting the sentence on appeal, threatens to take to the highest court the issue of the right to criticise judicial decisions in print.

A special survey conducted in Missouri indicates that, in the view of the court of public opinion, newspapers should remain free to criticise judges' decisions if they wish to. An overwhelming majority of Missouri voters—more than seven in every ten—take this view in the survey, and a similar study throughout the country shows that the rest of the Nation shares this attitude.

The issue put to voters in Missouri and elsewhere by the American Institute of Public Opinion was as follows:

"Which do you think is more important—

- A. That newspapers should be allowed to criticise the decisions of judges, or
- B. That judges should be free from such criticism?"

The vote of those with opinions was, Missouri Voters.

Papers Should Be Allowed to Criticise Judges	75%
Judges Should Be Free From Criticism	25%

Nations Voters.	
Papers Should Be Allowed to Criticise Judges	75%
Judges Should Be Free From Criticism	25%

In Missouri only about one voter in every fourteen (7 per cent) expressed no opinion on the issue, while for the Nation as a whole approximately one in every eight had no opinion.

Other surveys by the Institute in past years have shown that the American public has great respect for the judicial system and opposes any basic change in the structure of the courts, as for example, the President's Supreme Court enlargement plan.

Courts Not Sacrosanct

But it is also true, as today's study shows, that the public does not look upon the courts as sacrosanct or above criticism and reproach.

On the contrary, it apparently feels that the democratic principle of free criticism of public institutions should apply as much to the courts as to other institutions.

This attitude is well reflected in the comments and remarks made by voters in discussing the issue with interviewers in the survey. The comments typical of the majority were that "judges are no more perfect than other officials," that "judicial errors should be exposed, otherwise trials might be held in secret," and that "it is healthy to have all branches of government open to criticism." Many likewise declared that the right to criticise judges is part of "free press and free speech."

The minority who, on the other hand, thinks that judges' decisions should be free from newspaper criticism, argue that the courts know more about the facts in a case than newspapers, and that judges should be "independent of public pressure."

Civic Improvement

What's needed in your town—a hospital? a new athletic field? a new school? Decide on some civic improvement of that kind, start writing editorials about it, get leading citizens to comment, and see how long it is before it becomes an actuality. It's a good way, not so much to prove the power of your paper as to make it serve the community.

If we do less than our best for two months, we'll find ourselves doing work we're ashamed of at the end of three months.

Legal Problems Need Cooperation For Full Solution

By Tyler Munford, Chairman
Legislative Committee

In discussing legislation affecting newspapers we should not concern ourselves solely with current laws providing direct revenue in the form of legal publications. Admittedly, these laws are the most important in that they represent fixed sources of revenue that is not usually affected by an economic depression or bad business conditions.

Without question newspaper publishers should be alert in preserving the present report and publicity laws, improving them wherever possible and securing the enactment of new laws for their own benefit and for the benefit of the public.

However, if our perspective is limited to the field of legal publications it is not likely that lack of concern over legislation, both state and national, adversely affecting our advertising clients may eventually result in a tremendous loss of revenue.

Any state or national legislation imposing an unfair tax burden upon any corporation now using newspapers as a medium for advertising its products should be of immediate concern to every newspaper publisher. Adverse legislation, whether it provides an unfair tax or curtails the expansion program of an advertising industry, might easily affect that industry's advertising appropriation, which in turn would be reflected in a loss of revenue to the newspaper.

I do not mean to convey the idea that the Press Association or its members should blindly rush to the defense of any advertising client merely because that client protests pending legislation. Often big business opposes constructive legislation as a matter of policy, being fearful that one law may lead to the enactment of another that would be harmful to its operation. The Press Association and its members should be informed as to the real and actual effect of any proposed legislation upon advertisers.

Whenever it is found that proposed legislation is unfair to the client involved, I believe that the Press Association and its members should use every means at their command to defeat that legislation. This may appear to be hard-

boiled, cold-blooded attitude, but if we are to stay in business in a field becoming more competitive every year, it is imperative that we protect our interest thru the application of a practical policy that will produce results.

The Patman bill now pending in the national congress is one example of legislation not only affecting the buying public but the producers of farm products. If enacted, it would destroy the system of chain store buying and merchandising. In other words, its sole purpose is apparently to put the chain stores out of business. If this happens every newspaper operating in a chain store town would be directly affected. The chain grocery accounts in particular are among the most lucrative in both the daily and weekly field.

I believe the Kentucky Press Association as a matter of service to the public and as a protection to the newspaper business is warranted in going on record as opposed to the Patman bill. In adopting such a course we would only be joining the great farm groups of the nation in protesting this legislation.

Recently there has been a legislative trend in the direction of price fixing thru the medium of fair trade practice acts. During the last session of the General Assembly an effort was made to permit food price fixing by certain groups in the food industry. It is perhaps not too far fetched to assume the proposed amendment to the fair trade practice act had for its actual purpose the curtailment of price advertising of merchandise. I need not advise you as to the effect upon your revenue should the General Assembly ever enact such legislation. In this connection all of you are familiar with the State Department of Revenue ruling made in 1938 prohibiting liquor dispensers from advertising prices. While not affecting many of the weeklies and smaller dailies, such a ruling must be considered in the light of a dangerous precedent, and it should have been protested by Kentucky publishers.

In the field of public utilities both the newspapers and the taxpayers have a direct interest. In Kentucky, the operating power companies are not only sources of revenue to local units of government such as schools, cities and counties, but in addition to the State.

Any legislation, state or national, imposing upon public utilities undue and unfair legislation either in the form of taxes or regulation should be carefully scrutinized by every publisher. Any

legislation, state or national, involving government use of the public monies for power development with the ultimate purpose of competing tax-free with private power companies should undergo the same kind of scrutiny.

Municipal ownership and government participation in the field of electric power development and sale are highly controversial subjects, but both are of great importance to the newspaper publisher as a business man and as a servant of the public interest thru the medium of his newspaper.

In this day of ever increasing competition in the newspaper field, of the imposition of new and expensive federal taxes, no Kentucky publisher can afford to lose his most lucrative advertising accounts. Can the publishers afford to lose the business they are now receiving from privately owned companies if those companies are eliminated from their local fields? Can the community in which the newspaper operates for the benefit of both the publisher and the people, afford to lose taxes paid by power companies—taxes that would be lost as a result of government competition? These are questions directly affecting both our business and our communities.

* * * *

During the recent session of the Legislature, your Legislative Committee submitted three bills affecting existing statutes relative to legal publications.

They were: A bill restoring the old method of advertising sheriff's sales for delinquent taxes. Because it did not carry an emergency clause, this new law will not become effective until next year.

Another bill passed in the House would have provided for publication of county budgets in itemized form, rather than in condensed form. It also was lost in the Senate.

Several bills introduced in the House and Senate designed to repeal the Report and Publicity law or to amend it to destroy its effectiveness were defeated.

Most of the work in preparing the legislation and in seeing it thru the House was done by Harry Waterfield of the Legislative Committee. Inability of your Legislative Committee to secure the active interest of some member of the Senate caused the program to bog down in that body.

It is perhaps well to mention at this time that both school, city and county influences are not favorable to the Report and Publicity law, and in every legislative session make some effort to repeal or amend it.

In view of the experience of your Legislative Committee during the last session of the Legislature, and in view of the ever-increasing necessity of protecting newspaper revenues as related both to legal publications and allied industries, we make the following recommendations:

1. The employment of a legislative agent to represent the Press Association at the 1942 session of the General Assembly. His duties would include the enactment of those bills already mentioned as defeated in the 1940 session. He would make a thorough study of all legislation outside the field of legal publications that might affect newspapers, and would so advise members of the Press Association.

The agent's salary should be sufficient to warrant his full time during the session. One means of securing revenue for this purpose would be in the form of a special assessment of Press Association members.

2. It is further recommended that the Association compile and have printed in booklet form all laws pertaining to legal notices or to legal publications.

There are several new statutes not included in the old list of laws published sometime ago. One in particular is that affecting application for road house permits, and another relating to applications for sale of beer and liquor.

Most of this information can be had without cost from the files of the Statutes Revision Committee at Frankfort.

Failure In Cooperation Is Our Great Weakness

What is the greatest single factor accounting for the present loss in national newspaper linage? A nationwide decline in spending on the part of individuals, business, and the national government is perhaps as good an answer as any. But it's not the answer. The answer lies with the newspapermen themselves.

To begin with, it takes mass selling today to get the job done. And seventy-five per cent of the press have an inborn dog-eat-dog attitude toward each other that prevents 100% united action on any subject, including taxation, national advertising—even local community development. What one endorses, the other opposes, even though it be a matter of dire necessity.

To bear out the point, take the case of consumer education—enlightening the public about advertising, and as impor-

tant a subject as has ever faced the press of this country. The Advertising Club of St. Louis made available to state press associations an excellent series of eleven mats, each thirty inches in size resigned to inform the people on the importance of advertising in the American Way of Living—and which newspapers in any association could secure for a mere \$1 bill. Would publishers take advantage of this gift?—and it was a gift because it was worth ten times the cost just for filler alone. Yes, in a measure they would unless they knew their competitor was running the series. Then absolutely not!

Splendid spirit of friendliness and cooperation, wasn't it? But don't laugh. You've done as bad by your competitor. Only maybe it hasn't been so recent that you can recall; or maybe you don't want to.

You say, "That's Missouri—That doesn't happen here?" No, it's everywhere. That swell idea just originated there. It might as easily have come from Kansas, Nebraska, Iowa, Texas, or Louisiana. The result would have been no different.

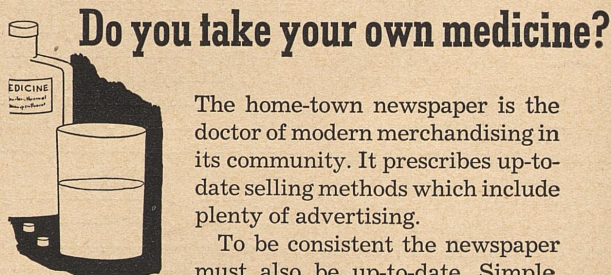
Take the Oklahoma Co-Operative Grass Roots Campaign as another example. It was a united drive for increased local and national linage through local dealer contacts—a dynamo of power generated at the point of sale. There was a tailor-made program for you if there ever was one—actually laid in your laps by the Oklahoma Press Asso-

ciation. The whole picture was yours for the asking. It did a swell job everywhere it was applied, anywhere in the nation. But it called for cooperation on the part of the publishers, and not even twenty-five per cent of them took it on. That swell campaign is still waiting for cooperation between publishers, the very group it is designed to benefit.

The same spirit of publisher-vs.-publisher unfriendliness prevails in connection with local projects. There's no use going further into that.

Brought up to date, the national picture from the standpoint of the publisher is that few publishers have the wherewithal to take progressive action. Governmental regulation of the press has been achieved through oppressive taxation and stringent, bureau-interpreted wage-hour laws. Publishers are afraid to enlarge their staffs or broaden their activities. The merchant is in identically the same predicament. The great majority of the publishers don't have the necessary funds to operate as a constructive force in their communities. Proving that a free press, without advertising, isn't any more free than is a subsidized press. (A tax-burdened press certainly isn't free. A kept press can't be.) You are stymied at the head, from the start. You've got to spend money to make money, and you haven't the money to spend.

Then there are social security and other employment taxes, with more "promises" coming next year. To this, add



Do you take your own medicine?

The home-town newspaper is the doctor of modern merchandising in its community. It prescribes up-to-date selling methods which include plenty of advertising.

To be consistent the newspaper must also be up-to-date. Simple, easy-to-read heads . . . legible body matter . . . inviting advertising display . . . they're vital to newspaper effectiveness.

And you can achieve them all with one Blue Streak Linotype. The Model 32 . . . with its eight magazines . . . offers a type variety that can set a whole newspaper, and set it right. It will do the job work, too. Let your Linotype representative show you *how well!*

FOR PROFIT'S SAKE

THE BLUE STREAK LINOTYPES

Linotype Opticon and Memphis Bold Condensed

high-pressure radio-sales techniques, streamlined billboard presentations, and other competing media, including free-distribution shopping guides with their lower operating costs—and you have the national picture in a nutshell.

The answer now rests squarely on the shoulders of the newspapers. What are you going to do about it?

The national picture can be remedied, starting firmly with Washington. The time and place to get the matter straightened out is now.

Have you told your congressmen (they make the laws) what you think about social security taxes, what your employees think about the whole deal? Have you expressed your opinion to them about the labor laws that are penetrating deep into your business and the business of every advertiser, and into every hamlet in the country? Have you? If you haven't, then for crying out loud, what are you waiting for?

Now, about this much needed and necessary cooperation.

Do you belong to your state press association? That's the first real test of a good soldier. If you don't fraternalize you'll depopularize. Remember, the banana got skinned when it left the stalk.

You've got to pull together today as you have never done before. Get better acquainted with your competitor—with every editor in your community and state. Thrash out these matters together.

That's the answer to better newspapers, a cleaner press, improved relationship between the advertiser buying public and the publisher. When you learn the secret of companionship and combined effort, you'll have the national advertising given you. And you'll learn there is nothing more appreciated by every one than local good will.

When your competitor lands a nice advertising schedule, ask him how he did it. He'll tell you if you're half decent about it. And for goodness sake, don't yell "me, too" to the advertiser and shout to high heaven because you can't get on the same list. You're not the only pebble on the beach. Go after the business, sure; but go about it in a businesslike way—with facts and figures and arguments. Don't whine. Be big about it. Make the advertiser realize he's overlooking a big bet—not a little one.

Newspapers are still the major selling media. The longer an advertiser is out the more he realizes that. But he, still has to be sold, and he won't buy as long as you'll give it to him free or impugn his motives for not using your newspaper. Remember that! Which brings us to

the last point I wish to emphasize—advertiser cooperation.

What are you doing about the businessman who is already is your newspaper, who appreciates the value of your media, who supports your publication? Are you letting him down? Are you running free puffs for his competitor and everybody else—and forgetting him? Wouldn't it be much better if you'd give the advertiser a break?

Let's change over for a while and give the advertiser all the support in the world. Let's go to them and get result stories about their business.

There's nothing that will round up a new advertiser quicker than repeated plugs for a steady patron. Let's cut loose and give cooperation at the point of sale; then we can expect, and will receive, cooperation from them in return, *re* national lineage. And the die-hard, non-advertising merchant is going to need these timely stories of those who recognize newspaper value. Why? First, because he is jealous of his competitor; second, because you are going to make him feel the effect of this campaign.

After all, whether you know it or not, it's the local merchant who controls your national advertising. You'll not get that lineage until you cultivate him by consistently serving his account, large or small. And in turn he'll be happy in recommending, even insisting, that national schedules include your publication.—Nebraska Press.

Oklahomans Tell How To Reduce Costs

The Sooner State Press, published by the school of journalism at the University of Oklahoma, recently reported the opinions of several publishers regarding the best methods of reducing costs. Some of the methods mentioned were:

Make the advertising percentage heavier on every page and thus reduce the number of pages; this practice would spread the retrenchment evenly throughout the newspaper.

Adopt more careful purchasing practices to take advantage of whatever bargains are available.

Edit copy so that no waste material goes into the newspaper; eliminate the longer articles whose only merit was that they took up space.

Eliminate supplementary picture and services that are rarely used.

Intensify advertising sales effort to secure accounts of small firms and the intermittent users of space.

Strive for more efficient operation of the circulation department.

The promise of a free meal will insure a record attendance at your meeting.

People who thought that \$500 was a small fortune in 1932 now maintain that life can't be supported decently on less than \$200 a 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 Co.

Hammermill Products In Fine Papers

**Guy B. Roush, Representative
125 Hillcrest, Louisville**

Imperial Type Metal

**H. L. Felix, 1648 Sutton Ave., Mt. Wash-
ington, Cincinnati Ohio**

Immediate Shipments From

**THE DICKSON COMPANY
234 W. Main St. Louisville**

**CINCINNATI MERCHANDISE W'HOUSE
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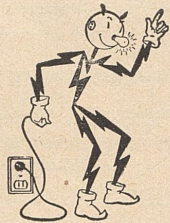
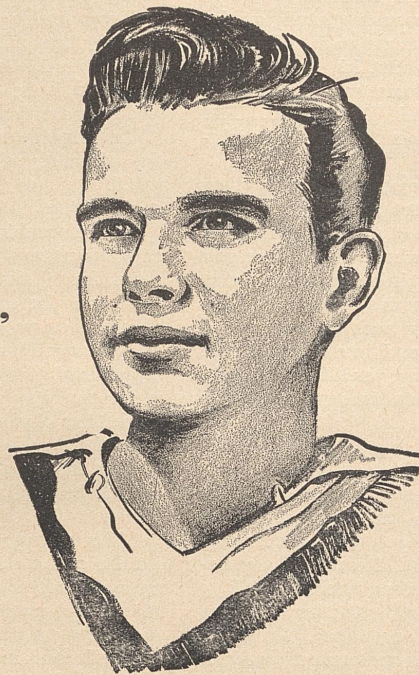
Bush Krebs Co.
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**ELECTROTYPES . . .
. . . ENGRAVINGS
SUPPLIES . . .
. . . MACHINERY**

ED WEEKS

THE BOY
who
"HAS NO FUTURE"



He is an American boy.

There are some fifteen million lads just like him in America; just as young, just as eager, just as full of promise.

Yet there are people who feel sorry for these boys. They tell us American initiative is dying, American frontiers are gone. They say there is no opportunity and no future for youth in this country.

Do you believe such statements? We people of your electric company don't believe them, and we'll tell you why:

Fifty years ago the electric industry had barely begun its existence. The same is true of the automobile industry. It is even more true of the radio and aviation industries. Coming right up to date, here are a few of the things we didn't have as recently as 1930:

Streamline trains. Transoceanic air service. New plastics and resins. Plywoods strong as steel. Fiber glass for insulation and textiles. Synthetic rubber. Synthetic hosiery. Synthetic vitamins. Sulfanilamide and sulfapyridine, drugs that are revolutionizing medicine.

There are always new frontiers and new futures in America. In good times and bad,

Americans work to make the good things of life better and to make them available to more people at less cost. The employes of your electric company are typical: their efforts have helped make it possible for this company to give far better service than it could give twelve or fifteen years ago, and to charge about *half* what was charged then. The average customer can now use about *twice* as much electricity as he did then *for no more money.*

The men of your electric company and other electric companies were once American boys. They believed in their own futures and the future of their country. They proved themselves right by working to make the future better for themselves and their fellow citizens. They hope today's young Americans will not listen to defeatism and pessimism, because they know that everyone in America *has* a future if he sincerely *believes* he has.

KENTUCKY UTILITIES COMPANY
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