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# The Kentucky Press

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



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# Newspaper Business Demands Improved Business Methods

By JOE T. LOVETT  
Murray Ledger and Times

The economic theorists teach us that all business activity may be divided into four essential factors—each varying in importance with various businesses—but all equally important in the ultimate success of any particular enterprise, whether it be the manufacture or distribution of goods or services or both.

While as practical men we have consistently found that the theorists are never entirely right yet in their reasonings we generally find some germ of truth and quite often a kernel.

These four components of business—any business—are production, financing, distribution, and accounting.

The newspaper business is one of the more complex means of earning a livelihood because is both a business and a profession. And the country editor, like the rural barber, must be familiar—that is, if he is to be successful—with many divisions of the big whole (sometimes it is the h-o-l-e unless he watches his step.)

As an editor, the smalltown publisher—the genus homo that we are especially interested in right now—is a professional man guided somewhat by the same instincts as the lawyer and the doctor. As a newspaper manager he is a business man moving somewhat along the same lines as his merchant-customer up the street. At the same time, the operations of his plant make him an out-and-out manufacturer and he is so classed by the tax laws of the state of Kentucky which exempt a newspaper plant from local taxation on the grounds that it is a manufacturing establishment.

If we analyze our businesses—or professions if you please—in the light of these four phases of production, financing, distributing, and accounting, we will easily see that complete success demands solution of the problem of each phase.

Specific examples right here in Kentucky may be given of newspapers which fulfilled three of the requirements and yet died because they made a miserable failure of the fourth.

Recently, and even before the crash, there was a Kentucky paper good enough to win the prize for "best all-round weekly in the state" that wasn't earning enough money to enable its owner to live. This was an instance where the town couldn't adequately support the paper with advertising and was getting much more than it paid for.

One of the outstanding dailies in the state was sold one day in May, 1929—merged with another daily and its identity now almost forgotten—and that one day was the only one that its owner ever made a profit from it.

The financing at the beginning was adequate, the production was o. k., the accounting system was up to standard but the distribution (in this instance it was the sale of

advertising instead of subscriptions) was falling down and the growing deficits in revenue were gradually breaking down the financing.

I have asked others to discuss financing, production and distribution today while I shall attempt to talk about a simple, feasible and accurate system of accounting for small papers. Suffice it to say that the other three are problems that vary widely with the individual publishers here. However, I am sure that those who speak have had experiences which will be of benefit to most all of you. Perhaps they have solved some problem which has been bothering you for a long while. I know that others have long ago found the key to an enigma that had been baffling me and dropped it to me in casual conversation or in a round-table talk at one of these meetings.

Regarding small newspaper accounting I have been amazed at the number of weekly publishers in Kentucky who shamefacedly confess that they do not have a very definite idea of how much they made or lost in the year or any other particular period. A friend who shopped about the nation in search of a weekly paper was very much non-plussed by the lack of accurate figures on what the various newspapers had been doing in gross business, what it cost them to operate, and what their net profits or losses were. It was therefore very difficult, he said, to try to arrive at any accurate figure as to what those papers were worth.

Let me say to you that it isn't a hard job to keep an accurate, informative set of books on a country weekly. Beyond the value of the information, it often enables a publisher to find a bad leak with sufficient information about his income and outgo, broken down into logical divisions. Neither is any bookkeeping training necessary nor an elaborate set of book required.

Naturally, all I can tell you about is what I use myself—for what I thought were my own particular needs. However, I believe it will work for any newspaper property doing a gross of less than \$40,000 or 50,000 a year.

Let me say first that I do not waste a lot of unnecessary time trying to keep track of every penny and endeavoring to balance books to the cent like a bank at the close of business every evening. The game isn't worth the candle to jot down every 10c worth of card board or writing paper, unless one does a general business on those items. In such cases, it is usually much simpler and easier to place such sales in a separate place from other cash receipts where they may be totaled separately any time.

To save unnecessary check-writing small items are paid for in cash, a record being kept on "paid-out" slips which are entered on a general ledger once each week or oftener as desired.

Income is divided into three sources—advertising, job printing and net subscription receipts. If desired "miscellaneous sales" may

be kept apart from the other cash and made fourth item on "income." Charged miscellaneous sales are entered on the job book. Some publishers do not book printing that is paid for when ordered or when it is paid for as it goes out of the plant. However, this system makes it vital that every printing order received be placed on the job book. When it is paid for before the end of the month it is so marked. It is placed on the monthly statement, it is checked off.

The same goes for each ad so that in booking the paper in the advertising ledger after the issue is out, the total revenue from that paper and the total number of revenue inches of advertising are immediately totaled.

Subscription records are kept completely and entirely on the duplicate numbered stub of each subscription receipt issued. The net amount to the paper is noted on each stub (for use when using subscription agents) and that, too, is easily totaled at the end of the month or any other time.

This system makes it easy to determine in just a few minutes the volume of business booked in any particular period or for the month at any particular date. So much for the "income" part of the monthly statement.

Monthly expense statements are made up from two sources—the stubs in the check books and the ledger sheet on which are entered the "paid-out in cash" items.

On The Ledger and Times expenses are divided into the following classifications (1) Payroll; (2) Newsprint; (3) other paper stock; (4) Supplies and miscellaneous, which includes ink, metal, rollers and all such items that enter into the production of a newspaper and general job printing; (5) Services, which includes correspondence advertising mat services, telephones, telegrams and other kindred items; (6) Postage, express and freight, which are self-explanatory; (7) Rent (let me say here that even if you own your own building you should charge your business with rent, not less than 12 percent annually on the total amount you have invested in your building, out of which you should pay for the taxes and insurance, as well as make repairs; (8) Power and lights; (9) Insurance on the plant, stock and fixtures; (10) Advertising; (11) Donations; and (12) Taxes (except income taxes which are not chargeable as expenses in making out your report.)

On a weekly, the same number of weekly payrolls issues should be charged to any particular month as there are published in that month. Strictly going by the calendar will throw you out of proportion on the two consecutive months when one comes with four issues and five Saturdays.

For example, April this year, had 5 Thursdays (our publication day) and only four Saturdays. Had we charged only 4 payrolls to April when we published 5 papers our earnings statement for that month would not have been accurate, it

would have been too high. Consequently, May following had 4 Thursdays and 5 Saturdays. It would have been out of balance the other way. Our earnings statement would have shown too little for what it actually was.

Your gross operating profit or loss is the difference between your gross income as shown and your expenses as broken down into the various divisions. But that isn't what you have made for that month—not by a whole lot. You haven't allowed anything for interest on your investment or for depreciation and the items which enter into what we regard as and call a "capital charge."

That capital charge should not be less than 10 percent and ought to be 12 percent of your total investment in your business and should be set aside as a separate account, of which you will pay yourself (if you own your newspaper as an individual) any extra amounts beyond your salary, additions to the capital value of your plant, income taxes, dividends, and such other items. If you have \$10,000 invested, your capital charge should be \$1,200 a year, or \$100 a month, and you should add that \$100 a month to your monthly expense account before you shall have arrived at your net operating profit for the month. In short, the difference between your gross operating profit and your net operating profit is your capital charge. Don't fool yourself that this capital charge is unnecessary. It is and it's sound, practical business to make it.

We also use a few tables to tell us the picture of our business at a glance—that is, the whole history of it. One table shows the advertising (both in dollar total and revenue inches) each week for six years, so arranged that the same weeks from year to year are in parallel columns where they may be readily compared.

Another table, on a single sheet, shows the printing business by months for 11 years, with a sub-total figure for the year to date, where comparisons for similar periods are available at a glance.

The same for net circulation receipts in another table, including 11 years.

Two other tables are more informative. Each one shows four years. The first contains four columns as follows: Advertising printing, net subscription, total. The second also contains four columns as follows: Gross, operating expenses, gross operating profit, net operating profit.

There's lots to this newspaper business. However, one thing must be agreed—no matter how good a paper you publish, no matter how much advertising you may carry, no matter how much news you may print, no matter how big a circulation you may have, no matter how much job printing you turn out, no matter how brilliant editorials you may write, if you don't make some money you are not going to be in business very long. The important

(Continued from Page Three)

# Country Publisher Should Encourage His Correspondents In Every Activity

By C. A. HUMMEL  
The Jeffersonian, Jeffersontown

The country correspondent has long been looked upon among country editors and publishers, in many instances, as sort of necessary evil, whose weekly recording of the current gossip clutters up the copy hooks with a superabundant supply of grist for the typesetting mill. The voluminous flow of personal mention, rolling in more or less regularly from out in the open spaces, lands first on the news desk, whose occupant usually proceeds to dispose of it as quickly as possible by passing it on—I am afraid often even without a casual reading—to the linotype operator, who eventually becomes so familiar with the habitual phrasing of the paragraphs, but for the names which change about into different locations, he could read the copy without even looking at it.

But some one offers the suggestion that I am behind the times, and am speaking of the old time country correspondent, and the old time country editor as well, whose day is done in this locality and whose policy and handling of the country correspondent and the stuff written by that individual, has passed into history. Well, I wish you were more nearly correct, brother. But, had you been, there would have been no such assignment on the program as was given to me. What I fear is that most of us—maybe all of us—have failed to do our duty in this matter of selecting and training our correspondents and handling their correspondence when it comes to us—not merely to be printed—but first and foremost to be edited. For one, I am ready to confess that I have been grossly negligent.

I sometimes look at the mass of correspondence as it comes in from our fifty representatives out there in the circulating territory and regard it almost as so much grief, often wondering how we shall ever find time and space to handle it. But, granted that some of it is not worth handling at all, as a whole it contains possibilities too often overlooked entirely.

Our subscribers subscribe to our newspapers to find out what the world—at home and abroad—is doing and saying. They want their newspaper to tell them, in an interesting manner, what their neighbors are doing, what experiences they are having, and what progress they are making. More than that, they expect the newspaper to tell their neighbors what they are doing and what successes they are having. And while the editor may know a whole lot, he doesn't know what everybody is doing and what is happening to all his subscribers and their neighbors. He is supposed to know people, but he cannot be expected to know what people, individually, are doing along the line of making news.

News correspondents, as agents

of the newspaper in small communities cannot always translate and transmit the news and get it over to the reader, but it should be possible for them to at least relay it to the editor, who is supposed to be able to get it over in a big way. But I fear that we editors are—shall I say lazy? No, we have too many demands upon our time and, being human, often do what seems most directly profitable, and neglect that which holds not only remote and direct possibilities. Isn't it so?

Such indirect possibilities are to be found in the handling of country news correspondence, close contact by the editor with the correspondent, and resultant cooperation between the two.

We haven't time to even mention many practical examples, but as one instance, the correspondents' knowledge of local people should be utilized by the newspaper office. Through the correspondent the office should be able to obtain an accurate list of names and addresses of every non-subscriber in the local territory. And not only have it, but make use of it as well. How? Well, the non-subscriber has a place in local society and is doing things as well as the subscriber. And these non-subscribers figure in the news; their names get in the paper, and when they do the correspondent and the publisher should be on the alert to contact the thus far elusive prospect and sell him, if you please, on subscribing to the paper. Through a little team work between the publisher and the correspondent, it can be arranged for the non-subscriber to get, at the right time, a sample copy and an invitation to become a subscriber.

This is only one way of exploiting and developing the rural field through news correspondents. There are many others which I might mention. Of course, it isn't always that the news correspondent will act directly as a subscription agent. But they are usually interested, if properly cultivated, to the extent of being willing to give assistance toward interesting others in taking subscriptions and cooperating with them. Some of our best correspondents are among the community's busiest people and haven't the time to actually solicit but will lend every assistance in securing a local solicitor.

While I realize that some papers need, more than others, to develop and maintain an efficient corps of news correspondents, I believe that all the so-called country weeklies and dailies could make more secure their position, increase their circulation, and broaden their influence by fully recognizing the possibilities that exist in a trained staff of associates in direct contact with the public out beyond that circle wherein the editor has the privilege of the personal touch.

As to developing such a force of field workers, there are those pres-

ent who have probably had more experience and success than I, and I hope that they shall not keep the light of their stars of success under a bushel or any other obstruction, but share with us the privileges of knowing how to do this part of the job better.

## Winchester Sun Sold To Indiana Editor

George S. and James S. Tatman, Connorsville, Ind., purchased the entire capital stock of the Winchester Sun Co. at public auction Monday morning in front of the newspaper plant on Wall street. The sale price was \$37,000 cash and the buyers assumed a \$10,000 mortgage.

Messrs. Tatman, representing one of the seven qualified groups of bidders, own and operate the Connorsville, Ind., News-Examiner, a prosperous daily newspaper.

The new owners of the Sun are from a "newspaper family" and are well experienced in the publishing business.

According to the terms of the sale, the two men assume immediate control of the newspaper as of Monday, July 20.

George S. Tatman, who purchased the plant for himself and his brother, will return to Connorsville immediately and continue management of their newspaper in that city.

James S. Tatman, who now is in New York, will come to Winchester in the near future and become publisher of The Sun. No changes in the personnel of the paper are contemplated.

The newspaper, established 57 years ago, was the property of Mrs. Carl C. Robbins, Winchester, and Mrs. Kate Robbins, Bourbon county, each of whom owned a half interest in the business.

The firm has operated under a board of directors since the sudden death of Carl C. Robbins, editor and publisher, in May, 1929. The sale Monday was for the sole purpose of settling a partnership between the two women. Neville C. Fisher, Paris, son-in-law of Mrs. Kate Robbins, acted as agent for the sale.

(Continued from Page Two)

thing is do you know whether you are making any money—and if not do you know why? Devise yourself an accounting system that will tell you what you want to know, enable you to find the leaks if any and if you are doing well, perhaps how to increase your profits without lessening the merit of your publication.

Remember this one thing. Operating a newspaper is a great deal like running a dairy. You can't get milk out of a cow unless you feed her—but you want to know what that feed is costing and whether the sale of milk is sufficient to pay for the feeding and care you give the animal.

And remember this, too, if the cow isn't paying, her cutting down on the feed is not necessarily the solution. Like the story of the negro who had a horse and deciding that it was costing so much to feed him, he just decided that he'd get him

used to going without anything to eat. Unfortunately, about the time the animal got used to it, he died.

Finally don't devote a great part of your time to keeping books—don't even devote enough time to it to compel you to neglect something else. But bookkeeping is more than important—it is vital if your business is to prosper.

## Commendable Enterprise

We were talking with a publisher the other day who is doing something rather unusual, something which is a decided service to his community even though the extent of that service is not at once apparent. Each week he is taking the trouble and added expense of printing three copies of his news paper on a good grade of rag paper. One of these copies he keeps for his permanent file, another goes to make up a file which he presents to the library in his town and the third is for a file for the state historical society.

We say that this is "unusual" because, although a number of metropolitan newspapers for some time have been printing rag paper copies of each issue, few country publishers that we know of have done the same thing. Yet their newspapers, as records of contemporary history, are just as important as the metropolitan journals and, as such, they are worthy of preservation in a more enduring form than the usual bound file printed on ordinary newsprint which is certain to deteriorate in a few years.

So this publisher, who is willing to stand the expense and the additional work of guaranteeing the permanency of his community records, is placing posterity—historians, as well as future citizens of his community—in debt and is entitled to commendation for this public-spirited enterprise.

In line with the above editorial, we are minded to suggest again to publishers the necessity for giving their newspaper files adequate protection, whether they have them printed on rag or ordinary newsprint stock. Transcript of deeds, mortgages and other important public documents are kept in fireproof vaults. Collectors of books, manuscripts and antiques of various sort, next to possessing them, are most concerned about securing a safe place in which to keep them. The protection of valuables is necessary before one can obtain insurance as a recompense of their possible loss.

In sight of the great value of newspaper files, as records, there is probably less attention paid to protecting them than to records of other sorts. It is, exceptionally, rather than the custom, to keep the files under lock and key, and more exceptional to find them in fireproof vaults. So we would suggest that it is the duty of every publisher to himself, to his newspaper and to his community to make sure that he has complete file of his newspaper, that it is properly bound and that it is stored in a safe place. — Publishers Auxiliary.

# The Kentucky Press

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VICTOR R. PORTMANN.....Editor

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### NEA President

Clayton Rand, Gulfport, Miss., was elected president of the National Editorial association at the Poland Spring, Maine, meeting to succeed Bob Pritchard, Weston, W. Va. Clayton has had an enviable record in newspaper and allied activities and his selection as active head of the NEA will prove popular with the members of that association. The Press extends congratulations to Mr. Rand, and reiterates its statement, made in a letter to Mr. Rand, that it enlists its columns in carrying out every constructive policy of the new officials for the extension of community journalism, and of the NEA policies in particular, toward a bigger and better association and an enlightened and effective Fourth Estate. The Kentucky Press association gave its endorsement to the NEA and to its program when it voted to affiliate as a group in the NEA at the mid-winter meeting in Louisville. We can see no reason to deviate now from the endorsement and know the loyal NEA members in Kentucky will join with the Press in congratulations and a renewed pledge of cooperation.

### Renewed Interest in the NEA

The Press knows no better method to comment on the far-reaching outcome of the 51st convention of the National Editorial association than to present the lede paragraph of Elmo Scott Watson's story as follows:

"The fifty-first annual convention of the National Editorial association came to an end here Wednesday afternoon in one of the great-

est spontaneous demonstrations of loyalty of that organization ever witnessed at an N. E. A. meeting. It came after the report of the re-organization committee called for a policy of retrenchment and strict economy in order to wipe out the deficit which now exists and safeguard the future of the association. It was precipitated when Walter Graner of Canaan, Conn., offered to contribute \$25 then and there to help reduce that deficit. His offer was immediately matched by Mrs. Lee Rountree of Texas, whose dramatic appeal to the delegates brought dozens more to their feet with similar offers. Within a few minutes more than \$1,000 in cash and pledges had been turned in and officers declare that the spirit manifested among the 200 delegates indicates that the NEA is again headed toward financial security. In line with the economy program the position of managing director was abolished until the association can afford such an officer. To increase the efficiency of administration the board of directors was reduced from 15 to 7 members."

The editor, as a member of the NEA for many years, has watched with interest, and with pride in its progress, the policies and work of the NEA. We know that the NEA has been beset with many difficulties and with many disappointments. It has made mistakes, but its program, its aims, its foundation have been firm and secure. If you believe in its principles, if you believe that community press of America should have a strong organization as its national representative, then you should gain encouragement that the NEA will go on, stronger and better, after you have read the re-

printed paragraph. If these things can be true, then you should extend your cooperation to the new officials; financial support if possible, otherwise a letter to Clayton Rand with your pledge of loyalty will give encouragement for the comprehensive program, decidedly in and for your personal interest, to come. Will the Kentucky Fourth Estate show its interest and cooperation.

### Happy Birthday To You

J. S. Tompkins, editor of the McKee Sun, is our first birthday guest this month having celebrated No. 1, Volume 13, on June 11.

Forty-three years old is the Uniontown Telegram, edited by Victor L. and Lee Spalding, which began Vol. 43 on June 26.

In the daily field, the Harlan Daily Enterprise, published by J. M. Alverson, entered Volume 17 on July 1.

### BETTER BUSINESS METHODS!

The Press calls attention to the address of Editor Joe T. Lovett, Murray Ledger and Times, as presented at the Danville meeting. The writer emphasizes many important facts, but the most important is that newspapers must establish an accurate system of keeping financial record of their business if the editor expects the news paper to keep him. The Press has emphasized, time and again, the importance of a bookkeeping system for newspapers, both large and small. It makes no difference as to what system is established, the NEA system, the Lovett system (adv.), or his own system, if only the editor will establish one that will permit him to ascertain the financial condition of his plant at any or all times. The editor that does not put his plant on a business basis is, in the majority of cases, afraid of the facts that will be evident on an audit of his assets and liabilities. The cost is negligible in comparison with the benefits that will ensue after a system is established. The Press will gladly furnish information and data concerning all systems on request.

### Danville Advocate 72 Years Old

June 20 marked the 72nd birthday of the Danville Advocate, seventy-two years of service and usefulness to that thriving city, and the close of more than 51 years service of its versatile editor, Col. Vernon Richardson, who started as a carrier boy and "devil."

The Advocate was established June 20, 1865, and has been published continuously since. It was first a weekly, then a semi-weekly, and finally a daily. In 1907 it absorbed the Danville News and the Boyle County Herald by consolidation.

The staff today consists of Col. Richardson, editor, Robert Wisner, city editor, Elizabeth King Noonan, society editor, H. A. Richardson, secretary and advertising manager, and Ed Vaught, mechanical foreman.

The Press congratulates the mem-

bers of the staff on this anniversary, and, especially, honors its editor for his many years of efficient service, both to Danville and to his state.

### Party Organs No Good

The following is an editorial, headed "Party Organs No Good," which appeared in the Lexington Herald in regard to an editorial written by Keen Johnson, editor of The Richmond Register and Lieutenant-Governor of Kentucky:

Keen Johnson, who is Lieutenant Governor and Secretary of the Democratic State Committee, writes feelingly in the Richmond Register, of which he is editor, about "Shackling the Press." He says if Mexico's national party wishes to become thoroughly discredited abroad, it should promote its recent editorial suggestion that all foreign correspondents in Mexico get their news from El Nacional. This is a party controlled newspaper.

As both a newspaper editor and a party leader, Lieutenant Governor Johnson knows that party politics and newspaper editing don't mix any too well. He has often expressed his views on this subject and he is absolutely right about it.

Any time a newspaper becomes a party organ it ceases to be a newspaper. It is all right for a newspaper to express forceful views editorially and, often, these may correspond with the policies of a political party. Too close a tie-up just won't work. For proof, note where it has been tried.

The Licking Valley Courier, West Liberty, Ky., has added a Model 14 Linotype.

LEW. B. BROWN, former Kentucky newspaperman, now publisher of the St. Petersburg, Fla., Evening Independent, writes that he is better than he has been for a long time. A short time ago Major Brown became suddenly ill and was near death for several weeks. Eight specialists worked on him for three weeks, trying to locate his trouble, before he was operated on and came through in fine shape. He is now able to be at his office a few hours each day. Major Brown and Mrs. Brown will leave Monday for the North Carolina mountains for a three month's vacation. This will be good news to Major Brown's many Kentucky friends. He formerly published the Spencer Courier at Taylorsville and the Harrodsburg Democrat. He is a life member of the Kentucky Press Association and served as KPA president in 1907. The editor of the Daily Messenger received his first newspaper training under Lew B. Brown and he affectionately calls us "one of his boys" which is very pleasing to us. He had some complimentary things to say about us in his letter on account of the honor paid us at the recent meeting of the KPA and this, too, is appreciated. It is gratifying to know he is ill and we hope he lives to be recovered from his recent serious 100—and then some.

—Danville Messenger

# Co-operation Is Absolutely Essential To Improve City, County, And State

By J. W. HEDDON, JR.  
Mt. Sterling Advocate

If most any other subject had been assigned to me—other than the one that has—"The Essentials of Cooperation"—I would have declined the invitation, but this one subject has long been a hobby with me as I am a firm believer in the word co-operation in its broadest sense, which, as defined by Mr. Webster, means: "profit-sharing;" "operating jointly to the same end;" "the association of a number of persons for their common benefit;" "collective action in the pursuit of a common well-being."

Co-operation is absolutely essential in any line of endeavor, in the affairs of city, county, state and nation. Not only do I mean co-operation among those of our own group or individual organization, but likewise co-operation with our competitors can be made profitable.

We publishers of the proud Commonwealth of Kentucky whose State has for its motto: "United We Stand, Divided We Fall," should among all others stand together and labor unceasingly for a common good. We should not let petty politics and personal animosities stand in our way and prevent us from working jointly for measures which will redound to the best interests of our beloved people. Their interests, not ours, should always be uppermost in our minds, and there is no better way we can serve them than through whole-hearted co-operation with our fellow-publishers, including our own competitors.

No city can thrive without the co-operation of its officials among themselves and the same is true of county, state and nation, as well as individual enterprises. We have seen governments fail time and again, and it has usually been through discord in their own ranks rather than from efforts of the minority party to discredit them.

"A chain is only as strong as its weakest link," so if we are to really do something worthwhile for our great State we must pull together in a common cause to better conditions under which we live.

There was never a time in the history of Kentucky when co-operation among members of the State Press Association was more essential than at present. We are now about to see our State government entirely re-organized under the guidance of our able new leaders, Governor A. B. Chandler "our own" Keen Johnson, so it behooves us all, Democrats and Republicans alike, to rally under their banner and co-operate with them to the fullest in their efforts to reduce expenses of government, balance our budget and place the business of this Grand Old Commonwealth on a sound financial basis. By this, I don't mean we should refrain from constructive criticism, which should be given a chance and that we should co-operate with him in his

efforts, and not attempt to wreck his administration before it has been given an opportunity to succeed.

But, this is not to be a political speech, so let's get back to shop. From the viewpoint of a publisher I would like to recite my experiences of co-operation with a competitor in my home town of Mt. Sterling.

We do not fight over which paper is to publish the various school, city and county financial statements, but take time about and endeavor to see that all officials handling public money comply with the law.

In the matter of city printing, printing of ballots for the county, and other work of this character, we operate on a similar basis.

While from a political viewpoint we frequently disagree (in fact more often than otherwise), we do not let these differences interfere with our working together for our mutual benefit. We exchange forms, use each other's equipment, when it can be used to better advantage than our own, and work in harmony in every way possible. We make our own prices on both advertising and commercial printing but we do not endeavor to cut the throats of each other as is frequently the case in many towns and cities throughout the state.

Our getting together on these fundamental was due in no small degree to efforts of the late Ben Cozine, of Shelbyville, who, in my judgment did more for the publishers of Kentucky than any man in the State since I have been a member of the Press association.

The manner in which we co-operate in Mt. Sterling can be followed in any town or State—and I am sure profitably so. The day of the cut-throat and chisler is past—they have no place in our modern day civilization.

Co-operation is the solution for "what ails us" and my advice to my fellow-publishers is: Let's get together, let's stand together—and, united front and fight long and if need be, let's die together.

But above all, let's put forth a hand for a Greater Kentucky—we have the guns, we have the ammunition—we can aid materially in restoring prosperity to our beloved people.

All power and congratulations to Editor Gracean M. Pedley for the splendid edition of the Lyon County Herald on July 2, dedicated to the "Coalins Forest and Game Edition." Fourteen pages full of general news, historical features of that section, and plenty of pictures made this issue a worthwhile edition to the efforts of the Kentucky Fourth Estate.

The Trimble Democrat is sponsoring a Good Will subscription campaign and the new subs. are merrily rolling in.

Let the Press have that news item.



## HELP THEM PREPARE COPY

There is a great army of smaller business men who would advertise more if they had the skill to prepare copy and knew what to do with the advertising after it was printed.

Try to sell them a job of printing and they will have, away in the back of their minds, an indefinite idea that it requires skill and knowledge that they do not possess to prepare advertising and to distribute it. In an indefinite way, they feel that it is a real task and something of a mystery.

There are many men of this type, good business men, practical men, but somewhat at a loss in putting their ideas on paper.

In many such cases, a little co-operation will get something started. The salesman's first call should be planned, not to get an order, but to get the permission of the prospect to submit an idea for his consideration. Sometimes only the seeming difficulty of writing copy stands between the salesman and a good account. Once the system is established, it having been demonstrated to the buyer that the salesman can provide him with copy for a mailing card or a small booklet or leaflet, more orders will follow. Sell the prospect on the advertising first.

Another mental obstacle in the minds of many buyers is the matter of mailing out his copy. If it be a special class of people, he does not, in most cases, know how he is to get in touch with them. The salesman can help him here also, because the salesman knows some-

thing of mailing lists. If he can induce the prospect to get a mailing list started and can show him how useful it is, he has done a real service to himself, the firm and the buyer.

It is remarkable how many people could be interested in advertising if they could be assured that the preparing of the advertising and the distributing of it are not such great obstacles after all.

An odd angle to the matter of writing the advertising is that many business men will not admit that they do not possess the skill to write copy. And, of course, the salesman will never, under the circumstances, refer to this angle of the matter — Pacific Printer and Publisher.

Flem Smith, editor of the Georgetown Times had this to say in his issue of July 10: This issue celebrates our first anniversary with this paper. During that time we know we had one regular reader (his wife?). We hope to be able to report such an increase at the end of the coming twelve months. Flem is giving Georgetown a worthwhile newspaper and deserves that increase.

The Danville Chamber of Commerce offered a \$15 prize for the best story written about the mid-summer meeting. The judges finally decided that two stories were of equal value, accordingly, split the prize between Warren Fisher, Carlisle Mercury, and George A. Joplin Jr., Somerset Commonwealth. The Danville Messenger published these stories in two issues.

**APA SEES WEEKLY AS BEST AD MEDIA**

Driving home the value of the country newspaper as an advertising medium and the buying power of the farmer and small town citizen especially at this time, the American Press Association sent the following letter to national advertisers and agencies in January, together with their 1936 rate book:

You will shortly receive a complimentary copy of the 1936 edition of The Complete Directory of Country Newspaper Rates, the ninth annual compilation of the up-to-date rate, circulation and other essential publication facts of all weekly, semi-weekly and tri-weekly newspapers in the United States.

In making your newspaper plans during 1936, I hope you will keep one fact in mind. That fact—and a highly important one—is this: All personal and political opinions aside, the activities of the Federal Government during the past few years have benefitted the farmers and small town folk for more from a dollars-and-cents viewpoint than any other group of our population. Not for ten years preceding the 1930 deflation have the farmers and small town folk had as much ready cash as they have today.

The result—familiar to everyone—is this:

Today the small towns and rural districts represent the country's most responsive buying market. The prospering condition of the small town drug stores, the grocery stores, the tobacco stores, and auto dealers attests to this fact. It is through these and other small town outlets that the money in the hands of the farmers flow into the broader channels of trade.

Covering the small family and farm market directly and thoroughly with one medium is possible only with the home town, county newspaper. . . For, every farm family of means, as well as every country town family subscribes for the local home town newspaper, published in the town which is the focal point of their social, civic and business affiliations; in other words, where they attend church, where their children go to school, where they have banking connections.

UNDER the heading of "No Such Animal the Springfield Sun says: In commenting upon the qualifications of an ideal newspaperman, an exchange remarks "there isn't any such individual but if there were, he would be as fast in action as an electric fan and as patient as Job; he would have the insurance of twenty and the wisdom of seventy; he would have the memory of an encyclopedia, and the infallibility of an adding machine; he would have an eye like an eagle and the nose of a bloodhound. He would be as tactful as an expectant heir before a rich uncle and as firm as granite. He would be as discerning as a shaft of light and have the analytic powers of a Supreme Court judge; he would be able, at one and the same time, to answer two telephones, place a call for himself, check a proof sheet, add the name of the third Assistant Secretary of

the Navy and remember what wife told him to bring home from the drug store." If there be such a man in existence there is a plush-lined swivel chair awaiting him in most every editorial room in the United States. No rush, please.

The Russell Springs Banner, J. R. Benard editor and manager, has announced the installation of new equipment to list his shop among the modern printeries.

The sympathy of the KPA is extended to Miss Mildred D. Babbage, editor of the Breckinridge News, Cloverport, on the death of her mother, Mrs. John D. Babbage, which occurred early in July.

R. D. Stamlor, co-publisher of the Walton Advertiser, has been compelled to take a sick leave from his duties. His many friends wish him a speedy recovery.

Secretary Curtis has remodeled his front office and invited his many friends to pay him an inspection.

A new labor paper is being circulated in Greenup and Lawrence counties by the Ironton-Russell Central labor union with W. C. Hohn as manager-editor.

Wesley E. Carter, Elizabethtown Enterprise, has purchased a new home for his paper. He says that the new building "is half way between the postoffice and the courthouse"

James Sherman "Jimmy" Porter Jr. is rapidly recovering from an appendectomy performed at a Lexington hospital and will soon be back on the job of the Maysville Independent.

Lemuel Bledsoe Jr. has assumed full charge of the Warsaw News following the appointment of Warren P. Boulton, publisher, to a state office.

The Whitesburg Eagle is under the new management of J. Cooks and W. W. Vogel, formerly of Pikeville, following the purchase of that paper from C. L. Kilgore, editor and publisher.

Chauncey Alcock, Danville Messenger, attended the Kiwanis International convention in Washington the latter part of June.

The Munfordville News, C. M. Embry, editor, took over the unexpired subscription list of the Munfordville Times Journal which recently suspended publication. Mr. Embry also purchased the physical plant of the Times from the former owner, Foster Owen.

Miss Frances E. Sanders resigned her position as society editor of the Campbellsville News-Journal to Jody's published regrets.

H. A. Browning, editor of the Williamsburg Republican, has returned from an extended vacation through eastern Canada and the New England states. He attended the National Editorial association convention at Poland Springs, Maine, as official representative of the KPA.

Friends of Lawrence M. Hopper, editor of the Tompkinsville News, will be glad to learn that he is recovering from a serious illness and will soon be back at the helm of his paper.

The New Castle Local, E. Russell McClure, editor-manager, is ap-

pearing in a new body type of 8 point Linotype 7xcelstior with Bold Face No. 2.

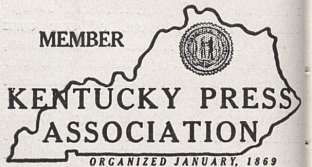
A. E. Stephens has purchased the interest of his partner, Ralph G. Mauer, in the Burlington Recorder and will act as editor and business manager. Mr. Mauer intends to continue his studies in journalism at the University of Kentucky.

Charlie Myers, who started in as "printer's devil" on the Scottsville News to learn the trade, had a misfortune of severely burning his hands when a vial of gasoline exploded. He is now back on the job. Incidentally, Editor H. A. Ward, is writing a column called the "Golf-er's Corner" in the News. He demonstrated his knowledge of the subject at the Danville meeting.

Ransom Todd, Hillsboro, has purchased a half interest in the Flemingsburg Gazette from Publisher William E. Hacker, assuming his duties July 1. Mr. Todd, a graduate of Kentucky Wesleyan, an experienced newspaperman, has been connected with the relief administration the past three years at Shelbyville. According to the new publishers, the Gazette will be operated as an independent newspaper rather than as the independent Republican newspaper of the past.

**WHAT A NEWSPAPER MUST BE**

The newspaper that would serve best, must first of all, publish the news truthfully, interestingly and fairly, with neither fear nor favor, that the people might know and judge. To the best of its ability it must lead and inspire leadership toward improvement and progress. If this means battle, it must ever be ready to do battle. But it must fight fairly, always with a willingness to act as a forum open to all opinion. As it goes into the home it must enter as a gentleman that it might deserve the respect and confidence of all its readers. As a guest bringing interesting information and valued guidance, it should also brighten its visit by furnishing cheer and entertainment. As it seeks influence, it must also accept responsibility. It must be a newspaper for today, published with a constant thought for tomorrow.



**PRINTERS' BUSINESS DIRECTORY**

**Louisville Paper Company**  
"A PAPER FOR EVERY NEED"

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

**Imperial Type Metal**

Howard L. Felix, District Representative

SEND YOUR ORDERS TO

- The Dickson Company 119 North Fourth St. Louisville
- The McHugh Express Company 812 Freeman Avenue Cincinnati

**Whitaker Paper Company**  
Nation's Finest Printing Papers

Inquire of Our Salesmen

- G. C. Perrone, Lexington
- Frank Pund, Cincinnati
- Ed Ballinger, Evansville, Indiana

**Southeastern Paper Company**  
Louisville, Kentucky

Hammermill Products In Fine Papers

Guy B. Roush, Representative  
125 Hillcrest, Louisville

**REPRO ENGRAVING COMPANY**

HALFTONES • ETCHINGS • ELECTROTYPES • COLOR PLATES FOR ALL TYPES OF PUBLICATIONS • PROMPT SERVICE • REASONABLE PRICES • 505 ELM STREET • CINCINNATI, OHIO

**TWO NEWSPAPERS IN  
PAINTSVILLE MERGE**

W. R. Robinson, owner of The Paintsville Herald, has bought controlling interest in The Paintsville News from Henry Arrowood, former Louisville newspaper man.

The newspapers consolidated under the name of The Paintsville Herald-News and will be published weekly on Thursday. Besides publishing The Herald-News, Mr. Robinson will practice law with C. F. Pace.

**NEWSPAPER SUIT**

Suit as president of the supreme council, to recover \$91,405 from 20 incorporators of the defunct Daily News and Enquirer, including former Governor Ruby Laffoon; Elam Huddleston, former State Treasurer, and Thomas S. Rhea, former State Highway Commissioner, was filed in Federal District Court, Louisville, Wednesday.

The suit, brought by Herman M. Kesselr, trustee in bankruptcy, charges the incorporators are personally liable on the ground they permitted the corporation to begin business and incur debts before 50 per cent of the stock had been subscribed as provided in its charter.

The Publishers Auxiliary, of June 27, printed a six-column pix of the KPA gathering at Harrodsburg, together with a news story of the meeting and some notes as gathered by their representatives from the Cincinnati office. Nice going!

Albert K. Moore, editor of the Salyersville Independent, published an eight-column, four-page special edition on June 19 in honor of the American Legion bonus celebration.

The Paducah Sun-Democrat has added a font of 7 point Linotype Ionic No. 5 with Bold Face No. 2.

**MR. PUBLISHER**

Send us your orders for strip Column Rules, Borders, Leads, Slugs, and Monotype spacing material. We also have many desirable type faces. Monotype or Linotype composition for your Catalogs, School Annuals, Association Minutes, Law Briefs, Etc. Prices reasonable.

Send for specimen sheets.

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

**SUPERIOR  
ELECTION  
SUPPLIES**

Service For  
Kentucky Printers

**RUSSELL DYCHE**  
London, Ky.

Three editors have received recognition by the American Legion recently; James T. Norris, Ashland, was elected District Commander, Seventh District, George A. Joplin Jr. was elected Post Commander, Pulaski Post, Somerset, while A. W.

Jones, Caldwell County Times, Princeton, was elected District Commander of his district.

The Publishers Auxiliary took a big step forward in the issue of July 4 in the adoption of Excelsior body type for the Aux and in all

syndicate material that will be issued in the future by the WNU. The Press congratulates the executives in this important change and commends them on their initiative. Get your entries lined up for the 1937 contest.



**OUT of EACH DOLLAR**

that our industry receives  
from the sale of electric service

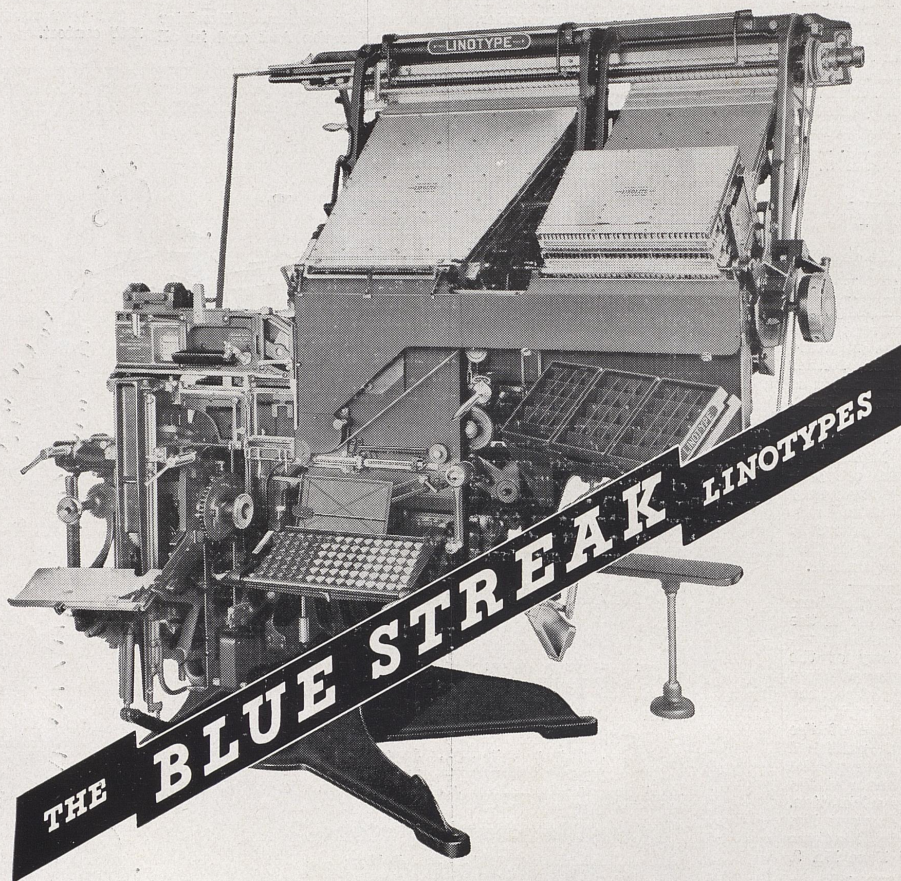
**AT LEAST 15 CENTS**

rolls right along into the public treasury to help pay the steady mounting cost of government. Meanwhile, as we lower our operating costs and improve our efficiency we share the benefits by reducing the price of service to customers.

**REDDY KILOWATT**  
Your Electrical Servant

**Kentucky Utilities  
Company**

Incorporated  
AND ASSOCIATED COMPANIES



**74 features** that contribute to efficiency of operation... ease of maintenance... improved appearance; including the Optic-Aid Front which increases production by eliminating distracting motion and reflections in front of the operator's eyes, and the One Turn Shift.

★ See the Blue Streak Linotypes at the nearest Linotype Agency.

**MERGENTHALER LINOTYPE COMPANY**

**BROOKLYN, NEW YORK**

**NEW YORK CITY · SAN FRANCISCO · CHICAGO · NEW ORLEANS**

**Canadian Linotype, Limited, Toronto, Canada. Representatives in the Principal Cities of the World**

LINOTYPE MEMPHIS FAMILY