

The Kentucky Press

OF, BY, AND FOR THE KENTUCKY NEWSPAPERS

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Classifieds Offer Editor Relief

Newspaper relief is needed about as acutely as farm relief or any other variety of succor, but a benevolent government is not going to offer it. Publishers will have to do their own life saving. To accomplish this, they will have to seize such opportunities as are at hand, and ploy their field more intensively than has been the custom.

One of the opportunities open to many weekly and small daily publications lies in the classified advertising field. We have spoken of this before and have mentioned a number of the stock methods for building up this sort of business. Our contention has been that there is an immense amount of classified advertising potential, but not secured, in every community. Particularly has this branch of advertising been neglected in the agricultural regions.

Our own cogitations have not produced any suggestions that would especially be helpful along the lines of causing the farmers to avail themselves of the small ads, but we have been looking for inspiration from other sources; it is a pleasure to record the discovery of what appears to be a practical and rather inexpensive idea. It comes to us in a letter from Guy E. Newark, representative of the Waner Company at Columbus, Oh. He writes as follows:

Nine years' experience as editor of a newspaper union has kept alive a real personal interest in community newspapers. This experience was preceded by fifteen years' work at the trade, several years' hustling as reporter, and a partnership in a paper which was as nearly a typographical model as it could be made. Affiliation has been continued through 25 years of selling to the printing trade, during which time a lot of good pointers have been "passed along." So my continued interest in the craft is easily understood.

Here's a plan that can easily be turned to news value and financial profit: On a suitable sheet with a supplement heading that will entitle it to free circulation when folded in the regular edition, a dozen or more forms with suitable blanks for name of article, price and address of advertiser, could be so worded as to apply to about any conceivable thing readers might have for sale.

Copy for these forms could be compiled from any daily running a classified department. The copy sheet should tell the price per word and price for repeated insertions, and invite anybody who has anything to sell, from a baby buggy to a threshing machine, to fill in the blanks and send in the cash.

In a surprisingly short time a classified department can be established, and it will grow and grow like the famed turnip of Mr. Phinney's that filled the whole cellar. Such a department would have a real news value, and yield spot cash. It can be used by farmers who can make regular visits to town and offer staple products. Here's a form, suitable for continuous insertion:

FOR SALE—Every Thursday, delivered to your door, high grade butter, eggs, full cream, buttermilk. Fresh vegetables in season, winter vegetables any time. Drop postal, or phone, John Jacobs, R. F. D. 1, Pleasantville.

This in 6-point would make five or six lines. Wording can be changed as seasons or products dictate.

Get half a dozen farmers started and "watch the snowball grow." In a short time there'll not be enough miscellaneous plunder left in the neighborhood to warrant a rummage sale.

The letter, addressed to Johnny Ey of WNU office at Columbus, contains some postscript material. Among other things, Mr. Newark remarks that a plow, complete with double and single-trees and clevis, at \$8.00, can be scared up on almost any large farm and is wanted by a lot of farmers. There are many articles and products of equal saleability. Getting up forms for such ads should prove a profitable and not very irksome employment. A newspaper, as the writer suggests, could well afford to offer three free insertions of any six-line ad with a paid-in-advance yearly subscription.—Publishers Auxiliary.

SEASON'S GREETINGS

The Press extends season's greetings to its readers and wishes them health, happiness, and prosperity in the year to come. The prospects look brighter today than in many days past. Greetings and salutations!

THE TUGWELL (COPELAND) BILL

We reprint the following letter from the National Editorial Association concerning the Tugwell bill. The letter is self-explanatory. Kentucky editors, who are not members of the NEA, can write to headquarters and secure data on this bill. Study it carefully and be ready to take part in discussions at the mid-winter meeting.

Senate committee hearings begin in Washington, December 7, 1933, and Congress will have before it in January one of the most far-reaching pieces of legislation that has been proposed in years. We refer to the Copeland Bill, more commonly known as the Tugwell Bill.

Because of widespread interest in this proposed legislation, the National Editorial Association Legislative Committee has prepared a digest of the bill, and transmits that study herewith.

While it is believed that the publishers of the nation may be especially concerned about the provisions of the bill that relate to advertising, and they are regarded as vicious and unwarranted there are other features equally as important and equally as vicious to other than the advertising media. Facts about the destructive elements of the proposed bill, the legislative committee believes, should be brought to the attention of those who will be vitally and seriously affected by the proposed legislation.

When the thousands of retail dealers and manufacturers realize the Tugwell bill unfairly threatens their enterprises and interests, undoubtedly they will protest against its enactment. It is the responsibility of every publisher to see that they know what the bill proposes to do and will do.

The Tugwell bill has been aptly described as "the most dangerous piece of legislation now pending in Congress." It seeks to centralize powers in the hands of one man that will make him a czar over the food, medicine and cosmetic industries of the nation. This czar, as the analysis of the bill herewith shows, could destroy all of the initiative, enterprise and originality in the marketing of foods and other products. By a scratch of a pen he could almost completely revolutionize the business practices of the nation as related to these lines. By the provisions of the bill, he would be both judge and jury, and from his
(Please turn to Page Three)

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MEET US AT LOUISVILLE

Make preparations now to attend the Mid-Winter meeting of the KPA at Louisville in January. Secretary Alcock will forward program notices in a few days. Every member ought to be present as definite reports on the Code will be ready at that time, and our officers will be ready to report on the national and Kentucky set-up. Urge every editor in your district to attend, whether he is a member of the KPA or not. Now is a good time to get all editors in the association, so get in touch with your non-member neighbors and explain to them the advantages of association membership.

THE NEWSPAPER CODE

Nothing definite has yet been released from Washington regarding the newspaper code, but a definite report should be ready before the Christmas holidays. The status of the negotiations, according to the National Editorial association, are as follows:

A report from Washington from the N. E. A. representatives advises that negotiations were closed November 23, between representatives of the Graphic

Arts industry and the Labor Board on the code. The report states further that the conferences will probably be adjourned this week until December 4 or 5. In the meantime the Codification Committee will completely coordinate the provisions of the code, as they are to be presented in the final draft form, get it reprinted and ready to submit to a full meeting of the conference group early in December. It will then go to General Hugh S. Johnson for his approval and to the President for his signature. The code will become effective ten days after it is signed by the President.

It has been definitely settled that the code will provide for a forty hour base week with additional time up to forty-eight hours under certain circumstances, and down perhaps ten or fifteen per cent in establishments employing ten or more mechanics, and where there are resident unemployed skilled mechanics suitable for the tasks. The matter of wages is still not definitely settled. There may be a substitution for present provisions that has been given consideration for the past several weeks.

The differences between the National Editorial Association and the American Newspaper Publishers Association in regard to daily newspapers under a code, are being worked out. The report from Washington states that the situation is much brighter and we have hopes of sustaining our point that the small daily newspapers should be allowed administration under the N. E. A. with comparable hours, wages and working conditions to those being granted to the weekly newspaper and small printing plants.

The administrative provisions in the Graphic Arts code remain practically unchanged from those presented at the Chicago code convention, August 17-18, which provide for the cooperation of state newspaper organizations in code administration. Fair Trade Practice clauses still remain in the code, one of which is the provision that legal advertising cannot be published for less than the legal advertising rate as set forth under state statutes.

As soon as the code is finally approved by the President, administrative machinery will be developed under which it will be put into effect.

PRINTER SHOULD ADVERTISE

"A printer pays five dollars for a five dollar hat, just as any other man pays," runs a story in Spinal Columns. "He forks over eight dollars for a pair of shoes, like anybody else.

"There is one thing, however, he can buy cheaper than any other man in business. Advertising. His own advertising. On the very lowest basis, he has scrap stock, idle time, idle press, and a morsel of ink. He can buy copy already written for him, art

work already in cut form; he can have a blotter, post card, folder or any other form that he wants.

"If he's a neighborhood printer, or can't buy stamps, he can hire school boys to deliver his message, or send out the errand boy, possible in a natty coat and cap. And his invoices, statements, checks, may be accompanied by a piece of his advertising.

"Of all the business men in the world who ought to set an example for enterprise, the printer is the man. He has less excuse for not advertising than any man in business. And he can do it for almost nothing beyond the expenditure of ever so little energy."

The Press is again issued in four page form this month. We hope to again carry eight pages in the January issue. Financial reasons have made necessary the abbreviated form. We will print an interesting article in the January issue by a member of the KPA entitled, "Way Back Yonder," which gives an authentic pen picture of many of the yesteryear editors, especially in the "gay ninety" period.

LIQUOR ADVERTISING

According to a statement of the U.S. Postoffice department, Kentucky is open for liquor advertisements although the state statutes prohibit liquor sales. Accordingly, such advertisements may be run in Kentucky newspapers, but, if the editor has interpreted the ruling right, such advertisements must not solicit liquor sales for sales inside the state limits.

There is a general misconception in reference to the number of newspapers in the United States with immense circulations. The facts were brought out recently by a study made for the framers of the NRA code.

Of 1893 English-language newspapers, published in the evening or morning fields, exclusive of Sunday newspapers, circulations were found divided as follows:

- 145 had circulations in excess of 50,000.
- 131 had circulations between 25,000 and 50,000.
- 283 had circulations between 10,000 and 25,000.
- 1,334 had circulations of less than 10,000.

According to the most recent Editor & Publisher Annual Year Book, there were in 1932 in the United States a total of 380 morning and 1,533 evening newspapers, and 518 Sunday newspapers. The total circulation of the morning papers was 13,711,382; that of the evening newspapers 22,696,297; and the Sunday circulation total was 24,539,888. Therefore the approximate nation-wide average morning circulation was 36,000; for evening newspapers, 14,800; for Sunday newspapers, 47,500.—Editor and Publisher.

(Continued from Page One)

decisions there is no guaranty of a court review.

With slight amendments the laws now on the statute books would do all this bill purports to do. The Food & Drug Act and the Federal Trade Commission seems to have ample power and authority to correct by due process of law any abuses the authors of the Tugwell bill may have in mind.

If there be anything necessary for the further protection of the consumer that is not found in the Food & Drug Act, of if the Federal Trade Commission be lacking in some power, amendments or additions to the present laws may be provided.

Court decisions that have been won under the Food & Drug Act, and the Act, itself, would be wiped out if this new bill is made the law. Officials would be obliged to start anew and would be traveling through a maze of uncharted regulations.

The Legislative Committee of the National Editorial Association in preparing and submitting this digest, does so in order that the editors of the nation may have facts at hand to refute some of the claims the proponents of the bill are making for it. The committee urges you to preserve this brief, as it will undoubtedly be handy when matters concerning the Tugwell bill arise. The committee urges you to preserve this brief, as it will undoubtedly be handy when matters concerning the Tugwell bill arise. The committee urges you to discuss the bill with your local trade associations and make available the information contained in this digest. Undoubtedly your representatives in Congress will be glad to have the opinion of these representative groups when the bill is up for hearing and for consideration.

RIGHT TO REFUSE ADVERTISING

Circuit state court Judge in Miami, Fla., on October 14 handed down a decision that newspapers are privileged to use their own discretion in accepting or rejecting advertising. The particular case was brought by a furniture dealer against nine Miami firms and the manager of the Fair Practice Bureau, the furniture advertiser alleg-

ing that the group had conspired together in influencing Miami daily newspapers and local radio stations from accepting advertising from him. The judge said: "No one has property rights in a newspaper except the owner or owners."

NRA ENFORCEMENT

In a recent statement Recovery Administrator Hugh S. Johnson advised that the NRA will enforce codes in cases where industries themselves prove unable to do so. He has issued a formal statement advising that "It is fundamental within both the letter and intent" of the recovery act that code administration be carried out as much as possible through code authorities of industries and trade associations.

But it is equally fundamental, Johnson said, "that the ultimate responsibility for efficient code administration lies with the NRA."

"NRA will supervise code administration by code authorities. In addition it will directly administer the code itself, wherever an industry is unable to administer it, fails to administer it, or where there are certain functions of code administration, which by their nature, government should perform directly."

In every town there is a group of so-called non-advertisers. The majority of these usually can be induced to try a few small advertisements—if the solicitor goes about the matter in the right way. One good method is to prepare ads, with illustrations from the advertising service, and submit them to the prospective space buyer. If a merchant uses only three or four inches each week, the combined total of a number of these small accounts over a period of a year amounts to a considerable sum of money.

We continue to receive inquiries as to the best policy to pursue in connection with the large amount of classified advertising now being sent out offering "home work," such as addressing envelopes, sewing, etc. Some of these ads are so worded that there is no comeback when it is discovered that these ads do not really offer employment and that the real purpose

is to try to sell "outfits" or "instructions." Practically all investigations by the National Better Business bureau show that these ads are either out-and-out fakes or open to suspicion. Do not be fooled by the fact that some come from "advertising agencies." Many of these agencies exist in name only and are part of the organization seeking to place the advertising.—Massachusetts Press Association Bulletin.



Out of Sorts?

Ever run out of \$'s on a big sale bill . . . or lower case m's on Mr. Zimmerman's ad? Couldn't happen with the Two-in-One Linotype! You can set a full page of 36 point. An endless supply of type . . . 5 point to condensed 60 point . . . freshly cast in convenient slugs, just as you want it.

MERGENTHALER
LINOTYPE COMPANY
BROOKLYN, NEW YORK

Linotype Bodoni Family



IMPERIAL TYPE METAL

I can meet your immediate type metal requirements from Chicago, Cincinnati, or Louisville. IMPERIAL METAL needs no endorsement.

H. L. FELIX

McHUGH EXPRESS COMPANY
808 Freeman Ave. Cincinnati

THE DICKSON COMPANY
Louisville

PUBLIC PLANT POWER RATES FOUND HIGHER

The headline above appeared over an article published in the Chicago Sunday Tribune on December 10.

That article covered, in more than a half-column, the federal Bureau of Census report on the electric power industry for 1932.

The report, according to The Tribune, stated that the general average rate charged all classes of customers by municipally owned and operated systems throughout the United States was 13 per cent higher than the general average rate charged by privately owned systems.

Kentucky editors as a group have steadfastly refused to lend their newspaper columns or their influence, these last three lean and hungry years, to the utopian or selfish interests which have been clamoring for municipal ownership.

The staid, dry-as-dust Bureau of Census seems to have confirmed the soundness of their editorial judgment.

**Kentucky Utilities
Company**
Incorporated
AND ASSOCIATED COMPANIES
