

The Kentucky Press

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

March, 1939

Volume Ten Number Nine

ABC Adopts New Plan To Apply To Community Weekly Field

The adoption of the new plan by the Audit Bureau of Circulation that should result in increased membership of weekly newspapers in A.B.C. is welcome news to the weekly newspaper publishers and newspaper association officials and managers who have been campaigning for A.B.C. audits for weeklies.

Reduced cost of membership and simplified record forms now provided by the bureau for membership of weeklies should give encouragement to many of the weekly newspapers who have appreciated the value of importance of auditing weekly newspapers' circulations but have been reluctant to apply for membership.

Sound advice as to what to expect from auditing of weekly newspapers' circulation was expressed in a recent bulletin by Major Bruce R. McCoy, manager of the Louisiana Press association, to the L.P.A. membership. This advice from one of the country's authorities on newspaper circulation problems we pass along to the weekly newspaper members of the N.E.A.

While the greatest demand for audited circulation has come from national advertisers and agencies, it should not be assumed that the satisfaction of this demand is the chief value to the publisher. In fact, a circulation audit on a small newspaper in no way will guarantee that it will get a lot of new national ads at this time. The audit will get big results in bringing more national ads to small newspapers only when a large majority of small papers have audited their subscription lists. That time will not arrive this year or next. Sometime it has to come, though.

However, a circulation audit has some purely local advantages that are worthy of consideration. It may prove to be a very good investment for the publisher simply because it will reveal to him very clearly just where he is strong and where he is weak in his newspaper coverage. It gives him simplified record forms for accurate checking of circulation. It gives him a strong argument with his subscribers in establishing a paid-in-advance list. It gives him new and powerful arguments for use in local advertising soliciting. It adds tremendously

to the local prestige of the newspaper. It gives the publisher a heap of personal pride and confidence. Regardless of national advertising results, a circulation audit is a real business asset.

Audit by ABC Good Investment for All Weeklies

The newspaper field generally is conducting an aggressive campaign to win increased attention from national advertisers and advertising agencies. Reports indicate that this combined effort is obtaining results and that advertisers are becoming increasingly conscious of the specific advantages of newspaper advertising as featured by the campaign.

Publishers of weekly newspapers should take cognizance of this movement and take advantage of the trend. With very little extra effort they can place themselves in position to win greater acceptance for the weekly field.

The weekly newspaper possesses, to a high degree, a factor on which both national and local advertisers place a high value in their consideration of media, reader interest. Community interest and the close relationship between publisher and subscriber make these qualities possible. Advertisers can be convinced of this fact by good salesmanship.

Also, the importance of rural markets can be brought home to advertisers who have not hitherto considered them. Manufacturers of automobiles, tires, cigarettes, cosmetics, foods, drugs—almost anything human beings use—are definitely interested in keeping their products before the tremendous market that is covered by weekly newspapers.

But, much as weekly papers have to offer the national advertisers in the way of a profitable audience, they have lagged behind other media in an important particular.

For twenty-five years national advertisers have been taught that they have a right to know the quantity of circulation that they are buying as well as its quality. They are not insensitive to or indifferent to the fact that 100 of this is preferable to 100 of that; they simply want to be sure of the 100, whichever they choose. Nor is it that they believe publishers are prevaricators but they do

know that unless publishers use words and terms with identical meanings comparisons are impossible.

It was this fact more than any one thing which caused the remarkable success of the Audit Bureau of Circulation. It supplied an accurate language which all publisher members must use and all advertisers understand.

When the advertiser contemplates the weekly paper field he feels the lack of this universal understanding. He does not know what a thousand circulation means. After he knows that he is willing to concede that a thousand circulation of one type of medium may be worth five times as much as a thousand of another but he always first wants to know exactly that he has a thousand counted by standards that he is used to.

Next, he wants the quantity certified to by a disinterested party. He wants other essential facts certified to by the same disinterested party.

When he has these fundamental things to start with, he is ready to consider presentation of all the arguments which each publisher has to offer for his paper.

Practically all national advertisers use A.B.C. standards as the basis for their judgments. Today over 90 per cent of the circulation of daily newspapers and an equally high percentage of the generally used magazine circulation in the United States and Canada is audited by A.B.C. It is evident, therefore, that A.B.C. membership will greatly facilitate the progress of weeklies in gaining serious consideration as an important factor in national merchandising.

It is not held that publishers should join the Bureau with the thought that their membership will automatically and immediately bring more business. Although the publishers of several A.B.C. weeklies have stated that their membership has more than paid for itself in new business, better collections and better system in their own business, it is not suggested that A.B.C. membership is in itself a sales promotion effort, any more than the assurance that the ton of coal that is offered contains 2,000 standard pounds is in itself a sales point. But an A.B.C. audit statement of circulation certainly does clear the way for good sales points to take effort.

In order for weekly newspapers to win general recognition as a factor in national advertising along with other established media, it is necessary for them to show circulation facts in accordance with accepted standards.

The way is simple and inexpensive. A new plan has recently been opened to weekly newspapers which cuts the usual cost in two. The small sum of \$52 completely covers weekly newspaper membership in the Bureau for a period of two years. This applies to weekly newspapers with circulation up to approximately 4,000. Information concerning eligibility, necessary records and how to make application will be supplied by the Audit Bureau. Requests for information may be sent to the N. E. A. headquarters or direct to the Audit Bureau of Circulations, 165 W. Wacker Drive, Chicago.

Weeklies Must Equalize Their Rates

Advertising rate equalization among weekly newspapers in any given state would be a great boon to prospective national advertisers, according to Walker Saussy, representative of McCann-Erickson advertising agency.

Saussy made this statement in an article he recently wrote for the Mississippi State Press association publication, pointing out how rate stabilization aids the advertiser in establishing his yearly advertising budget based on sales quotas for the year.

"The advertising budget is usually based on an assessment per unit of sale," Saussy's article stated. "In the case of \$10 to \$25 per car, for gasoline 10 cents per barrel, motor oils, \$1.50 per barrel, beer 75 cents per barrel, or cigarettes 1 cent per pack. The sales quotas are set up for each state in the Union and the advertising budget for each state is carefully calculated. In the case of Mississippi the advertising budget is usually small because the per capita sales for Mississippi are lower than other states and total sales even lower. The problem of spending the Mississippi proportion therefore becomes a serious problem. It is a small sum that must be spread over a large, low-purchasing power area.

Weeklies "On the Spot"

"The flagrant discrepancies in the miline rates of the Mississippi weekly newspapers based on what authentic circulation data the national agencies have been able to dig up themselves places the Mississippi weeklies on the spot.

"Rate equalization and rate equalization alone can get them off of this spot.

"Radio is not a serious factor in Mississippi but the equalized rate and the

authentic circulation data of the ABC dailies and the outdoor poster plants who are members of national associations are prime factors. The national advertising budget for Mississippi can be easily spent through concentration in these two rate-equalized mediums.

"The weeklies get the few dollars that are left over after adequate daily newspaper and outdoor advertising coverage has been established. After all with a limited sum for advertising it is logical to concentrate newspaper advertising on the key points where the largest purchasing power is concentrated.

Must Sell as Unit

"Now there are only two ways for the weekly newspapers to proceed to correct this unfortunate situation. Either way is rate equalization, not by a single paper, but by more than a majority of the Mississippi weekly newspapers. The Mississippi weekly press must be sold as a unit with equalized rates, guaranteed circulation—it must be sold as the biggest advertising dollar value in Mississippi.

"You may ask, 'How can we proceed to do as you say?'

"On the one hand the individual papers who want to co-operate can develop an equalized miline rate by building a circulation (that can be supported by authentic circulation data) to a point where your miline rate based on your present inch rate is approximately \$10 per line.

"On the other hand, you can cut your inch rate to a point where your miline rate based on an authentic audit of your present circulation is approximately \$10 per line.

"It takes vigorous management and a good paper to equalize on the first plan. It only takes a pencil to equalize on the second plan. The first plan will greatly increase the sale of white space for the Mississippi weeklies on a parity in both circulation and rate with the other mediums.

"The second plan will get some additional business, but unless it is followed up by a vigorous and sustained circulation drive which will allow the weeklies to advance their inch rate as circulation grows, it will never give the weeklies an even chance to cut deeply into national budgets for Mississippi.

"Rate equalization and circulation building therefore go hand in hand as the biggest individual factor facing the Mississippi weeklies."

Texas Legislature Defines Legal Newspapers

The Texas legislature is attempting to define a newspaper. The definition was called for in connection with a bill to require publication in a newspaper of financial reports of political subdivisions.

Sen. Manley Head of Stephenville, author of the publication bill, proposed this definition:

"The term 'newspaper' shall be held to mean a publication bearing a title or name, published at a fixed place of business, regularly issued at fixed intervals as frequently as once a week and having a second-class mailing privilege, being not less than four pages of five columns or more each."

To be classed as a newspaper of general publication, the Texas bill would require further that there must have been publication at regular intervals continuously for at least 24 months and distribution to readers generally of all classes in the county or counties where it is circulated.

A definite price must be fixed for each copy or for annual subscription and the circulation must be at least 50 per cent paid for by regular subscribers or through news-dealers.

It must publish at least 25 per cent news matter "which has sufficient merit to have created a following of paid readers."

The Small Advertiser

An advertising man in a recent issue of Editor and Publisher advocated that the small advertiser, who often pays slightly higher rates because of his small lineage, still can outwit and outsmart the big advertiser, who brings his rate down with volume.

The device or technique whereby the "little fellow" can do this is nothing more nor less than the technique or formula used by retail advertisers of 75 to 100 years ago—namely, get in the paper every week.

We agree with the Editor and Publisher writer when he declares that small advertisers should quit worrying about the size of the ad, but worry more about the copy and merchandise that is offered in it—and be sure to get in every week.

If this plan is followed the small retailer will realize just as much—if not more—for his advertising dollar than the man who is a big, but spasmodic advertiser.—South Dakota Rural Press and Print Shop.

The Kentucky Press

Official Publication of the Kentucky Press Association

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Printed On The Kernel Press, Lexington

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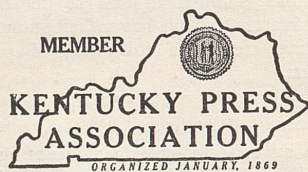
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Newspapers Hardest Competition To Come

Condensed from *The Illinois Editor*

Newspapers have yet to face their worst competition—facsimile transmission which is being done in various parts of the United States. Copies of newspapers transmitted via radio into private homes are on file at the office of *The Illinois Editor*, and one has only to examine them to realize that newspapers' worst competition is rapidly maturing.

Combining the ease and facility of fast radio broadcasting facsimile transmission has the virtue of giving illustration and placing permanent copy in every home, a weakness advertisers dislike in ordinary radio broadcasting.

Daily and weekly papers are bound to suffer, especially those relying on nation-

al news for their main interest. Periodicals that have a highly developed local slant will suffer less, but the advertising budget of the national advertiser will simply have another mouth to feed.

A number of radio stations are experimenting with radio-newspapers, and receiving sets are being manufactured and sold by two firms that we know of. Two stations quite active in development are WSM, Nashville, Tenn., and WOR of Newark, N. J. A station in Iowa is also experimenting with the same idea.

A California newspaper publisher active in news transmission by radio, explains its operation as follows:

"First, what is this new invention or the combination of new invention we call facsimile broadcasting? Put simply, it is a system whereby a printed newspaper, in tabloid form, is produced in your home or office by means of radio waves. By installing a device, possibly attached to your radio receiving set, or perhaps with a separate receiver, you will be able to walk to it the first thing in the morning and take out a condensed version of the news of some twenty small pages, complete with pictures, advertisements, and everything else that goes into a newspaper.

"If the set is in your home, you will find in this newspaper of the air, short bulletins giving at least the headlines of all news of importance that has occurred during the night. There may even be a page of funnies for your younger children, fashion notes and cooking recipes for your wife, and sporting news for your adolescent boys. In time, you may be able to find on these sheets even the latest market quotations, and possibly an editorial page.

"I think you will agree that anything having such possibilities of competition with the present kind of newspaper should be of special interest to newspapermen.

"I should explain that the picture I have drawn of the air-waves newspaper is much exaggerated and is projected somewhat into the future. Actually, facsimile news sending is still in experimental stages. Many important technical features are to be worked out. Like all developments in radio, new problems crop up constantly, and new discoveries may change the entire picture overnight.

"The facsimile newspaper broadcast over radio waves eliminates many of the processes we now use to produce newspapers. For instance, presses will not be required to print the paper, and

trucks and newsboys will not be needed to distribute it. But many of the regular processes still will be required. A news staff must be maintained to gather the news and condense it. Staff photographers and artists will be required for preparing art layouts. Advertising men must be kept to get advertising copy and prepare it.

"Some of the stations are experimenting with broadcasting facsimile news type on ordinary paper. But if it is to look like a newspaper, the matter must be set in regular type and proofed. Hence there appears to be no way whereby facsimile broadcasting will eliminate printers and other incidental costs of composition.

"Facsimile broadcasting is being used to advantage in the commercial field for transmission of such things as weather records, photographs, and other types of communication in which an actual record is required.

"Technically it is possible to transmit record material, such as halftones, newspaper pages, etc., through a comparatively simple attachment to the radio receiver. What we cannot be sure of as yet is what radio men call listener acceptance; that is, whether the public is going to like it.

"It is our purpose to secure a quantity of receiving sets and place them in homes and offices within a radius of from one to about forty miles of the station and carry on experiments to see what can be done.

"These sets, custom-built, will cost from \$125 to \$250 each. It is believed, however, that they can be produced to sell for around \$40 each if mass production becomes possible.

Public reaction, of course, still is an unknown quantity. Nobody knows whether it will treat this new gadget as a novelty or as a part of every household—such as the regular radio receiving set has become. All of us are frankly experimenting. But I call your attention to the fact that we publishers have seen strange things happen in the industry.

"We have seen the old type-filled cases give way to the typesetting machine; we have seen old hand presses give way to the great complicated and costly giants of the modern plant. Who of us only a few years ago would have dared think it ever would be possible to place a photograph on a machine in Europe and transmit it complete in every detail to this country by wireless? Yet telephoto is now an established fact, and an indispensable invention.

"It's our plan to purchase 100 recording sets and install them for a year's trial. We have set aside \$50,000 for the year to experiment with our radio newspaper. We are hopeful that by the end of the year the public will have accepted the idea as it has accepted radio refrigeration, air conditioning, and other recent innovations. If so, we hope to get out a good radio newspaper at a cost of not more than \$10,000 a year.

"Naturally, it is impossible to foretell what facsimile broadcasting will have on the newspaper industry. However, its potentialities cannot be ignored by progressive newspapermen."

A Small, Cheap Engraving Plant

By JACK V. WOOD and BOB SEVERTSON

Reprinted from American Photography

The Opportunity in Small Community Publications.—With the picture magazines, such as *Life*, pounding away with international picture coverage, with the metropolitan dailies reaching into the smaller communities and pounding away with metropolitan, state, national, and international news pictures, the public has been educated to digest its news with illustrations, and that expectancy to see the news as well as to read about it is now being carried down into the smallest weekly and bi-weekly publications.

Where the national and metropolitan publications demand and get specialists: reporters, photographers, engravers; the small community publication demands, may, it cannot do without, the man who can deliver the goods in a variety of fields.

Thus has been created the reporter-photographer-engraver, the answer to a small community publisher's prayer. The publisher's readers evaluate by metropolitan standards; his competitors will take his subscribers if he fails to produce; his banker will take his paper if he raises his costs very much. That is the usual situation of the weekly or bi-weekly paper.

The No. 1 rule of all news evaluation states that the next-door neighbor's broken leg is bigger news than a thousand deaths in China. The weekly thrives on the basic premise that names make news; names also sell papers. Today the weekly publisher must augment his basic name policy with a picture policy. That next-door neighbor with the broken leg must be shown hobbling around

on crutches, for local pictures sell papers also.

Therein lies an opportunity for any person competent in any one of the reporting-photography-engraving fields. Especially is this so of the competent photographer, for then the other two fields are not difficult to learn.

The photographer knows that his picture must show the essential thing. It must highlight the focal point of interest. It must subordinate the minor details. That also is the essence of good story coverage. Weekly news reporting is not the high powered journalistic style of the metropolitans. The weekly only roughly follows the chop-off newspaper style. The weekly is more likely to narrate, to editorialize a little, and to familiarize. This style of reporting is relatively easy to master, and the dead-line is seldom a matter of minutes, but usually of days.

The competent photographer has little to fear from the engraving process. Photo-engraving is essentially photography specializing in copying, plus acid etching and processing of a zinc plate. It is not the purpose of this article to explain photo-engraving, but as applied to newspapers, using relatively rough plates and coarse screens, it is not the difficult and mysterious art some would have you believe.

Let us take a look at the equipment need. As a reporter we need only the paper's typewriter and the ability to use it. As a photographer we need a camera, preferably of the Speed Graphic type, flash synchronizer, developing tank, trays, and enlarger. As an engraver we need developing, fixing, and dye trays, an engraving camera and screen, a metal printer, an acid etcher, and a whirler to coat and dry the zinc plate.

None of this is elaborate equipment. Careful buying in a larger city and satisfaction with some good used equipment should keep the total cost between six and seven hundred dollars; not a large investment when compared to many miniature camera outfits.

Itemized Minimum Costs and Equipment

Photographic: (used, good condition)

1. Speed Graphic type camera, 4 by 5 with lens and flash synchronizer\$125.00
2. Enlarger 40.00
3. Developing tank, two trays, safelight and ferrotyp tin. 10.00

Photo-engraving equipment: (new)

1. Process engraving camera, 8 by 10, with lens\$300.00
2. Screen, 65 line 36.00
3. Motor driven etcher 90.00
4. Metal printer 50.00
5. Whirler 18.00

\$494.00

Miscellaneous equipment such as a metal bench saw and a router is part of any newspaper's standard equipment and would not have to be purchased.

Chemicals and supplies for both the photography and engraving, of course, would come under the newspaper's operating costs.

At the present time this set-up is used as a free-lance photography-engraving service to a number of small papers. The editor wants a picture in his paper of the local butcher, for instance, who is going to buy a ranch. Severtson goes out, takes the picture, and delivers to the editor, not a print, but the engraved plate, all ready for the presses. Thus, centrally located, he is able to supply metropolitan service to a number of very small weeklies, none able to afford full-time service and equipment in themselves.

If the occasion demands, the one-man picture service can work as fast as many metropolitans. From the time the exposed photographic plate enters the darkroom until the engraved plate is ready for the press less than one hour will have elapsed. The engraving process takes 32 minutes, the photographic process less than the balance of the hour. Seldom, however, is this speed necessary.

This combination set-up is ideal for the person wanting to break into the newspaper game either through reporting or photographing. Seldom, indeed, do any of the metropolitan papers take on inexperienced help. If you want to hit the big papers you have to have experience. If you want to get experience, start with the weekly, the bi-weekly, or the small community daily, where you have a chance.

But even to land on the weeklies you have to offer something unusual. Nobody is clamoring for help these days. If you can offer the small community publisher a complete news coverage service, get the story, get the picture, write the story, make the plate, maybe even set type and help on the press, then you are offering that publisher something he wants, something he needs. This may be the age of specialization, but the

small paper is the exception that proves the rule. In the weekly the general utility man gets and holds the job.

Opportunity? Many able men have made a career of the small paper itself. William Allen White, the most outstanding example, is hardly a William Randolph Hearst, yet equally as famous, and widely liked. The small community paper, or one of its staff, is almost invariably a correspondent for one of the big metropolitan dailies. Here you are provided an inside pipe-line to the big city editor's attention for your story and pictures. Here you are not an amateur, out in the cold hoping against hope for only a chance, but a professional, working your way up, with chances coming every day.

A majority of good amateur photographers are self-taught. If you can learn photography yourself, you can do the same in photo-engraving, and if you do, then reporting for the weeklies is just another step. Whichever one of the three you know now, it proves your ability to learn the other two. It's the small community paper that offers the opportunity.

Rural Press Writers' Contest

Believing that many Kentucky editors, who have built up splendid country correspondence departments with outstanding writers in charge, should send entries of this work to the annual rural press writers contest, the Press prints the following rules for their guidance and participation:

The contest will be divided into three classes—straight news reporting, editorial writing, and country correspondence. A grand prize of \$500 will be awarded to the person whom the judges pick as the best of the three divisional winners, in addition to an all-expense visit to the New York World's fair. Winners in the other two fields will receive \$250 each, making a total of \$1,000 in cash awards. There will be no second or third prizes, but the all-class winner in each of the 48 states will be awarded a certificate of merit, presented jointly by the Country Home magazine and the National Editorial association, which has agreed to co-operate again this year.

The judges who make up the award committee are William L. Chenery, editor of Collier's; Gertrude B. Lane, editor of the Woman's Home Companion; Summer Blossom, editor of the American magazine; Wheeler McMillen, editorial director of the Country Home

magazine; and Edward Anthony, Crowell Publishing company. The rules of the contest follow:

Rules of the Contest.

All correspondents, reporters and editorial writers of rural papers are eligible for awards. A rural newspaper is defined as one published in a town of 10,000 population or less. It may be either a daily or a weekly.

All material submitted must be in the form of clippings with the name and address of the writer, the name and address of the newspaper and the date of publication plainly written in the margin or attached to each clipping.

The date of publication must be between June 1, 1938, and April 30, 1939. Entries, which will be accepted from the United States and Canada, must be marked as submitted in one of three classes: Editorial writer; reporter; country correspondent.

Each contestant may submit, or have submitted by others, five different clippings but not more.

All clippings to be considered in this year's award must be postmarked not later than April 30, 1939. Entries should be addressed to Edward Anthony, County Newspaper Award Committee, Country Home Magazine, 250 Park avenue, New York city. Decision of the committee will be final in all matters. No entries will be returned.

Merchandising — Merchants are always eager for new merchandising stunts. Call on the druggist or tobacconist for an 'oldest pipe' contest in paid advertising space. Such a contest should create much interest and friendly rivalry among the town's old-timers. Or the haberdasher may be sold on the idea of an 'oldest hat' or 'oldest shoe' contest. Collect and display the collected "patriarchs" in the window of the merchant sponsoring the contest. Small towns grasp opportunities like these and double value is received from their ordinary advertising space.

Contest — Get your merchants to sponsor a recipe contest for men, preferably bachelors if there are enough of them in your community. The contest can be conducted entirely through paid advertising space, whereby the grocer, the hardware merchant, and the gas and electric company, can be assured that their ads will be read. The prize may be merchandise donated by the advertising merchants or possibly a dinner for winning recipes, prepared by the con-

testants. Appointment of judges who draw up rules for the contest can be handled by the paper.

The Post of Richmond entered its third year with the February 16 issue. Published by Forest Hume, the Post is successor to the Richmond Pantagraph and the Richmond Observer.



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AD COPY?
JOB WORK?

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Linotype Memphis Extra Bold, Erbar Bold Condensed and Bookman

MERGENTHALER LINOTYPE COMPANY

A new paper, the Nelson County News, is being published at New Haven.

In a two-column, front-page box, the Enterprise of Elizabethtown called the attention of its readers to the fact that the issue of February 16 marked the passing of the thirteenth milestone by the paper. Five of the thirteen years have been under the present ownership. The Enterprise is a semi-weekly publication with Wesley E. Carter as editor and publisher and C. J. Richardson, advertising manager.

The weekly newspaper is not only read but also saved. Bell, Barclay and Bell, publishers of the Bedford Democrat, recently had proof of this. In the issue of February 9 appeared a request for copies of the Democrat for the issue of January 5, and before noon the following day, the required number of six was received. Some of the copies came from Indiana and others from far distant parts of Kentucky.

The Pikeville News had a birthday on March 9. It is now twenty-six years old. Charles E. Grote is editor.

The Ohio County Messenger, published at Beaver Dam by the Embry Newspapers, Inc. passed its tenth milestone with the issue of March 10.

The Big Sandy News, published at Louisa, wore a new dress on March 10. The material of the dress was: "7½-point Linotype Ionic, the most legible of Linotype's new Legibility Group." Officers of the Big Sandy Publishing Company, publishers of the News, are: Jay B. Moore, president; M. S. Rice, secretary-treasurer; and E. W. Kinner, managing editor.

The Manchester Guardian, Clay county's oldest established newspaper, became the property of Walter J. White, 21 years old, son of R. R. White and brother of R. E. White, former owner, on March 6. The new publisher and managing editor will continue the independent policy of the paper and promises to make every effort to keep it at the high level of reader interest which it has attained. The Guardian has served the people of Clay county for 20 years. Elizabeth White Schoenberger who has acted as editor during the past year will continue with the Guardian as associate editor.

The February issue of "Highlights and Shadows" gave a short sketch of the new editors of the Hardinsburg Independent. The article follows: "The Embry Newspapers, a Kentucky corporation publishing weeklies in Ohio and Hart counties, recently leased the Hardinsburg Independent from Jess H. Howard, Jr., former publisher. Onza De Embry, brother of Carlos B. Embry, president of the publishing firm has been named managing editor of the Independent and will be in charge of the editorial and business departments. The former mechanical force has been retained. The new managing editor of the Independent began his newspaper work in 1930 as an employee of the Ohio County Messenger. In 1935 he was transferred to the Cave City Progress, where he remained for about a year. During 1936 and 1937 he was with the Columbus (Ind.) Daily News and the Hartford City (Ind.) News, following which he returned to Kentucky where he resumed his connections with the Embry Newspapers, Inc., which own and operate the Hart County News at Mumfordsville, the Cave City Progress, at Cave City, and the Ohio County Messenger at Beaver Dam, in addition to the Hardinsburg Independent. Assisting Mr. Embry in the official duties are Martine Embry as vice-president and Mary June Embry as secretary."

The Campbellsville Star, edited and managed by James Shacklette, began Vol. 14 with the issue of March 14. Quinn Pearl is advertising manager of the Star.

Percy H. Landrum, editor and publisher of the Ohio County News at Hartford, announced in an editorial that his newspaper was going in for more local pictures in keeping with the trend toward pictorial journalism. Mr. Landrum and his mother, Mrs. Tina Landrum, acquired the controlling interest in the News on January 1.

The Middlesboro Three States, with H. C. Chappell as editor and Laurence Rice, Jr., as news editor, celebrated its thirty-first birthday with the issue of March 2.

The Cave City Progress, one of the Embry papers, passed its fifth milestone with the issue of March 3. In addition to its local news and advertising, the Progress carries two pages of WNU printed service.

The Enquirer, published at Grayson, began its fourth year of publication with the issue of March 2.

On page one of a recent issue of the Warsaw News appeared a three-column cut showing a picture of two of the local high school students. One of the students, Junior Osborne, freshman, 17 years of age, is six feet tall and weighs 497 pounds. Contrasting with young Osborne is Donald Chapman, senior, 15 years old, who is 5 feet 2 inches tall and weighs 92 pounds. The News is edited and published by Mark M. Meadows with Mrs. Meadows as associate editor.

The Hawesville Clarion ended 46 years of service with the issue of March 3. John W. Matson, editor and published, exhibits on page one of his birthday edition, a telegram which he received from E. W. Freeman. Mr. Freeman, who was born and reared in Hancock County, and his two sons, own and publish the Pine Bluff Commercial, a daily paper of Pine Bluff, Arkansas. The telegram was as follows: "Congratulations on Clarion's forty-sixth anniversary. It is well-edited, well made up, neatly printed and a credit to Hawesville. The paper as a whole is an equal of any weekly I have seen for the size of the city of its home town. You have every reason to feel proud of the Clarion. I do myself, and if the snap and color you are putting in it survive, you will win rich rewards. The Clarion was well born and has been in control of men and women of outstanding character from its inception to this day. I have read every issue for 40 years and have enjoyed every word of its contents. The paper now appears to have been reborn. Prosperity to you from now on out. Signed, E. W. Freeman."

A unique little column on the front page of the Marshall Courier, published by Marshall Wyatt at Benton, is readed "Births," and gives all information on Benton's newest citizens.

O. J. Jennings, editor of the Murray West Kentuckian, is quite busy twisting tobacco as the result of his accepting six hands in exchange to a year's subscription to his paper. At first the tobacco was brought in already twisted by the growers but this constituted manufacture and made the tobacco subject to tax. The offer of Mr. Jennings still stands however and he will continue to twist until further notice.

The Columbia Times is using the novel idea of tying in subscriptions with advertising. Beginning with the issue of February 17, the Times will give with each yearly subscription a 40 cent merchandising coupon on any business place advertising in its columns. The Times is edited by S. F. White.

The News, at London, was in the midst of moving when its second birthday, which was on February 23, arrived. The editor, Homer C. Clay, announced in that issue that, due to moving, it was necessary to cut the paper down to four pages.

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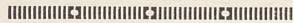
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