

THE KENTUCKY PRESS

Of, By, And For The Kentucky Newspapers

Volume One

NOVEMBER, 1929

Number Ten

KPA TO MEET IN FALLS CITY ON JANUARY 17-18

COMMITTEE DRAWS UP PROGRAM FOR MID-WINTER MEETING AT LOUISVILLE

The program committee of the KPA met in the Hotel Phoenix, Lexington, Friday, November 15, and drew up a tentative program for the coming winter meeting to be held in the Kentucky hotel, Louisville, January 17-18. Members present were President Jim Allen, Cynthiana, R. L. Elkin, Lancaster, A. S. Thompson, Paris, Secretary J. Curtis Alcock, Danville, and the editor of the Press.

It was decided to issue invitations to members of the Western Kentucky Press Association to meet with the State Association and to ask A. Robbins, of Hickman, its president, to address the mid-winter meeting on the relationship between the two organizations.

The following program, which will be devoted to the business and professional side of community journalism work, was outlined:

Friday, January 17

1:30 p. m.—Call to order by President Allen.

Invocation.

President's Annual Address.

Roll Call.

Report of the Secretary-Treasurer.

Address—"The relations of the KPA and the West Kentucky Press Association," A. Robbins, Hickman Courier, Pres. W. K. P. A.

Address—"Our Legislative Program," Ben B. Cozine, Shelby News, Chairman Legislative Committee.

Address—"Human interest in the editorial column," J. H. Moore, Fulton Argus.

Appointment of Committees.

Saturday, January 18

9:30 a. m.—Call to order by President Allen.

Address—"An outline of the educational program of Kentucky," W. C. Bell, State Superintendent of Schools, Frankfort.

Newspaper Problems, Round Table Discussion.

1. Circulation, Charles A. Kirk, Paintsville Herald, leader.

2. Advertising, Prof. Victor R. Portmann, U. of K., leader.

3. Job Department, Jos. P. Gozder,

Professional Examinations Are Given In Illinois

The professional examination system of the Illinois Press association has now been in operation for one year, and a review of the work indicates that some progress has been made in the development of a workable scheme for recognition of competent newspaper men, says Prof. Lawrence W. Murphy, University of Illinois, in a article in a recent issue of the United States Publisher.

The first step in the administration of the plan was that of making provision for those who had been engaged in journalism for a number of years and who had already achieved success in it. The examination plan was not framed with the idea that mature reporters and editors should submit themselves to an examination. It was definitely stated at the time that the question was voted on by the association that the plan was not retroactive and that experienced newspaper workers who had made a reasonable success in their work would be granted certificates without formal examination if they made application for them and furnished the committee with information of an acceptable character bearing on their education and experience.

Invitations Extended

The committee on education, then, was charged with the duty of extending certificate recognition to the older men in the state who were editing newspapers and making a vocation of editorial work. This recognition was to be extended without regard to affiliation with the Illinois Press association. A man who had never taken part in the work of the association was extended the same privilege as one who held a life membership. The (Please Turn to Page Six)

Campbellsville News-Journal, leader.

1:30 p. m.—Luncheon as guests of the Louisville Courier-Journal and Times.

Address—"Home Folks," Anthony Woodson.

Report by the committee on Resolutions.

Annual Election of Officers.

The winter meetings of the Kentucky Press Association are devoted entirely to business and the meeting in January promises to attract a large crowd of Kentucky editors.

COLONIAL NEWSPAPERS CARRIED LITTLE NEWS

FIRST NEWSPAPER ESTABLISHED IN AMERICAN COLONIES 239 YEARS AGO

It is an interesting study to compare the earliest newspapers in the United States, published in the early days of our national history, to the newspapers and magazines of the present day. Many newspaper and magazine articles have been written on the subject of "What would Washington, Jefferson, or other Colonial leaders think and say if they could be alive today and see the changes that have taken place in the short time of one hundred and fifty years." Particularly would this subject apply to the old-time publishers of the Colonial period. It should be noted the use of the term "publishers" instead of editors, because in the Colonial days there were practically no contributing editors, or the highly involved newsgathering facilities of the newspapers of today. The Colonial newspapers were generally published by printers, any man who could own a printing plant could start a so-called newspaper.

The form and content of the Colonial newspaper were modeled after, and clearly showed, the influence of the English newspapers of the period. They were usually printed in four small pages with small and barely legible type. Foreign news always took precedent over domestic news. As this news was secured from crews of sailing vessels and from English and Continent papers brought over in these sailing vessels, the news matter was far from timely and was usually from three to six months old.

Contrary to the practice of the newspaper policy of today, (i. e., only straight news matter in a news story, all editorials and editorial comment delegated to the editorial page,) the early papers carried their editorial comment in the news-story. There was no such a thing as a purely editorial column or page. Discussion was carried on in form of letters' on pertinent topics written to the editor by voluntary contributors. In fact, many Colonial authors first gained their prominence through their contributions to the newspapers and pamphlets. These articles were usually signed by some

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THE KENTUCKY PRESS

Official Publication of the Kentucky Press Association

VICTOR R. PORTMANN, Editor-in-Chief

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

Application Pending for Entry as Second Class Matter

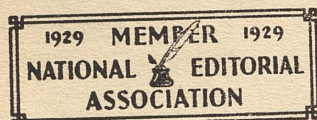
PRESS ASSOCIATION OFFICERS

J. M. Allen, *Cynthiana Democrat*, President

J. Herndon Evans, *Pineville Sun*, Vice-President

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

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



THE CALL!

This is the last call for the publishers of America to do their share in the renewal of the fight against federal competition with their business in the matter of government sale of printed stamped envelopes. Next week the Industrial Conservation Board will present its petition, signed by representatives of all the leading industries of the country, to President Hoover, asking him to issue an executive order, directing the postmaster general to discontinue the sale of special request return card envelopes.

The National Editorial association is co-operating with the Industrial Conservation board in its fight and has asked all publishers to write to the board authorizing it to place their names upon the petition. If this petition is to be expressive of the desire of an important group which is most affected by this form of federal competition, it is necessary that it bear the names of the majority of the newspaper publishers of the country. For that reason The Auxiliary urges every publisher who has not yet responded to the letter from the Industrial Conservation board to do so at once. Address your letters to W. J. Sylvester, Managing Director, Industrial Conservation Board, Inc., 75 East Wacker Drive, Chicago, Ill.

Your name is needed on that petition. To be sure that it will appear there, write your letter immediately. This is the last call!

The Forum wants your letters on current problems. Send them in.

CLEANUP A SLOGAN OF MEANING

The new president of the Washington Press association, when taking office recently, used as his initial message the slogan, "Clean-Up." He went further than just suggestion, and showed how every newspaper could clean up in more ways than one. His suggestions are so good that they are reprinted here:

There is no such thing as a one best way!

Some one is always finding a better!

Be sure you understand what the other fellow is talking about before you turn down his idea—he may have a better way!

Here is an idea, or a slogan, if you prefer to call it that, which I wish each member of the Washington Press Association would adopt during my administration, which is as follows:

"Clean Up!"

Yes, there are more ways than one which this activity can be applied. It can be utilized in some such manner as this:

1. "Clean-up" the subscription list.
2. "Clean-up" the slow accounts.
3. "Clean-up" the office.
4. "Clean-up" on advertising rates.
6. "Clean-up" on subscription price to \$2.
7. "Clean-up" on invoice or statement.

Seven points for members of the Washington Press Association to put over. Each one will make the cash register show an increase, if carried out.

1—Clean-up subscription list. Get ready for the next step that the weekly papers will have to make, namely, an AUDIT. Start now to work towards that end. The Field Managers of every state have endorsed the Nebraska plan.

2—Clean-up slow accounts. Give this job to some one in the office. Delegate the details of such work. There should be some one, and it should not

be the boss, unless he likes detail work and has time for it.

3—Clean-up the office. Not necessarily to have the front and inside painted "right-up-to-the-minute." But see to it some one cleans up the Boss' desk, the counter, around the presses, the floor, etc.

4—Clean-up space grafters. The furnace is a good place—or politely return the news stories, with your rate card and sales talk inviting them to use the columns of your paper.

5—Clean-up on advertising rates. Every weekly paper in the state should, have at its masthead, the price per inch for advertising, instead of the familiar line, "advertising rates on application."

6—Clean-up subscription price to \$2.00. We believe we are safe in saying that only only 10 per cent of the papers published in this state sell for less than \$2.00. Let each member of the Association try to make it 100 percent \$2.00 papers before another year rolls around.

7—Clean-up invoice. The Field Managers brought this urgent subject to our attention. A display of all sizes and shapes, as sent at the Tacoma meeting should be enough on this subject. Size 6¼x10¼. For correct wording, write the editor of the Press.

Personals

The Edmanson County News, published by Meloan & Meloan at Brownville, entered its third year with the issue of September 26. The News was established two years ago and at first one page at a time was printed on a job press. The equipment now includes a cylinder press, typesetting machine, and other up-to-date machinery. The paper will be moved soon into a home of its own, which is now under construction.

Recent reports announce the sale of the Paducah Evening Sun and News-Democrat to Fred W. Woodward of Dubuque, Iowa. Edwin J. Paxton, former president of the Paducah Newspapers, Inc., retired from the publishing field after having been identified with the Evening Sun for more than twenty-five years. Mr. Woodward is connected with the Telegraph-Herald and Times-Journal at Dubuque.

Jack Wilson and Mrs. Grace Ford, publishers of the Morehead News, have recently returned from an extended motor trip through the West. They were accompanied by their mother, Mrs. Ellen Wilson, and their sister, Miss Mary Griffith.

Facsimile Sample of An Approved Invoice

THE KENTUCKY PRESS

OF, BY, AND FOR THE KENTUCKY NEWSPAPERS

Official Newspaper Of The Kentucky Press Association

LEXINGTON, KENTUCKY,

TO
For Advertising For
Contract Number

Month of Issue Title Space Total Inches Rate, Net Total

This is an approved facsimile of a standard invoice which should be adopted by every Kentucky newspaper man. This is used by the Press, and gives all information necessary to the foreign advertiser. The same form can be used for your local invoices as well. It is printed on a sheet 8 1/2 inches wide, the standard letter width, while the length can be made to suit individual needs. The words "week of issue" can be substituted for "month of issue." This is almost a duplicate of the standard invoice as recommended by the NEA, but we believe it is more complete and can be more easily adapted by the community newspaper office.

Tear Sheet And Proof Of Insertion Attached

Professional Examinations

Are Given In Illinois

trial examinations or observation tests of the skill and judgement of men and women in the actual performance of their work on publications. It will offer at least one theory examination at the University of Illinois and will be in a position to offer one at Springfield or some other place in the state where candidates can be assembled. The committee offers its services at any point in the state where six or more candidates may be brought together. The routine in obtaining an examination calls for the listing of six persons who promise to take it and presenting of evidence by letter that each of the six is prepared to do good work on several parts of the examination. There is no requirement that they stand the examination on all subjects on the same occasion. A fee of two dollars is charged for an examination.

Tell the Forum, and your brother editors, your newspaper problems.

Type, Printing Machinery

Complete outfits for large and small plants

Boston Stitchers

Kelly Presses

LEE B. DAVISON

Traveling Representative

526 Union Street

Nashville, Tenn.

COLONIAL NEWSPAPERS CARRIED LITTLE NEWS

(Continued from First Page)

pen name, glorious and high-sounding in the extreme. Witness such names as "Pro Publius," "Catos Publius" and others taken from classical Greek and Roman literature. The English influence was clearly shown in the reprint of the "Spectator" essays and the "Catos Letters," and by rank imitations of these essays that were then at the height of their popularity. In fact, the majority of the contents of the papers were either in the form of contributions or reprints.

Colonies Far Apart

Private correspondence of the merchants and traders proved a popular source of news material, especially of foreign news. Real domestic news of the Colonies was difficult to obtain on account of the lack of communication and transportation facilities. The Colonies were farther apart in the 17th and the 18th centuries than we are today from any part of the globe. In the same manner, little local news was printed. The most important local news was broadcasted by means of the town crier, the most prominent town official.

The papers themselves were printed under many difficulties. Type and printing material was difficult to obtain, many printers were compelled to mould and design their own type. The presses were small and made of wood, and were imported from the Continent as was most of the necessary material, paper included. The paper shortage was the most important item that the Colonial publishers were compelled to face. Subscribers were few in number and money was hard to obtain, many of the publishers printed the papers at their own expense. Advertisements were conspicuous by their absence, the only advertisements were in form of our classified ads of today, i. e., notices of sales, runaway slaves, etc., etc.

The first newspaper established in America was the "Public Occurrences" by Benjamin Harris in Boston, in 1690. Harris was indiscreet and printed some article that offended the governor of the colony; the result was that the paper was suppressed on the ground that Harris did not have a license to publish a newspaper. The second paper established and which continued successfully, was the Boston News-Letter. John Campbell, then postmaster, began this paper in 1704. It was originally only one sheet printed on both sides. It continued publication until 1776. This paper is reviewed later.

Franklin Becomes Editor

James Franklin, elder brother to Benjamin Franklin, began the first "opposition" newspaper in the Colonies when he established the New England

Courant in Boston in 1721. The editor discovered that sensationalism was a profitable venture, but he finally ventured too far and was imprisoned and fined by the Puritan-minded leaders of that colony. He immediately turned the paper over to his brother, Benjamin, who incidently became the youngest editor in America, although the paper was yet under the management and ownership of Mr. James. Benjamin rose to literary fame by his contributions to the Courant under the pen name of a "Silence Dogood."

The first paper established in the middle colonies was the American Weekly Mercury which was issued in Philadelphia in 1719. It was followed closely by the Pennsylvania Gazette, begun by Samuel Keimer in the same city in 1728. It was later bought by Benjamin Franklin who remained its editor-publisher until 1766. In 1821 its name was changed to the Saturday Evening Post and as such, exerts a tremendous influence in the literary world of today. The second paper established in the colonies was the Boston Gazette, 1719, and may be called the first trade paper as it was published in the interests of the postmasters of Boston who succeeded John Campbell.

The first political opposition paper published was established by John Peter Zenger in New York in 1733 in opposition to Governor Cosby and his followers who published the New York Gazette. Zenger was tried and acquitted on a charge of seditious libel. The Gazette had been established in 1725.

In close order was established other successful papers throughout the Colonies as follows: Maryland Gazette, Annapolis, 1727; New England Weekly Journal, Boston, 1727; South Carolina Gazette, Charleston, 1732; Weekly Rehearsal, Boston, 1731; Virginia Gazette, Williamsburg, 1733; Rhode Island Gazette, 1732; Connecticut Gazette, New Haven, 1755; New Hampshire Gazette, Portsmouth, 1756; North Carolina Gazette, Newbern, 1755; Wilmington (Delaware) Chronicle, 1762; Georgia Gazette, 1763; and the Massachusetts Spy, Boston, 1770. It is a rather amusing coincidence that practically all the early papers adopted the title of "Gazette."

Papers Wanted Liberty

The newspapers played a prominent part in the pre-revolution and Revolutionary days. They were hard hit by the Stamp Act of 1763, a tax being imposed on every newspaper and also an additional tax on every advertisement carried therein. This gave them a grievance that kindled a smoldering flame which was easily fanned into blaze in the exciting days before the battle at Lexington. The Massachusetts Spy, edited by Isalah Thomas, was one of the most fearless and independent papers, outspoken in its attacks on England, and early advocated a struggle for rights and freedom. It

printed the famous cartoon of "The Serpent and Dragon" with the legend "Join or Die" which later appeared on the Pine Tree Flag.

The newspapers were the mediums of violent and abusive letters that flowed back and forth between the patriots and loyalists. These letters were either single or in series, and were mostly written by men prominent in those turbulent times. Pamphlets were also used to supplement the small space that was available in the newspapers. The leaders in each colony kept adding fuel to the growing flames and numbered such men as Samuel Adams, John Dickinson, Thomas Paine, John Adams, patriots, and Samuel Leonard, loyalist. Samuel Adams, Boston, wrote under twenty-five different pen names, especially for the Boston Gazette. John Dickinson's "Letters from a Farmer in Pennsylvania to the Inhabitants of the British Colonies" were printed in the Pennsylvania Chronicle, 1767-68, and were widely reprinted throughout the Colonies. He was aptly termed "The Penman of the Revolution."

Thomas Paine wrote a letter to the Pennsylvania Journal in October, 1775, in which he predicted that the Colonies would soon separate from England. He was also noted for his pamphlets, the "Common Sense," his most noted work, was written in January, 1776, and 120,000 copies of it were sold in three months. His next pamphlet, "The Crisis," appeared in that form as a reprint from the Journal in December, 1776. Fifteen other "Crisis" pamphlets appeared at intervals until 1783. A newspaper debate between John Adams, under the pen name of "Novanglus," and Samuel Leonard, "Massachusettsensis," appeared between January and April, 1775, in the Massachusetts Gazette and Post Boy.

Thirty-four Papers in Colonies

When the Revolutionary War begun in 1775 there were thirty-four papers in the Colonies: Seven in Massachusetts, of which five were printed in Boston, two in Rhode Island, three in Connecticut, one in New Hampshire, (thirteen in all in New England), three in New York City, eight in Pennsylvania, and seven in the four southern colonies. Each and every one of these were ardent patriots and champions of the cause for independence.

A new and prominent paper appeared after the War in 1784, edited by Benjamin Russell. This was called the Massachusetts Centinel, but that name was afterwards changed to the Columbian Centinel. Russell was a leader for the ratification of the new constitution (1788), and published the famous cartoon, "Federal Edifice." He also invented the word "gerrymander" and was responsible for the phrase "era of good feelings."

The first daily newspaper appeared in Philadelphia in 1784. It was found-

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COLONIAL NEWSPAPERS CARRIED LITTLE NEWS

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ed by the consolidation of the Pennsylvania Packet and the General Advertiser under the name of Pennsylvania Packet and Daily Advertiser, John Dunlop and David C. Claypoole editors.

It would be foolishness to try to measure the influence exerted by these early papers on the literature of the day. The only possible good that the Colonial newspapers accomplished can be traced to only one thing—they provided a medium for the exchange of ideas of the letter writers and the essayists. It may be said that this influence stimulated the Colonial writers to greater pen activities but that it is the most and best that can be said. In fact the writers and the literature of that day were the influences that established the newspaper, which is just the reverse of the twentieth century. It was not until the revolutionary period and afterward that the papers began to make their influence felt in politics and in the period of reconstruction and organization. But from that time on the magazines and newspapers have come to exert a greater incentive to American literature.

The Boston News-Letter

The entire front page was filled with a reprint of a letter on religion from the London Flying-Post of December 2, 1703. As the issue in which this appears is dated April, 1704, the article can scarcely be said to be up-to-the-minute. An address by King George occupies about one-half a column, while the remainder of the page is filled with local news (five items) and shipping news from all the Colonies. A small space is taken up by an advertisement announcing that the News-Letter will accept "classified" ads at "a reasonable rate." It also requests that its readers will subscribe with "John Campbell, Postmaster."

James M. Ross has resigned his position as managing editor of the Lexington Leader after a service of more than twenty years and has moved to New York City, where he is engaged in the syndicate and feature field. Charles G. Dickerson, city editor of the Leader for the past six years, assumed the position of managing editor and A. B. Guthrie, Jr., is now city editor.

The Corbin-Times Tribune is putting on a subscription contest this month.

George F. Middendorf, composing room superintendent of the Louisville Courier-Journal and Times, and Mrs. Middendorf, with Mr. and Mrs. Edward Krekel, recently made an extended automobile trip in the East.

Pertinent Tips For December Advertising

Keynote of Christmas Retailing
Promotion of Christmas; Presentation of Christmas Gift Merchandise; and Helping the customer Decide should be the progressive stages of the Christmas retailing campaign.

A Merry Christmas
and

A Happy New Year
December Sale Events
Christmas Sales.

After Christmas Sales
End of Year Sale; Pre-Inventory Mark-Down Sale; Fur Clearance; After Christmas Reduction Sale; Year-End Sale; Annual Clearance Sale; etc.; Merchandise for Southern Tourists.

December Window Suggestors
Christmas Windows; Santa Claus' Home or Workshop; Santa Claus and his Reindeers, The Night Before Christmas; The Three Wise Men; Fireplace and hanging stockings; Going South.

Christmas Symbols

Holly Wreath; Evergreen Festooning; Star of the East; Christmas Bells; Candles; Christmas Tree; Santa Claus; Poinsettias; Snow and Winter Scenes; Scenes from old-time Christmas festivities.

Christmas colors: Red and Green, combined with White.

Advertising Pointers

Christmas with all its symbols and activities. Early Shopping; Christmas Lists; Gifts to everyone, and everything as a gift.

Events Affecting Christmas Retailing
The limits of the family purse; Inclement weather; Approaching January Cut-Price Sales.

Christmas—Christmas trees and evergreen wreaths, festoons, sprays, etc., poinsettias, pine cones, stars, bells, Santa Claus, fireplace, candle, snow and ice, icicles, etc. Red and green are the appropriate colors with white or silver. Silver and frosted foliage is largely used in decorations.

Winter—Snow and ice scenes, icicles, snow houses, winter sports, symbols, etc.

Winter Floral Decorations — Pines, ruscus, box, oak, palms, holly, poinsettia, and blooming flowers of fall.

Besides these anniversaries and national events the display man should follow closely local events and see that the windows are kept timely by reference to them in his windows. It does not get the merchant far to remain conservative and continue merely to show the merchandise in his windows. He must show the merchandise in a timely setting symbolic of the time of the display.

The people passing along the street will be attracted to any display that is bright and pleasant, cheery or beautiful. The forementioned holiday events merely give the display man an oppor-

tunity to tie-up with public thought and emotion. The better he does this the more effective the display will be.

*Compiled by, and printed here through the courtesy of The Advertising World, Columbus, Ohio.

E. A. Hamilton, advertising manager of the C. R. Anthony stores in Oklahoma, in his talk before the Advertising Managers of Oklahoma Newspapers gave the following as good reasons why merchants do not always get maximum results from newspaper advertising. Hamilton has been a store owner and retailer and his present position places him in the position of advertiser and merchandiser. Coming as they do, from a merchandiser, I am wondering if it would not be worth while for every newspaper to place them before its retailer and possible advertisers.

Hamilton stated:

1. Many are still clinging to the sensational. One sale after another is held until the response of each grows less, and all conception of what a regular price should be has been destroyed.

2. Ambiguous claims and statements, over-estimating values, unreasonable comparisons.

3. Failure to advertise what people want when they want it. People will not anticipate too far ahead of the season and they are not easily sold merchandise going out of season at any price.

4. Poor layout and mechanical arrangement. Few advertisers are able to visualize their layout in printers' ink and type.

5. Too much descriptive and editorial copy. This is a day of picture advertising.

6. Average merchant does not devote same time and study to advertising that he does to other parts of his business.

8. Money is better spent a little ahead of the season when sales will produce a profit, than on big sale spreads at the other end of the season when there is less demand.

9. Proper use of space. Most stores know about comparative space units. Small advertisers stay out of the paper many times because they cannot compete in space used by big fellows. It takes more time, more skill, more effort to make space effective.

10. Lack of knowledge of how much to spend and how to distribute it properly.

Keen Johnson of the Richmond Register has been named state vice-president for the N. E. A. by L. C. Hall, president of the national organization.

Geo. A. Joplin, Jr., editor of the Somerset Commonwealth, has been elected to the executive committee of the Pulaski Post No. 38, American Legion.

Professional Examinations Are Given In Illinois

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committee sent out some 800 notices to daily and weekly newspapermen calling their attention and that of their staff members to the routine of making a request for a certificate. These men, for the most part editors or publishers, were requested to post the letter of information on their bulletin boards so that other staff members might be informed of the opportunity of making application for a certificate. In general, the committee of the press association sought to reach all the staff members with five years or more of experience in newspaper work, as it felt that staff members with less than that amount of experience might still be considered as cubs.

The members of the association realized that this was not an ideal method of dealing with the problem but they felt that it was practical and did no one an injustice. No one was denied a certificate because of his opinions, lack of formal schooling, size of publication involved, or title as a staff member. Men in advertising and circulation who understood news and editorial problems were allowed to obtain certificates on the same basis as those engaged in editorial work from day to day. In this preliminary issuance of certificates emphasis was placed on the experience and education of the men in preparation for their work and not on what they were doing from day to day. A few men who had been retired after long experience in the field were recognized. Some of these were men who had left journalism as a lawyer or doctor might leave his work to labor in other fields; some of them were men who had given up work altogether because of advanced age, and some were men who had retained a connection with publications but were devoting their efforts temporarily to some form of public duty such as serving on a state board of control of a postmaster

300 Certificates Issued

The committee felt that all these men should be eligible for recognition because they had achieved a reasonable mastery of their field and were entitled to such recognition as the field might give. In the same sense that a doctor is a doctor all his life, whether or not he continues to practice, and in the same sense that a lawyer is a lawyer all his life unless his diplomas and state certificates are withdrawn, so the editor whether or not he continues to practice after attaining such standing.

The attitude of the committee and the association on these points was presented as clearly as possible to the editors of the state, and as a result of the interest they manifested and the

number of applications that they sent in, 300 certificates were issued without formal examination.

Issuance of the first three hundred certificates occupied a considerable amount of time. In the first place the certificate had to be designed, wording agreed on, art work, engraving, and printing done; then the applications had to be studied, additional information secured, the certificates numbered and lettered, registration files established, and the certificates had to be sent for signature in turn to the president of the association and two members of the committee on education.

The next step in the work of administering the system was that of conducting a trial examination which should give credit toward the certificate. The committee undertook to stage such an examination at the University of Illinois under the auspices of the school of journalism. Seniors in the university who were interested in journalism were notified of the examination and eighteen seniors in the school of journalism and four in the college of liberal arts and sciences reported for the first two parts of the test.

These students were not eligible to take the part of the examination calling for a test of their experience but they were eligible for the parts devoted to a check-up of their general knowledge and their understanding of reporting, copyreading, history and ethics and survey of newspaper problems. Thus they wrote on two of the three parts of which the complete examination consists.

Editors Submit Questions

To obtain questions for use in the examination the committee wrote to 100 of the men to whom certificates had been issued and invited them to submit questions on any subject on which they believed a competent newspaper man should be informed. These questions fell naturally under the various headings used in the examination and they constituted the bulk of the questions asked. Thus, the objection that they might be too theoretical was met by having them framed by practicing reporters and editors.

An attempt was made to distinguish between the information that a weekly newspaper man would have and that which a daily man would have by allowing students a choice of questions in the part devoted to a survey of the different departments and practices of newspapers. Thus, the man with weekly paper experience had an opportunity to show a satisfactory knowledge as did also the man with interest in the daily paper.

Only seven of the 22 students who took the examination passed in all the work that they attempted but all of them were able to accumulate some credit by passing in various subjects.

A man who passed in reporting and survey of journalism but who failed in copyreading was given credit for the parts which he passed with the understanding that he would have a chance to take another examination in copyreading when he had strengthened himself in that field. So, with the other subjects and with the checkup on general information in history, political science, etc.

The students stood the examination well, a number of them writing continuously for eight hours on each of the two days of the examination. They expressed the sentiment that they had been given a real tryout and that they had learned how to measure their own accomplishment and progress.

Examinations Meant Work

There was a considerable amount of work involved in the staging of the formal examination. Notices had to be sent to prospects, letters had to be written to editors asking them to submit questions, replies had to be assembled and complete sets of questions developed on each subject, the questions had to be mimeographed and assembled, rooms and equipment for the examination scheduled, fool proof instructions had to be worked out, supervision of the work for two days undertaken, and answers to approximately one hundred and twenty questions from each of twenty-two students graded and the results tabulated.

The experience of proceeding thus far with the work seems to point toward two ways in which it may be broadened and improved. First, greater provisions may be made for the student who wishes to specialize—in agricultural journalism or political reporting for example. Second, a system of placing reporters and editors under observation while they are at work may be developed as a method of testing their achievements and skill in actual practice. The test in the practice, or reporting and copyreading, is designed to show whether a man has passed through what may be regarded as his internship period. It may be possible to examine him on this in his own newspaper office under the ordinary conditions of publication work without requiring him to report at a neighboring city for his trial.

The committee and the board of examiners of the Illinois Press association feel that the examination system, in its present or a slightly modified form, is practical and that it will gain in favor as it develops.

Correspondence Invited

The committee is prepared to consider any reasonable proposals for alteration or development of the plan and invites correspondence on the matter. During the coming year it plans to follow up the projects already undertaken and to conduct one or more

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When a correspondent wrote in that she was not paid for her first month's work according to her measuring; that we owed her \$11.56 for one week's work, and a little less for the last—I went up in the air and wrote asking for an explanation.

Very quickly a letter came back with explicit enlightenment as follows:

I sent you 6 sheets of tablet paper.

Each sheet had 14 lines.

That made 84 lines.

Each line measured 7 inches.

That made 588 inches.

You pay 2c per inch.

That makes \$11.76.

Second week—

But I read no further. A great light had dawned upon me. I had considered that correspondent "dumb," but I had been the dumb one all along. I had sought her out in the little town near us where there had never been a newspaper printed. She had never been in a newspaper office, knew nothing about the inside workings nor the the vernacular used in describing the various duties of people connected with a newspaper. And in my very superior way I had said:

We want you to send in news items every week about the people in your community. We will pay you 2c an inch for your news, you may measure it up at the end of the month and send us a statement. We are very busy in the office and will be glad to have you do this.

She had done exactly as I told her but she had measured the news items as she had written them in pencil across the page of tablet paper!

I am sure she had mentally spent hundreds of dollars that she was to make that year writing for the Press and it was a cruel blow when I (meekly) called her in the office and taught her what "measuring" her correspondence really meant. I felt sorry for her and ashamed of myself.

We could save ourselves and our correspondents a lot of trouble if we would invite them into the newspaper establishment and let them see the actual work. Let them see what a problem it is to read some of their own and others' handwriting. Show them the operator at work and that he has not time to figure out some abbreviations they use, nor to correct the misspelled words, and to teach them to look up the right initial for the "Mrs. Jones" they wrote about when there are four or five "Mrs. Joneses" in their town. Tell them that the operator sets the type and the proofreader corrects the proofs according as the correspondent sends in the news.

That, and other vitally important matters should be shown them. One thing especially, that copy should be sent to reach the office at the same time each week. Another, that copy must be written on one side of the

sheet of paper only and if no type-written it should be item-spaced so that it could be read quickly, etc.

And, of course, how to measure by the column inch after news is printed and not before as she did at first.

A Wisconsin paper gives this advice, which is extremely good:

Let correspondents feel that they are part of the active personnel; allow them to work with the person who rewrites the locals, so they may learn to write better copy; let them watch you work on front-page articles, and explain why you select the items you do for the front page. In short, make your correspondents inside workmen, thoroughly familiar with your paper and your policy.

When correspondents are impressed with the idea that the newspaper for which they are working is really a great educator in the community they will be more careful in helping to record events. They should be taught that there is no force like the newspaper.

Talmage said it is book, pulpit, platform, forum, all in one. And there is

not an interest—religious, literary, commercial, scientific, agricultural or mechanical—that it is not within its grasp. All our churches, and schools, colleges, asylums, and art galleries feel the quaking of the printing press.

To teach others the value of Service through the paper, the owners, managers, and editors should feel a deep sense of responsibility. It has been said that the press is good or evil according to the character of those who direct it. It is a mill that grinds all that is put into its hopper. Fill the hopper with poisoned grain and it will grind it to meal, but there is death in the bread.

After all, Editors, read for yourselves and teach your helpers to read and follow Philipians, Chapter IV, 8th verse, changing the word "think" to "write."—The Ohio Newspaper.

A trade journal says some workmen can make new furniture look as if it was made a century ago. And survival of the fittest.—Passing so can some children.—Passing Show, London.

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14 PT. BODONI BOLD WITH ITALIC
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THIRD MAIN MAGAZINE

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Your third magazine might well contain 8 pt. Ionic No. 5 with Bold Face No. 2—an excellent combination for the text of your paper, for the smaller and less pretentious folders and booklets, and for the general run of commercial printing. Then, in the auxiliary magazine, 24 pt. Bodoni Bold caps would be an excellent choice for main heads, title lines in display advertisements, booklets, folders, and brochures, and for general display in job work.

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