

# THE KENTUCKY PRESS

— Of, By, And For Kentucky Newspapers —

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Number Six

## Mid-Winter Meeting Of KPA To Be Held January 16, 17, 18

The annual mid-winter meeting of the Kentucky Press Association will be held January 16, 17 and 18, 1935, in the Brown Hotel at Louisville, Ky. The editors are expected to arrive on Thursday afternoon, the 16th, for registration and at 6:30 o'clock will be guests of the Brown Hotel at a buffet dinner on the roof garden of the hotel. An attendance of 150 is expected.

The first business session will be called to order by President A. Robbins, editor The Courier, Hickman, Ky., at 9:30 a. m., Friday, January 17th, when Mayor Neville Miller, of Louisville, will make the address of welcome. J. P. Gozder, editor the Campbellsville News-Journal and chairman of the K. P. A. executive committee, will respond to the welcome address.

The president's annual address will be delivered and addresses will be made on newspaper topics, including a round-table discussion on "Advertising Rackets," led by J. L. Bradley, editor the Providence Enterprise.

At 12:30 the editors will be guests of the Courier-Journal and Louisville Times at a luncheon at the Pendennis Club.

On Friday afternoon the speakers will be selected to discuss the following subjects: "Essentials of Co-operation;" "Rural Correspondents and Circulation;" "Profitable Job Printing;" "Free Publicity."

The editors will be guests of the Louisville Board of Trade at a banquet dinner at the Brown Hotel at 6:30 Friday evening, when some outstanding men will speak. The banquet will be followed by a floor show and dancing.

On Saturday morning, January 18, the first speaker at the business session will be Colonel H. Dorsey Newson, chief of the newspaper division of the Federal Housing Administration, Washington, D. C., who will make a brief address on the work he is doing in co-operation with the newspapers.

Editor George A. Joplin, Jr., state representative of the National Editorial Association, Somerset, Ky., will make a short talk on the N. E. A. and then introduce Robert H. Pritchard,

president of the National Editorial Association and editor of the Weston (W. Va.) Democrat, who will deliver the principal address of the morning.

Following the annual financial report of Secretary-Treasurer J. Curtis Alcock, Danville, Ky., and the report of the committee on resolutions the meeting will adjourn.

The editors will leave Louisville at one o'clock for Frankfort, Ky., where they will be guests of Governor A. B. "Happy" Chandler and Lieutenant-Governor Keen Johnson at a reception at the governor's mansion. Mr. Johnson is editor of the Richmond Daily Register and a former president of the Kentucky Press Association.

### THE LINOTYPE NEWS TRIES OUT 9-POINT COLUMN RULES

The Linotype news, which entered its thirteenth year of publication with its issue for July, observed the occasion by introducing innovation—9-point column rules in place of the conventional 6-point rules.

The printing surface of the 9-point rule is the same as before, but, as the rule is centered on a 9-point body the shoulder on each side of the printing surface is 1½ points wider than before.

The wider shoulder gives a page a more "opened-up" and inviting appearance, and, as The Linotype News points out, "should make it easier for the average reader to 'pick up' the beginnings of lines—should enhance legibility."

The mechanical points involved in the change from 6- to 9-point column rules is discussed in detail editorially in The Linotype News, which states that "any apparent difficulty concerning the use of 9-point column rules resolves into an easily followed order of things."

A new paper, The Allen County News, Scottsville, has reached our desk. The publication day is Wednesday and the mast-head includes H. A. Ward as editor and publisher, J. Guy Cook, manager, and L. R. Kemp, circulation manager. The Press wishes them every success in their new venture.

## Joplin Decries Practice Of Lowering Rates On National Advertising

By George A. Joplin Jr.

"Foreign and Local Advertising Rates and the Advertising Rate Structure," is the subject that has been assigned me by your program committee with the request that I discuss particularly the practice of newspapers accepting foreign advertising through local dealers at local advertising rates.

During the past few years the average weekly and small daily publisher has accepted advertising of the foreign type at the local rate when the home merchant submitted a schedule. In nearly all cases the advertising was furnished in mat or plate form. The condition of the publisher's bank account, if he was fortunate enough to have one, or the fear that he might lose some business, have influenced him largely in this action. Many publishers had also reached the conclusion that most of the agencies had forgotten the small newspapers for schedules from distant offices of the agencies were few and far between.

Recently the agencies have become concerned with the practice of many newspapers demanding one rate from the manufacturer of a national product who depends entirely upon an agency to handle his advertising account and at the same time granting the manufacturer's competitor a lower advertising rate because the competitor has borrowed the local rate from the home town dealer. The agencies complain that the practice is discriminatory, unfair and is greatly injuring their business.

In many cases there is a wide differential between the national and local rate in newspaper advertising. The agencies have sounded a warning that the wide differential must go if publishers expect to get contracts from them in the future. The rate differential does not exist in magazines, radio or outdoor advertising, and many agencies solicit and obtain advertising from these media as well as newspapers.

Advertising agencies know that under no conditions will a magazine accept advertising at a lower rate than the rate charged them. There is no

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## Kentucky Press

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chairman; George A. Joplin, Jr., Com-  
monwealth, Somerset; Warren Fisher,  
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We have a recent ruling from F. A. Tilton, Third assistant postmaster general, on what constitutes a legitimate list of subscribers to newspapers. (a) Such persons as have subscribed for the publication for a definite time, either by themselves or by another on their behalf, and have paid, or promised to pay, for it a substantial sum as compared with the advertised subscription price. (b) News agents and newsboys purchasing copies for resale. (c) Purchasers of copies over the publisher's counter. (d) The receivers of bona fide gift copies, duly accepted, given for their benefit and not to promote the interest of the donor. (e) Other publishers to whom exchanges are mailed, one copy for another. (f) Advertisers receiving one copy each in proof of the insertion of their advertisement.

There are many points of comparison and difference between a free newspaper and one for which money is paid by the recipient. Although the free newspapers have made inroads in recent years, they have not succeeded in overcoming certain principles that have always existed and always will exist.

One of these principles is that the normal person does not value what he receives for nothing. Another is that many people resent having anything of this nature thrust upon them. Another is that people have been educated up to our present form of newspapers for centuries and naturally believe in the newspaper as an institution and as a lifelong friends; they cannot believe that the free newspaper fills the same need. They receive it as a part of a business transaction with the publisher of it while the free sheet comes of its own volition and they have nothing to say about it—they do not even feel that they can complain of it is late or they are missed, and every publisher knows that kicking about delivery is the great prerogative of every paid subscriber.

The advertising agencies and other advertising authorities recognize the difference in the status of the free paper and the paid subscription paper by putting a very much higher value on the paid subscription, even to the extent in many cases of refusing to recognize or give their approval to free distribution papers—Chas. McIntyre in Pacific Printer & Publisher.

Town after town throughout the country is passing an anti-handbill ordinance. Wherever it has been done it has met the favor of the public and has helped to clean up the streets and yards. It has helped merchants plug a bad leak in their advertising budgets because the advertising which is normally wasted when thrown away through the dodgers finds its way into better mediums. These better mediums do a better job for the advertisers.

Wesley E. Carter, editor of the Hardin County Enterprise, Elizabethtown, formerly of Campbellsville and a graduate of the University of Kentucky, was married on November 30 to Miss Lucille D. Myers, Lexington, at Louisville. The Press extends congratulations and best wishes.

Miss Isabel Hunt Bourne, wife of M. B. Bourne, editor of the Owenton News-Herald, died November 29 after a long illness. Mr. Bourne has the sympathy of the entire Kentucky newspaper fraternity.

Lon T. Hovermale, publisher of the Estil Herald, died November 28 of injuries received when he was struck by an automobile a week previous. Mr. Hovermale was widely known as a newspaper man. Before establishing the Herald he edited the Licking Valley Courier, West Liberty, and also organized newspapers in Breathitt and Wolfe counties. He is survived by two sons, John W., and Allie Y., associates on the Herald, and by a daughter, Mrs. Hugh Campbell. The Kentucky Press extends sympathy and condolence.

Michael O'Sullivan, editor and founder of the Shelbyville Sentinel since 1904, died November 18 at his home after a short illness. Mr. O'Sullivan was well known to the newspaper fraternity and his genial presence and friendly counsel at the association meetings will be sorely missed. He is survived by two sons, Daniel and James O'Sullivan, who have been in active charge of the Sentinel for the past few years. The Press extends the sympathy of the entire state fraternity to the sons.

Charles S. Harris, 73 years old, for many years editor and publisher of the Adair County News, well known to the Kentucky fraternity, died during July in Mississippi.

W. E. Wyatt and W. J. Myre are the new proprietors of the Benton Tribune, which they recently purchased from C. R. Smith.

### RECENT PRESS ROOM ADDITIONS

The following additions in machinery and type faces have been recently installed in the following Kentucky papers:

Owenton News-Herald, linotype equipped with 8-point Excelsior No. 1, with Bold Face No. 2; Shelby News, Shelbyville, Model 14 linotype with same face; Dearing Printing Company, Louisville, a Model 8 linotype; Masonic Home Journal, Masonic Home, has installed a font of 5½-point Ionic No. 5 with Bold Face No. 2; Jenne-Hardy Company, Louisville, has added a Model 8 linotype.

Whitley Republican, Williamsburg, has installed a font of 8-point Excelsior No. 1, with Bold Face No. 2; Masonic Home Journal has added a font of 8-point Ionic No. 5, with Bold Face No. 2; The Oldham Era, La Grange, has installed a font of 8-point Excelsior No. 1 with Bold Face No. 2; Fulton County News, Fulton, a Model 14 linotype equipped with 8-point Excelsior No. 1 with Bold Face No. 2; Pikeville Daily News, Pikeville, has added a Model 8 linotype.

The Mergenthaler Linotype Company has recently printed a 180-page specimen book, "Digest of Linotype Faces", that gives a comprehensive picture of linotype's typographic resources. It does not attempt to show each point size of each of the 67 faces included, but, instead, indicates how the various faces look when properly leaded, gives a list of all characters, both regular and special, supplied with each font, and has page after page of special character data charted for reference. This book will be sent without charge to any editor requesting the same, and can be procured from offices in Brooklyn, Boston, or Los Angeles. Write for your copy.



(Continued from Page One)

back door route into magazines. The same is true of radio, outdoor advertising and all other advertising media except newspapers. Magazines and radio showed a larger percentage of gain in 1934 over 1933 than did newspapers. In the January, 1931, issue of Magazine & Selling the exact percentages of gain were given. Newspapers showed an increase of 13.56%; magazines 21.68%, and radio 35.94% over 1933. There is little doubt but what a large part of the appropriations for magazines and radio has been diverted from newspapers because the agencies realized the protection they received from the other media.

National advertising representatives contend that no retail advertiser should be given the right to loan his local contract to any national advertiser for the advertising of any national account. H. J. Prudden, of the New York firm of Prudden, King & Prudden, says granting such permission has caused publishers to lose millions of dollars of legitimate national revenue, has cost agencies heavily in lost or reduced commissions, has caused resentment among advertisers and agents alike, and has played right into the hands of competition.

Manufacturers of tires, tubes, electric and gas refrigerators, washing machines, radio receiving sets, tubes, soaps and cleansers now expect to get the local rate in newspapers and furnish the local dealer with mats. Most of these firms reimburse the home dealer 50% of the entire cost of the advertising after tear sheets are furnished them. Soon we may expect manufacturers of automobiles, gasoline, food products and cigarettes to demand the lower rate. When that period arrives we will have to find a method of regaining our lost revenue.

Just what is the happy solution of this problem is questionable. Several press associations have adopted resolutions recommending that one rate card for all advertising space be established. Recognizing it would be difficult for many newspapers to make this change immediately, the associa-

tions have recommended the change be brought about gradually, and that progressive changes be made in advertising rates until the ultimate one-rate card can be adopted.

Other press groups have recommended a system of business classifications be established in which retail and general rates are identical. The classifications would include tires, tubes, new cars, new trucks, oil, gasoline, electrical and gas appliances, beer, soft drinks, wines, liquors,, soaps, cleansers, and amusement.

With some Kentucky newspapers the foreign rate is almost double the local rate. This wide differential should be corrected for it is working a hardship on the advertising agency, and is manifestly unfair.

It has been found that when a general advertiser leaves his advertising agency and depends on his local dealer to buy space for him at local rates, there is a very definite shrinkage in the amount of money that is spent. This is particularly true of the smaller newspapers. The best example is the instance of the tire business. All of the tire companies today buy their space in the smaller newspapers thru the local dealers. The result hasn't been a happy one. Compared with the volume of tire advertising that ran back in the days when these same manufacturers placed their advertising through their regular advertising agencies, the present volume of tire advertising in small newspapers is negligible.

A better understanding between agencies and the publishers of the weeklies and small dailies is needed and probably could be obtained if representatives of these groups met in conference and discussed their mutual problems in a frank and open manner.

The Pikeville Daily News, formerly the weekly Pikeville News, is giving that territory an excellent daily edition. It was chartered as the Pike-Mingo Publishing Company, with the incorporators as Elam Huddleston, Frances M. Burke, B. L. Sturgill, W. W. Vogel, J. Erwin Sanders, L. E.

Hutchinson, Charles Beinkampen, Owen C. Montgomery, and Jabez Crook. The last six names are Pikeville residents.

J. Sherman Porter, Lexington, veteran newspaper man and a life-member of the Kentucky Press Association, is now editor of the Maysville Independent and doing a mighty fine job. His friends are happy to see "Pop" back in harness again.



# WAR NEWS

## Demands Increased Linotype Capacity

Outbreak of war puts a new strain on the facilities of every newspaper composing-room. More news to be set; bigger display to head it. Now is when you need a new Linotype . . . a Two-in-One Model 14, to set the big display as well as body matter, and speed production of both.

Now is when you need a legible new body face, one of the Linotype Legibility Group, to give to your readers all of today's exciting news in a type they can read with speed and comfort.

MERGENTHALER LINOTYPE CO.  
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SAN FRANCISCO • CHICAGO • NEW ORLEANS  
CANADIAN LINOTYPE, LIMITED,  
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Representatives in the Principal Cities  
of the World

A-P-L AND LINOTYPE ERBAR BOLD CONDENSED AND  
EXCELSIOR WITH BOLD FACE NO. 2



**Printers of Kentucky:**

We appreciate greatly the courtesy you have shown our Mr. Weeks as he calls on you.

It is gratifying to learn that Ed must have gained your friendship, evidenced by the nice orders you have been giving him.

We in the house will do our best to back him up with good service.

Sincerely,  
BUSH KREBS CO. INC.

By *[Signature]*  
Pres.



## Remember Those Old Municipally Owned Electric Plants

**A**LL OVER the country most cities and towns had their municipally owned electric plants in the Nineties and early Nineteen Hundreds.

With few exceptions local politics, poor operating practice, faulty financing, etc., resulted in unsatisfactory service with high rates.

This condition brought about abandonment of thousands of such plants—with the privately owned electric power industry entering the field to provide satisfactory service at much lower rates.

In general today, the people of America enjoy the best electric service in the world and they pay less for it than the people of any other nation pay for electric service.

When Kentuckians become excitedly enthusiastic about the advantages of government ownership and operation of electric systems—either federal or municipal—they would do well to consider realistically the history of the electric power industry—both publicly and privately owned—in the United States. It would have a calming effect.

# Kentucky Utilities Company

Incorporated  
AND ASSOCIATED COMPANIES