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The
Kentucky Press

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



APRIL, 1937

Volume Eight Number Eleven

Rules Given For Entries In 1937 Prize Contests

Call is hereby issued for the 1937 prize contests of the Kentucky Press Association. Every editor in the state, whether members of the association (they should be) or not, may enter each and every contest. There will be seven contests in all.

Please read the rules governing each contest and follow them to the letter. Any violation of the rules will result in the entries being discarded. Send in as many entries as you please. The judges are glutons for punishment, and say "the more the merrier." Please observe the deadline. According to the standing rules, amended last year, no newspaper is eligible to enter any contest in which it has won first place for the preceding two years.

Attention is particularly called to the requirements that entries in the editorial, news, and advertising contests must be each pasted on a separate slip of paper, or cardboard, otherwise the entry will not be considered.

The exhibit this year promises to be one of the largest and best since the contest began. The committee is issuing this call for the newspapers to be entered, and, as in the past, valuable prizes will be offered. The rules and regulations for each contest follow. The papers will be put on display at the mid-summer meeting.

All-Around Contest

For guidance of the competitors the following will constitute the percentages by which the newspapers will be scored:

General appearance, 30 per cent; local news, 25 per cent; country correspondence, 5 per cent; personal items, 10 per cent; farm news or news pertaining to the chief industry of the section where the paper is published, 5 per cent; general news, 5 per cent; and editorial, 20 per cent. Factors to be considered in scoring of general appearance include make-up of front page and inside pages, advertising make-up and composition, headline schedule, literary excellence, community service, headlines' content, illustrations, typography and press work.

Each contestant is required to select two issues of his paper from May 1, 1936 to May 1, 1937 from which the judge will select the best issue to be judged. Prizes to be awarded are: first, silver set; second and third, certificates. First prize given by the courtesy of The Lexington Leader.

Front Page Contest

Factors to be judged include headline content, headline schedule, type balance, make-up, name plate and ears, press work and inking, appearance and illustrations (if any), and contrast. Each contestant is required to select two issues of his paper from his files from May 1, 1936 to May 1, 1937 from which the judge will select the best issue. Prizes to be awarded in-

clude: first, silver set; second and third, certificates. First prize given by The Lexington Herald.

Best Editorial Contest

In order to stimulate the editors in expressing individuality, initiative, and leadership in this department which is the editor's own, attractive prizes are offered in this contest. The factors which will be considered in the judging are: subject matter, thought sequence, community appeal, rhetoric (diction, unity, figure of speech, punctuation), and vocabulary. Prizes offered are: first, silver set; second and third, certificates.

Each contestant is required to select two editorials published in his paper between the dates of May 1, 1936, and May 1, 1937. Each editorial should be pasted on a sheet of paper with the notation of name of newspaper, date of issue, and writer's name. No "canned" or clipped editorials will be considered in this contest. Prize contributed by past President J. L. Crawford.

Best News Story Contest

At the request of a number of editors, this contest is continued for competition this year on the best community news story. The factors to be considered are content, sentence and paragraph structure, thought, unity, coherence, vocabulary, the lead, and community service value. The prizes include: first, silver set; second and third, certificates. Contestants are required to select two of the best news stories published between May 1, 1936, and May 1, 1937. Each story is to be pasted on a sheet of paper with the notation of the name of newspaper, date of issue, name of editor, and name of the writer of the story. Open to weekly, semi-weekly, and country dailies in the state. Only crime stories will be barred from this contest. First prize given by The Louisville Courier-Journal.

Best Advertising Composition

Three prizes will be awarded to Kentucky editors in this contest: \$5 for best full-page advertisement; \$5 for best half-page advertisement; \$5 for best quarter-page, or less, advertisement. Factors to be judged include type content, type arrangement, value of illustrations, selection of border and decorative material, and fulfillment of the three functions of advertising—attention, interest, and conviction. The entries are limited to advertisements that have been set in the contestant's office, either hand or machine composition.

Each contestant may select any advertisement that appeared during the year, May 1, 1936, and May 1, 1937; each entry to be mounted on a sheet of cardboard with the notation as to the name of the newspaper, date of issue, and name of contestant.

Best Editorial Page Contest

This contest, again sponsored by Prof. Enoch Grehan, University

of Kentucky. Factors to be judged include the physical appearance of the page, subject matter and quality of the editorials, subject matter and quality of features, cartoons, forums, literary matter, syndicated matter, and typographical arrangement. While advertisements are not considered a detriment, yet too much advertising not in "tone" with the page will be counted against the entry.

Each contestant is required to select two pages published between May 1, 1936, and May 1, 1937, from which the judges will select the best. The prizes include: first, silver set; second and third, certificates.

Open to Every Newspaper

Each and every contest is open to every weekly or semi-weekly in the state. The news story contest is open to country dailies. Every editor is urged to send in his entries for each contest and every entry will be judged on its merits. Let us make this 1937 contest the biggest contest of them all! No newspaper shall be eligible for more than one of the above first prizes.

June 5, Deadline

All entries must be in the hands of Prof. Victor R. Portmann on or before June 5. Entries can be included in the same bundle, but each entry must be plainly marked as to the contest. The package must be marked "K. P. A. Newspaper Contest," and addressed to Prof. Victor R. Portmann, University of Kentucky, Lexington. It is suggested that the editor write a note announcing that the package has been sent, to avoid delay and possible loss of the entries.

"NO TYPEWRITERS"

It was less than 30 years ago that William Rockhill Nelson, the great publisher of the Kansas City Star, refused to allow his reporters to use typewriters. He entertained the belief that typewriters destroyed something in a man's creative effort. His reporters had to write with a soft pencil. Machines have always had to win their way against the prejudices and limitations of the leaders among men. New generations must be born before new inventions come into their own. Even now there are men in their middle years who have compacts with business partners not to use airplanes.—Linotype's Shining Lines.

CHURCH PAGE

The Grand Rapids (Mich.) South Kent County News devotes a full page each week to church announcements and a short sermon by a local minister. The page is paid for by business men and other interested individuals in the community, whose names also appear on the page.

COURT DECISION HOLDS WAGNER ACT NO THREAT TO FREEDOM OF PRESS

WASHINGTON. — That the Supreme court does not consider the Wagner labor act as a threat to the freedom of the press was indicated in its decision this week upholding the act in the case of Morris Watson, Associated Press employee.

Justice Roberts delivered the majority opinion declaring that Associated Press subject to the Wagner act and requiring the press association to offer re-employment to Watson, who was discharged, the labor board alleged, because of his activity in the American Newspaper guild.

In disseminating news, the press association, the court held, is engaged in interstate commerce and therefore subject to laws to protect such commerce. The press association did not deny the labor board's charge that Watson was discharged for union activity, but chose to stand on the contention that the federal government is precluded from interference in its labor relations by the first amendment providing for freedom of the press.

The court held that the first amendment confers no such immunity. Newspapers, said the majority opinion, are subject to general laws. The editor possesses "no special privilege to invade the rights and liberties of others. He must answer for libel. He may be punished for contempt of court. He is subject to the anti-trust laws. Like others, he must pay equitable and nondiscriminatory taxes on his business."

Full liberty to publish the news is not interfered with by the Wagner act regulations, said the court, and the Associated Press "is free at any time to discharge Watson or any editorial employee who fails to comply with the policies it may adopt." But it may not discharge an employee for union membership.

The minority opinion, delivered by Justice Sutherland, was confined to the argument that the application of the Wagner act to the Associated Press represented an invasion of the freedom of the press guaranteed by the Constitution. It viewed the subjection of the press to the Wagner act as one of the "beginnings of encroachment" on the liberties guaranteed by the first amendment which will vanish if not defended.

NEWS TO HISTORY

"Once News, Now History," says the Genesee (N. Y.) Livingston County Leader about its items of happenings, 5, 10, 20, 30, 40, and 50 years ago.

With increasing business and prospects, J. W. Simpson, editor of the Monticello Outlook, has installed a new typesetting machine as well as other up-to-date equipment to take care of it.

Lexi For

Lexington lected as t summer m executive spring m Laurel Cr 23-25. Th by Publis Editor TH the Lexin that ne Leader, an Commerce hosts. Pa plicant, w account o flood.

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Lexington To Be KPA Host For Mid-summer Meeting

Lexington was unanimously selected as the host city for the mid-summer meeting of the KPA by the executive committee in the formal spring meeting of that body at Laurel Crest, Campbellsville, April 23-25. The invitation was extended by Publisher Gilmore Nunn and Editor Thomas R. Underwood of the Lexington Herald in behalf of that newspaper, the Lexington Leader, and the Lexington Board of Commerce, who will act as joint hosts. Paducah, the only other applicant, withdrew its invitation on account of the aftermath of the flood.

The committee also reached an important decision in voting unanimously to continue the operation of the Kentucky Press Advertising Bureau for the balance of the year. Manager Hal V. Brown gave an extended and comprehensive report of the work of that Bureau during the first two months of its formative period, and the committee was encouraged to believe that the Bureau will be functioning smoothly and self-supporting, within a very short time. Mr. Brown reported that much time was employed in making important contacts in selling the state advertising field to prospective advertisers and that several accounts had already been placed in many newspapers. Efforts will be made to enroll every newspaper in the state in the Bureau.

President Jody Gozder appointed Thomas Underwood, Lexington Herald, Fred Wachs, Lexington Leader, and Secretary J. Curtis Alcock as the program committee for

the meeting. Two resolutions were passed. The first thanked President and Mrs. Gozder for their splendid and recurring hospitality in their beautiful home and camp. The second, published in this issue, expressed condolences on the death of David Newberry, who had, so many times in the past, aided in the entertainment at Laurel Crest.

Laurel Crest was at its best, dressed in spring garb. The bill-of-fare put Delmonico's into the shade. Goodfellowship and comradeship reigned supreme between the walls of the comfortable log cabin, and even, we have been told, in the overflow cabin. Jody, prince of entertainers, made his guests feel at home, and the spring meeting is another milestone in the minds of the executive committee.

Those who enjoyed the outing were J. P. Gozder, president, Tom Underwood, chairman of the KPA executive committee, and Gilmore Nunn, Lexington Herald; J. L. Bardley, vice-president, Providence Enterprise; Russel Dyche, London Sentinel-Echo; Robt. L. Kincaid, Middlesboro News; Vance Armentrout and Donald McWain, Courier-Journal; J. L. Crawford, Corbin Tribune; R. L. Elkin, honorary member, Lancaster; Geo. A. Joplin, Jr., Somerset Commonwealth; Victor Portmann, Kentucky Press, Lexington; W. V. Richardson, Advocate and Secretary J. C. Alcock, Messenger, Danville, and J. Hal Brown, manager of the Kentucky Press Advertising Bureau, Louisville.

RESOLUTION

The executive committee of the Kentucky Press Association has heard, with profound regret of the death of David Newberry, associated with President J. P. Gozder on the Campbellsville News-Journal.

Overtaken at a time even when his useful life was just coming into fruitful result, his passing is the more to be regretted by friends and those who loved him most. Dave Newberry found opportunity for the application of his talents under the direction of our beloved fellow member, J. P. Gozder, and had become an indispensable factor in the publication of the News-Journal.

Brief as his career was, his fine attitude toward his work, his many manly qualities, and general lovable traits made him an object of affection by all who knew him, but more especially this committee.

Resolved that the foregoing expression of sympathy and concern be sent to his wife and mother, published in the Campbellsville News-Journal, and spread upon the

minutes of this association.

J. Curtis Alcock
Robert L. Elkins
Victor R. Portmann
Committee

THEY DO READ THE ADS

When your merchant says, "No-body reads the paper, so why advertise?" ask him:

1. Why publicity seekers and local organizations want space in the paper.
2. Why the politicians are so anxious for the paper's support.
3. Why does the delinquent subscriber squawk when his paper is dropped, and why do they all yell when they fail to get a weekly edition.
4. Why are residents so anxious to have their misdeeds kept out of the paper.—Wisconsin Press.

The Campton Herald, J. C. Koppenol, managing editor, a new newspaper on our list, changed to a six-column edition after a few weeks trial of five columns.

Local Paper Deserves High School Support

The approach of the high school commencement season prompts us to remark that too often the school printing goes out of town along with the order for senior class jewelry.

The local jeweler is entitled to first consideration for the senior class jewelry order, because he has been paying local taxes for many years, thus contributing to the upkeep of the schools. He probably has contributed time and again to buy the high school team football uniforms or to pay the expenses of the school glee club to attend the high school day competitions at the state university.

The local newspaper publisher has done all these things as a patriotic duty, too, and, in addition, he has printed columns up columns of news of school activities, school publicity, week in and week out. Perhaps he has given hours of time to service on the school board.

He and the local jeweler have a right to expect some consideration when orders are placed for printing and jewelry.

Other School Printing

There are a number of ways a local newspaper and printing plant may profit by school business. There's the printing of a school yearbook, or annual, in the larger high schools, the printing of a weekly school newspaper, the senior class announcements, the senior class day programs, tickets and the advertisements of the seat sale. During the year athletic games, especially football, call for printed tickets, handbills, window cards and newspaper advertisements. School dramatics call for printing and publicity of like nature.

The way to get this business, however, is not to sit back and growl about how it was taken out of town or to the cut-rate job shop up the street. The youngsters and the school authorities do these things which offend thoughtlessly rather than with malice. This business should be sought aggressively from the time school begins in the fall until the seniors sign off in May.

Contact School Authorities

Everything is in the newspaperman's favor if he puts his case squarely before the school authorities. They can be made to see the advantage of keeping on good terms with the local newspaper from which many favors are sought throughout the year—even at prices above those charged by the cut-rate job shop or the out-of-town printer.

If the local newspaper doesn't get the business, it comes pretty near being due to the lethargy or inertia of the local publisher.

And this school business is worth cultivating. The local schools are

as good a source of revenue for the town's newspaper and its printing plant as any other firm or institution in the town. But the business has to be solicited just as effectively as that of any local business institution.

Commencement Edition

During May some newspapers find it profitable to publish a senior class or commencement edition, using a few high school boys and girls either in the gathering of information or in the selling of advertising for the edition, or both. They may be paid a commission or otherwise rewarded for services actually rendered, especially if they bring in the ads. The edition becomes a souvenir for members of the senior class, taking the place of a yearbook in the smaller towns.

In case the newspaper has been printing a school paper, a larger edition, meaning a larger printing job, is in order for the wind-up of the school year.

This is business that can be promoted by an aggressive policy on the part of the local publisher. Funds are forthcoming from a variety of sources: school boards, parent-teacher associations, athletic exhibitions, dramatic productions, senior class contributions and advertisers who do anything reasonable to help along the cause of education or the student activities in connection therewith.

The town's newspaper, properly managed, is a service institution ranking along with the school system and the church. The community benefits most in which these three fundamental institutions work in harmony. If the newspaper, without compensation, allows itself to carry more than its share of the burden, that's the newspaper's fault.

John Deere Motion Pictures

John Deere has a motion picture telling about the centennial celebration of the company. Local dealers are using space to advertise showings of the film.

County Blueprints

Blueprints of your county showing the location of all homes on the rural routes may be obtained by writing the Fourth Assistant Postmaster General, Division of Typograph, Washington, D. C., and enclosing 50 cents.

Frigidaire Tie-Ups

See your local dealer for details of the Frigidaire tie-ups advertising campaign.

Ford Mats and Cuts

Portfolios showing mats and cuts of Ford ads and emblems will be distributed to Ford dealers in all states soon. Check this with your local dealer.

Editor and Mrs. Vernon Richardson are back at work on the Danville Advocate after acquiring a sun-tan in Florida.

The Kentucky Press

Official Publication Of The Kentucky Press Association

VICTOR R. PORTMANN..... Editor

Printed On The Kernel Press, Department Of Journalism,
University Of Kentucky, Lexington

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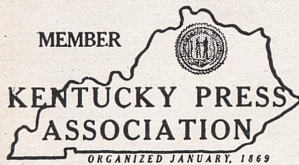
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HOW ABOUT YOUR INDICIA?

In a recent letter a correspondent says "in so far as your publication is a guide, mentor and friend to the country press of the nation, why don't you pass the word along to publishers that too many of them are growing careless in regard to the indicia of their newspapers. Recently I have been amazed to find that at least 10% of the publishers in this section of the country are violating the federal laws in this respect and that percentage is probably higher in other sections."

Indicia? Indicia? Ah, yes, now we remember! It has been some time since we've had occasion to read the postal laws and regulations, but we do recall seeing among the rules defining and regulating second-class matter the following paragraphs:

INDICIA

The postmaster shall examine the copies submitted to ascertain whether they conform to the requirements in the following particulars:

- (a) Title
- (b) Date of issue
- (c) Regular periods of issue, that is to say, frequency
- (d) Serial number

- (e) Known office of publication
- (f) Subscription price

The foregoing indicia must be conspicuously printed on one of the first five pages, preferably on the first page of the publication and each item marked on the copy submitted as evidence that proper examination has been made by the postmaster. Where publications are printed in foreign languages, it is required that the indicia indicated also appear in English.

Moved thereto by the letter from this correspondent, we have been making an informal investigation among the hundreds of country weeklies which come to our desk and we find that his estimate of 10% of the publishers who are violating the postal laws is, if anything, a low one. If these papers which we have examined are fairly representative of the whole number of such papers, then at least 25%, and possibly more, are ignoring this particular postal regulation. Some newspapers did not carry the indicia at all, others carried only a portion of the necessary information and in some it took a careful search all through the paper to find it buried far back in the paper.

Just as a possible precaution against any difficulty arising in regard to second-class mail entry, The Auxiliary suggests that every publisher check up on his paper to see if the indicia is in proper order and, if it isn't, to set it in order.—Publishers Auxiliary.

CIRCULATION REVENUE

What proportion of the newspaper production cost should be paid

by the advertiser and what proportion by the reader?

There is no standard formula, but average figures from various weekly newspaper surveys are helpful. A national survey for the years 1931 and 1932 shows that of the total newspaper revenue of a large group of weeklies, 22 per cent was derived from subscriptions and 78 per cent from advertising. How do your figures check up against this average?—Indiana Publisher.

POST OFFICE RULING ON "BEST" CONTESTS

Walter E. Kelly, Assistant Solicitor, United States Post Office Department, has refined the lottery laws as they relate to "best" contests and the basis on which such contests are admitted in the mails as follows:

"For many years it was accepted as almost axiomatic that a so-called 'best' contest could not be operated without infraction of the lottery laws. By 'best' contests is meant those plans which offer to the public prizes for the best name, best slogan, best letter, best essay, etc. It was therefore held that in such contests to qualify as admissible to the mails, no consideration could be expected from the participants.

"Without consideration eliminated, there remained of course, only the two elements of a lottery, 'prize' and 'chance.'

"However, some years ago the conclusion was reached that such a 'best' contest need not necessarily involve the 'chance' element, and since that time the Department has been accepting as mailable, matter relating to 'best' contests even though a consideration be paid, where there appears reasonable certainty that the awards could be made solely on the basis of merit without bringing 'chance' into the consideration of the winners.

"The adoption of the more liberal view by the Department has been adhered to in recent years despite much grief, misunderstanding, the issuance of fraud orders, and court litigation.

"This has been particularly true during the current year when rulings of the Department accepting advertisements of 'best' contests used by manufacturers and dealers in the sale of articles of commerce have been taken by promoters as a basis for the distribution of money prizes in which nothing of consequence except tickets were given in exchange for the entrance fee.

"It is apparent to everyone that whether a so-called 'best' contest may be a fraud can not be absolutely determined before its actual operation. The operator of such a contest may be very meticulous in the examination of the responses of entrants and no fraud may then be imputed. On the other hand, it is conceivable that all the answers in a contest may be glanced at superficially by clerks and a more or less arbitrary award of prizes made.

Such a result is not only fraudulent, but demonstrates that the lottery element of 'chance' was inherent in the proposition from its inception.

"Thus it is that the Office of the Solicitor in examining a plan to be advertised through the mails must assume, in the absence of indications to the contrary, that the representations as to how winners are to be selected will be lived up to.

"Sometimes they are not, and the postal service has been made an innocent assistant to a violation of the law. Aside, however, from the honesty of purpose in determining winners, frequently the proposed method of determination itself necessarily involves chance. Specific methods of award must be examined carefully in detail and each plan passed upon individually on its own merits."

—And Sweepstakes

A more recent ruling of the Post Office Department, having to do with publishing of news of sweepstakes winners, is not so "liberal." Solicitor Karl A. Crowley has announced that all postmasters have been notified that newspapers carrying reports of sweepstakes winners will be barred from the mails and the publishers will be liable to a maximum fine of \$1,000, two years in the Federal Penitentiary, or both.

—N. E. A. Bulletin.

LOUISVILLE PUBLISHER IS INDICTED BY GRAND JURY

Four libel indictments were returned by the April grand jury today against the editor and publisher of the Louisville Democrat, weekly tabloid-size newspaper.

The true bills charge James J. Hart, as editor, and Moses Fort, as published, libeled Mayor Neville Miller, his brother, Shackelford Miller Jr., and M. J. Brenuan, organization chairman of the Democratic city and county committee.

The indictments are based on an article appearing in the April 3 issue. A news story and a purported photostat of a letter dealt with action of the city in awarding a \$60,000 contract for parking meters and the asserted payment of a \$15,000 fee to Shackelford Miller Jr., to represent the parking meter company as attorney.

Pleading guilty in the trial, Mr. Hart accepted probated jail sentences totaling sixty days and fines totaling \$200.

Cooking schools are now the order of the day in Kentucky. Corbin had large attendance while Cynthiana could just take care of the participants. Other cities will report progress during the coming month.

Congratulations to Ratliff H. Lane, published of the Mt. Sterling Sentinel-Democrat, on his recent election to the duties of mayor of that city. He was unanimously elected by the city council to fill the unexpired term of William S. Smathers, deceased.

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Nowhere else in the whole world beyond the borders of the United States and Canada does there exist a country press of any consequence. The small community newspaper is an American institution, said John H. Casey, University of Oklahoma.

Yet, it is a new institution, as institutions go. It is still in the experimental stage. It has apparently made a permanent place for itself, but nobody knows for sure.

The country newspaper has flourished as an American institution hand in hand with public education, improved modes of intercommunication, popular government and a wholesome home life, which associated American institutions the country editor has helped to create and fights valiantly to maintain.

But these institutions, including our newspapers, are not static. They are constantly changing. If any one of us thinks for a moment that his newspaper is the same as it was thirty or twenty or even ten years ago, let him turn back the pages of his old newspaper files and see for himself.

Editor's Thought Processes

And neither is the country editor the same. The old family photograph album will reveal that quickly enough. He, too, has changed, perhaps more than he likes to admit, even in appearance. But he has changed his opinions, too, and his thought processes—his view of life and of humanity about him.

I wonder how many of his editorials of 20 years ago the editor of today could heartily indorse? They served their purpose, no doubt. They were written with conviction, no doubt. But they would be different, most of them, and more sound, we hope, if written today. Many of those editorials lauded to the skies men seeking public office who later turned out to be scoundrels unworthy of public trust. But they were written in good faith, we assume, and that is all-important. Yet, is that enough? After all these years we feel better able to judge. Experience has taught us much, else we have not progressed. An enlightened intelligence is ours, we hope. And conditions are different.

Conditions are so different.

In fact, changes have come so rapidly that who knows what is the best course to steer at this particular time? If advertising volume has fallen off, if subscribers are not paying up, if job printing revenues have taken a slump, if advertisers are demanding a rate reduction . . . what are we going to do about these things?

All of these current problems demand solutions, correct answers. These problems must be tackled courageously and intelligently. Good judgment was never more important in the manage-his local newspaper and through other equally disastrous forms of immobility—that even the youngest of us have

Modern newspaper problems need to be tackled with courage and resourcefulness, enterprise and intelligence.

Country press has developed along with other meritorious American institutions.

With those institutions the small town newspaper is destined to survive or fall.

borne witness to his passing. Those food merchants who have survived have changed their methods to meet new competition and the demands of ment of our newspapers than now.

Another Example

The old-time grocer has made his anything but graceful exit from the stage so recently and so completely—through failure to use advertising in a more enlightened buying public which calls for prices, and a reduced margin of profit to the middleman . . . and gets them both through newspaper advertising.

But first we must recognize that conditions are different and that they may remain different for a considerable time, that they may never be quite the same again—but better eventually. How much better will depend on how we manage in times of stress, with what courage, intelligence and resourcefulness we are able to meet and deal with these new conditions.

Man's Adaptability

The human race it self is here today because it has in ages past demonstrated its ability to meet new situations, as expressed in agile adaptation to chances of environment. The great reptile dinosaurs of past centuries, some of them 70 feet in length, passed out of the picture because they could cope neither with climate changes nor with their numerous, though smaller, enemies.

Under our very eyes we have witnessed the threatened extinction of our modern dinosaurs, the railroads, because they have been slow to adjust themselves to new competition in the form of motor trucks and motor buses. At last the railroads are awakening and admitting, at least, that they have competition.

Perhaps the time is already at hand when we should be giving more attention to the small advertiser. When this period of business stress is nothing more than an unpleasant memory, many of our former big advertisers will be out of the picture. New ones will be taking their places. New ones will be buying the big space. Some of these new ones are the little fellows, the younger merchants just getting a toe-hold in your town, today. If they are properly cultivated now, some of them will grow into bigger merchants and really worthwhile advertisers in your paper a few years hence.

Some of them, perhaps,

YOU Should Know

MORE ABOUT The Kentucky Press Advertising Bureau IN LOUISVILLE



Hal V. Brown
Manager of
K. P. A. B.

At the spring meeting of the Executive Committee of the Kentucky Press Association held at Laurel Crest, the picturesque camp of President J. P. Gozder, it was unanimously voted to continue the Kentucky Press Advertising Bureau on a permanent basis. Nearly one hundred publishers who are members of the Kentucky Press Association are cooperating in this movement. Are you among this number? Are you getting, or will you get, your share of new business?

For Full Information Write

Kentucky Press Advertising Bureau
620 So. 5th St. Louisville, Ky.

have never yet been thoroughly sold on newspaper advertising, yet some are bound to have the right stuff in them, the material from which the big merchants are to be made. J. C. Penney started in a very small town out in the wide open spaces. Other very successful merchants have started in a small way. Times of stress are the times when new leaders are developed and when old leaders are dethroned. Are we fully aware of this?

Embryo Leaders

And, if so, what are we doing toward making the acquaintance of these embryo leaders in our business communities while their friendship and their confidence is yet to be had for the mere asking?

A little want ad has convinced thousands of the power of newspaper advertising. Some of our merchant princes who have started in business in a small way have also at first experimented with newspaper advertising by the use of very small space. It is up to every newspaper publisher to see to it in times like these that those little ads are just as well written and stand just as good a chance proportionately to bring results for the advertiser as some of the full-page copy—if any of you get any

full-page copy these days. The little fellows are worth cultivating. In the meantime, a lot of little ads help to fill the gaps left by the loss of a few large ones.

Individuals fall by the wayside when they fail to solve new problems—but the human race, as a whole, marches on, finding ways and means to cope with new and troublesome conditions.

New Paper At Independence

Volume One, Number One, of the Kenton-Campbell Courier reached our desk this week. It is a new, ten-page community weekly being published at Independence by Jack Wild, assisted by his good wife. The paper was full of news from the two counties represented with plenty of advertising. The editor, who was graduated in Journalism and Education from the University of Kentucky, has been teaching in the Independence High School and directing the publication of the Kenton County school paper. He will continue his teaching duties until the end of the school year and then assume full duties on the new paper. We congratulate him on his enterprise and excellent newspaper, and Independence on the opportunities that are thus made possible for community growth and betterment.

Have you checked your subscription list to date?

Nine member colleges of the Kentucky Intercollegiate Press association sent some 40 delegates to the initeenth semi-annual meeting of the organization which was held April 9 and 10 at Centre college.

Principal speakers at a banquet the first evening of the meeting were Lieut.-Gov. Keen Johnson, publisher of the Richmond Register, and Barry Bingham, who with his father, Robert W. Bingham, ambassador to England, publishes the Louisville Courier-Journal and Times.

Elect Crenshaw

George Crenshaw, Hopkinsville, business manager of the Crimson Rambler, Transylvania college publication, succeeded Mr. Hanratty as president of the organization following the election of new officers Saturday.

Retiring officers are: vice-president, Robert Kelso, University of Louisville; secretary, John Lovett, Western, and treasurer, Edward Freeman, Murray.

Morehead was selected as the scene of the next meeting of the organization scheduled for the fall.

A committee composed of Cecil Payne, Ross Chepeleff, and John Welsh was appointed by the president to draw up a constitution and by-laws for the association.

Announce Awards

John Lovett, student at Western State Teachers college, Bowling Green, who is secretary of the K. I. P. A., announced awards in the college newspaper contest.

A loving cup award was made to the Kentucky Kernel, student publication at the University of Kentucky, as the most outstanding college newspaper in the state.

Winners in the fall contest were: Editorial—Kentucky Kernel, University of Kentucky; University of Louisville Cardinal; and the Georgetownian, Georgetown.

News Story—College News, Murray; College Heights Herald, Bowling Green, and the Centre College Cento, Danville.

Sports—College News, Murray; Kentucky Kernel, University of Kentucky, and the University of Louisville Cardinal.

Features—University of Louisville Cardinal; the Crimson Rambler, Transylvania college, Lexington; and the College News, Murray.

In the Spring Contest: Editorial—College News, Murray; the Centre College Cento, Danville,

and the Eastern Progress, Richmond.

News Story—Crimson Rambler, Transylvania college, Lexington; College News, Murray, and College Heights Herald, Bowling Green.

HOW (NOT) TO PREPARE COPY

Rules for guidance in preparing of advertising copy were laid down by a long suffering veteran newspaper foreman in a talk to the advertising fraternity. In part he said:

Copy should be prepared preferably on heavy brown wrapping paper with hard pencil. Never use a typewriter. If wrapping paper is not handy, a piece of packing case or cardboard is a good substitute.

A "dummy" should also be prepared to accompany copy. That's what they usually are. Any "dummy" can make it.

If prices are shown on both copy and "dummy," be sure the prices do not correspond. The printer will know which one goes.

Never fail to designate the size and measure and type face to each line or paragraph. The printer should never be allowed to exercise his own judgment in these important matters. It helps to turn in illegible copy, particularly on trade names. The printer knows what they are, anyway.

If the ad is to be illustrated with cuts, have one or more of them marked "to come." It is not necessary to indicate size, kind, or style. The printer's guess is as good as yours. Never, under any circumstances, take time to "read proof" on your copy.

Let that go for the complete job. Always get copy in late. It is conducive to best typographic results. Besides, it keeps the compositor on the jump and tends to discourage loafing.

Remember, every good ad writer always "tears hell" out of his (or her) proof and rewrites the principal items and "leads." If it is a partnership concern, it is a good plan to have one partner prepare the ad copy and another read proof. This goes for department heads.

After the press has started, rush in again with a few minor changes on a forgotten item. A good advertisement writer is like a speaker who thinks of the best thing to say after he has sat down.

—Porte Publishing Company.

THE NOOSE OF CENSORSHIP

It is unfortunate, to say the least, that newspapers of the country have made such a figure of Mrs. Wally Simpson.

It is essential to democratic government that there be no restrictions or censorship on news. But it is obvious that if this freedom of the press is to be retained there must be a voluntary censorship on the part of the editors themselves.

While the lives of those in public life are to some extent matters of which the public has a right to know, the right to that knowledge should be limited to matters which

concern the public.

In the friendship of Mrs. Simpson for King Edward, she was bound to some extent to become an object of the public gaze. There was no excuse for putting her on the roof and throwing every spotlight in the world on her.

Many people justify Colonel Lindberg in his hatred for newspapers, but in that case the newspapers first gave him wealth, position and power before they took away all privacy. The newspapers have given nothing to Mrs. Wally Simpson, but if one puts her in her position a moment they will realize that the type of publicity she has received lately has been far from self-satisfying.

Moreover, such publicity certainly does little to cement the friendship of this country and Great Britain. In England, the newspapers have certainly refrained from any mention of Mrs. Simpson. The United States has a bad enough reputation for sensationalism without giving other countries the opportunity to point out the encouragement of newspapers here for the bandying about of names by the public.

"Give the public what it wants" is a good enough slogan for Barnum or Sally Rand, but the news-

papers of the country have something to exist for besides pure circulation.

Publishers and managers of city daily newspapers should realize that they are drawing the net of censorship around their own necks. —Minnesota Press

WRITE EDITORIALS

How much thought are you giving to your editorial columns? Don't neglect them. If you do you are making a mistake for never before in the lifetime of the present generation have good editorials been so widely read. You can not afford to let the press agents at headquarters do your thinking for you or make it necessary for your readers to turn on the radio to get an interpretation of the vital issues in which they are so deeply interested.

Columnists, newspapermen, and journalists stand as the prophets and preachers and seers of old. If government is saved it will be by the columnists and journalists. The Iowa Publisher.

If you don't belong, the KPA needs you TODAY!!

PRINTERS' BUSINESS DIRECTORY

Louisville Paper Company

"A PAPER FOR EVERY NEED"

Permanized Bond Papers, Maxwell Bond, Howard Bond, Cherokee News (Blue-white)

Imperial Type Metal

Howard L. Felix, District Representative

SEND YOUR ORDERS TO

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

Whitaker Paper Company

Nation's Finest Printing Papers

Inquire of Our Salesmen

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

Southeastern Paper Company

Louisville, Kentucky

Hammermill Products In Fine Papers

Guy B. Roush, Representative, 125 Hillcrest, Louisville

REPRO ENGRAVING COMPANY

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

Frank I (Kan.) TI Press assoc taken adva offered by cidentally, "summer s circulation the rural r fered som tions on " such an ex

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**ONE WAY TO DO IT—
GET OUT AND WORK**

Frank Hall of the Hill City (Kan.) Times before the Kansas Press association, told how he had taken advantage of the opportunity offered by the "slack season" (Incidentally, we like that better than "summer slump!") to build up his circulation by personal calls out on the rural routes. In his talk he offered some very practical suggestions on "necessary equipment" for such an expedition as follows:

(1) An old automobile. Don't take this year's model out to their farmyards. They'll want to spend all of the time inspecting the car and talking about automobiles. Also, they might decide, then and there, to save every cent, from that moment, to buy a car just like it, and your efforts are wasted. A light coupe or roadster is economical and practical for driving over country roads and over pastures and plowed fields, if necessary.

(2) Borrow or rent some old clothes. You might have to sit on a barbed fence or a dusty cultivator or greasy piece of machinery.

(3) Get a county road map from your county engineer. Take it to the post office and ask the mail carriers to trace their routes on it. Almost every farmer lives on a mail route. Using this plan there is less danger of retracing your route or missing some one.

(4) Copy the list of your subscribers in a small handy book, according to routes, listing the expiration dates after each name.

(5) The following blank forms are suggested to be used:

(a) A blank order book, in duplicate, to be filled in for new subscribers who agree to pay at a later date. The wording may be similar to the following: "I, blank for name, hereby authorize the Bingville Bugle Publishing company to send the Bugle to the address given below for a period of blank. I promise to make payment on or about, blank."

(b) A blank order book, in duplicate, to be filled in for renewal subscribers which are not paid for at the time. The wording may be similar to the following: "I, blank for name, hereby authorize the Bingville Bugle to continue to send the Bugle to the address given below, for which I promise to make payment on or about, blank for date." Signing these blanks will do much to eliminate arguments such as, "I never did order your paper and I'm not going to pay for it," or, "I told you to stop that paper a year ago and you can't make me pay for it."

(c) A universal check book.
(d) A blank about 5½x8½ inches with heading the 8½ inch way such as: "Name, Address, Subscriber, Other papers taken, Remarks."

With this equipment you're ready to "go and get 'em," says Mr. Hall, who offers some further suggestions about talking business first and

"visiting" later, making your call short, not wearing out your welcome and getting a news item about every one you visit, whether he is a subscriber or becomes a subscriber or not. He then lists the potential results of such an expedition as follows:

When you return to your office, here is what you have:

(1) A true cross-section of the sentiment of farmers in your community and a county-wide acquaintance. Both of these will help you in forming the editorial policy of your paper.

(2) A complete and up-to-the-minute mailing list of your community.

(3) A sure-fire prospect list to be worked by correspondence and sample copies during the fall and winter months.

(4) A newspaper census to show your advertisers. This will show the number of boxes on each route and the number of subscribers. It will also show, in comparison, the number of copies of your competitor's paper which goes into your territory, as compared with your circulation.

This is a good way for any publisher to spend a part of his time during the "slack season"—that is, if he's not too busy uncovering and developing new sources of advertising revenue or strengthening the content of the reading matter in his paper. Even if he doesn't get a single new subscriber, any one of the results listed by Mr. Hall will have made such a trip worth while. To those results might be added one more—the benefit that will be his from the break in his usual routine and from the temporary expansion of his horizon beyond the four walls of his office, not to mention the added good will accruing to him and his newspaper from his making a business (and social) call upon his rural subscribers instead of delegating that job to "hired help."

THE IDEAL PRINTER

1. He knows his personnel and enjoys their respect and good will.
2. He watches his production closely and holds it to the maximum.
3. He is alive to present-day marketing problems and spares no effort to be of service to his customers.
4. He charts the progress of his financial status. He watches his credits. He collects closely.
5. He charges the same fair price to all customers, uses a price guide, checks his costs against the guide, and knows when and how to say "that is my price."

BANISH THE CANVASSER

Northwood has a city ordinance which prohibits solicitation by canvassers and agents in the residence, and violators are subject to arrest. And that none may plead guilty of now knowing of the ordinance the

city provides householders with a neat card to be tacked on the front door which reads as follows: "Warning: Solicitors, Canvassers and Agents are Prohibited by Law from Canvassing in Town of Northwood, Iowa. All violators are subject to arrest as provided by Town Ordinance No. 146, 'An ordinance prohibiting solicitors in and upon private residences, and declaring the same to be a nuisance and prescribing penalty therefor.' Please do not ring our door bell."—Northwood (Iowa) Anchor.

The Pikeville News, published by Charles E. Grote, has commenced a special service to its community by running announcements of all articles found in Pikeville that are delivered by their finders to the News office. The practice is free for articles that are found but does not include lost items without charge.

The Irvington Herald has installed a font of 8 point Linotype Ionic No. 5 with Bold Face No. 2.

Staff changes the past months include: J. Frank Adams, formerly on Cecil William's Somerset Journal to the Lexington Herald; Archie Frye, formerly of the Georgetown Times, Miss Lila and F. M. Bell, publishers, succeeds Adams at Somerset; and George W. Horner takes up the duties at Georgetown.

Sports—College Heights Herald, Bowling Green; Eastern Progress, Richmond, and Centre College Cento, Danville.

Features—College Heights Herald, Bowling Green; College News, Murray, and Orange and Black, Union college, Barbourville.

These selections were made by judges of the Commercial Appeal, Memphis newspaper.

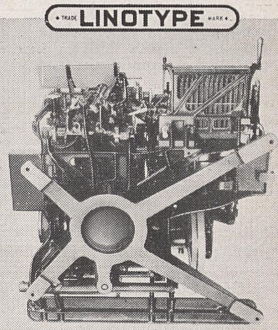
Co-op Page

A page of cooperative advertising under the heading, "Let These Firms Show You How to Build, Finance, Furnish, Repair, Beautify, or Paint Your Home" was run recently by the Kannapolis, (N. C.) Independent.

The advertisers included a lumber company, three contractors, two plumbers, a hardware store, a drug store, a building and loan association, and Frigidaire.

If its news of the Kentucky Press fraternity, we want it. Send it to The Kentucky Press.

**Send In Your
Contest Entries
Now!!!**



**From the floor up
IT'S BUILT RIGHT
to work right**

Linotype starts with a firm foundation . . . a heavy, substantial base that extends the whole width of the machine.

This solid base continues as a rigid frame right up through the machine, giving adequate support to every part. The keyboard, the intermediate and distributor brackets especially are rigidly supported at both ends.

Linotype frame construction, with its low center of gravity, assures permanently accurate alignment and less vibration.

The Linotype's solid foundation is important in itself. It is significant, too, of the solid, substantial and accurate construction of the whole machine.

**MERGENTHALER
LINOTYPE COMPANY**

BROOKLYN, N. Y.

New York City, San Francisco
Chicago, New Orleans
Canadian Linotype, Limited,
Toronto, Canada. Representatives in the Principal Cities of the World

LINOTYPE BOOKMAN, GOTHIC NO. 13 AND FRANKLIN GOTHIC EXTRA CONDENSED

BUSH-KREBS CO.

INCORPORATED
ARTISTS, ENGRAVERS
PRINTERS' SUPPLIES, ELECTROTYPERS
LOUISVILLE, KENTUCKY
ED WEEKS, MGR. SUPPLY DEPT.

MR. PUBLISHER

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

“ “ ”
Send for specimen sheets.
“ “ ”

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

Editors Joe Richardson and Perry Malcan were recently appointed to membership on the Mammoth Cave Park Commission. Congratulations!

S. B. Goodman, editor of the Central Record, was honored by his election as president of the Lancaster Rotary Club.

Happy Birthday To You!

Among the newspapers celebrating anniversaries were: The Adairville Enterprise, G. E. McKinney, editor, commenced its thirty-sixth year; Cave City Progress, L. V. Stewart, editor and business manager, commenced its third year on March 26; The Russel Spring Banner, the state's tabloid weekly under the direction of J. R. Bernard, commenced its second year on March 31; The Lawrenceburg News, under the able editorship of R. E. Carrison, commenced its sixty-first year of usefulness on March 25; the Taylorsville Magnet, edited by Miss Katie B. Beauchamp, commenced its twenty-third year on March 25; the Campbellsville Star, James Schacklette, editor, celebrated its Number 1 of Volume 12 on April 15 by an edition of 12 pages.

Miss Ollie McKindree is assisting Ralph Graves on the Bardwell News while Editor Tom Pittit is recuperating from a serious illness at his daughter's home in Tennessee.

A new assistant editor, Miss Myrna Joy to you, arrived at the home of Editor and Mrs. L. V. Stewart of the Cave City Progress.

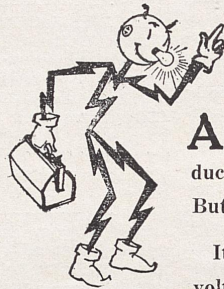
Spring house cleaning was the order of the day in the plant of the Scottsville Citizen, Roy R. Pitchford, editor, when the interior was redecorated and the machinery rearranged for efficiency.

The Elizabethtown Enterprise has added Jack Dycus to its editorial staff, which is in keeping with the policy of the Enterprise to give its subscribers a good newspaper. Mr. Dycus of Georgetown will join a staff headed by Wesley E. Carter, publisher, and C. J. Richerson, advertising manager.

Surmounting the terrific losses sustained during the January flood of the Ohio river the Augusta Chronicle, published by J. A. Thompson, recently resumed publication. The plant of the Chronicle was re-assembled following the flood on higher ground with some of the equipment replaced and added to.

Two Excellent Pointers Toward Success — The Kentucky Press and National Editorial Association

ELECTRICITY and ELECTRICAL SERVICE



AT the power plant electricity is produced in great volume and at low cost. But it is not ready for you to use.

It must be transformed into a lower voltage to fit it for household use. It must be transmitted to the point at which it is to be used — at whatever time it is needed.

Elaborate and complex facilities must be maintained constantly so that demands for service can be met instantly, no matter where or when they occur. And the power used by each customer must be measured and recorded, a bill sent and collected.

All this takes place after the power is produced. Little wonder, then, that the cost of electricity at the power plant is only a fraction of its final delivered cost. And still electricity is the cheapest thing you can buy.

REDDY KILOWATT

Your Electrical Servant

**KENTUCKY UTILITIES
COMPANY**

INCORPORATED

AND ASSOCIATED COMPANIES