

The
Kentucky Press

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



February, 1938

Volume Nine Number Seven

Minnesota Editors Present Plant Economies

Raising of prices and plant economies were listed by Minnesota publishers in their effort to meet increased costs, Prof. Thomas Barnhart told editors at the M. E. A. convention, January 28.

As a result of a survey, Professor Barnhart gave the following reports sent to him from newspaper plants:

The Ortonville Independent. L. A. Kaercher, managing editor, writes that "full pressure is on." This paper's first point of attack was the credit system. A general tightening-up was planned for circulation, advertising, and commercial printing accounts. "It has not materially reduced our circulation. We lost a few more than 200, but we were able to overcome this by single-copy sales through news dealers. One place in Ortonville, for example, sells 150 papers each week; 55 single copies are sold at one point at Clinton, 22 at Correll; 40 at Big Stone, and so on. We sell papers to dealers at three cents net to us. Our regular subscription price is \$2." The Independent's second step in meeting higher production costs is through volume buying. Envelopes are now bought in lots of 50,000; commonly used stock is purchased in case lots; news print is now ordered in either five or ten-ton lots.

The Detroit Lakes Record increased advertising rates as a means of offsetting rising costs. Lou Bensoof reports that the matter was discussed with his competitor, and it was agreed to boost rates five cents per column inch. Both papers went one step further in their agreements by establishing a minimum charge of twenty-five cents for classified ads. Quotations on jobs include all fluctuations in paper stock costs.

The Jordan Independent staff believes that hard work is the key to the present situation in publishing. John E. Casey, publisher, holds the opinion that best defense is an attack. His motto for meeting rising costs is "go out in the field and drum up more business."

The St. Peter Herald reports that part of the problem was met in its shop by a change in format. Its seven-column 13-pica pages were changed over to eight-column 12-pica. This increase makes it possible to crowd more news into the paper, thus reducing the number of ten-page papers which were necessary before the change. The increase in the costs of additional print paper are more than made up by the saving in fewer pages reports Wilbur Elston, editor. Another change was introduced when the Herald reduced the type size in its classified columns from 8-point to 6-point. This paper has also joined the ranks of those which check closely on subscription lists. The Herald buys news print in large

quantities by the car load.

The Heron Lake News publisher, Verne E. Joslin, reports that prices for advertising and subscriptions are stabilized in that field. Present and future efforts are intended to bring about slight increases for commercial printing, to overcome higher costs for merchandise and labor.

Andrew Bromstad, publisher of The Milan Standard, makes this statement: "A country publisher should not attempt to run a larger sheet than is warranted by the size of his field. Most of us spend time in the shop that should be used in contacting customers. If our ambition to run large papers partially filled with matter that has no direct local interest could be held in check, it would save production costs. And, I believe, our papers would be just as satisfactory to our readers whose sole interest is the community news."

The Sleepy Eye Herald-Dispatch publisher, W. E. Barnes, reports these steps: (1) Increased subscription price from \$1.50 to \$2. per year; (2) Closer editing of country correspondence; (3) Printing more news to attract more readers; (4) Driving harder to get local advertising.

The Stewartville Star. This weekly is published in a town of about 1,000 population. Jerry Bjerke, publisher, wound up 1937 with a gross business of more than \$13,000. How did he do it? When he raised subscription prices during the summer there was an increase of 54 new subscribers, and eight were lost. At the same time the classified rate was changed from a minimum charge of 25 cents to 35 cents this amounted to a change from two cents to three cents per word on a 12-word basis. The publisher intends to increase his advertising rate from 25 cents to 30 cents per column inch. A space rebate will be allowed advertisers who use 40 or more inches per month for the first eleven months of the year, and this will take the form of extra advertising, gratis, for December publication.

The Park Region Echo solved its problem by introducing a 20 per cent increase in advertising rates. Chas. L. Coy, manager, writes that when this measure was tried it was figured that merchants would reduce their total space but not their appropriations. Actually, he reports, many advertisers increased their advertising expenditures with the result that the Echo received a larger total income for producing fewer column inches of advertising. Other measures undertaken include: (1) group buying of bond stock; (2) closer editing of rural school news reports; (3) installation of a larger waste basket for the filing of publicity hand-outs.

The Cokato Enterprise publisher, Cliff Hedberg, has a plan to get back on a \$2-a-year paid in advance basis, where it was prior to 1933, when it was reduced. He has also worked out a plan of speeding up subscription collections.

The Worthington Globe's economy program for 1938 is four-sided. V. M. Vance, publisher, is working harder than ever to clean up an already-clean subscription list. His second plan is to run a heavier percentage of advertising; he will try to get his paid space up to 60 per cent. Closer editing will accompany this step. The third plan is to pool orders for print paper, in order to secure the 100-ton contract price. Finally he says that the Globe is pursuing a closer follow-up on collections.

The Wright County Journal-Press reports that its overhead expense is being increased in the following respects; print paper, labor, social security, local state and federal taxes. James P. McDonnell, publisher, reports that three approaches are being taken to meet the situation. The item of costs heads the list. They are being cut by installing more windows, to reduce light bills; by changing over from electric melting equipment to gas on the linotype, to reduce power bills; by doing all cut casting on one day, to save labor and gas. Advertising rates went up five cents per column inch. The Journal-Press office was presented with a new heating system; an oil burner now replaces a coal furnace. Linotype production was speeded up by making an arrangement with the night marshal to turn on the heating elements two hours before the crew arrives, so that the machines are ready to go when the shop opens. A new automatic feeder was installed on a 12 x 18 job press; this permits one man to operate both the automatically-fed press and a 10 x 15 jobber along side. Considerable time is also saved by the addition of a drying rack on casters. Plans for 1938 call for some moving.

The Sherburne County Star News of Elk River is retaining its \$2-a-year subscription price, but is eliminating premiums for the present. L. A. Dare, editor and manager, reports also that he is contemplating an increase in his advertising rates and would also like very much to get together with other publishers in this section on a plan of buying news print on a group plan.

The Mountain Lake Observer. Kenneth L. Larson, publisher, reports that his efforts to reduce some of his costs have led him (1) to continue a group-plan of buying news print; (2) to cut off non-paying subscribers; (3) to consider shifting his circulation to paid-in-advance on March 1, 1938; (4) to eliminate one space buyer's prefer-

ential discount on large quantities of space; (5) to edit country correspondence more closely and to refuse to print that which arrives late.

The Blooming Prairie Times has its subscription prices and advertising rates settled as well as possible for its highly competitive section. Walter K. Mickelson, editor and publisher, reports that he is planning to continue buying news print in carload lots; that he is eliminating correspondence from far-off points from his town; and that he is toying with the idea of changing the typography of his paper.

The Anoka Herald is going in for everything that saves time. Mrs. Roe Chase, publisher, reports that her chief thrust into cost-cutting came with the installation of a new type-setting machine equipped with six, eight, ten and eighteen-point type sizes. The new machine, she reports, produces as much in three days as the old one did in five days, and is also makes it possible to set most of the add matter and headlines without resorting to hand-set type. Mrs. Chase also lists these other helpful practices; adoption of flush-left headlines; elimination of needless boxes. The time saved is used on collections, getting in and doing more job work, obtaining more news, and work on the subscription list.

The Appleton Press publisher, Martin McGowan, believes that this is an inopportune time to reduce the quality of the product in any respect. "Rather," he says, "we should be paying more attention to quality and service than ever before." He believes that publishers should advance prices for their services, just as is done in all other businesses that succeed, and without apology or involved explanations.

The Northfield News. Herman Roe, publisher, reports these steps: (1) an increase in departmental hour rates in commercial printing; (2) paring on an overly-large exchange list; (3) speeding up production, by installing a new linotype machine and over-hauling one other machine; (4) a renewed drive for business for all departments. During 1938 this paper will also follow a policy of reducing the number of pages, and insist upon a higher percentage of advertising. The policy of giving full and complete news coverage will be altered to a degree which will permit an advertising load of 50 per cent for each issue.

The Watonwan County Plaindealer of St. James. J. Harold Curtis, general manager, reports that exceedingly high social security payments have been cut in two by ending the corporat form of organization. This step has also simplified bookkeeping practices. The Plaindealer's second step was to enlarge

Keeping Rural Correspondents

By J. M. WILLIS
Meade County Messenger
Brandenburg

Some time ago I was in a neighboring newspaper office and a member of the staff there said that he could not see the use of keeping Rural Correspondents, because their copy was not very interesting. Yet before I left, he showed me, in the gossip column of The Auxiliary, where his paper had been mentioned for a stunt it was pulling. And yet he was not able to see the value of Rural Correspondents for his own paper.

Lord Byron once said, we all like to see our names in print, and the very truth of that statement is one of our greatest assets.

To get names in print we must rely greatly on our Correspondents who live in the various sections of our Counties, and weekly furnish us with copy which contains the names of a great many persons, although it does not have a great deal of news value except to the persons concerned or their intimate friends.

This is largely our fault in not letting our correspondents know what we want, and in what manner we want it. I have found my Correspondents to be anxious to furnish me the kind of copy I want, if I only let them know just what and how I want the copy.

This past summer I decided to take a leaf from Mr. Gozder's book and entertain the corp of writers at a luncheon at which time I set forth some very simple rules for writing of news of their respective

list of advertising prospects from the 30 or so that were called upon each week to a total of 123, a number which now includes all possibilities, from the smallest insurance man with an office in his home, to the largest department store. The advertising man has the complete list framed and placed near his desk. His instructions are to call on everyone. The result is that he is finding some of these are good for an ad every week, some twice a month, some only once a month, and a few only when a special page is published. The third step at St. James was to shift the Advertiser, a shopper-like paper, to a weekly publication basis. Space is now sold for both media at a combination rate. Other plans used by this paper include carload lot purchases of news print, and the use of many more news pictures to make up for the slack in advertising.

The Grand Rapids Herald-Review. L. A. Rossman, publisher, reports that simplifying the headline structure has enabled the staff to get more news into the paper. He also reports that increased efficiency has been stimulated throughout his organization.

—The Minnesota Press

communities. Immediately both quality and quantity improved greatly. I know of nothing that has improved my Rural Correspondents as much for so small an outlay.

We try to keep as close personal contact as possible with all our Correspondents. We urge them to call at the office as often as they are in town, and we visit them every time we are in their communities. This we believe, makes Correspondents realize we appreciate their services and this gives us opportunities to specify the copy we want, and in most cases it is forthcoming.

At our luncheon we were fortunate enough to have Mr. Vance Armentrout, Associate Editor of the Courier-Journal, to tell our Correspondents the value of their items, and were especially well pleased with the way in which he did it. He also explained the limitations of printing equipment, which necessitates getting copy in early. The writers were evidently duly impressed because our trouble with receiving copy late has diminished appreciably.

The Correspondents had tips for others which were also a great help. I try to get my Correspondents to understand that it adds greatly to the value of their letters if they are sent in every week—that readers in their communities want to see each week the happenings of their own neighbors.

The pamphlet "Folks" distributed by the N. E. A. I believe will be a great help and I have ordered it for my Correspondents, but it has not been in their hands long enough to check the results.

At these meetings in the past we have heard discussions on free publicity. I believe a great deal of this has been used because we did not have enough live news well written, for the space in our papers and at the last minute dropped in a wad of free advertising for firms able to pay the display rate. Until I took more interest in my Correspondents, I was a prime offender. Now with slight help on my part, my Correspondents are furnishing me with good live news, copy which prohibits my using free advertising even if I were so disposed.

We lift news notes of general interest in our Correspondents letters and place a date line of that community over it. This gives the Correspondents credit for the item and they like to have "Specials" as we call these. One of my Correspondents told me recently that she tried to have as many as three specials each week and she nearly always has that many or more. This, I believe, encourages the writers to take more pains with writing items of greater importance. And in this way we have news from all parts of our Country each week and on the

front page.

The greatest benefit can be derived. I believe, when we make all our Correspondents realize that they are writing the current history of their community, and that it is appreciated; that if they do not write it each week it will never be written.

WHY A MORGUE?

Every good newspaper office maintains a morgue. It is a record of the paper's experience, a store-room of knowledge and facts gathered through the years, and to a great extent the backbone of a newspaper's character. When a vital question arises, calling for editorial treatment, it is the morgue that supplies the earlier editorials on the same or a similar question, enabling the editorial writer to maintain a consistent attitude.

When a prominent citizen dies or starts a new enterprise, when election time comes, or when local community interests are involved in any way, it is the morgue that supplies background material for stories. Likewise, the morgue is used by writers in obtaining earlier stories of certain types for guides as to style and treatment of a current story. The morgue is a giant detailed reference library devoted to one subject, the activities of the paper that maintains it.

If so much care and attention is worth while to preserve records of things often within the scope of a city editor's memory, how much more important, then, is it to maintain a library of the broader experience of newspapers in other towns and cities? Few newspaper editors, during their own careers, run the whole gamut of newspaper experience. But none can afford to be unprepared for any contingency with which other editors have been faced at any time.

Likewise, editorial problems new to the experience of one editor but old stuff to another, may arise. Therefore, to insure an editorial staff of the highest potential efficiency, it is necessary that every paper develop a super-morgue in the form of an up-to-date reference library of books on journalism, from primers for cubs to case books, treatises in editorial attitudes, books on make-up, headline writing, and other subjects.

No less important is the need for a reference library for the advertising departments. While thousands of newspapers are groping daily for ideas that will increase their advertising lineage, hundreds of proved campaigns from the experience of the most successful advertising managers lie dormant between the covers of books that should be on the desks of those responsible for the advertising volume that is the lifeblood of any newspaper. Most of us agree that experience is a great teacher; but too many of us limit that thought to personal experience. The exper-

ience of hundreds of others, as it can be by perusal of many excellent volumes on advertising from the newspaper angle, is just that much more productive and valuable.

In the pressure of details of our daily affairs there is always danger that we may become completely submerged. That is the tempo of the age we live in. But it should not stop any of us from placing within arm's reach the experience of those who, through their success in our own fields, have found leisure to record methods that brought them success by which we may profit.

—The New York Press

Are Newspapers Manufacturers?

The Florida legislature passed the following tax law at its 1937 session:

Every person engaged in the business of manufacturing processing, quarrying, or mining, shall for each place of business pay a license tax of \$15, plus one dollar for each person in excess of ten persons employed thereat, provided said license shall not exceed \$100.

No license shall be required under this section where the manufacturing, processing, quarrying, or mining is incidental to and a part of some other business classification for which a license is required by this act, and is carried on at the place of business licensed under such classification.

This is a state license tax, and each county is permitted to make an additional assessment of fifty per cent, which would make the license \$22.50, plus \$1.50 per employee over ten.

One of the Florida newspapers, having a circulation of 15,000, reports that the tax collector in its county presented it with a bill of \$127.75 for occupational license for one year. He advised the publisher that the paper would have to pay a tax on carrier boys. This the publisher refused to do, on the basis that carriers were not employees.

—The New York Press

Editor Wallace Brown of the Bardstown Standard has recently discovered another use for the weekly newspaper. His discovery was made when a land deed of December, 1785, was brought to his office. Pasted on the back to hold the deed together was the Western American, printed by F. Peniton in Bardstown. The paper was dated November 25, 1803.

On display at the Georgetown News office is an egg 140 year old. The egg was recently found beneath a house in Georgetown which had been constructed in 17-98. The supposition is that the egg was laid with the foundation of the house as there has been no way to get beneath the structure since that time.

The Kentucky Press

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VICTOR R. PORTMANN.....Editor

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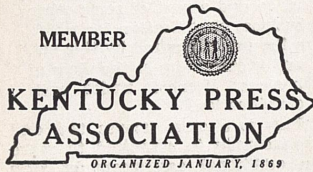
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PERSONAL SOLICITATION

Bruce R. McCoy of the Louisiana State Press Association has made the following remarks in regard to Personal Solicitation in Circulation Management:

"Personal solicitation, with its added profits and prestige for the publisher and his paper, has largely replaced the old methods of circulation promotion, premiums, prize contests, etc. Even with a paid circulation man, whose pay is in proportion to the number of sales he makes, the publisher is usually far better off at the end of the circulation drive than if he had conducted some sort of prize contest.

"Personal solicitation often turns up unexpected revenue. Old bills, long written off the books, are paid. Old grudges may be talked over and forgiven. A personal call sometimes will clear up petty objections or help the publisher find out the things he is doing his subscribers may not like. Given a chance to talk as man-to-man over the differences, the subscriber will usually be glad to come back on the list. Personal solicitation will clear up the mailing list and help in checking the spelling of names. Even a long time subscriber loses patience

if year after year the paper keeps spelling his name wrong.

"The chief point of selling a subscription to a country weekly is not a memorized sales talk, but carefully worded out selling points of the paper. Finding out the best points of the paper and then showing the prospect how the paper will help him will be much better than any long memorized sales talk. It has the added value of being friendly and spontaneous.

Don't just tell the prospect the paper is two dollars a year. Tell him it is four cents a week—hardly one-half cigarette a day. Each feature in the paper is a selling point to someone. The housewife will like patterns, recipes, society news, etc. The business man will like parish news, court news he can hardly find elsewhere. The farmer will want to know farm news. Advertising is a selling point to all of them. Everyone will be interested to know that by using the advertising he will save more in a week than the four cents the paper costs him.

"The four steps to a sale are: the approach, the sales talk, the prospects objections (which may be talked but never argued over), and the closing of the sale . . . or getting that name on the little old dotted line. In closing the sale statements such as: "Would you be interested?" "Shall I put you down?" gives the prospect a chance to say "No." Avoid them."

You need your press association. Why not join this co-operative movement?

YOUR MERCHANTS CAN BRING NATIONAL ADVERTISING

Condensed from The Iowa Publisher
Next month a giant drug chain will stage an anniversary sale in which its 8,000 druggist dealers will participate. So far as local advertising is concerned, this company will allow its representatives to "go it alone." But the company has already made commitment for \$100,000 in radio advertising, 100,000 in daily newspapers, and \$50,000 for bills and window displays.

A quarter of a million dollars! And the weekly newspapers get not a dime of it! Whose fault is it—our own or our national advertising representatives?

The other day the advertising representative of an Iowa weekly met the sales representative of this drug chain. The third man in the group was the local druggist. After the drug representative had explained the set-up for the anniversary sale, the druggist remarked:

"Say, why don't you folks help me with my local advertising? I never get any benefit from radio advertising, and I know nobody ever sees my name in that little type at the bottom of an ad in the daily paper."

"Have you ever told that to our sales manager or advertising manager?" the drug representative asked.

"Well, no," replied the druggist. "I never thought it would do any good."

"On the contrary, it would be a deciding factor," said the representative. "If you and a hundred other druggists from Iowa would write to the sales and advertising managers of our company, it would result in a complete change of our advertising set-up. You sell our merchandise; you know better than we do what will produce results.

"We are constantly solicited by representatives of dailies and radio. We have heard something about your local newspapers, but it seems to the folks back East that it's too bothersome, too cumbersome. You haven't tried to show there is agitation among our field men to give druggists an advertising percentage on their purchases and to eliminate some radio and daily advertising which is an obvious waste. Now what are you going to do about it? If you will write to the head offices, I know you will get a sympathetic hearing, and probably get some action. If a hundred other druggists would join you—you'll get action right now."

In case you haven't grasped it already, the point of the whole thing is that your national advertising is sold right on Main street, just as is your local advertising. It's up to the newspaper to sell the local business man on using his influence—and he has plenty—to get a rearrangement of national advertising appropriations in favor of weekly newspapers.

CHEATING YOURSELF

You will give away advertising space that should be paid for if you mention the following in the news stories. When you are tempted to do so look at this list and remember that your milkman doesn't give away milk, or your grocer bread.

Price of tickets for admission to school, church or club activities. The admission price should be advertised.

Names of merchants who donate prizes for bridge parties, etc., held by private groups and organizations. Merchants are often asked to donate merchandise on the promise that such forced donations will be advertised free in the newspaper.

Menus in stories of dinners, suppers, etc. This is advertising pure and simple.

Raffles, lotteries, door prizes and other games of chance. The postal regulations forbid their mention, anyway.

Name of the automobile or truck in an accident story.

A new business firm unless paid announcement of the opening of vertising appears in the same issue of your newspaper. Good business.

GOOD WILL BUILDERS

"Competition today is not so much between merchants in the same town as between communities," quotes the Kansas Press bulletin. In this connection they continue, "people are seeking entertainment and amusement in addition to merchandise. As a result the town that utilizes a number of outstanding good will builders, attention getters, or stunts during a year stands the chance of winning the trade of the surrounding area, taking it away from the community which fails to recognize the desire on the part of the public. Special community events which will attract people to your town, if carefully planned and managed, will increase trade volume and make your advertising more effective. The newspaper may be the motive force behind such events, but they should be sponsored by some civic organization for best results. Some towns have something special at least once a month. Others make it weekly. Most effective are the seasonal events, built around Christmas, Easter, and such items as special dollar days, old settlers' days, baby contests, cooking schools, athletic carnivals, sales days, cat and dog shows, and flower shows."

Featuring the figure of Mercury, the Roman God of commerce, a new heading designed by the late Warren R. Fisher, editor of the Mercury, who died December 16, has adopted by the Carlisle Mercury. The heading, embracing the familiar bold Gothic type characteristic of the Mercury, was not found until after the death of its designer.

YOURSELF

away advertising... be paid for if you... are tempted to... and remember... an doesn't give... grocer bread... for admission to... club activities... should be ad-

ants who donate... parties, etc., held... and organizations... are asked to do... on the promise... onations will be... the newspaper... of dinners, sup-... advertising pure

door prizes and... nce. The postal... their mention.

mobile or truck

unless paid ad-... the opening of... the same issue... Good business.

ADVERS

ay is not so... chants in the... en communities."... Press bulletin... they continue... entertainment... addition to mer-

of outstanding... tion getters... ear stands the... e trade of the... aking it away... which fails to... on the part of... l community... ract people to... y planned and... e trade volume... ising more ef-... er may be the... such events... sponsored by... n for best re-... ve something... e a month... ly. Most ef-... sonal events... s, Easter, and... dollar days... aby contests... tic carnivals... g shows, and

of Mercury, commerce, a... by the late... itor of the... December 16... Carlisle Mer-... nbracing the... ype charac-... ty, was not... death of its

GIVE THE OLD FOLKS A BREAK

Condensed from the American Press
GEORGE M. DODSON

In the newspaper field you should not delay until folks pass on before you hand out the wordy bouquets. It isn't exactly fair to them. And it's very profitable to you.

Why does a person so often reach the front page of the small town paper only when he dies at the age of ninety-nine years? He can pay no subscriptions then. He is no longer interested in buying copies to clip for his grandchildren. His influence with advertisers in your behalf is buried with him. Why shouldn't he have been given a bit of space during those first ninety-eight years when he could have been of some value to you?

I don't mean the old folks should be written up on every birthday past the seventieth. Enough of that is enough. Even Grandmother and Grandfather are a bit hurt that no one at the newspaper office could think up anything more interesting than that to say about them. They have had eventful lives—full of romance and work and even moderate triumphs. If you don't believe me, ask them.

There is the key to the problem. Ask them! It is so simple that even the cub can do it. Most old folks talk easily and willingly. The tie-up between their times and the present or future is one topic that never tires readers. With a cut or two, possibly from the old private collection, the story has a perfect right to be on the front page.

Grandmother and Grandfather are pleased. Here is a newspaper that knows what is worth printing. Better get a couple of extra copies to send friends and relatives who might have missed it. And son John has had so much expense lately with a growing family that his subscription has been dropped, so they decide to help him along by renewing—the real reason being they might get mentioned again some time and they don't want son John to miss that either.

Their eyes wander to the advertisements, and next thing you know they are down at the store buying something they hadn't thought of before—and telling the store owner all about the advertising in the local paper that brought them there.

Down the road another couple read it and agree it's quite interesting. But they have a golden wedding anniversary coming along year after next; so they had better start planning what they'll tell the reporter when he comes to see them.

And for three days all the little relatives go around with their chests thrown ahead of their noses. They never realized before what an exciting life Grandmother and Grandfather had had, nor what they meant to the community.

All of which is why one intelligent owner turned a large part of his fiftieth anniversary number over to pictures and accounts of

many of the older folks in his territory.

—The New York Press

WOMAN, 64 YEARS OLD,
SETS TYPE BY HAND

The Delaware Gazette, an Ohio daily, employs in its composing room a 70-year-old woman who has been setting type by hand for that paper since 1883. She is Mrs. Minnie Maugans, who began her career at the age of 16 and is now in her fifty-fourth year of newspaper composition work. She familiarized herself with the linotypes when the Gazette installed them, but now she devotes most of her time to setting headlines by hand. Her principal work is for the semi-weekly newspaper of Ohio Wesleyan University, which is printed at the paper's plant.

BARBOURVILL ADVOCATE
DAMAGED BY FIRE

A \$100,000 fire that brought damage to four business concerns, including the plant of the Mountain Advocate, struck Barbourville, Ky., the early part of February. Also suffering losses from the fire were twelve apartments.

The weekly newspaper, published by Charles H. Mitchell, reported in its loss a new linotype installed only a few months ago, and several other pieces of machinery. Publication was suspended and will be resumed as soon as possible.

Secretary Alcock is taking a much needed rest and is spending two weeks in Florida. He is writing interesting letters back to the

With an outstanding souvenir edition of the Ashland Independent, Col. B. F. Forgey and James T. Norris recently initiated a new printing press. The edition consisted of 72 pages.



JAMES W. BARRALL, 64,
DIES AT SHEPHERDSVILLE

James W. Barrall, 64, who had been editor and publisher of the Pioneer News of Shepherdsville, Ky., for thirty years, died at his home there February 3. His health had been failing for five years.

Mr. Barrall was a member of one of the pioneer families of Bullitt County. He represented that county and Spencer County in the Kentucky General Assembly in 1914.

Until recent year he was widely known as a famous orchardist.

The Jessamine Journal of Nicholasville has moved into its new home in back of the Farmers Bank. The new location affords the paper considerably more space and a more convenient arrangement of equipment.

Born—a son to Editor and Mrs. Wesley E. Carter, Elizabethtown Enterprise, February 14. A happy valentine for them.

HAAG & SONS PHOTO ENGRAVERS

250 1/2 EAST SHORT STREET

TELEPHONE ~ 3292-X

LEXINGTON ~



~ KENTUCKY

NOTICE! EDITORS!
NEW LOW RUSH ENGRAVING SERVICE

We quote: 60c a minimum one column kut unmounted
\$1.28 two col. 4-inch kut unmounted
\$1.92 three col. 4-inch kut unmounted
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JEFFING QUADS

By M. D. GUSTINA

Probably no part of a typesetting machine is subjected to so much use and abuse as the keyboard. Naturally, in the case of a section or unit of a machine, such as the keyboard, which plays so important a part in the production, care is essential.

Like almost any other mechanical equipment, no two keyboards act or respond the same. One may be of light touch, another stiff and heavy. This also applies equally to operators—some with small hands and fingers fairly breathe on the key buttons as the glide over them. Others with large hands strike the keys vigorously. Much difficulty is experienced in shops where operators are constantly moved from one machine to another. Best results are obtained when an employee has charge of one machine. Operators soon accustom themselves to the characteristics of each keyboard.

The machinist or operator in charge should try to have all keyboards run at the same speed. This can be done by carefully checking each one and speeding up slow keyboards. Some machines are equipped with two-speed pulleys, so that the operator may change to the speed he wants.

The entire keyboard should be taken apart at least once a year. Buttons and weights should be re-Cam frames, cams, triggers, key moved and thoroughly cleaned. After the weights have been cleaned, they should be inspected carefully for burrs. Before assembling, it is a good practice to rub the weights with graphite. Sprinkle lightly on a soft board and rub; use the same method as for spacebands. In replacing triggers in cam frames, be sure that slots are free from dirt and oil. It is important that the wire holding these triggers in position be free from kinks. Much trouble in working of the keyboard can be traced to bent wires. Next replace cam frames on the keyboard. Insert the rubber roll shaft and fasten. Rolls should turn very freely. If not, check closely for binding.

On machines where the cam frames have adjusting screws, be sure these are not the cause of binding. Repeat operation on the other frame. In cleaning cams, a good method is to allow them to remain in cleaning fluid to loosen dirt, oil, etc. Then with a small stiff brush, clean thoroughly and spread out on news print to dry. After the cams are dry, inspect closely for worn teeth. These may be brought back into condition by use of a small file, care being exercised to avoid changing shape of teeth. Also check small pins in the cams and tighten or replace if necessary. Oil sparingly with good grade clock oil and replace in the cam frame. After

ten days to two weeks of use, again remove and oil the cams. This will insure all cams being thoroughly lubricated. Cams should spin freely when properly taken care of.

Use of corrugated rubber rolls is recommended in shops where heating conditions vary considerably, especially where temperature drops during the night. In using corrugated rubber rolls, inspect them after they have been used a short time. If they show a slight fraying, remove and wash thoroughly with soap and water, using any good strong soap. Smooth rubber rolls will not cause this trouble, but they should be removed occasionally and cleaned as above, and rubbed with fine sandpaper to remove glazing. In oiling rubber roll bearings, be sure to use oil sparingly, as too much will cause rubber rolls to swell, make them unfit for use, and interfere with the operation of the cams.

Rubber rolls may be replaced easily on the shaft as follows: Clean the shaft thoroughly, rubbing on it a small amount of talcum powder or graphite. Start the rubber roll on the shaft and hold your thumb or finger on the other end. This will cause the air to pocket itself, and rubber rolls will slide easily on to the shaft. Do not try to force or pull a rubber roll on a shaft.

In replacing key buttons after cleaning be sure they are all straight. Polish the end where they enter the key weights. Rods that fasten key buttons into the keyboard should be straight and polished with graphite.

Doubles are generally caused by small particles of metal or dirt lodged in the keyboard weight. Flushing weights with gasoline and striking the keyboard buttons will remedy this trouble. In some cases, key board buttons sticking in slots in the keyboard top plate will cause doubling.

Check the spaceband key hinge rod to be sure the spaceband key bar arm is not loose. If loose, it will interfere with proper delivery of spacebands into the assembler and cause transpositions.

If the above procedure is followed, you will have a smooth working keyboard—one the operator can rely on.—The New York Press.

TOM WALLACE ELECTED

Tom Wallace, editor of the Louisville Times, was elected a member of the board of directors of the Outdoor Writers Association of America at the Baltimore meeting, February 16.

January was a special month in Danville because Colonel Vernon Richardson celebrated his birthday on the 18th and Secretary J. Curtis Alcock on the 21st.

A successful cooking school was recently sponsored by the Princeton Caldwell County Times, published by the Caldwell County Times, Inc.

GEORGE B. BINGHAM,
FAMOUS COLUMNIST, DIES

George B. Bingham, 57, Mayfield newspaper columnist and rural life feature writer, died February 12, at his home after five weeks' illness of influenza.

Bingham, since 1931, had conducted an "Around Town" column for the Mayfield Messenger. He was born at Wallonia, Trigg County, and began setting type at Eddyville when he was 10. He had worked on several newspapers here and in Tennessee, Mississippi, Florida and California.

His syndicated features, "Hogwallow Kentuckian," "Dog Hill Paragraphs," "Rye Straw Sayings" and "Punkinville Paragraphs," dealing with thirty imaginary back-

woods characters, were published in scores of papers in the United States and Canada from 1917 until 1934. He was part owner of the Mayfield Messenger from 1925 to 1930 and for two years published a weekly, the Mayfield News Herald. He had lectured in the South and Southwest.

PRESS HONORS PAXTON

Edwin J. Paxton of the Paducah Sun-Democrat, is the new vice president of the Inland Daily Press Association, representing Kentucky. He was elected at the Chicago meeting on February 16.

The Hazard Messenger, E. T. Sparks, editor, celebrated its fourth anniversary on January 27.

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A CONTROL FOR PUBLICITY

Condensed from **The Iowa Publisher**

Free publicity has become such a menace to the national advertising income of weekly and daily newspapers that many states through their press associations are organizing publicity control bureaus. Need for these bureaus can be realized when you understand that a recent newspaper survey has revealed that at least one automobile manufacturer reduced his newspaper advertising linage by fifty per cent when he found his radio advertising program was getting 97, 618 agate lines of free publicity in those same newspapers. Apparently the radio is the greatest benefactor from the willingness of publishers to run as news anything connected with a radio program.

The fallacy many publishers have is that with every paid ad the purchaser is entitled to an undetermined amount of "free publicity." The editor has labored under the delusion that by giving this free publicity he has been cementing the good-will existing between himself and the advertiser, and that the advertiser, moved by sheer gratitude, would run more paid advertising.

Waking up in the light of the cold gray dawn, the publisher now realizes that no advertiser will run more advertising than he feels he needs—and that very line run free means one less line to be paid for. In other words, the advertiser subtracts the publicity he gets free from the amount he feels he needs, and the balance is what he runs and pays for.

Generally speaking, a publicity control bureau operates in this manner. All the papers wishing to take part sign a binding contract not to print free publicity unless it is mailed through their control bureau. This has the effect of protecting an editor from his own folly, and gives his publicity committee a chance to pass on the merits and demerits of free blurbs before they are mailed to the press. Cooperating newspapers are furnished with seals or postcards, similar to the following label used in Oklahoma: "Publicity will be given consideration by this newspaper only if sent through The Oklahoma Press Association, Publicity Control Bureau, Hotel Biltmore, Oklahoma City, Oklahoma."

When postage on free publicity is guaranteed by the sender, one of these seals can be placed on the envelope, which is then returned to the sender as refused matter—at his own expense.

Put yourself in the shoes of the person sending out free publicity and imagine his reaction if five hundred pieces of publicity mailed to Iowa newspapers all came back in the mails with the postal department's big red stamp "Refused" across the front. Wouldn't he immediately become a prospect for

some paid advertising?
—The New York Press

LOOKING AHEAD—University of Kentucky journalism graduate in June. Anxious to form newspaper connection and perfectly willing to start the hard way—from the bottom up. Henry Hornsby, 152 Arcadia Park, Lexington, Kentucky.

When the electric element burned out on the slug-casting machine in the Morehead News, Jack Wilson was offered aid by F. S. Brong, West Liberty Courier, in getting his type up for that week's issue.

The News Publishing Company, Sturgis, publishers of the Sturgis News, is issuing another paper from its plant, the Earlington News. Publication was started this month. The publishers plan on printed papers for other towns nearby to Sturgis when such procedure is feasible.

Friends of Clarence Mathews, editor of the Maysville Public Ledger, will be glad to know that he has recovered from an attack of influenza.

Messenger for the "home folks."

The Hazard Plain Dealer, Alex B. Combs, editor, celebrated its fourth anniversary this month.

The Campton Herald, published by E. A. Bryant, and edited by J. C. Koppenol, celebrated its second anniversary on February 3.

The Russell Springs Banner, J. R. Bernard, editor, recently added a new four-page press.

Roy N. Browning has been appointed editor of the Ravenna department in the Irvine Times, as announced by Editor Robert Barker.

Editor E. C. Colman, Sturgis News, fortunately suffered only slight injuries when he was forced to turn his auto into the ditch in order to avoid striking an unlighted vehicle.

Editor W. L. Dawson proudly celebrated the starting of the sixty-third volume of the Oldham Era, LaGrange, on February 4.

The Richmond Post, Editor Forrest Hume, celebrated the beginning of Volume Two on February 3.

Friends of Editor Clem Smith, Georgetown News, will regret to learn of the death of his father, Rev. George W. Smith, Pineville, who died January 31 at the advanced age of eighty-six years.

In celebrating his sixteenth year as editor and owner of the Midway Clipper, J. H. Regnier gave a historical resume of the history of Midway in a recent issue.

The Leitchfield Gazette began its fifty-eight year of publication with a recent issue. It was founded in 1881, has been continuously published since and is the oldest business institution in that town.

Charles C. Hansbrough, son of Harry H. Hansbrough, Horse Cave Herald editor, was severely injured on February 1, when a car in which

he was riding ran into the rear of a parked truck near Simpsonville. He was returning from a business trip to Louisville in company with James Simcox of Frankfort, who was also injured. Hansbrough suffered a jaw fracture and severe lacerations. He is recovering in a hospital.

Joe Spalding, eighteen, son of V. L. Spalding, editor of the Uniontown Telegram, is one of the youngest if not the youngest editor in the state. His father edited the paper for twenty-five years and then turned the reins over to his son. Joe is a graduate of St. Agnes high school and of St. Agnes Commercial college. From the time he was big enough to reach the case he spent his evenings after school, Saturdays and the summer vacation in his father's printing plant, where he learned the much experience in news and editorial writing. For the last year he has been employed by the Union County Advocate, Morganfield, where he gained further valuable experience under competent and practical teachers. V. L. Spalding, former editor, is now business manager of the Telegram. His five sons are all newspaper men. His two elder sons, Lee and Bob, are with the Kentucky Standard, Bardstow. Another son, Jack, is with the Union County Advocate, Morganfield, and the baby boy, Morris, assists his brother, Joe, in publishing the Telegram.

Marriage is an excuse for anything... even typographical errors, according to Paul Runyon, editor of the Millersburg Courier. If the linotype operator, Winfield McCord, made too many mistakes in the issue of February 11, it was because the following day was the date of his marriage to Miss Clarice Iona Varney, of Lexington—all of which thoughtfully explained by editor Runyon in the same issue of the Courier.

The KPA now numbers 120 members. Where are the other 50? Join your state association that is protecting your interests.

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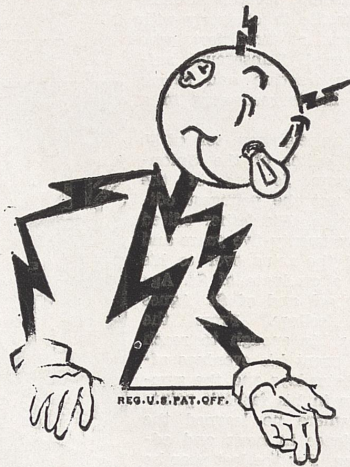
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The Practical Boundary To Idealism

(Editorial in Paducah Sun-Democrat)

Senator George W. Norris, of Nebraska, beloved "grand old man" of the United States Senate, is also its most benevolent idealist. Senator Norris has dedicated the last years of his remarkable political career to the erection of seven, or some such number, national regions of social planning in the United States similar to his first great social experiment, the Tennessee Valley Authority.

No one knows how the TVA is going to work out. It is too new; it is not yet completed. And after it is completed, it may require a half-century or longer to demonstrate its virtues or vices. We in the Tennessee valley area, perhaps selfishly, believe it will work out as Norris conceived it—a great beneficial undertaking, which will wipe out social injustice from which this section has suffered almost since it was first settled.

But fault may be found even by us, in the Senator's plan for seven other regions embracing the rest of the U. S. A. The fundamental point of the plan is power—water power. We will grant that cheap power is probably the solution to many of the problems of production, distribution, even consumption in all the rest of the nation, as it appears to be in the valley of the Tennessee. But not always water power.

The Ohio valley, for instance, in which Paducah is so much interested. The Ohio mainstream is not in any sense suited to the development of hydropower, as is the Tennessee. It is too broad, and it has not enough fall. Even less suited to this type of development are the main valley of the Mississippi and the lower Missouri. In these great watersheds floods, which have troubled the Tennessee gorges little, are a prime problem. And power dams simply do not fit into flood areas.

If great dams are to be scattered in the Ohio, Mississippi, and Missouri watersheds, they should be designed primarily for flood control. Those valleys have recurrent floods, and the full reservoirs required for practical hydropower development merely add to the danger. On the other hand, the dry dams which are effective in controlling floods do not produce any power.

* * * * *

Cheap power can still be produced for all the nation in the same degree it will be in the valley of the Tennessee, meanwhile giving full consideration to flood control. With proper planning, electric power can be produced at the mouths of coal mines for less even than that at power dams. And the nation is chock-full, especially in certain areas—of idle coal mines.

We believe Senator Norris's idea of extending the benefits of regional planning to all the nation is sound. But, in view of the pressing flood problem in a major portion of the U. S., we believe that the specific but not particularly fundamental point of hydropower must be given up in many instances. For not only will hydroelectric development in the Ohio, Missouri and Mississippi main valleys prove uneconomical, but highly dangerous.

The divine scheme of things seems to have considered the great American rivers, the broad, slowly moving, friendly giants of the plains areas, primarily as means of fertilization and navigation. They are designed to remain free of such shackles as are being placed on the Tennessee, which are not very useful so far either for fertilization or navigation, but are practicable as a power producer. The great rivers, given such conditions as manufactured the disaster of 1937, would probably take vengeance in the highest degree for man's temerity in attempting to retard them in full power pools such as those now being built on the little Tennessee.

We wish Senator Norris and his many followers success in their ambition to give all America the benefits of regional social planning. But we hope that, in attempts to extend such benefits, the differences quoted in the physical organization of the nation's waterways system are taken into full account. The coal mines are already here; many are idle, and hundreds of thousands of miners are idle. Overland transmission of power is a perfected science that will distribute mine-made electricity as well as that developed by a river. The matter is not one in which mistakes can be risked.

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