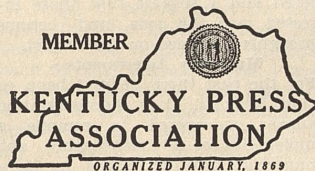


934

THE KENTUCKY PRESS

Code Authority Number



**Volume Five
Number Eleven
April, 1934**

GET BEHIND THE CODE

The Kentucky Press Association was among the first of the organized state press bodies to form the Regional Code Authority as authorized by the Graphic Arts Code. This was done with the full sanction and approval of the National Code Authority. This move was consummated with dispatch because of the efficient and far-seeing organization which has been serving the state press for over half a century.

Under the leadership of George Joplin, chairman, and through the efforts of the hard-working secretary, J. Curtis Alcock, Kentucky is rapidly being organized and is functioning as smoothly and as efficiently as can be expected in the early days of what has been frankly called "an experiment."

Of course, there will be many complaints; these are expected. Nay, more, they are welcomed because it is only through the solutions of the many small problems that the whole can be welded into a solid and united front.

Accordingly, every printer-publisher and commercial printer in Kentucky must give every assistance to the Code officials. All communications should be answered promptly and in detail, as requested. At the same time our editors and proprietors must have patience in many things and not expected too much until all problems have been met and solved. Have confidence in the state and national authorities, but, more necessary, give them your every assistance.

Important Information From Secretary Alcock

All printing, printing or publishing, and publishing plants are definitely allocated under the Graphic Arts Code, except the newspaper side of daily newspapers, and since the code is now in effect I will endeavor to give some information on the subject for the benefit of publishers and printers in Kentucky.

Divisions No. A-2 and No. A-5, of the Graphic Arts Code, are being administered by the Joint National Code Authority, set up by the National Editorial Association, and in Kentucky by the Joint Regional Code Authority, set up by the Kentucky Press Association.

The official title of Division No. A-2 is "Non-Metropolitan Newspaper Publishing and Printing Industry."

The official title of Division No. A-5 is "Daily Newspaper Publishing and Printing Industry."

Industries No. A-5, No. A-2, and No. A-1 all under one Graphic Arts Industries Code. Division No. A-1 is being administered by the U. T. A. The Graphic Arts Code and the Code of Fair Competition for the Daily Newspaper Publishing Business are two separate codes.

Establishments publishing, or publishing and printing, one or more newspapers or advertising newspapers (except establishments in which one or more daily newspapers are published or published and printed) are under jurisdiction of No. A-2.

Establishments publishing, or publishing and printing, daily newspapers (except such establishments which assent to the Code of the Daily Newspaper Publishing Business) are under the jurisdiction of A-5.

Commercial relief printing establishments as defined in the Code, being all such establishments engaged in commercial relief printing which do not publish, or publish and print, newspapers or advertising newspapers, shall be divided between A-1, Commercial Relief Printing Industry, and A-2, Non-Metropolitan Newspaper Publishing and Printing Industry, and No. A-5, Daily Newspaper Publishing and Printing Industry, as follows:

First: Upon the basis of membership provided for in the Code.

Second: Those remaining shall be divided upon the basis of location within or without metropolitan areas as defined by the Code.

Third: Those thus located in non-metropolitan areas shall be divided upon the basis of the annual sales volume, mentioned in the Code.

Every establishment is definitely allocated to its Industry by the Code and they have no choice as to by whom they are to be administered. The only semblance of choice is the

provision that daily newspapers, for the daily newspaper publishing part of their business only, may subscribe and assent to either the Code for the Daily Newspaper Publishing Business (ANPA Code) or to the Graphic Arts Code. Where dailies subscribe or assent to the Graphic Arts Code, they are automatically allocated to Industry No. A-5 for their daily newspaper and commercial printing business. This puts their entire publishing and printing plant under one administration.

Publishers and commercial printers should remember that they are affected by only two codes—the Graphic Arts Industries Code and the Code for the Daily Newspaper Publishing Business. The codes are administered as outlined above. There are other features of the code that should be considered and I suggest that those interested read the code and become thoroughly informed on the subject.

Must Pay Assessments

For the past three weeks I have, as acting Regional Code Administration Manager, endeavored to compile a complete list of all newspapers and commercial printing plants in Kentucky that come under Divisions No. A-2 and A-5 of the Graphic Arts Code, and have mailed "Work Sheets" and Statements for assessment for the Joint National Code Authority to everyone on my list. Most of them have complied with the law and sent checks in as directed. Others have failed to do so. This is an important matter and should be attended to at once.

Copies of the code have also been sent to all those on my list. Those not having received copies of the code or the "Work Sheet" and Statement for assessment, are asked to communicate with Secretary Alcock, Danville.

Cost System

Many requests are coming in about guides of fair value under the Graphic Arts Code. Industry No. A-1 (UTA) tried to get NRA approval for the Franklin price list under section 26 (f), but the NRA consumers board objected. Therefore the matter has not yet been settled and the result is that the code provision against selling or offering to sell below the establishment's own cost is the only guide at present. This puts plants who do not know their own costs "on the spot." The National Code Authority is working on the problem and will probably have something to report soon. In the meantime I suggest that all printing establishments get together and adopt their own cost system and quit selling below cost, as the code is now in effect.

Code Assessment

If you have not forwarded to the National Code Authority in Chicago

your remittance covering the initial assessment, as per statement mailed you, please do so at once. They must have the work sheet with information in order that the assessments may be determined. Funds are needed to carry on the work, both national and regional.

Have you sent in the names of all the publishing and commercial printing establishments in your county? We want them to pay their share, so send them in to the secretary.

Remember, that all newspaper publishing and advertising plants and job printing plants, regardless of size, in Kentucky come under the code.

For information about the code write to the Joint Regional Code Authority, J. Curtis Alcock, Secretary, Danville, Kentucky, and not to the Joint National Code Authority. All questions are handled first by the Regional Authority.

A number of remittances are coming in showing no proprietors or partners. Remember proprietors or partners are classed as employees and are to be assessed along with the other employees.

Confidential Notice

Your secretary sent out a post card to members of the K.P.A. advising them that the Continental Teachers Agency, Denver, Colorado, and the American School of Spiritual Law, Gardner, Mass., do not justify an extension of credit. An investigation of these concerns proved that they are unworthy of credit. Many newspapers are running these advertisements and if they had been members of the K. P. A. they would have received the warning.

It pays to be a member of the Kentucky Press Association. If you are not a member, write Secretary Alcock for information.

To Non-metropolitan Newspaper Publishers and Commercial Printers in Kentucky:

Divisions No. A-2 and No. A-5 of the Graphic Arts Industries Code, are being administered in Kentucky by the Kentucky Press Association, working under the National Editorial Association. The N. E. A. has set up a Joint National Code Authority and the K.P.A. has set up a Joint Regional Code Authority, carrying out the provisions of the law, which is now in effect.

Non-metropolitan publishing and printing industry comes under Industry No. A-2, and daily newspaper publishing and printing industry comes under Division No. A-5, both under the jurisdiction of the Joint Regional Code Authority. Establishments under our jurisdiction are classified as follows:

Publishing (only) weekly newspaper

publishing and printing (only) weekly newspaper; publishing and printing weekly newspaper and doing commercial printing (combination shop); publishing (only) daily newspaper; publishing and printing (only) daily newspaper; publishing and printing daily newspaper and doing commercial printing (combination shop); commercial printing only; advertising newspapers, publishing only, and advertising newspapers, publishing and printing.

Since the Joint Regional Code Authority of Kentucky was set up the secretary and acting administration manager has made an effort to compile a list of all publishing and printing establishments in the state that come under Divisions No. A-2 and No. A-5 of the Graphic Arts Code. "Work Sheets" and "Statements" for administration assessments by the Joint National Code Authority have been mailed to every establishment on our list. Many of the establishments have filled out the forms and mailed checks, as required, but others have not done so.

Copies of the code have also been mailed to those coming under our jurisdiction, or will be sent to those who have not received them upon request. If you have not received copies of the work sheet, statement and code, kindly write to J. Curtis Alcock, Danville, Kentucky.

A system of accounting and cost finding will be adopted by the National Code Authority, as provided in the code, at an early date. The provision against selling or offering to sell below the establishment's cost is the only guide at present. "I know this puts plants which do not know their own costs on the spot," says National Administration Manager, C. A. Baumgart, who further says "We are working on this problem and hope to have something further on it to report soon."

The National Code Authority by-laws (printed on the statement blank) states that proprietors and partners are to be included in the list of employees. A few establishments have overlooked this important matter in filling out the work sheet.

Remember, the code is in effect. Anyone desiring information may write to Secretary Alcock, who is serving as Administration Manager until the Joint Regional Code organization can be completed.

J. CURTIS ALCOCK
Administration Manager

GRADUATION EDITION

If your high school does not issue an Annual, you have a splendid opportunity to make some extra money, and, at the same time, do a constructive bit in your community service by putting

out a special graduation issue of your paper.

Many newspapers have taken kindly to this idea and have issued splendid editions during graduation week. The edition should be printed on special glazed book paper for bringing out the half-tones. It should carry individual cuts of the principal, the high school, school board, etc., and group pictures of the graduates (single if feasible), football, baseball, and basketball teams, and numerous other school activities.

Many of these illustrations you have already in your library. Editors have found that the graduating class, teachers, etc., will help pay (sometimes the entire cost) the cost of the half-tones as they would have to meet that cost if an annual book were printed. Your advertisers will surely cooperate in special advertisign, etc.

Start working on this idea at once; you have a month to work it up. Do not forget to secure orders for extra papers from the students and their families. You might print an order blank for that purpose. Such a special edition will require work, but it will pay you in dollars, good will, and satisfaction. A tip: watch your underlay and overlay in the printing thereof.--V. R. P.

OLD BOOKS IN COMMUNITY MAKE GOOD FEATURE STORY

An Iowa paper carried a feature story about old books in the community recently, leading to considerable interest, and several follow-up stories with manuscripts dating back as far as 1671.

"Savil's Redemption" in three volumes, written by Rev. John Savil in 1871, or 262 years ago, was unearthed in the attic of one subscriber, and others found books over 100 years old.

A merchant, especially one who handled books, might be prevailed upon to give a prize for the oldest book found, but whether he does or not, there is a good deal of interest in such stories.

THE COUNTRY NEWSPAPER

Turning from city newspapers to small town press exchanges that come to the editor's desk is like stepping from the slums, full of vice, into an old-fashioned garden sweet with lavender and thyme and the scent of perennial flowers. The pages of big dailies are so full of murder, thievery, immorality and selfishness that the better news is obscured by these glaring shatterings of the Decalogue. One puts the papers aside with a feeling of depression and heartache that the world is so full of terrible and unhappy things.

Then picking up the papers that re-

cord the happenings of the little towns around us, one gains renewed faith in life. Here are set forth only that which uplifts a community—the activities of the business men, the church items, the happy social gatherings of the people, the marriages, births and deaths, farmers' items, and all the thousand and one daily occurrences that make up the simple annals of the great common people, who are really the foundation of this broad country of ours.

Sometimes people speak lightly of the country newspaper, but it is one of the most potent and uplifting factors in our national existence.—Christian Science Monitor.

COMMUNITY CALENDAR

A year-round booster for the community of Garretson, S. D., is its community calendar, an enterprise of the Commercial club of that city for many years. The calendar sharply focuses attention on the community. John P. Sanders, editor of the Garretson News, is a member of the club.

Started 11 years ago, the calendar is popular with the residents and business men of Garretson. Solicitation of the business firms of the town raised sufficient money to defray expenses. The number of contributors has varied from some over 40 to 29 in 1933. No one firm pays more than \$25, and the lowest contribution is \$5.

"The past few years," Mr. Sanders reports, "there has been a committee to budget the fund so that each one who comes in pays his proportionate share. Of course some will not contribute. No other calendars are issued in Garretson by the business men, with the exception of a few small ones from wholesale houses with the dealer's name on."

Each year's picture on the calendar, taken by a local photographer, is of natural scenery of the Garretson region, a beauty spot of South Dakota.

The overall measurement is 14 by 22 inches. Reading from top to bottom are: waterfall picture in three colors; the greeting, "Best Wishes from the Business Men of Garretson, S. D."; the calendar pad, and the notice: "See Business Directory Under Calendar Pad."

Calendars of this community advertising nature can be run not only on a January to January basis, but also on a monthly or a seasonal basis, or from May to May, for instance.

Our Secretary suggested that every K. P. A. member put the Press on its mailing list for mutual information.. Will you do this?

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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Chairman Legislative Committee:
B. B. Cozine, Shelby News, Shelbyville.

A FRIEND PASSES

Tom Stark has left us. The members of the Fourth Estate in Kentucky have lost a comrade and a friend. He worked long and hard in the development of journalism in his state and had done much in the promotion of community newspapers, in both the editorial and advertising departments. His genial smile, his kindly interest, and his loyalty will be sadly missed in the Kentucky Press Association of which had been long a member. The Press joins in extending the sympathy of the editors of the state to his surviving family.

MAT CASTING HINT

There is a way to overcome wrinkling and hardening in casting mats, a problem often encountered, especially in mats containing a half-tone. Rub a properly baked and dried mat with pure glycerine and place it for a few minutes in a warm spot. Mats which have become wrinkled may also be softened with glycerine before making a cast.

Glycerine does not create steam when heated as water does and there will be no bubbles made under the mat.

Sometimes in cutting enameled papers, always hard to handle, the bot-

tom sheet will obstinately stick to the cutter, making the stock uneven and hard to jog. In this case, sprinkle a little talcum on the bottom of the cutter.

ASK ME ANOTHER

Here's a feature that has proved popular over the entire country, both in dailies and in community weeklies. Why not start a weekly feature in your paper, asking five or more questions about historical events and geographical locations, etc., in your town and county. Old settlers and inhabitants will help you; ask their cooperation in sending in questions and answers. Make it a prize contest, if you wish, in cooperation with some merchant; it will pay you in reader interest.—V. R. P.

SUBSCRIPTION DRIVE TIME

Now that general business is showing a strong disposition to return to normal, many newspaper publishers are tightening their subscription credit policies, or declining altogether to carry non-paying "subscribers."

"No credit" is the sign figuratively posted in some business offices, as publishers also realize the significant volume of flow of C. W. A. and P. W. A. funds into their communities.

An eastern publisher writes:

"In the past month I've spent a good bit of time cleaning up my subscription list. I would have a lot of money if all of them would pay up and I'm getting hard boiled on the subject. I refuse longer to send my paper to anyone who will not pay for it the same as they pay for other necessary items for the home."

EFFECTIVE RATE PLAN

How a special display rate card was substituted for the local contract system, to the complete satisfaction of customer and advertising department is thus described by a publisher:

"We did away with all local contracts and established a display rate card with the graduated scale from our open rate downward, both as to inches and rate, and making the spread between the number of inches used small enough to interest the buyer of advertising to get into a lower rate column by using more inches during the calendar month.

"We simply asked our advertisers to sign this rate card as agreeing to the rates outlined and they then make their own rate according to the number of inches used within the calendar month."

The system has these advantages over the old contract system:

1. It closes out the customer's business and the newspaper's business at

the end of each month and eliminates the one source of dissatisfaction, short rating, which in nine cases out of ten few newspapers are able to collect, or if they do collect, the collection causes a sore spot with the customer.

2. About the 25th of the month, the advertising department is able to check up the number of inches to that date that has been run by each advertiser and has a selling argument in being able to show the advertiser that by the use of additional space he will fall in a lower rate column.

Making no exception to the display rate card is a prime essential for success, the newspaper found.

The Press congratulates Editor Denry Spragens, Lebanon, on the splendid 16-page edition of the Marion Falcon on the occasion of the 100th Anniversary of Marion county. It was a bright, newsy edition, full of illustrations and historical facts of Marion county and of Lebanon. It was a credit to the editor and his staff, and to Kentucky journalism.

The N. E. A. gained a signal victory in their fight against the discriminatory provisions injurious to newspaper advertising as affecting the smaller newspaper in the Tugwell Bill. According to advices from Washington, all such provisions were removed from the bill, and all provisions requested by the N. E. A. were added in the final draft.

THOMAS H. STARK

Thomas H. Stark, president of the Stark Advertising Agency, Martin Brown Building, Louisville, died March 12, at his home, 56 Eastover Park, after an illness of several months. He was 75 years old.

Mr. Stark was born in Blue Lick, Ind., and moved to Louisville when he was a boy. He was educated in public schools there, and after his graduation from the Louisville Male High School studied in Germany.

He entered the advertising business in Louisville when a young man, and was associated with M. B. Lowman in the Stark-Lowman Company before forming his own company. He specialized in state-wide display advertising and and nation-wide classified advertising for newspapers and other periodicals.

He was a member of St. Mark's Episcopal Church, the Optimist club, and the Advertising club of Louisville. Survivors include his wife, Mrs. Nellie Buckler Stark, and five sisters, Mrs. Charles T. Hatheway and Mrs. Marion Forrester, both of Chicago; Mrs. Ambrose Bruner, North Vernon, Ind.; Mrs. Joseph Burge, Sr., and Mrs. William Atwood.

Contest Rules For 1934 Five Prize Contests

Five contests will be open to Kentucky papers in the annual 1934 newspaper prize contest and each editor is privileged and urged to send his entry in for each contest. These contests include best all-around newspaper, best front page, best editorial, best news story, and best advertising composition.

According to the rules amended last year, no newspaper is eligible to enter any contest in which it has won first place for the succeeding two years. Also, no editor is eligible unless he has attended the last mid-winter meeting of the K.P.A.

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 table of percentages by which the newspaper 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 chief industry of section where published, 5 per cent; general news, 5 per cent; and editorial, 20 per cent. Factors to be considered in the scoring of general appearance include make-up of front and inside pages, advertising make-up and composition, headline schedule, literary excellence, community service, headlines' contents, illustrations, typography and press work.

Each contestant is required to select one issue of his paper from his files of March and April, 1934, from which the judge will select the best issue to be judged. Prizes to be awarded are: first, silver set; second and third, certificates.

Front Page Content

Factors to be judged include headline content, headline schedule, type balance, make-up, name plate and ears, press work and inking, appearance of illustrations (if any), news story value, balance, symmetry, and contrast. Each contestant is required to select one issue of his paper from his files of March and April, 1934, from which the judge will select the best issue to be judged. Prizes to be awarded include: first, silver set; second and third, certificates.

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 one editorial published in his paper between the dates of May 1, 1933, and May 1, 1934. The 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.

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 the best news story published between May 1, 1933, and May 1, 1934. Each story is to be pasted on a sheet of paper with the notation of 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.

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, and \$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 contestant's office, either hand or machine composition.

Each contestant must select any advertisement that appeared during the year May 1, 1933, and May 1, 1934; each entry to be mounted on a sheet of cardboard with the notation as to the name of newspaper, date of issue, and name of contestant.

Open to Every Newspaper

Each and every contest is open to every weekly or semi-weekly in the state. The news story contest is also open to the country dailies. Every editor is urged to send in his entries for each contest. Competent judges will be selected for each contest and every entry will be judged on its merits. Let us make this 1934 contest the biggest contest of them all. No newspaper shall be eligible for more than

one of the above prizes.

The All-Around Contest

Every editor is urged to enter his paper in this contest. There are many excellent newspapers in the state and each editor is justly proud of his product. There are no restrictions as to the size of the paper or the circulation—every one stands an equal chance. In answer to the question of the relative merits of the all-around newspaper, the following comments are offered:

General Appearance: This is the first requisite of a paper and this is given, therefore, the largest percentage. Items contributing to the best general appearance will be correct advertising and text composition, make-up and press work, a uniform system of headlines. While cartoons and illustrations contribute to the attractiveness and good general appearance of a community newspaper the omission of either or both, will not count against an entry. Black type locals will not be considered a mar when sandwiched between live news. It will be considered detrimental to the general appearance to have advertisements on the front page of the first section, but not on the first page of the following sections.

Local News: This means local items of two sticks or more emphasized with deck heads, or under line heads arranged in multiple columns. Also includes church news, lodge news, hospital notes, deaths, births, school notes, women's club items, social, etc., which may be collected under similar headings as outlined and be considered under this division. The word "local" is to be construed in this instance to mean news from any part of the county or community territory tributary to the place of publications.

Country Correspondence: This will be judged and scored in favor of the merit of the items rather than the number and length of contributions.

Farm News: This is news devoted to the interest of the farmer and cannot be neglected. To meet the requirements of this department it is not necessary to have items collected under one head, as often there are items that warrant special headings. Where there is little or no farming in the section, the chief industry of such section will be considered in its place.

Personal Items: This means news relative to the movement of people, writeups of individuals, etc., NAMES!!

General News: This is understood to be that news of state or national character which a country newspaper is called upon to recognize.

Editorial: This department will be subjected to the closest inspection as it will be considered necessary for the

Gathering Information From Exchanges

"With all due respect to our excellent editorial writers in this section of the country," an editor-publisher of a successful country weekly newspaper remarked recently, "I prefer to look over their advertising columns."

That remark made by Doyle Buckles of the Fairbury (Neb.) News, the newly elected president of the Nebraska Press association, prompted me to make a few inquiries in Oklahoma relative to what extent our editors and publishers are making use of their "exchanges."

I find that Clyde E. Muchmore of the Ponca City News regards his exchange desk as a source of news and feature subjects, of advertising ideas, and of opportunities to go after new national advertising accounts.

"In our advertising department we adopted years ago a policy of checking closely national advertising in newspapers of northern Oklahoma," he says. "We check more or less closely national advertising in the large state papers. That is done with the idea of finding out what accounts are running in other papers that are not running in the News.

"We have found this check valuable in developing some accounts and in this way we also keep our national advertising representatives informed of what other papers are carrying. We have a feeling that this is an incentive to them to press agencies for business for the News. To a less extent our local advertising men check other papers for advertising ideas. We also find this helpful.

"For many years now," Muchmore volunteers on a related subject, "we have made it a point to measure local, national and classified advertising in the two cities near us. Thus we have a permanent record and use it as a basis of comparison. We feel that this is worth while in stimulating our own advertising department's efforts and informs us whether we are gaining or

editor to show in this department of his paper, individuality, initiative, and leadership.

June 11, Deadline

All entries must be in the hands of Prof. Victor R. Portmann on or before June 11. 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, Ky. 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. falling behind the average in this sec-

tion of the state."

Editorially, the News of Ponca City makes use of its exchanges by clipping pertinent editorials which are published in a column headed "Among the Editors." This feature runs almost every day and may have from one to three editorials each time it appears.

"We also watch closely the newspapers in the smaller towns within our territory," to quote Muchmore further. "We rewrite such stories as we feel would be of interest to our circulation. Our society editor checks these papers closely for events of interest in her column and finds many items that can be developed here."

As a source of fillers, however, the Ponca City editor regards the exchanges as a total loss. "We never have seen the value of exchanges as a place to clip out fillers," he says. "In fact, we never print fillers. Every day there is a great mass of interesting and informative news clamoring for space in the paper. It is our feeling that a search for fillers is an admission of failure."

Clarence Paden of Woodward vouchsafes the information that he couldn't get along without exchanges in putting out the Daily Press.

"The advertising manager and myself read the exchanges for ad tips," he tells us. "If I find anything that might be used, I refer it to him. We don't know it all and some of the higher paid men and their ideas are

worth copying every now and then.

"Reading the exchanges daily keeps me in touch with my 'newspaper sense.' If I put a streamer on a story and others play up the same story, I realize I guessed the true value of the item. If they all play it up and I don't—I'm slipping and had better keep heads up.

"Truly," he concludes, "the exchanges are a big help in putting out the daily. They were even a bigger help when I put out a weekly. May their tribe increase."

W. K. Leatherock, editor and publisher of the daily Perry Journal, says the Journal staff uses exchanges very little in obtaining editorial matter but finds them of great value in securing ideas regarding the handling of news and promotion matter. "In other words," to quote W. K., himself, "we copy every idea we find that we think is good and originate very few, if any."

A. D. McCurley of the weekly Sentinel Leader welcomes exchanges instead of considering them a nuisance.

"I use exchanges to good advantage in getting news tips, especially from newspapers in this section of the state," said McCurley, when queried on the subject. "Often there are news stories that are of interest in my community which can be checked up on, rewritten and later developments given," he remarked.

"Often, too, there is editorial comment on local conditions or affairs that

Your Engraving :-:

Every printer knows the value of deep-etched engraving—line and half-tone, because they save time in press makeready.

Quality and prompt service are our aim.

JAHN & OLLIER ENGRAVING CO.

817 West Washington

Chicago, Illinois

IMPERIAL TYPE METAL

I can meet your immediate type metal requirements from Chicago, Cincinnati, or Louisville. IMPERIAL METAL needs no endorsement.

H. L. FELIX

McHUGH EXPRESS COMPANY
808 Freeman Ave. Cincinnati

THE DICKSON COMPANY
Louisville

is interesting. News ideas and new methods for securing more business are also to be found by watching the advertising columns of the exchanges."

James T. Jackson of the daily Seminole Producer "personally" believes that a staff member might profitably spend an hour a day on exchanges, going through news, editorial and advertising columns, but he points out that not every staff member receiving such assignment is interested enough to do the job satisfactorily.

Joel H. Bixby of the daily Phoenix and Times-Democrat at Muskogee reports that his organization has no "exchanges" in the usual sense of the term, but that "a number of papers, some of them larger than ours, and some of them smaller, are subscribed for. These are used both for advertising ideas and for editorial comment."

In the Phoenix each morning appears a column of paragraphs clipped from the state press and headed "State Press." This plan of subscribing for newspapers wanted instead of trading for them gives a more select and a more widely list to handle but sounds just a little "high hat" to the average weekly publisher.

"I have a large box which is overflowing with unusual ads that I have clipped from my exchanges," to quote the Nebraska press president again, in conclusion. "Some of these ads are yellowed with age. However, it is surprising how handy they become."

"Last November we issued a cooking school edition that contained 2,000 inches of advertising. The first thousand inches were sold Friday morning because I had clipped dozens of ads from other special editions."

"Last fall we noticed a page ad in one of the Lincoln daily papers dealing with Kelly-Springfield tires. We took this ad to our local dealer and he authorized its insertion. Another extra \$42."

"Last year our sister paper at Marysville, Kan., issued a 104-page anniversary edition containing 10,000 inches of advertising. To help, I wrote to 20 papers over the U. S. and got copies of their special historical editions. They were gold mines for advertising copy and ideas. Through these exchanges seven or eight full-page ads and many smaller ones were sold."

His parting shot of advice on the subject is: "Study the advertising columns of your exchanges. You'll find them a gold mine of ideas. They are next to an advertising service as an aid when it comes to producing advertising revenue."—Oklahoma "Sooner Press."

The Forty-ninth Annual N. E. A. Convention will be held May 10 to 17, inclusive. May 10 and 11 will be spent

at Columbia, Mo., in connection with the annual Journalism Week program and then three days, 12, 13, and 14 will be given over to a tour of the Ozark section of Missouri. The last three days, May 15, 16, 17, will be spent in St. Louis with business problems and the regular business part of the convention. Each state newspaper association is requested to send official delegates this year. Secretary Alcock and Professor Portmann represented Kentucky at last year's convention in Indianapolis.

A Worthwhile Undertaking For Your Own Newspaper

As an example of the great reader-interest which a newspaper may create through a department of domestic science, we cite the case of the Sheboygan (Wis.) Press and its recent very pronounced success with a Cooking School stunt. The school was conducted for three afternoons of an advertised week and was in charge of a professional instructress. Attendance was so large that it was necessary to hire a commodious theater for the sessions. Even with this provision for taking care of a crowd, it was necessary to turn away more than were admitted. On the final day a column of women six abreast and more than a block long was formed by police officers before the doors opened. A variety of prizes was awarded each day. The total value of these prizes was \$635, and all of them were useful to housewives. A large volume of local and national advertising was carried in the Press prior to and during the days the school was conducted.

IN EXCHANGE

Practical experience has shown that it is a good plan for an advertising manager to go around to the merchants, look over their stock, make a few judicious inquiries, and then go back to the office and write an advertisement that suits a particular need. The next step is to make an attractive layout for it, and show and sell it to the merchant.

Paving the way for the salesman, through letters or blotters to the merchant, is suggested by the Jayhawker Press:

"Several publishers have discovered that it pays occasionally to mail out a letter or blotter to merchants announcing the merits of a certain type of advertising that particular week. For instance, the messages might mention that school opens Monday and that the Gazette will have a special school page this week. When the ad salesman calls, he has the prospect half sold on the idea in advance.

It's easy to get the habit of neglecting Mr. Small Advertiser, but it pays to foster his acquaintance. One pub-

lisher points out:

"We have been overlooking a fruitful source of business neglecting to seek small advertisements, those that bring in only 50 cents per week, or maybe only 50 cents per month, like those from lawyers, doctors, dentists, shoemakers, and small grocery stores."



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Let's Take A Look At The Record

A municipal electric plant is granted certain great privileges not extended to a private concern. It is tax-free, where private utilities contribute an average of ten per cent of receipts from customers, to the public treasury.

It is immune from regulations and bookkeeping methods required by law from private plants. It is generally subsidized with taxpayers' money, or "debt certificates" against his property—where a private utility must obtain private capital which creates no obligation against taxpayers or property owners.

If it sustains losses, the taxpayers play Santa Claus—with the private utility, the stockholders stand the loss. It generally depends upon private concerns spending millions to develop greater household, industrial and agricultural use of electricity.

With such privileges and subsidies it would seem that the municipal utilities, on the whole, should be able to undersell private utilities by a wide margin. That is the principal argument for building them. A good many people believe that they actually do.

But the cold facts, which are immune to prejudice and politics, tell another story. Here they are, taken from the Bureau of the Census Survey of the Electrical Industries:

Of total kilowatt hour output, municipal plants account for 4.8 per cent.

Of total kilowatt hours sold, municipal plants account for 4.9 per cent.

Of total revenue from electric service, municipal plants get 6.1 per cent.

Of total operating expenses, municipal plants account for 8.3 per cent.

In other words, municipal plants incur 8.3 per cent of all operating expenses to generate 4.8 per cent of the total kilowatt-hour output, and for the 4.9 per cent of kilowatt-hours sold, they receive 6.1 per cent of the consumers' money.

These figures do away with much bunk and hot air. No one has found a way to raise taxes lost through tax-exempt, publicly-owned plants, except higher taxes on remaining private property.

Kentucky Utilities Company

Incorporated