

The Kentucky Press

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Largest Group Registers At KPA Meeting

More than 170 persons registered for the mid-winter meeting, the largest group in attendance for many years. This meeting was in contrast to the 1937 meeting at the same place, which was curtailed by the disastrous flood that caused great damage in Louisville and enforced involuntary visits by many of the editors for almost two weeks.

J. LaMarr Bradley, editor of the Providence Enterprise, was elected president of the Kentucky Press Association at the meeting held January 27-29 at the Brown Hotel, Louisville. He succeeds Jody P. Gozder, Campbellsville News-Journal. Thomas R. Underwood, editor of the Lexington Herald, was elected vice-president, and J. Curtis Alcock, editor of the Danville Messenger, was re-elected secretary for his 27th consecutive term of office.

Gracean M. Pedley, editor of the Eddyville Herald, was elected chairman of the executive committee which office places him in line for the presidency two years hence. Mr. Pedley is serving as chairman of the Kentucky state publicity committee and editor of the official state magazine, "In Kentucky."

Mr. Bradley is a native of Alabama, but became a Kentuckian by choice when he purchased the Providence Enterprise in 1929. He was elevated to the presidency from the office of vice-president.

The meeting was given an auspicious start, Thursday evening, by a buffet supper on the roof garden of the Brown hotel with the hotel management as host. The largest group of "first-nighters" were in attendance for the good "eats" than in previous history. This bounteous repast was a criterion of the banquet and luncheons that followed during the editors' stay. Friday noon, the editors were given a splendid luncheon by the Kentucky Utilities Company, while, that evening, the banquet, floor show and dance as guests of the Louisville Board of Trade surely filled the editors and their families to repletion. The round was happily and successfully completed with the Courier-Journal luncheon at the Pendennis Club, Saturday noon.

The business session, Friday morning, was opened by an address of welcome by Mayor Joseph D. Scholtz, Louisville, with the response by Thomas R. Underwood, retiring chairman of the executive committee. President Jody Gozder then gave an account of his stewardship of the year past, emphasizing particularly the establishment and the work on the Kentucky Press Advertising Bureau.

Walter H. Crim, editor of the Salem, Indiana, Republican and treasurer of the National Editorial Association, followed with a splendid and inspiring address on "The

Weekly Newspaper; What Is Its Future?" Secretary Alcock gave his annual financial statement which showed the association in good financial standing. Mr. Underwood, as chairman, told of the activities of the legislative committee. A discussion followed relative to the publication law which was warmly debated.

The afternoon session opened with an interesting address on the "History of Transportation" by Col. R. S. Henry, Washington, D. C. Following, Hal V. Brown, manager of the KP Advertising Bureau, gave a report of the year's activities and financial report. Shelton Saufley, chairman of the advertising committee, followed with his report. After a thorough discussion of the potential future, the association voted to continue the Bureau for 1938.

Don C. Wester, advertising department of the Kentucky Utilities Company, explained the advertising program of his company for the coming year.

At the executive committee meeting that followed, the Princeton Times was elected to membership in the Association, and the Miller Paper Company, Louisville, The Grower and Stockman, Lexington, and Ben Kilgore, Farm Bureau Federation, were elected to associate membership.

Secretary Alcock opened the Saturday morning meeting with a report on the NEA 1937 meeting at Detroit. R. B. Howard, Director, National Editorial Association, London Ohio, was introduced and gave an inspiring address on the activities of the national body and the intensive and far-reaching plans for the future. The title of his address was "Life Begins At Fifty," appropriate in explanation of the new activities of the NEA, now past the half-century mark in usefulness. A suggestion was made that the KPA attend the annual meeting of the NEA at White Sulphur Springs, West Virginia, instead of the usual mid-summer meeting. Invitations were also received for the mid-summer meeting from the Mammoth Cave management and from Middlesboro. All invitations were referred to the executive committee.

Amendments to the by-laws were presented and approved by vote. These changed the annual dues from \$5.00 to \$7.50, and indicated that a member should be dropped for non-payment of dues for two consecutive years instead of three years as formerly. The dues were changed to include membership dues to the NEA; the KPA again joining the national body as a group, being among the first state associations to adopt and support this plan.

A memorial service for eight de-

ceased newspaper men and editors was conducted by Editor W. V. Richardson, Danville, chairman of the Necrology committee. Fitting eulogies were read as follows: Judge Robert W. Bingham by Editor Keen Johnson, Richmond; Col. Harry A. Sommers by Editor Lawrence Hager, Owensboro; Warren Fisher by Shelton Saufley for Editor Tom Wallace, Louisville Times; Prof. Enoch B. Grehan by Thomas R. Underwood, Lexington; and Uncle "Bill" Schooler by Editor George A. Joplin, Somerset.

Editor D. M. Hutton, Harrodsburg Herald, introduced the following resolution which was unanimously passed:

"Resolved that the Kentucky Press Association memorialize the National Editorial Association to seek legislation both raising the box holder postage to three cents and in seeking financial remuneration for much of the governmental information published especially from the agricultural department, as a step in line with President Roosevelt's expressed desire to cut the Postoffice Department's deficit and to offset any increase that may come to newspapers in the cost of second class mailings.

Be it further resolved that we commend the National Editorial Association for its long fight against government competition in the printing of envelopes and urge the officials to continue this endeavor.

Editor J. M. Willis, Meade County Messenger, Brandenburg, gave an interesting address on rural correspondents and his successful efforts to building his correspondent department.

President Bradley announced the appointment of his official committees for the following year:

Executive: Harry Lee Waterfield, Clinton Gazette; Tyler Mumford, Morganfield Advocate; Vance Armentrout, Louisville Courier-Journal; Joe Richardson, Glasgow Times; Dolph Creal, Hodgenville News-Herald; W. V. Richardson, Danville Advocate; Victor R. Portmann, Kentucky Press, Lexington; Henry Arrowroot, Paintsville Herald; Joseph Costello, Cynthiana Democrat; J. T. Norris, Ashland Independent; Russell Dyche, London Sentinel-Echo; and Robert L. Elkins, Lancaster, honorary.

Legislative: Mr. Underwood, chairman; Cecil Williams, Somerset Commonwealth; Mr. Armentrout.

Advertising: Shelton M. Saufley, Louisville, chairman; Mr. Gozder; J. T. Wilson, Cynthiana Log Cabin; W. L. Dawson, Oldham Era, LaGrange; and A. S. Wathen, Bardstown, Kentucky Standard.

Newspaper Exhibit: Mr. Portmann, chairman; W. C. Caywood, Jr., Winchester Sun; Denny B. Spragens, Marion Falcon, Lebanon.

Resolutions Adopted

James T. Norris, editor of the Ashland Independent, chairman of the resolutions committee, presented the resolutions which were unanimously adopted:

Whereas, the members of the Kentucky Press Association are concluding their annual mid-winter meeting held in Louisville, January 27, 28, and 29, 1938, and, whereas, we have not only enjoyed a profitable and instructive program but have been most cordially welcomed and entertained during our stay, be it therefore

Resolved, first, that we express our sincere thanks and appreciation to Mayor Joseph D. Scholtz and the people of Louisville for their welcome; to the management of the Brown Hotel for its perennial and cordial hospitality and specifically for the Roof Garden supper on Thursday and the many thoughtful provisions for our comfort; to the Brown, Rialto, Strand, Mary Anderson, and Loew State theaters for the courtesy extended us and free tickets to their performances; to the Kentucky Utilities Company for the bountiful luncheon and for the handsome and useful souvenirs presented us; to the Louisville Board of Trade for the banquet and entertainment given in our honor Friday evening; and to Barry Bingham and the Louisville Courier-Journal and Times for the luncheon at the Pendennis Club on Saturday; and to all others who have contributed to our entertainment and the enjoyment of this meeting.

Be it further resolved that we express to our retiring president, J. P. Gozder, our full appreciation of his constant and unselfish service in administering the affairs of the Association during the past year, and, in particular, his personal contribution of time, money, and effort, to the successful formation of the Kentucky Advertising Bureau. We also express to Hal V. Brown, manager of the Bureau, our thanks for his efficient services and efforts in its establishment and the conduct of its affairs. And

Be it further resolved that we thank Walter H. Crim, Salem, Indiana, R. B. Howard, London, Ohio, Col. R. S. Henry, Washington, D. C., and Rev. Tom Talbot, Louisville, for their attendance at our meeting and their contribution to our program.

Be it further resolved that we record our sorrow and deep sense of loss in the death of eight of our active members during the year just past whose names, records, and achievements have been recorded in the report of our Necrology Committee and that we extend to their

eting
Adopted

Gozder Gives Annual Message

stewardship as president of the Kentucky Press Association is to have an opportunity to brag on myself and my administration, which has been the custom with every retiring president of this body. I am eager to assume the credits that are due me and my administration for the good things that have been accomplished during my tenure of office as your president, but I do not want to be credited with the flood situation that followed immediately after I was made your president. I am sorry that it happened and glad it's all over with. I have every assurance of the weatherman that nothing of the kind is predicted for this winter's meeting.

The most outstanding work of the Kentucky Press Association during the past year was the organization of the Kentucky Press Advertising Bureau. Despite its many handicaps, it is a fair success for first year's efforts. At this time I desire to express my sincere thanks to those members of the Kentucky Press Association who paid assessments toward maintaining the bureau, and also the executive and advertising committees which so untiringly co-operated with me during that trying period. I am especially grateful to Shelton Saufley who devoted a large portion of his valuable time from the very beginning. He worked very harmoniously with Hal V. Brown, the manager of the Bureau, and without his aid, counsel and encouragement, and the 100% co-operation of the members of the Association, I seriously doubt whether the Bureau would have reached the height of its present success.

It was quite a problem to perfect this organization in view of the fact that we just had a mere pittance of finances to accomplish our objective. Of course, we have

bereaved families our deepest sympathy and condolence.

Be it further resolved that we heartily approve the bill introduced by Representative Gnau and Senator McDonald in the General Assembly for pre-marital examination for venereal diseases so that Kentucky may join the rest of the nation in the battle against syphilis.

Finally, be it resolved that we present to our efficient and beloved secretary, J. Curtis Alcock, Danville Messenger, and all the officers and members of the executive committee, our thanks for their untiring and successful administration of the affairs of this Association during the year brought to a close in this mid-winter meeting.

JAMES T. NORRIS
TYLER MUNFORD
J. G. DENHARDT.

encountered many obstacles that we did not anticipate, but with our determination and the untiring efforts of Mr. Brown and others, I deem this organization has made a wonderful progress, and that its prospects for the future are far more flattering than ever.

At this time I wish to refresh your memory as to the consensus of the committee at the time the Bureau started. As you remember it was generally agreed that should the Bureau during its first year's existence place enough advertising to pay merely one-half of the expense, the project would be considered very successful. To be exact, we have done practically \$9,000.00 worth of business including, of course, \$4,000.00 from the State Fair. Frankly, we are in dire need of this representation in our metropolis city of our Commonwealth, and I for one shall never cease to lend a helping hand to make it go on and on, until it develops into one of the biggest, best, and strongest advertising bureaus sponsored by any Press Association in these United States. I trust also, that it is the desire of the Association to continue to lend its helping hand until the Bureau becomes a permanent institution that will be financially worth while to the publishers of the state.

The handling of the State Fair advertising with the approval of the State Fair officials, won laurels for our manager, Mr. Brown, and the Advertising Bureau. This year, despite the fact that the appropriation was only about one-half the amount of last year, practically every publisher received a check for a greater amount for State Fair advertising than he did last year. Now, with the promise of the State Fair officials that the contract for next year will be awarded to the Kentucky Press Advertising Bureau and with the assurance that it will include twice the amount of money for newspaper advertising as last year, it is more encouraging for the future existence of the Bureau.

No other publisher was more intimately connected with the work of the Bureau, than I have been, or realized what a big job it was during the past eleven months of actual work. Nearly 600 letters have been exchanged between Mr. Brown and myself. Many of these were addressed to advertising clients and publishers with reference to the work and purpose of the Bureau. It probably would be well to mention at this time the typographical error made in my letters to some members in which it was stated that the Bureau had done a gross business of about \$1,000.00 instead of approximately \$9,000.00. This was an error on the part of my stenographer and then too, it was due to my neglect in not reading said

letters before signing them. I have made 22 trips to Louisville in the interest of the Bureau; also two additional trips to Louisville when in company with Shelton Saufley, Curtis Alcock, and Mr. Brown to meet with the State Board of Agriculture, or rather the State Fair officials, in our effort to secure the contract for next year's State Fair advertising.

The Kentucky Press Association was represented by my presence as your president at two committee meetings of the Henry Clay Live Stock Association at Lexington. On two occasions, I attended the meeting of the Kentucky Unemployment Commission at Frankfort, in the interest of our members as employers. I also attended the mid-summer meeting of the Western Kentucky Press Association at Paducah last May, and extended them an invitation to join the Kentucky Press Association, their state-at-large organization which is constantly working for the interest of all the publishers of the state.

The joint meeting of the Executive and Advertising committees at Frankfort, last October, at which we entertained the Governor and discussed plans for service to the press, etc., was an important session. The result of this meeting should eventually mean more advertising for the Kentucky publishers when the anticipated state publicity bureau becomes active. The bureau is to be launched in the very near future.

I appreciate the efforts of Mr. Victor Portmann as editor of the Kentucky Press. This publication serves as a splendid representative of the Press and should receive the untiring support of its members. It should be made a better publication and I trust as the years roll by, the Kentucky Press publication will increase in number of pages as well as additional valuable reading content and secure enough advertising to pay its own way. Mr. Portmann, who has had charge of the newspaper contests for the past several years, is entitled to additional stars in his crown for his interest in inducing publishers to send him entries, as well as for the manner in which he handled the contests. The contests have been a success, an inspiration to the publishers, and should be continued. May I add that some improvements could probably be made along this line that would increase the publisher interest, and result in a greater number of entries each year.

Our affiliation with the National Editorial Association and the service rendered our members has been a great benefit to the members of the Kentucky Press. The Executive Committee made a recommendation at a recent meeting in Frankfort, to amend our by-laws, raising the annual dues to \$7.50 instead of the \$5.00 present dues, which amount will also pay our National Editorial Association dues. This action of the committee meets with my entire

approval, and I predict that when it is submitted to a vote of this meeting it will be passed by unanimous vote.

I also appreciate the financial help rendered by the Kentucky Press Association in advancing funds, sending letters, paying postage, etc. And last but not least, I appreciate the wholehearted cooperation of my good fellow publisher and our Secretary-Treasurer, Mr. J. Curtis Alcock.

The Kentucky Press Association now has enrolled on its books 116 newspaper members and eight associate members. During the past year, seven new members were added to the list.

Thus I submit to you in writing an account of my stewardship as your President, and I sincerely trust that the contents of this address meet with your entire approval. I thank you.

J. P. GOZDER.

CARD OF THANKS

A solicitation letter for "Card of Thanks" developed by the Flint (Mich.) Journal is contained on a neat 4x5 inch card sent to the bereaved family after each death in Flint. With the card is included a neat folder containing six suggested cards of thanks. On the outside of the folder are the words, "Correct Wording for Card of Thanks." No other sales message is sent. On the card which is sent in a plain white envelope with no return address is the following:

With Regard to a Card of Thanks

Very often a card of thanks in the Flint Journal meets a need which can hardly be solved in any other way. Not only is it a gracious expression of gratitude to those who have sent floral tributes but also courteously acknowledges the services and kindness of the many to whom a personal note of thanks cannot well be mailed, or whose names or addresses are not known. The wordings enclosed are sent that a selection may be made without leaving home. Insertion of a card of thanks may be arranged by telephone.

The Flint Journal.

The Industrial Commission of Ohio has disallowed the claim of a news-boy for injuries received while selling newspapers in Hamilton, Ohio. Testimony developed that the claimant did not have a regular route but sold papers within a certain town. The boy sold out-of-town papers, securing them at a news stand which had a form of receipt showing papers sold, number returned and amount of cash paid. A receipt was given for the papers returned. Those not returned were paid for by the boy. Referee for the State Commission mentioned that the publisher exercised no supervision or control over the boy as to the manner of distribution, etc.

The Kentucky Press

Official Publication Of The Kentucky Press Association

VICTOR R. PORTMANN Editor

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University Of Kentucky, Lexington

PRESS ASSOCIATION OFFICERS

J. LaMarr Bradley President Enterprise, Providence
Thomas R. Underwood Vice-President Herald, Lexington
J. Curtis Alcock Secretary-Treasurer Messenger, Danville

EXECUTIVE COMMITTEE

Gracean M. Pedley, Herald, Eddyville, Chairman; Harry Lee Waterfield, Gazette, Clinton; Tyler Munford, Advocate, Morganfield; Vance Armentrout, Courier-Journal, Louisville; Joe Richardson, Times, Glasgow; Dolph Creal, Herald-News, Hodgenville; W. Vernon Richardson, Advocate, Danville; Victor R. Portmann, Kentucky Press, Lexington; Joe Costello, Democrat, Cynthiana; Henry Arrowood, Herald, Paintsville; James T. Norris, Independent, Ashland; Russell Dyche, Sentinel-Echo, London; Robert L. Elkin, Lancaster, Honorary.

LEGISLATIVE COMMITTEE

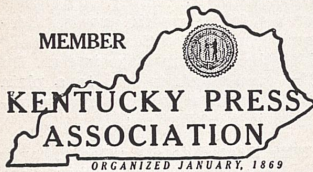
Thomas R. Underwood, Herald, Lexington, Chairman; Cecil Williams, Journal, Somerset; Tyler Munford, Advocate, Morganfield; George A. Joplin Jr., Commonwealth, Somerset; Vance Armentrout, Courier-Journal, Louisville.

ADVERTISING COMMITTEE

Shelton M. Saufley, Register, Richmond, Chairman; Jody P. Gozder, News-Journal, Campbellsville; Thomas T. Wilson, Log Cabin, Cynthiana; W. L. Dawson, Oldham Era, La Grange; A. S. Wathen, Kentucky Standard, Bardstown.

NEWSPAPER EXHIBIT COMMITTEE

Victor R. Portmann, Kentucky Press, Lexington, Chairman; W. C. Caywood Jr., Sun, Winchester; Denny B. Spragens, Marion Falcon, Lebanon.



TO OUR NEW PRESIDENT

The Press extends congratulations and best wishes to J. LaMarr Bradey, the incoming president, and pledges every assistance to him in these columns in order to make his tenure as successful as those of his predecessors. Command us at any time, LaMarr!

THANKS TO JUDY!

The Press joins the members of the KPA in extending heartfelt thanks to our retiring president, Jody P. Gozder, for his efficient and stimulating service during his tenure of office. Much of the credit is due him in the establishment and success of the Advertising Bureau. He put time and money into this enterprise, and deserves all credit for his initiative and aggressiveness.

CONGRATULATIONS!

We congratulate Thomas R. Underwood, Lexington Herald, on his elevation to vice-president; Gracean M. Pedley on his election as chairman of the executive committee and other important and active committees by the new president. With these gentlemen overseeing the activities of the association, and

Kentucky journalism as a whole, the activities of 1938 are in good hands.

THE ADVERTISING BUREAU

It was with a good deal of satisfaction that the editor, as a member of the executive board, heard the report of the activities and accomplishments of the Advertising Bureau. We know that it was also a source of gratification to every member of the executive committee, and to every member of the association. That the report was indorsed, and that the group voted to continue the Bureau for 1938, is evidence that all believe that there is a need for this bureau, and its activities. Every community newspaper in the state should become a member of the Bureau in order to encourage manufactories and business houses in the state to patronize the Bureau and to order space in the newspapers that will increase their business and prestige. The Bureau is indeed worth while, and should have the active support of every newspaper in Kentucky.

KEEP AN INVENTORY

Keeping an up-to-date inventory is a necessity according to several state press bulletins who say that every newspaper plant should have a complete inventory of its machinery, equipment, stock and supplies. Each item should be sufficiently described as to its age, model and price, so that a fair valuation can be placed on it without further investigation. This is particularly needed in case of fire. It is

highly important that a copy of the inventory be deposited in some safe place, preferably a deposit box in your bank. Every newspaper should also place an up-to-date mailing list in a safety box.

EMPLOYEE MEETINGS

Clarence E. Faulk, Ruston (La.) Leader holds a conference with all of the employees of his plant, front and back office, just before quitting every Saturday afternoon. Employees are encouraged to offer suggestions for the improvement of the paper or working conditions. There is a discussion reviewing the work of the week with emphasis placed on things that can be improved. In many cases the publisher takes the employees into his confidence regarding some of the business problems confronting the plant. The result is to increase the loyalty of the staff and to get many worthwhile ideas for improving the paper.

HISTORICAL AND ANNIVERSARY EDITION

The value of publishing historical and anniversary editions was proven recently by Mason Rossiter Smith, publisher of the Gouverneur (New York) Tribune-Press, when on June 2 he put out a "Golden Anniversary Edition," which carried over 2,100 inches of advertising in a 24 page paper, the largest ever published in Gouverneur. The edition was characterized by good feature material, such as several half-tones, articles by leading businessmen, and historical sketches of local clubs. The Tribune-Press was established as the Northern Tribune in 1887.

A DIME FOR A NAME

A circulation stunt which the Marysville (Calif.) Appeal-Democrat believes has never been tried before was used by them recently with particular success. The Appeal-Democrat offered a dime for the name of each non-subscriber turned in to them. To be eligible the family or person must have lived in the twenty-mile zone for six months and not have subscribed for a month; must be able to read and write English; must sign the card himself; must be included in a list of ten non-subscribers; and must be turned in for the first time. As an added incentive for every fifteenth name the contestant for dimes was given a month's subscription to the paper.

RAISING SUBSCRIPTION RATES

Upon consideration of the constant reports received that papers all over the country are increasing their subscription rates from \$1.50 to \$2.00, the Louisiana Press mentions a few facts which are pertinent to the situation.

"To a paper with a circulation of 500, a 50 cent increase would mean

an additional annual revenue of \$250. The publisher can well afford to expend at least \$250, to establish the new rate; probably most publishers would be willing to send \$500 for such a purpose. What could we do with an appropriation of \$250 to \$500? One idea is that this sum easily would pay the salary and expenses for a complete personal solicitation and good will call on every subscriber and prospective subscriber in the territory. Leading publishers are agreed that right now is the most opportune period of many years to jump the subscription rate if it is going to be done at all."

Proving that it can be done, Louisiana now has more than 40 papers charging \$2 a year and most of these at some time in the past used the \$1 or \$1.50 rate.

AN ADVERTISING PORTFOLIO

If you are the methodical type of advertising solicitor this will not be news to you but if you are the type who goes about your business decked out like a Christmas tree, with layouts, notebooks and ads jammed in your various pockets so that only a miracle worker could find what he wanted, you will want to hear more of the Iowa Publisher's suggestion for an advertising portfolio.

Take a legal size portfolio and equip it with about 12 or 15 tabbed folders, bearing the names of the various lines you wish to solicit. There are more than 10 or 15 kinds of businesses but you can double up on some of them and take care of others with a general or miscellaneous folder. Put your ads, clipped from exchanges, taken from your service, and those drawn up especially for various clients in their respective folders.

If the particular ad you have prepared does not appeal to your advertiser you will have several ads available which are also timely. You can also carry a couple of last week's newspapers and a few sheets of layout paper, a ruler, drawing pencils, etc., in case you decide to draw up an ad on the spur of the moment.

The 28-page special tobacco edition of the Cynthiana Democrat contained a ton of paper. It was comprised of three 12-page sections, 196 columns, and contained 3,920 inches of advertising and news. It was the largest ever issued in Cynthiana and represented, according to the editor, "a whale of a lot of work."

Joe T. Lovett left Murray recently to take up his duties in Frankfort in the public relations department of the Kroger and Atlantic and Pacific stores. He was formerly editor of the Murray Edger and Times.

An employee of the Mt. Sterling Sentinel-Democrat, Charles B. Stephens, mashed one of his fingers recently while feeding a job press.

SMALL TOWNS HOLD INCREASED INTEREST FOR BIG ADVERTISERS

By **WILLIAM L. DALEY**
N. E. A. Washington Office

With all the talk of the current recession centering on relative purchasing power of urban and rural areas, it is significant that farsighted sales promotion agencies are turning more and more to the cultivation of the small town as an outlet for manufactured and processed goods. Outstanding in all reports is the official declaration of the Department of Agriculture that, "The income of farmers from marketings of farm products and from Government payments has been estimated at 9 billion dollars for the calendar year 1937."

Think of it, Nine billions! And, it "represents an increase of 14 per cent over the \$7,865,000,000 income of 1936, is more than twice as large as the \$4,328,000,000 received in 1932, and is the highest for any year since 1929, when income from farm marketings totaled \$10,479,000,000."

The recession hits the big cities first. Large industrialists who have sensed the slackened demand in densely populated areas are cognizant of the implications of the government's estimates. Hence, there is reason to believe that advertising appropriations which have heretofore been thinned down for smaller dailies and weeklies will soon benefit by a thickened spread. It will not come overnight or without cultivation from local papers and their state organizations. Cooperation with dealer outlets is necessary to obtain a slice of advertising appropriations.

How It Will Be Spent

It is admitted that manufacturers of advertised articles are giving close study to reliable reports that farmers and towns in farm areas are good bets for a 1938 selling program. "The Outlook For Farm Family Living In 1938" published early in November by the Department of Agriculture says, "Judging from the ways of spending now current among farm families, it seems probable that low-income groups will devote the increased amounts made available for family living in 1937 largely to food, clothing and the automobile, although small increases will be made in each of the main groups of living expenses. Even in the case of the more well-to-do, a portion of the increase will go for food, but considerably more will go for the purchasing and operating of automobiles, for clothing, medical care, for furnishing and running the house, and for recreation."

It is true, of course, that the Federal government believes that the income from farm marketings in 1938 will be somewhat lower than in 1937. On the whole, the farmer buying through retail outlets in neighboring towns is undoubtedly a good prospect. The local papers

which reach him weekly and daily must carry a sales message which will appeal to these readers. In this connection, the government forecast says, "With net money incomes of farm families in 1938 expected to be a little lower than in 1937, and with prices of goods and services needed for living about the same or a little higher, expenditure patterns in 1938, while not expected to change much from those of the last two years, probably will tend toward economy rather than toward increased spending."

In other words, with the farmer inclined to husband his resources and display more discrimination in buying, advertising copy must be ready to jump any sales resistance barrier. Intelligently planned advertising messages are in order to woo the dollars to the dealer's cash register.

New Field Now Opening

The Department's survey offers a tip to publishers in sounding out new accounts. The official report says, "It seems safe to assume that some of the available income will be devoted to purchases of electric power and equipment. Projects amounting to over \$50,000,000 have been approved by the Rural Electrification Administration, and construction is under way. It is estimated that 1,125,000 farms will be receiving electric service by the end of 1937. Through R. E. A. projects about 150,000 additional farms probably will be served in 1938, and private utilities have lines under construction which will add 75,000 more."

There should be increased lineage in automobile advertising with a 14 per cent increase in agriculture's gross cash income for 1937 over 1936. The study contains this significant observation, "In the face of the family's many unsatisfied desires, it is difficult to forecast adjustments in living expenditures." "In most

localities, food, clothing, and the automobile were the strongest claimants for additional cash, with medical care the next runner-up as families became more well-to-do. These trends give some indication of what use probably will be made of the increased cash for family living in 1937."

Food still ranks first in family expenditures, a fact that many local advertisers ignore. According to the government, "Clothing expenditures used to rank second in importance; now second rank is claimed by automobile expense among half of the most usual income groups. This car expenditure represents only the family's share (usually 50 percent) of total expense for automobile purchase and operation."

Flies in the Ointment

It would be folly to consider this bonanza of nine billions is all staked out ready for digging. Of the income available for purchases there are many bidders. The government itself is giving material aid to co-operative buying associations, which handle supplied used in the farmers' living. Ten State Departments of Education or State Universities are now distributing consumer study outlines. In one state, a special appropriation has been made for the development of this type of education in the public schools.

The Department of Agriculture comments as follows: "Some 200 new associations, primarily engaged in co-operative purchasing, were organized during 1937. These newly organized associations have a membership of approximately 50,000 and increase the total number in such associations to more than 1,000,000. It is estimated that the wholesale and retail business done by the 2,200 co-operative purchasing associations in 1937 will represent about a 20 percent increase over 1936, and will amount to approximately \$400,000,000. Although this is a small

proportion of the total volume of purchasing, the trend is significant."

Private enterprise as represented by retail outlets in towns near farms must meet this competition by an intensified advertising campaign.

NEWSPAPERS TAXED IN KANSAS

The Kansas Retailers' Sales Tax Law, which took effect June 1, must be paid by readers and may not be absorbed by the publisher, the State Tax Commission has ruled. The 2 per cent tax applies to publications selling at five cents or more.

Under this analysis, street sales of newspapers for less than that amount are exempt from the tax, while the 2 per cent must be collected from regular subscribers who pay on a weekly or monthly basis. The state is issuing tokens so that the exact amount of the tax may be paid in every instance. Publishers will be allowed to make monthly returns.

"Newspapers, magazines, periodicals, trade journals, etc., are tangible personal property and the receipts from retail sales thereof, i. e., sales to purchasers who do not purchase them for resale, are taxable," said the Commission.

"Receipts from subscriptions delivered to points outside Kansas are not taxable, because such transactions are in interstate commerce."

A new four-page press was recently installed by the Millersburg Courier, published by Paul M. Runyon.

A three-day cooking school has been completed by the Bardstown Standard. The editor is A. S. Wathen.

A new typesetting machine has been installed in the plant of the Hodgenville Herald-News by the editor, D. C. Creal.

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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
Add 10c per square inch for mounting

We develop and print your films at reasonable cost

President of Hoosier State Press Association Urges All to Co-operate in Challenging Propaganda.

While some Indiana publishers are not interested in legal advertising income, and some are even opposed to the Indiana system of distributing legal notices, it is a foregone conclusion that every publisher is interested in the subtle movement that seeks to discredit the value of all newspaper advertising. The fact that such a movement is progressing was well proved in the discussions at the recent Newspaper Institute conducted at Butler University.

Co-operative associations, mass buying organizations, certain leaders of the state bar association, producer-to-the-consumer outfits and other groups are giving impetus to this campaign against newspaper advertising of all classes, legal and commercial. The outcome will be determined entirely by what the publishers do toward combating what is nothing more than propaganda inspired by selfish motives.

Sensing the need for retaliatory action, the Hoosier State Press Association proposes a survey that will be far reaching in assembling data which can be employed to offset the propaganda. The first step in that survey will be to obtain accurate figures on expenditures for legal advertising in the State of Indiana. It has been charged that possibly a half-million dollars is spent annually in Indiana for publication of non-resident notices, which some lawyers propose to have abolished. Successful in this, it may not be long until the entire structure of legal notices is wrecked and the public will again be deprived of the knowledge of public affairs to which it is entitled; such a condition existed at one time in Indiana. And success of this is certain to lead gradually to the disintegration of newspaper advertising of all types.

By the time this issue of the Publisher is out, each Indiana newspaper publisher will have received a questionnaire regarding income from legal advertising. Answers to this will provide the data that will be needed shortly in defense of legal publications. It will be the first survey of its kind ever conducted in Indiana. Naturally, all answers will be kept in strictest confidence. We are not interested in knowing the income from legal advertising of any individual newspaper except as it affects the grand total as a whole. Having learned the latter, the individual answers will be destroyed immediately.

It is my hope that every publisher in Indiana will co-operate with the state press association in conducting this survey. Please answer the questions as soon as possible and return them to the office of the Hoosier State Press Association. Only through your co-

operation with your association can the latter be of benefit to you. Wray E. Fleming, President.

The front page of the December 16 edition of the Morehead News carried an index of advertisers, 37 in all, in order to make it easy for readers to find the things for their Christmas shopping. Comprised of 30 pages, 26 of which were written, sold, set, and printed in the few days allotted, Editor Jack Wilson has just reasons to be proud of the issue.

The Liberty News, published by Otis C. Thomas, has adopted a cash-in-advance policy because of increasing costs of newspaper publication.

In speaking of the December 16 issue of the Morganfield Advocate, which contained 16 pages of news, pictures, features, and advertisements, Publisher R. M. Munford says, "It was the advertisers who made possible this larger than usual edition, and it is the advertisers to whom the newspapers look for the biggest portion of their revenue."

TRY TO REMEMBER THIS

W. F., St. John's, Newfoundland, confesses that he is "often puzzled over the sequence of i and e in certain words," and asks for a rule.

The answer may be found in Tudor Jenk's rhyme: When ei and ie both spell e, How can we tell which it shall be? Here is a rule you may believe, That never, never will deceive And all such troubles will relieve, A simpler rule you can't perceive. It is not made of many pieces To puzzle daughters, sons or nieces, Yet with it all the trouble ceases. After C an E apply— After other letters I. —Graphic Arts Monthly.

John M. Meloan, 68, former Kentucky newspaperman and for the past 12 years superintendent of public printing for Kentucky, died January 12 at his home in Frankfort.

A native of Murray, Ky., Meloan's newspaper experience included work on the old Frankfort Yeoman, the Paducah News-Democrat and the Murray Ledger. He represented Calloway county in the House of Representatives in 1898 and later was employed in the Kentucky auditor's office and the land office. He also had served as statistician for the State of Tennessee.

Surviving are his wife, Mrs. Amanda Dale Meloan; a son, John Hendrick Meloan of Ludlow, Mich.; a daughter, Mrs. Elaine Mitchell of Frankfort; two brothers, Riley Meloan of Murray and Perry Meloan of Brownsville, and a sister, Mrs. Fannie Sylvester of Brownsville.

The Press invites submission of articles on present-day problems in your office. You send them in; we'll print them.

ANNUAL FINANCIAL REPORT J. Curtis Alcock, Sec'y-Treas. KENTUCKY PRESS ASSOCIATION January 25, 1938.

RECEIPTS

Table with 2 columns: Description and Amount. Includes Balance on hand January 18, 1937, Registration Fees, K.P.A. Dues Received, N.E.A. Dues Received, Received Payment of Loan from KPAB, and Received from J. T. Norris for Pres. Badge.

DISBURSEMENTS

Table with 2 columns: Description and Amount. Includes N.E.A. Dues, Loan to KPAB, KPAB for expenses, Bank Deposit Tax, Orchestra at Brown Hotel, Misc. Expense of Committee Meetings, Flowers for Deceased Members, Telegraph and Telephone, Stenographer, Secretary Salary, Postage, Printing, Newspaper Prizes, Badges, President's Badge, and Secretary Expense NEA Convention at Detroit.

CASH ON HAND JANUARY 25, 1938. \$ 415.26

PRINTERS' BUSINESS DIRECTORY

Louisville Paper Company "A PAPER FOR EVERY NEED"

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

Imperial Type Metal

H. L. Felix, 1648 Sutton Ave., Mt. Washington, Cincinnati, Ohio IMMEDIATE SHIPMENTS FROM The Dickson Company, The McHugh Express Company

Whitaker Paper Company Nation's Finest Printing Papers

Inquire of Our Salesmen G. C. Perrone, Lexington, Frank Pund, Cincinnati, Ed Ballinger, Evansville, Indiana

Southeastern Paper Company Louisville, Kentucky

Hammermill Products In Fine Papers

Guy B. Roush, Representative 125 Hillcrest, Louisville

REPRO ENGRAVING COMPANY

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

A Circulation Stunt

An Iowa publisher hit on a good plan for promoting circulation in rural districts. He goes to rural schools and takes a group picture of the scholars. The finished picture is given to the teacher in exchange for the names of the students, and a copy of the picture is offered free to every family with a year's subscription. The pictures are also run in a series in the paper.

The Independence Courier has suspended publication. It had been published by Jack Wild since April.

The history of the beginning of the Carrollton News-Democrat, as told by the editor, R. G. Smith, who recently uncovered some facts about it, is very interesting and unusual. Lem. Harris, an ex-Confederate soldier, returned home after the Civil war seeking employment, and was given a job by W. F. Howe in his grocery store. In the evenings the boys would get together and one of them had a small press. When the Ku Klux Klan originated, the boys put the press to work by printing alarming notices, which they posted on many doors, causing such excitement and talk that it suggested the possibility of a newspaper. With presents of \$50 each from Charles Webster and W. F. Howe they made purchases of supplies in Cincinnati and started the original Carrollton Democrat.

The reporters and country correspondents of the Brooksville News, and county officials were the guests of V. B. McGuire, editor, at a treat party held in a local theater, December 24, to show his appreciation of their work. Each guest brought a friend or relative and the whole party received souvenirs.

The following publishers have increased their subscription rates \$1.00 to \$1.50 for the new year: The McKeen Sun, published by J. S. Tomkins; the Manchester Guardian, R. E. White, publisher; J. P. Gozder, publisher of the Campbellsville News, and Sam Maxey, of the Franklin Favorite.

Editor Carlos B. Embry, of the Munfordville News, is encouraging his subscribers to send him articles on Hart county history by paying \$1.00 for all that are printed. He is running a series of articles on this subject.

The Springfield Sun was 35 years old last month. It is published by H. L. Smith and J. S. Moran.

A number of Kentucky newspapers have celebrated birthdays this month. Among them are: Benton Tribune-Democrat, published by W. J. Myre; Princeton Times, Caldwell County Times, Inc., publishers; Princeton Leader, Marion F. Cattlett, editor; Paducah Press, Murray K. Rogers, editor; Russellville News-Democrat, edited by B. A. Evans; Sturgis News, E. C. and E. A. Calman, publishers; Murray Ledger and Times, R. R. Melan and John

S. Neal, publishers; Cinton Gazette, Harry L. Waterfield, editor; Munsfordville News, Carlos B. Embry, editor; Olive Hill Herald, W. F. Fultz, editor; Bardstown Standard, Wallace Brown, editor; Morehead News, Jack Wilson, editor; Cynthiana Log Cabin, J. T. and J. G. Wilson, publishers; London Sentinel-Echo, Russell Dyche; Leitchfield Gazette, Fred and W. J. Hughes, publishers; Nicholasville Journal, Mrs. M. A. McCarthy, editor; Grayson Journal, J. Lowell Lush, editor; Hyden Thousandsticks, Mrs. J. M. Muncy and Olive M. Mendell, owner and publisher; Bedford Democrat, Mrs. D. L. Bell, Charles A. Barclay and Frank C. Bell, editors; Beattyville Enterprise, Carter D. Stamper, editor; Salyersville Independent, Albert K. Moore; Scottsville News, H. A. Ward, publisher; Versailles Sun, Dan M. and A. A. Bowmar, publishers; Clay City Times, J. E. Burgher, editor; Morehead Independent, William J. Sample, editor; Liberty News, published by Otis C. Thomas; Williamstown News, Robert L. Westover, publisher; Harlan Daily Enterprise, John L. Crawford, editor; Georgetown Times, Lila and F. M. Bell, publishers; Corbin Daily Tribune, James O. Crawford, editor; New Castle Local, E. Russell McClure, manager; Owenton News-Herald, M. H. Bourne, publisher.

W. C. Surber, former advertising manager for the Middlesboro News, and Julian Howard, former member of the same publication's staff, have leased the Middlesboro Three States from H. C. Chappell, who has published the paper since 1914. Mr. Howard will assume the duties of editor and Mr. Surber will act as general manager and advertising manager.

The Barbourville Advocate, published by Harry R. Chandler, is sponsoring a fund for the local volunteer fire department.

The subscription rate of the McKeen Sun, published by J. S. Tomkins, has been raised from \$1.00 to \$1.50 due to the increase in newspaper prices.

The new editor of the Elizabethtown News is William Marriot, former managing editor, who succeeds the late Col. Harry A. Sommers.

The Flemingsburg Gazette has completed the cooking school presented recently at a local theater. The paper is published by Ransom Todd and Charles E. Rankin.

The former publisher of the Harlan Daily Enterprise, J. M. Alverson, moved to Lexington recently, where his son, J. M., Jr., is employed with the state highway department.

An unusual feature being run in the Danville Daily Messenger, published by J. Curtis Aleock, is fake want-ads. Free theater tickets are given to the first ten persons finding the "fakes."

Mrs. Elizabeth Collins Fisher has been appointed as statistician for

the workmen's compensation board, in the place of her husband, the late Warren Fisher, publisher of the Carlisle Mercury.

The late Robert W. Bingham, United States ambassador to Great Britain and owner of the Louisville Courier-Journal and Times, vested control of these papers in his son, Barry Bingham, co-publisher of the papers, in his will.

A subscription increase to \$1.00 in the county and \$1.50 elsewhere has been inaugurated by the Princeton Times. The Times is published by the Caldwell County Times, Inc.

Publisher C. A. Hummel of the Jeffersontown Jeffersonian has moved the plant to a new building which provides better working facilities.

Several fonts of new type, new type case, and a new casting box, have been installed by Mark M. Meadows, editor of the Warsaw News.

Carter D. Stamper, Jr., son of the editor of the Beattyville Enterprise, is managing the paper while the former manager, R. S. Smallwood, is wintering in St. Cloud, Fla.

In order to carry the large amount of advertising linage, news and scores of articles and features of interest, Harry L. Waterfield, editor of the Clinton Gazette, had to go to 16 pages in his Christmas edition.

The third annual tobacco edition of the Horse Cave Herald, published by Harry H. Hansbrough, carried the largest total of advertising ever printed in a southern Kentucky newspaper. The edition filled 26 pages.

Because of the eye injury to Edwin Fugua, linotype operator for the Hickman Courier, the Courier was unable to get a great deal of their news copy set for a recent edition. The editor, J. T. Howard, promises that it will be in an early issue.

The Burlington Recorder, edited by E. A. Stephens, recently lost a correspondent when B. A. Floyd moved to Florence. Mr. Floyd has been writing news for the Gunpowder neighborhood for approximately 50 years.

Among the attractive holiday editions issued this year were the Sturgis News, published by E. C. and E. A. Calman; Paducah Press, edited by Murray K. Rogers; Marion Press, Mrs. John Hargan, Jr., publisher; and Morganfield Advocate, R. M. Munford, owner.

The Owenton News-Herald, edited by M. H. Bourne, began its seventieth volume with the December 23 issue.

MASTER 31 MODEL

BLUE STREAK LINOTYPES

MASTER 32 MODEL

BIG NEWS!

Two greater single distributor Linotypes are here! The new Master Models 31 and 32 have grown out of the famous Models 8 and 14. The 31 carries 4, 3, 2 or 1 main magazines. The 32 carries 4, 3, 2 or 1 main magazines AND 4, 3, 2 or 1 auxiliary magazines. They both have the One-Turn Shift and other famous Blue Streak Features PLUS brand-new engineering achievements. See the Master Models at your nearest Linotype agency.

TRADE LINOTYPE MARK

Linotype Memphis Extra Bold, Bold and Medium

MERGENTHALER LINOTYPE CO.

BROOKLYN, NEW YORK

New York City, San Francisco, Chicago, New Orleans

Canadian Linotype, Limited, Toronto

Representatives in Principal Cities

BUSH-KREBS CO.

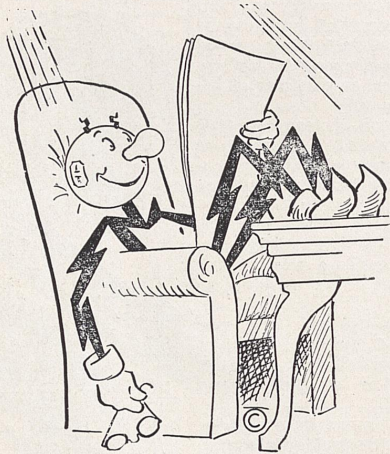
INCORPORATED

ARTISTS, ENGRAVERS

PRINTERS' SUPPLIES, ELECTROTYPERS

LOUISVILLE, KENTUCKY

ED WEEKS, MGR. SUPPLY DEPT.



IT

Doesn't Make Economic Sense, But

It is a curious paradox that as government boosts taxes on electrical utilities on the one hand, it is with the other building subsidized tax-free competitive plants of its own and encouraging, through loans and gifts, the construction of subsidized tax-free municipal plants.

No private business could long remain, solvent and adopt a deliberate policy of de-

stroying its best payable customers.

The public should realize the great stake they have in this vital problem — a cash stake amounting to about 15 per cent of the entire gross income of private electric companies which will have to be paid by the people in additional taxes on themselves if private utilities' earnings are destroyed.

Kentucky Utilities Company

and Associated Companies
Incorporated