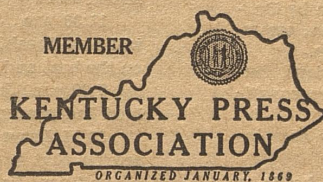




# The Kentucky Press

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**Volume Six  
Number Twelve  
May, 1935**

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## New Contest Offered In Memory Of Ben Cozine

Through the generosity of Wade M. McCoy, managing editor of the Shelby News, Shelbyville, a new trophy is added to the prize contests for the Kentucky Press association. This silver loving cup is to be known as the Ben Cozine Memorial Cup and is offered annually to that newspaper which is adjudged as having the best editorial page. It will become the permanent possession of the editor who wins it three times. As the title implies, this handsome trophy is dedicated to the memory of our beloved Ben Cozine, who made his editorial page an outstanding example of the best in journalism, and his editorials a far-felt force in the affairs of his town and his state.

With the advice and direction of Mr. McCoy the following rules will govern the selection of the winner each year:

1. Page content: the page must contain articles of literary, feature, and editorial matter only.
2. No advertisements should appear on the page. However, this will not bar contestants using such advertisements, but said use will count against perfection. (see note below).
3. Editorial material: preference will be given to "home-written" editorials while "canned" editorials will be a detriment.
4. Clipped editorials of community nature will be acceptable.
5. Features and literary: features such as "Twenty Years Ago," syndicate materials such as written by Doctor Copeland, Will Rogers, etc., essays, poems, etc., will be acceptable.
6. A column, whether serious, humorous, or a mixture, will be considered editorial page material.
7. Editorial cartoons will be acceptable.
8. Headlines, whether spot heads or standing departmental heads, will be judged for typographical balance.
9. Mast heads: the typographical appearance, the content, and relation to the page as a whole will be considered.
10. Art work: if any, will be given full consideration.
11. Makeup and balance: the page makeup with emphasis on balance, symmetry, and contrast will be given close scrutiny. Extra width columns, in symmetry with the rest of the page, will be given special consideration.
12. Subject matter: as a community paper should emphasize community news and community interests, too much "outside" news will be marked down.
13. Special attention will be given to the rhetoric, punctuation, unity, coherence, expression, dignity, vocabulary, and fitness of subject matter in the contents of this page.

14. Each contestant will submit three consecutive issues of his newspaper, from which the judges will select the best single issue for competition.

On account of the time limit until the association meeting, entries to this special contest may be submitted to the chairman up and including June 8. Entries should be mailed to Professor Portmann, U. of K., and should be plainly marked as to contents.

In regard to the second rule, Mr. McCoy has written the following:

Several days ago I was sold decidedly on the idea of eliminating advertising and foreign matter from the editorial page, which is in accordance with the best ideals concerning such pages. The idea still is good, I believe, but I have discussed the matter recently

from this standpoint with Kentucky printers and newspapermen (not by letter) and the common viewpoint was "that Kentucky editors look upon the editorial page as a good advertising page, in many cases promising merchants preferred positions upon it. Probably such editors can not be induced to change their opinions by just a contest." The suggestion was made that if the rule held, few newspapers could qualify. The thought came to me that the ground was fertile for such a restriction—just as Indiana editors are beginning to eliminate ads, hooey, canned publicity, and plain tripe from their pages by the examples shown them in state contests."

The chairman agrees with Mr. McCoy, but, together, we have amended the rule to serve for this year's contest at least. Let us have plenty of entries!

### PROGRAM

#### Of the Mid-summer Meeting of the Kentucky Press Association to Be Held on the Steamer Gordan C. Greene, June 13, 14, and 15, 1935

5:30 to 7:30 p.m., June 13. Registration on steamer GORDAN C. GREENE, at the Greene Line wharf, foot of Main Street, Cincinnati, Ohio. This can be observed from either the Central or Suspension bridges, crossing from Covington, and you can drive right to the boat to unload your luggage. Arrangements have been made with a garage to pick up the cars at the boat, store them and have them at the boat upon its return Saturday afternoon. This garage service will cost only \$1.

8 p.m., June 13. Leave Cincinnati on steamer Gordan C. Greene. Arrive Coney Island, famous resort, about 9 p.m. Free entry into Coney Island and Moonlite Gardens.

11:30 p.m., June 13. Leave Coney Island for Ashland, Kentucky. We will have breakfast on the boat; a business session that morning; lunch on the boat and arrive at Ashland between 4 and 5 p. m., June 14.

7:30 p.m., June 14. Banquet, followed by dance, as guests of the Ashland Independent.

12 M. Leave Ashland. We will have breakfast on the boat; a business session that morning; lunch on the boat, arriving back at Cincinnati about 4 p.m., Saturday, June 15.

The complete program for the two business sessions will be announced later, but awarding of the annual prizes will feature the Saturday session.

On account of an unprecedented run on the Kernel press, due to the printing of several high school annuals in a last-minute rush, the Press reaches you late and printed on news-print. We'll do better next time!

### THE PASSIONATE REPORTER

A pretty girl who had spent a week at a summer resort, on her return home received a letter from a young newspaper reporter she had met.

As is customary in newspaper copy, the reporter had used a small cross every time he needed a period.

The communication puzzled the girl very much.

"What I can't understand," she con-

fided to her best friend, "is that while he is very formal and circumspect in the tone of his letter he finishes every sentence with a kiss."

Now is the season when political advertising will be coming forth.

There is a growing tendency among newspaper publishers to get away from the idea of charging an extra rate for political advertising.

There are two sides to the question: both of which have ample arguments in favor of them.

On one thing, however, there is mutual agreement—cash with order on all political advertising—and that is a good rule to follow.

## K. P. A. Notes

The K. P. A. boat trip will be made June 13-15, 1935!

Today we have 100 reservations and have signed the agreement to charter the Gordon C. Greene, the finest and one of the largest passenger steamers on the Ohio River. Only 12 more persons can make the trip, as the capacity of the boat is 112. We have guaranteed 100 persons at \$10 each, and we must have 14 more to pay expenses.

Those desiring to make the boat trip and have not as yet made reservations should do so AT ONCE. First come, first served. Remember, only 112 will be taken care of. The "book will be closed" when the 112 mark is reached.

The \$10 to be paid for each person includes transportation, meals and stateroom. To make reservation it is necessary to send your check for one-fourth the cost to Secretary J. Curtis Alcock, Danville, Ky. That is, \$2.50 for one reservation, \$5.00 for two, etc. The balance is to be paid when you register on the boat. Please be prepared to pay cash—and not by checks—as the cash will be turned over to the Green Line Steamers.

Those making the boat trip are required to be at the wharf of the Greene Line Steamers at the foot of Main street, Cincinnati, which can be observed from either the Central or Suspension bridges. Arrangements have been made with a garage to have their employees drive the cars from the wharf to their garages and store the automobiles until the steamer returns, delivering the automobiles to the wharf about thirty minutes prior to the steamer's arrival. The cost of this service will be one dollar per auto, to include storage from Thursday afternoon or evening until Saturday afternoon or evening.

The Gordon C. Greene will leave Cincinnati, from the wharf at foot of Main street, Thursday, June 13, at 7:30 p. m. The steamer will be ready for registration at 5:30 p. m.

The steamer will stop at Coney Island, just above Cincinnati, where the press party will be guests of Coney Island officials until about midnight, when the steamer will leave for Ashland, Ky., arriving at Ashland Friday afternoon, June 14, about 4 or 5 o'clock. The people of Ashland will entertain the K. P. A. with a dinner and dance. The steamer will leave Ashland about midnight Friday and arrive in Cincinnati Saturday about 4 o'clock.

The Coney Island folks promise to welcome the editors and admit them free to the grounds and to Moonlite Gardens, their Summer ball room, said to be one of the finest in America. The

editors are assured a good orchestra and other entertainment at Coney Island.

Business sessions will be held on the boat Friday and Saturday mornings. The program will be announced later.

The boat trip on the beautiful Ohio promises to be one of the most enjoyable outings ever taken by the K. P. A. If you haven't made reservations do so at once, as no more reservations will be accepted after the 112 mark is reached.

Sincerely,  
J. CURTIS ALCOCK,  
Secretary K. P. A.

## NEA Holds Splendid Meeting at New Orleans

New Orleans.—Robert H. Pritchard of Weston, W. Va., was elected president of the National Editorial association at the final session of the fiftieth annual convention in New Orleans. Clayton Rand of Gulfport, Miss., was elected vice-president and W. W. Loomis of Lagrange, Ill., treasurer.

Chosen on the board of directors for a three-year term were R. B. Howard of London, Ohio; Keen Johnson of Richmond; H. Z. Mitchell of Bemidji, Minn.; Garvin P. Taylor of Montclair, N. J.; Roy A. Brown of Sanger, Calif.; and for a one-year term, Clyde A. Epperson of Kaysville, Utah, and Joe B. Redfield of Omaha, Neb.

### Hold Special Session

The discussion on the code, which occupied most of the session on Tuesday and carried over into a special session that night, resulted in the adoption of the following resolution:

**"Resolved:** That it is the sense of this convention that the National Editorial association shall retain the administrative agency for divisions A-2 and A-5 of the Graphic Arts code so long as said code remains in effect, and that no other organization or agency should be permitted to assume jurisdiction over the non-metropolitan publishing and printing establishments of this country under the Graphic Arts or any other code.

**"Resolved:** That immediate action be demanded of the federal government in the collection of delinquent 1934 code assessments and that if necessary to attain this end that appropriate action be demanded of the Congress of the United States.

**"Resolved:** That it is the sense of this convention that the Graphic Arts code as it affects our industry should be simplified to make it more workable and equitable and that steps should be taken at once to bring about such code revisions as will attain this purpose.

**"Resolved:** That it is the sense of this convention that unless the above named policies are accepted and effectuated that the National Editorial

association demands that the non-metropolitan publishing and printing establishments be eliminated from the provisions of any code."

### Urge One-Rate Plan

Other resolutions called upon the association to continue its fight against government competition in the form of printed stamped envelopes and urged amendment of the postal regulations to prohibit the distribution of unaddressed circulars through the mail; urged all publishers to take immediate steps toward establishing a general one-rate plan; create a labor committee to function as an advisory group to the membership on employer and employee relationships; authorize the government legislative committee to study all government proposals which may adversely affect advertising in papers published by N. E. A. members; indorse the work done by the association to develop national advertising and authorized publication of the complete history of the association as soon as funds are available.

The delegates also passed a resolution honoring W. W. Aikens of Franklin, Ind., the retiring treasurer, for his long service to the organization and also pledged to the officers and directors their wholehearted and complete support to secure fulfillment of the aims and purposes of the association.

Although final decision a to next year's convention rests with the board of directors, it is generally understood that the N. E. A. will go to Maine in 1936 as a result of the invitation extended to it by D. E. Esters of the Houlton Pioneer Times and J. B. O'Kane of the Rumford Times.

### Warns Publishers

In this day of growing demagoguery, it behooves the publishers and editors of United States to be on guard to protect the freedom of the press, Kenneth F. Baldrige, president of the National Editorial association, said, at the opening of the 50th annual convention.

Mr. Baldrige's address sounded an optimistic note for business. He said he believed now that prosperity was at last on the way to realization. He reviewed the history of the editorial association from its formation in New Orleans.

"Then we had representatives from only 18 states," he said. "Today, we have representatives from every state in the Union."

He warned publishers and editors to maintain vigilance against infringement of the freedom of the press, but admitted that the press had never been completely free in the United States "because most of us have some sacred cow to protect."

The Western Recorder, Louisville, Ky., has added a font of 6 point Linotype Excelsior No. 2 with Bold Face No. 2.

# Kentucky Press

Official Publication of THE KENTUCKY PRESS ASSOCIATION

VICTOR R. PORTMANN ..... Editor  
Jack Wild ..... Assistant Editor

Printed on THE KERNEL PRESS, Department of Journalism, University of Kentucky, Lexington

### PRESS ASSOCIATION OFFICERS

Augustus Robbins ..... President  
Courier, Hickman  
John L. Crawford ..... Vice-Pres.  
Times-Tribune, Corbin  
J. Curtis Alcock ..... Sec.-Treas.  
Messenger, Danville

### EXECUTIVE COMMITTEE

J. P. Gozder, News-Journal, Campbellsville, chairman; G. M. Pedley, Herald, Eddyville; J. L. Bradley, Enterprise, Providence; Vance Armentrout, Courier-Journal, Louisville; Keith Hood, Trimble Democrat, Bedford; Joseph Costello, Democrat, Cynthiana; James P. Norris, Independent, Ashland; Robert L. Elkin, Central Record, Lancaster; Thomas R. Underwood, Herald, Lexington; Russell Dyche, Sentinel-Echo, London; Joe Richardson, Times, Glasgow.

### LEGISLATIVE COMMITTEE

Keen Johnson, Register, Richmond, chairman; George A. Joplin, Jr., Commonwealth, Somerset; Warren Fisher, Mercury, Carlisle.

### PLANS UNDER CONSIDERATION TO HONOR COL. JIM MARET

At the annual meeting of the Lexington Automobile Club, honor was paid Col. Jim Maret, Kentucky newspaper man and original good roads booster. Among the speakers who paid tribute to Col. Jim were Editor Tom Underwood, Lexington, and our own Secretary J. Curtis Alcock.

Col. Maret, now 80 years old, was the pioneer promoter of improved highways. His was a voice crying in the wilderness. He it was who first dreamed of a day when modern highways would traverse every section of Kentucky. He it was who supplied the enthusiasm and aroused the interest which gave impetus to the building of the Boone Way from Cumberland Gap thru Richmond and on across Kentucky.

So notable a service as was rendered by the pioneer apostle of improved roads should be substantially recognized. The Lexington Automobile Club has taken the initiative in an effort to raise money with which to acquire and present a modest home to the patriarch

highway promoter.

It has been suggested that gasoline filling stations collect an additional cent-a gallon gasoline tax for a period of two weeks in towns along the original Boone Way, money to be turned over to the Maret Memorial Association. Surely motorists would not object to making this small contribution to honor one who made signal contribution to our modern highway development.

### SUPPLEMENTS AND INSERTS

Postal regulations in the matter of supplements and inserts are very strict, and are being almost daily violated or ignored by many publications.

In view of the fact that a political campaign is approaching and that political supplements will be offered the publishers of the state for insertion in their regular issues, the following excerpts from the postal regulations will be found timely and valuable, and if followed strictly, may avert difficulties in the mailing of publications:

Section 422. Publishers of matter of the second-class may, without subjecting it to extra postage, fold within their regular issues a supplement; but in all cases the added matter must be germane to the publication which it supplements, that is to say, matter supplied in order to complete that to which it is added or supplemented, but omitted from the regular issue for want of space, time, or greater convenience, which supplement must in every case be issued with the publication.

Section 423. Publications of statutes, ordinances, proceedings or public or deliberative assemblies, boards or conventions, advertisements of tax rates, or other notices or advertisements required by law to be published, whether gratuitously or for compensation, are proper supplemental matter.

2. Supplements shall in all cases bear the full name of the publication with which they are folded, preceded by the words "supplement to" and also the date corresponding to the regular issue.

3. Maps, diagrams, illustrations, etc., which form a necessary part of a publication, shall be admitted, either loose or attached, as a part of the publication itself, without the words "supplement to."

4. Supplements shall not be combined with orders for subscriptions, or bills, or receipts, for subscriptions.

5. Supplements shall be folded with the regular issues they purport to supplement. If mailed otherwise, postage shall be prepaid at the third or fourth-class rate, according to their physical characteristics.

Section 424. A publication entirely

distinct from and independent of the regular issue, but complete in itself, especially if it be not germane to the regular issue nor connected therewith, shall not be accepted as a supplement.

2. Circulars, handbills, show bills, posters, and other special advertisements. Advertising sheets consisting entirely of advertisements, or of a combination of literary or pictorial matter and advertisements issued by business houses and furnished to publishers for the purpose of being circulated with second-class publications, shall not be accepted as supplements or covers to such publications when mailed at the second-class rates of postage.

3. Matter printed elsewhere than at the office of publication, to be used as supplements to various newspapers for the purpose of securing circulation of advertisements of private business, or covers to such publications, when mailed at the second-class rates of postage, shall not be accepted as supplements even though containing literary matter.

Section 425. All advertisements in periodicals shall be permanently attached thereto, and the sheets containing the same shall be substantially as large, but not larger, than the pages of the publication.

2. Advertisements printed on sheets exceeding in size the regular pages are inadmissible, though folded to the size of the regular pages.

### GET A FAIR RATE

If your rates are below those recommended by the advertising committee of the NEA now is a good time to get out a new rate card and get your rates up to par. You may think in your town you can't get the recommended NEA rate, but you can. Your town is no different from any other town.

Of course, if your paper isn't up to your town, that's different. In that case, raise your paper first and then your merchants will readily stand for a raise in rates. Remember you used to buy eggs for ten cents a dozen and your clothier used to throw in a necktie and a pair of suspenders with a ten-dollar suit, but "then days has gone forever." Your costs have risen along with costs in all other lines and if you don't get the subscription price and the advertising rates your paper should command, the trouble is in your spine and you should consult a chiropractor.

George A. Joplin, a w. k. Kentucky editor, publisher of a newspaper in the mts. called the Commonwealth, or some such name, received honorable mention in the weekly newspaper division of the annual National Editorial association contest. Nice going, George! Let's take 'em next year. Also congrats on the graduation edition!

### President Gus Sounds An Optimistic Note

Dear Fellows:

We are going forward. The country press is in a better position today than it has ever been before. The next few years are going to see growing benefits, if we all stick together. That is the main message I bring you from the Golden Jubilee meeting of the National Editorial Association in New Orleans.

The Kentucky Press Association can be proud that it was among the first states to affiliate with the NEA; that is to bring in its entire membership. There is no doubt but that this trend will continue rapidly and soon the NEA will be the national organization of state organizations, instead of an individual proposition. That is as it should be. It will make the NEA powerful enough to really render outstanding service to the press.

Vic asked me to outline the NEA meeting at New Orleans, but I am not going to do it. You can read about it in Editor and Publisher, Publishers Auxiliary, National Printer-Journalist, etc., if you want to. And I shall give my report on the meeting at the summer meeting of the KPA, June 13, 14, and 15. I hope Vic will print it then, but I do not want to spoil it by spilling the entire story now.

I just want to try to convey to you, in some measure, the enthusiasm I brought back to build the KPA into an even stronger and more aggressive state organization (and it has been one of the best in the nation) with EVERY newspaper in the state a member in good standing, so we can stand solidly back of the NEA in the far reaching plans and programs it is now developing for the benefit of the country press, about which I will tell you in my report at the summer meeting.

Let me point out, however, that we cannot expect to get these benefits free and we ought not let the other fellow carry the burden. The dues of \$8 a year, for both KPA and NEA membership, are within the reach of every paper will not only be a member, but will pay up promptly, so that the KPA and NEA can bend all their efforts to helping and protecting the members, instead of spending half the time worrying over finances and trying to collect dues.

I wrote you about the code and I guess most of you have read that the all, and I hope to see the day when NEA voted to continue administration as long as we had to have a code, but demanded that the NRA force collection of back assessments before anything further is done. I will explain this fully in my report at the summer meeting, when I hope to have further information to present you.

I want to disgress here to pass on an advertising tip. The Federal Deposit Insurance Corporation has been getting letters asking if federal insurance of deposits ends July 1 and they are anxious to dispell that impression, so they have prepared and sent to each insured bank a series of six large advertisements. They are about four by ten, but I sold them for three by ten and I think you will find it comparatively easy to sell this series or part of it, to your banker, as I judge most of your banks are in the federal deposit insurance plan.

We are working on the political advertising now and expect to get considerable paid advertising this year, if we all stick together about not giving free political publicity, especially for the major offices. I have been criticized for repeating this so much and then sending out a free political publicity story for Miss Frank Reid, candidate for the Democratic nomination as Secretary of State. Perhaps it was inconsistent, but sending out that story was a personal matter with me, done for a splendid woman who is a good friend of long standing and from my home town, and I am sure any of you would have done the same. My statements against free political publicity are official and I hope that all of you will take them to heart, for I believe it will mean money to us. We are also working on some other advertising that we hope will break this year.

Vic also asked me for the program of the summer meeting. I am sorry but it is not yet ready. Because of the delay to find out for sure that we were going to take the boat trip, the program committee held up getting it ready, at my request. It is now on the fire and I understand will be a good, practical program that will be interesting, stimulating and helpful to all of us.

I am sure the boat trip is going to make this a most enjoyable summer meeting and I hope to see as many of you as possible on board.

By the way, I hope that all of you have sent entries for the 1935 KPA contests to Vic. If you have not already done so, do so at once. The deadline is June 1, and that is going to rush the judges. Every newspaper in the state ought to take enough interest to enter these contests. Whether you expect to win or not, get busy now and send in your entries to Vic.

A few weeks ago I wrote you in regard to some pending legislation in Washington, and among other things asked you to write to the Kentucky Senators opposing the Wagner Labor Dispute Bill. Since then it has passed the Senate and is now in the House.

Inasmuch as this bill may cause considerable difficulty to many of our plants, I am writing to suggest that

each of you write your Congressman at once, voicing your opposition and asking him to work and vote against this bill in the House. Each of you are employers, even though you have only a few employees, and this bill may have a disastrous effect, as it is distinctly unfair to employers. Please do this at once.

I wish to quote below extract from a letter I have just received from Keen Johnson, which speaks for itself:

"Pursuant to instruction given me by you at the meeting of the Executive Committee at Campbellsville, I have discussed with Assistant Attorney General W. R. Attkisson the nature of the opinions given by him to school officials concerning the financial statements required to be published under the Report and Publicity Act. He tells me that he has never at any time given an opinion to a school official to the effect that the financial statement required by law need not be published. He says the law is clear, plain and unmistakable and he has never at any time construed it otherwise.

"Hon. Nat B. Sewell, State Inspector and Examiner, tells me that he has never at any time said to any member of the field force from his office that in preparation of county budget cost of printing, the financial statements required by law could be omitted. He says that he knows of no instance in which a representative of his office has said to county ocicials that such an omission might be made.

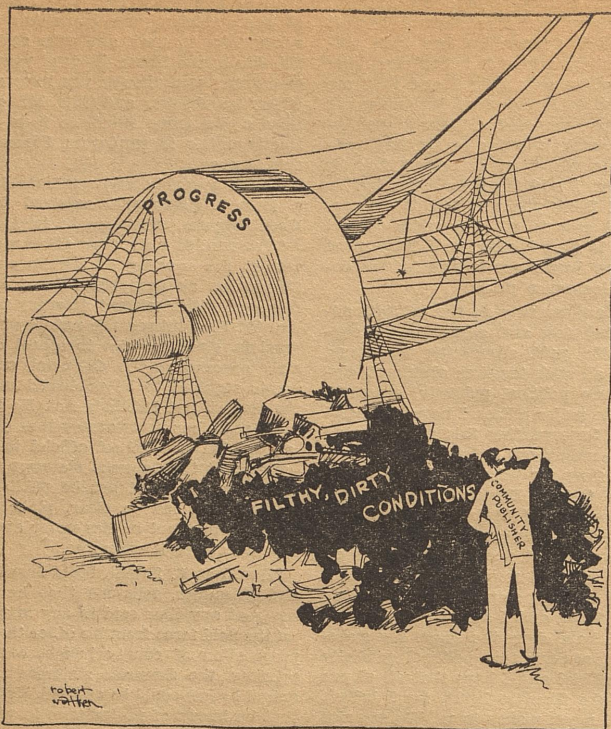
"This seems about all that I can do on this matter at this time. I am renewing my suggestion to the effect that if county or school statements are not printed it is a distinct violation of the law, and that Circuit Judges should call attention of the grand juries to the fact and ask them to investigate to ascertain whether the law is being complied with."

The moral seems to be — see your Circuit Judge.

Fraternally yours,  
A. ROBBINS, President.

When a newspaper invites a merchant to take space in its columns it is in the act of saying: "Come with me and I shall introduce you to my thousands of friends in this city, my daily companions who honor me with their confidence and to whose interest I devote my life."

Bre'r J. L. Crawford, Corbin, following the recent "blessed event" at his home, broke into print with the following, "Silence is golden all right; but nobody ever realizes fully the weight of this statement until he has listened to the wall of an infant an hour or two in the dead of night." Just think, John, it could have been twins—or even quints.



**HAVE A DAY TO CLEAN SHOP**

We have all kinds of week we boost for the "other fellow." Why not have a clean-up, straightenup, and organize day for the back shop? It will surprise you how you can round up all the old cuts, strip them and send them to the American Type Founders for new type or equipment; find type you have not had in the stick for over a year and of no use to you, that too can get the fate

and go for new faces; straighten out the job stock and find bonds and flats and book paper you didn't even know was there—in fact put the whole shop in order. What do you say?

Any Saturday will do the trick with the whole force on the job. It will make you more money than turning out the job work that is on the hook. Name your date, tell your workers and lead the way, old boss, you will be glad.

**WHAT DOES ADVERTISING COST?**

Cost of production should regulate the selling price in newspaper space as well as other branches of industry.

To successfully increase the advertising rate no better argument can be used than the cost of producing an inch of advertising.

When the increased rate is in operation it is not the proper time to sit back with that satisfied feeling. Wade into the production end and it may be possible to secure extra profits by stopping up a few leaks and raising the standard of efficiency.

Composing room page cost is found by dividing total number of pages set into the composing room pay roll.

Total page cost is found by taking your gross expenses for a period of twelve months, including depreciation, rent, taxes, and all other expenses, subtracting the circulation revenues, and dividing by the number of pages run during that twelve-month period.

To find the cost per line or cost per inch, divide number of lines or inches run during the twelve-month period into the total figures secured as directed in the preceding paragraph. You will obtain the cost of producing an inch or a line of advertising.

To find the earning power of one inch of advertising, divide the total net advertising revenue by the number of paid inches of advertising for that period.

If the amount earned is not more than the cost of production, it is time for an increase in rates and you have the best argument in the world to place before the space buyers.

Employees' time, equipment and stock used for commercial printing and commercial printing receipts must not be entered with the newspaper department figures.—The Printer Student, Empire State School of Printing, Ithaca, New York.

P. O.		STATE		NAME					
ST. & NO.		DATE ORIGINAL SUB.							
CHANGE OF ADDRESS	REMARKS								
	NO.								
PAID BY	DATE PAID	PAID TO	DATE EXP'N	AMOUNT	PAID BY	DATE PAID	PAID TO	DATE EXP'N	AMOUNT

Many community newspapers with limited circulation prefer to use a card system for permanent circulation record. It is recommended as a convenient and perfect system and entails little labor in keeping records up-to-date. This electrotype is self-explanatory. The Press will lend this electrotype to any Kentucky publisher who wishes to use it. Drop us a line!

**SELL IT AT A PROFIT**

A conservative estimate of the cost of an issue of your six or seven column eight page paper is \$200. Probably this estimate is too conservative. If more than half the space of your eight page paper is devoted to advertising, your subscribers have a right to complain. Yet half the space devoted to paid advertising at 25 cents per inch will yield only \$175; at 30 cents per inch it will yield \$210, and all you have to show for your week's work is what you may have collected for circulation.

With the usual country shop equipment the cost per page of a ten page issue will be greater than an eight page issue, but the cost per page of a twelve page issue will be about the same as the eight page issue and the per cent of advertising may be increased without detracting from its value as a newspaper. I am talking in figures which a majority of the country weekly newspaper publishers of Wisconsin will understand for a majority of them announce the rates which I mention.

Many of them, notably those published at county seats, receive enough legal and official patronage to considerably increase the total revenue from advertising which I have mentioned. But on the whole the eight page paper can never be made a highly profitable institution except it commands a considerably higher rate than 30 cents per inch.

A few papers about the state are able to considerably increase their per cent of space devoted to advertising by issuing twelve and sixteen pages each week. Unless their circulation is too large these papers are earning a profit. For understand circulation in excess of that needed to secure the best advertising rate possible represents a loss. No newspaper of local circulation can hope to secure a circulation sufficient to pay expenses of publication without advertising patronage.

A fair average paid circulation of the newspaper which I have described is 1,500. A little figuring will show that

each yearly subscription which the publisher receives at \$2 is costing him approximately \$7. The deficit must be paid from advertising revenues, presumably, although I regret to note that it is sometimes paid by patrons of the job department. Sometimes I fear it remains a permanent deficit. Glance over the exchanges which come to your desk. Put in one pile those which are making a profit, according to these standards, put the others in another pile and see which pile is the larger.

Following the example of the grocer, sell at a profit. But in order to do this you must know your costs. This is not as simple as it appears to many.

—Bruce McCoy, Wisconsin.

**PAID IN ADVANCE RULING**

William L. Daley, Washington representative of the National Editorial association, recently obtained official information relative to weeklies being paid for in advance or at the end of one year's subscription in order to avail themselves of second-class postage rates. The Post-Office department advised him that the law is as follows:

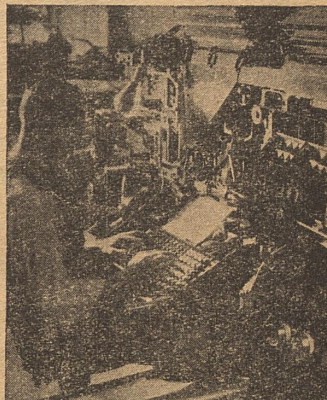
"The right of publishers to extend in good faith credit on subscriptions is recognized and will not be abridged, and although all subscriptions are regarded as expiring with the period for which they were obtained, nevertheless, in order to give an opportunity to secure renewals, copies of their publications will be accepted for mailing as to subscribers at the usual second-class rates of postage for a period of one year from the date of expiration, but copies sent to persons after one year from the date of the expiration of their subscriptions, unless such subscriptions be expressly renewed for a definite time, together with an actual payment of subscription or a bona fide promise of payment, will not be accepted as subscribers' copies but will be accepted as other than subscribers' copies at the rates shown in section 420."

The Post Office department advises Mr. Daley that they are insisting that this policy be strictly adhered to and

if any publisher is not complying with these requirements, they will be very glad to receive information concerning the matter.

**I'll Meet You All At Coney Island!**

TRADE LINOTYPE MARK



**Paper Starts Optical Dept.**

**Cheering Readers Throw Away Their Glasses at Sight of Excelsior**

MYOPIA, KANSYLVANIA—When the *Myopia Gazette* came out in its new dress of Linotype Excelsior, the editor expected some reaction from his readers. He was totally unprepared, however, for what actually happened.

Scarcely had the first Excelsior edition appeared on the street . . . before a milling, murmuring crowd began to assemble under the editor's window. As he stepped out of the door to see what it was all about, the crowd burst into loud applause and began to throw their eye-glasses at him.

Hastily grabbing an empty waste basket, he gathered up the discarded cheaters and opened an optical department . . . only to discover that his adoption of Excelsior had practically ruined the optical business in Myopia.

Set in 7 point Excelsior No. 2 with Italic and Small Caps. Heads in 34 point Erbar Bold Condensed and 14 point Metromedium.

MERGENTHALER LINOTYPE COMPANY  
BROOKLYN, NEW YORK

TRADE LINOTYPE MARK

**Printers of Kentucky:**

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

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

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

Sincerely,  
BUSH KREBS CO. INC.

By *[Signature]*  
Pres.



## Consider These Facts About The Electric Power Industry - - -

Our customers in 134 communities will enjoy a saving of \$60,000 yearly through an 11.4 per cent average cut in electric rates which we have just made effective.

In connection with this announcement we invite your attention to the following facts about the electric power industry and government:

Since 1914 average living costs in the United States have gone up 41 per cent while average electric rates have gone down 43 per cent.

During the last twenty-one years the efficiency and dependability of electric service and the extension of its advantages to remote sections have increased immeasurably.

In the same period the cost of government—federal, state, county and city—has jumped approximately 200 per cent.

In your judgment, has governmental administration of the public business—federal, state, county and city—increased in efficiency in like degree, even at enormously greater cost?

Considering the two records, just what real advantage does proposed government ownership and operation of the electric power industry offer the people of this country?

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# Kentucky Utilities Company

Incorporated

AND ASSOCIATED COMPANIES