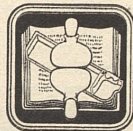


THE KENTUCKY PRESS

OF, BY, AND FOR THE
KENTUCKY NEWSPAPERS



VOLUME TWO
NUMBER SIX
JULY, 1930

THE KENTUCKY PRESS

Official Publication of the Kentucky Press Association

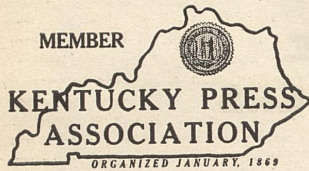
VICTOR R. PORTMANN, Editor-in-Chief
FRANCES L. HOLLIDAY, Assistant

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PRESS ASSOCIATION OFFICERS

HERNDON J. EVANS, Pineville Sun, President
JOE T. LOVETT, Murray Ledger-Times, Vice-President
JAMES T. NORRIS, Ashland Independent, Chm. Exec. Committee
J. CURTIS ALCOCK, Danville Messenger, Secretary-Treasurer



100 PER CENT PERFECT

The editors of the state and the KPA owe a debt of gratitude to Editors Cecil Williams and George Joplin for the efficient manner in which they handled the mid-summer meeting and for the excellent program and long-remembered outing in their good town. They worked long hours in making this meeting one of the best and they rightly deserve the praise of all the good things said about them. The Press voices the sentiment of all editors in attendance when it says "Thank you and congratulations." The good people of Somerset also showed every consideration to their guests during the three days' outing which bespeaks their loyalty and cooperation with their town and their newspapers. The KPA can only say a hearty "Thank you" in appreciation. The 1930 meeting will long be remembered as one of wonderful scenery, wonderful hospitality, and a program of merit and distinction.

THE PRESS IS LATE

The editor must apologize because the Press reaches you a few days late this month. We have held the printing thereof over until we could secure the minutes and the report of the Somerset meeting. Lieut. Governor Breathitt's excellent address, as well as other matters, will appear in the next issue.

THE PRIZE WINNERS

The Press congratulates the winners of the various prizes in the 1930 con-

test, not only on their successful competition, but on the efforts of the editors in making their papers better in every way to conform to the best standards of modern journalism. Kentucky can be proud of these papers which are setting a precedent and example for all the papers of the state to follow. It was regretted that so few papers were entered in the contests, but we urge every newspaper in the state to plan now for their entries in the 1931 contest. The winning papers are judged on merits alone and every editor in the state has an equal chance with all other editors. Plan now to improve your paper, "pointing" toward one or all of the several contests! You can be among the winners if you will.

"POP" PORTER HONORED

J. Sherman Porter, manager of the Lexington Automobile Club, has received notice of his election as a director of the Mammoth Cave National Park Association. We join in congratulations.

SUFFERS SEVERE LOSS

BEDFORD, Ky., July 21. — Eight buildings were destroyed by fire here early Sunday morning. No water was available to combat the conflagration but volunteer firemen prevented further spread of the flames by dynamiting.

The Trimble County Democrat, newspaper, the Baptist church, four dwelling houses, a grocery store operated by A. Wood, and Peak's restaurant were buildings destroyed. The

Christian church caught fire several times but little damage was done to it.

All of the buildings except the Baptist church were owned by three men — D. L. Bell, C. A. Bell, and D. H. Peak, business agent at the University of Kentucky.

MISSIONARY MATERIAL

From Illinois and Utah members come orders for extra copies of the May N.E.A. Bulletin. Roscoe C. Cox, publisher The Enterprise, Ephram, Utah, writes: "I want to give the article 'Newspaper Advertising and the Small Town Merchant' to a number of our merchants."

Other members could undoubtedly make use of this article very effectively. If the demand warrants it, reprints will be made available at cost. The article would make a reprint of 8 pages to fit a 6 1-4 envelope; could be used as an envelope stuffer with monthly bills, or distributed by the advertising solicitor. Cost: one dollar for 50 copies; two dollars for 100 copies. Order them through the Press.

SHORT TALKS ON ADVERTISING

Next time you lock horns with the merchant who says he will wait until business gets better before he advertises; ask him if it was raining when Noah built the ark.

Quite often the fellow who "don't believe in advertising nohow" is the one who complains that the mail-order houses are taking the business out of town.

The man who refuses to advertise because of his claim that people don't read the newspaper, is usually about the first one to call the editor's attention to an error at the bottom of a column on the last page.

It's usually the fellow who doesn't advertise who can tell you that newspaper advertising doesn't pay. Yes, and in the old home town, I knew an old maid who would tell every mother in town just how children ought to be raised.

There is a man in our town. And he was wondrous wise
He swore by all the Gods above he would not advertise!
But one day he did break this rule, and thereby hangs a tale
The ad was set in real small type, and headed Sheriff's Sale.

When a manufacturer hires a high-priced copy writer to write advertisements, doesn't it seem reasonable that the same copy appearing over your local merchant's name will be equally profitable for him?

SOMERSET GIVES KPA A ROYAL WELCOME

Citizens of Mountain City Extend a
Memorial Visit to More Than
150 Visiting Editors

The 61st annual mid-summer meeting of the Kentucky Press Association held in the new Beecher hotel at Somerset, Ky., on July 17, 18 and 19, 1930, was attended by what is believed to be the largest crowd of editors ever at a summer meeting of the association. Including members of the families of state editors and those representing the trade houses, about one hundred and fifty were in attendance at the meeting.

While the meeting was devoted to mostly entertainment and an outing, the business meetings were well attended and some interesting addresses were made, the banquet dinner given by Editors Cecil Williams and George A. Joplin, Jr., of Somerset, being especially good.

The first business meeting was called to order by President Herndon J. Evans, of the Pineville Sun, and Dr. B. C. Gamble, pastor of the Somerset Methodist church, offered the invocation. Mrs. D. F. McQueary, of Washington, D. C., accompanied on the piano by Miss Mary Montgomery, of Somerset, sang a couple of solos that was greatly enjoyed and appreciated.

The address of welcome was delivered by Judge John Cooper, who spoke of the power and freedom of the press, which he said is doing more good than any other institution for the development and welfare of the country. He extended a hearty welcome to the editors, saying the people of Somerset were pleased to entertain them.

President Herndon J. Evans responded to the address of welcome, expressing the thanks of the Association to the people of Somerset for their hospitality, and also spoke of the progress of the state press during the past six months. He said that with the help of members of the executive committee a number of new members had been added to the K. P. A. since January.

The editors were then asked to discuss any subject they might desire to bring up, and Editor D. M. Hutton, of the Harrodsburg Herald, made a short talk on the free advertising that is being sent to daily newspapers, declaring that something ought to be done to stop it. A general discussion of the question took place, and all agreed that the free advertising should not be run in the newspapers and that editors should return the copy to parties sending it.

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Among Those Present--

The editors and guests who registered with Secretary Alcock and participated in the excellent hospitality of the citizens of Somerset were:

Mr. and Mrs. J. Curtis Alcock, Danville; G. B. Senff, Mt. Sterling; Mr. and Mrs. R. M. Munford, Morganfield; Mr. and Mrs. Thomas H. Stark, Louisville; D. L. Bell and Keith Hood, Bedford; D. H. Peak, Lexington; Evelyn Harris, Atlanta, Ga.

Roscoe Brong, West Liberty; J. Sherman Porter, Lexington; S. V. Stiles, Louisville; Mr. and Mrs. W. A. Beatty, Winchester; W. V. Richardson, Danville; Dunlin Moss and J. P. Ireland, Frankfort; Mr. and Mrs. James Purdon, Maysville; Prof. Enoch Grehan, Lexington; Mr. and Mrs. Herndon Evans, Pineville.

Mr. and Mrs. A. S. Thompson, Paris; "Dusty" Miller, Bloomington, Ill.; Mr. and Mrs. Pryor C. Tarvin, Covington; Miss Carrie Bernhart, Miss Mollie Rave, Cleveland, Ohio; Woodson May, Somerset; Charles A. Blanchard, Louisville; Mr. and Mrs. Warren Shonert, Falmouth; Mr. and Mrs. R. L. Elkin, Lancaster; J. T. Norris, Ashland.

Lawrence Hager, Owensboro; D. M. Mutton, Misses Elizabeth and Jane Hutton, Harrodsburg; J. W. Sharp, Paris; Mr. and Mrs. Joe T. Lovett, Murray; Miss Rebecca Edwards, Versailles; Mr. and Mrs. J. L. Crawford, D. F. Freeman, Corbin; S. O. Collett, Princeton; Mr. and Mrs. R. L. Kincaid, Middlesboro; Donald E. Thomas, Pineville.

Oliver Kelly and H. M. Warren, Lebanon; Denny Spragens, Lebanon; Miss Eva Wenzell, Cincinnati; Clarence E. Woods, Sidney, Ill.; Joe P. Gozder, Campbellsville; Bernard Platt, Louisville; Harry B. Waters, Louisville; Mr. and Mrs. A. Robbins, Hickman.

Margaret Hogard, Marion; J. M. Richardson, Glasgow; Mr. and Mrs. A. S. Wathen, Bardstown; John J. Barry, New Haven; H. L. Felix, Columbus, Ohio; Mr. and Mrs. Sam H. Huble, Elizabethtown; David R. Brown, Bardstown; Mr. and Mrs. Henry Laurance, Mrs. J. B. Alexander, John Laurance, Cadiz; William S. Heffernan, Louisville; P. Theobald, Cincinnati; W. H. Sturgill, C. L. Sturgill, Lexington.

J. W. Heddon, Jr., Mt. Sterling; Carl Johnson, Paris; Victor R. Portmann, Lexington; Charles A. Kirk, Raymond Kirk, Paintsville; Albert Schumaker, Berea; Mr. and Mrs. Malcolm Bayley, Tathell Bayley, Phyllis Bayley, Louisville; Mr. and Mrs. Keen Johnson, Richmond; Mr. and Mrs. J. L. Bradley, Miss Madalyn Robards, Providence; T. W. Rainey, Lexington.

Other guests were present who neglected to sign the register, and the Press regrets that it could not learn their names.

COMMUNITY CUP WON BY PAINTSVILLE HERALD

Anderson News, Lawrenceburg, Winner
In Best Newspaper Contest
For First Leg

The Press takes pleasure in announcing the winners in the annual prize contest for 1930. Eighteen papers were entered in the Front Page Contest, 17 in the All-around Paper Contest, 15 in the Best Newspaper Contest, 12 in the Editorial Page Contest, and only two in the Community Service Contest.

In the Community Service Contest, the Paintsville Herald, under the leadership of Charles A. Kirk, was adjudged the winner. The services that the Herald rendered to the community includes, among other things: the movement to build a new court house and jail which are now under construction; the movement for a modern passenger station, which has just been completed; the organization of 4-H clubs throughout the county, and the employment of an agricultural agent to bring about better methods of farming in the county; a new bridge that opened a new subdivision and is a connecting link of the Mayor Trail, taking traffic from the congested streets of the city; the building and operation of the Hotel Herald, a modern hotel; the community fight to open the Garrett Highway running through a number of mountain counties, starting at Mt. Sterling and ending at Kermit, W. Va., passing through and affording an outlet for Morgan, Magoffin, Johnson and Martin counties; and the fight to reopen the Mayo College, which campaign finally resulted in a movement to open the school by private promotion, now awaiting the action of the Conference of the church which meets in August.

In the Front Page Contest, the News-Recorder, Louisa, W. D. Grote, editor, took first place and is awarded the cup. Second place goes to the Anderson News, Lawrenceburg, and third place to the Mercury, Carlisle. The Enterprise, Lebanon; the Advocate, Morganfield, and the Marion Falcon, Lebanon, are given Honorable Mention.

The cup and first place in the All-around Newspaper Contest, goes to the Carlisle Mercury, Warren Fisher, editor; second place to the News-Recorder, Louisa; and third place to the Marion Falcon, Lebanon. The Commonwealth, Somerset, and the News-Journal, Campbellsville, are accorded Honorable Mention.

The Times-Tribune, Corbin, J. L. Crawford, editor, was winner of first

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The president then appointed J. Sherman Porter, Joe T. Lovett and Lawrence Hager on the resolutions committee.

Friday Morning Session

There was a short business session held Friday morning, July 18, when Secretary J. Curtis Alcock, of Danville, who represented the Kentucky Press Association at the annual convention of the National Editorial Association, June 16 to 18 at Milwaukee, and joined editors from all over the country on an educational trip of a week following the business sessions, made a written report of the convention, which was ordered printed in the minutes.

Col. C. E. Woods, of Sidney, Ill., life member of the K. P. A., extended an invitation in behalf of Crab Orchard Springs Hotel to the editors to be guests of the hotel for the week-end following the meeting at Somerset, and eighteen or twenty of the editors accepted the invitation.

Editor F. S. Brong, of the West Liberty Courier, made a brief talk on the question of an audit circulation. Several others also spoke on the subject.

J. Sherman Porter thanked the Kentucky press for helping to get the state motor license reduced, and said it is hoped to eventually get the license tax reduced one-half. Colonel Porter also urged all of the editors to see Cumberland Falls, whether they were in favor of preserving the Falls or not.

Meeting of Executive Committee

The meeting was the adjourned, and a meeting of the executive committee was held to consider the holding of the mid-winter meeting. Professor Enoch Grehan, head of the Department of Journalism, University of Kentucky, suggested that the winter meeting be held at the University in Lexington and than an Editors Short Course be held, instead of the usual addresses. Men of experience and experts in the profession could be invited to conduct the courses, said Professor Grehan, and the University would pay half the expenses. Prof. Viretor R. Portmann, also of the University Department of Journalism, spoke in the interest of the proposition, and suggested that the president and secretary help arrange the program. A motion was made by R. L. Elkin that the invitation be accepted, and the motion was seconded and carried.

President Herndon J. Evans and Secretary J. Curtis Alcock will work with Professors Portmann and Grehan in arranging the program and will announce date of the meeting later.

The executive committee held a meeting early Saturday morning, when Jack Sharp, of Texas, representing the N. E. A. at the meeting, proposed to publish a history of the Kentucky Press Association, and the question

was discussed to some extent, but it was decided to postpone any action until a later date.

Trip to Cumberland Falls

Following the Friday morning business session the editors and their families were taken in motor cars to Cumberland Falls by citizens of Somerset and were entertained at lunch at Brunson Inn as guests of the Courier-Journal and Louisville Times. The afternoon was spent in seeing the Falls and enjoying swimming and fishing in Cumberland river.

Banquet Friday Evening

A delightful banquet was given the editors and their families Friday evening, July 18, when about 150 enjoyed the splendid dinner and toasts delivered by prominent speakers. President Herndon J. Evans was the toastmaster, and W. H. Ramsey was song leader, a number of songs being sung and music provided by an orchestra. Mr. B. D. Gates and Mr. Jack Dew sang solos that were greatly enjoyed.

The menu was excellent and printed on the program in a very unique manner, featuring "Iced Cantaloupe a la Evans" (President Herndon Evans); "Smothered Young Chicken — Lovett Style" (Joe Lovett, vice-president); "Old Country Ham—Norris Cured" (J. T. Norris, chairman executive committee); "Alcock Salad a la Curtis" (Curtis Alcock, secretary).

Frederick Wallis, of Paris, delivered an interesting address at the banquet on the "Moral Side of the Press," speaking of the great good the press may do, and devoted much of his address to giving his experience as commissioner of immigration in New York City. He also spoke in behalf of Cumberland Falls.

The principal speaker of the evening was "Dusty" Miller, of Wilmington, Ohio, famous lecturer, who delighted the editors with his wit and wisdom. Mr. Miller made on of the best speeches ever heard by the editors.

Dancing followed the banquet in the beautiful dining room of the hotel.

Saturday Morning, July 19

The business session Saturday morning, July 19, was called to order by President Evans at 9 o'clock and the secretary read a telegram from Lew B. Brown, publisher of the St. Petersburg, Fla., Daily Independent, and former Kentucky newspaper man, a former president and a life member of the K. P. A., expressing his regret at not being able to attend the meeting on account of the illness of his daughter, and sending compliments and best wishes for a successful meeting.

Prof. Victor R. Portmann, Department of Journalism, University of Kentucky, chairman of the newspaper contest committee, announced the winners of prizes in the various contests, found in another column.

Lieu. Gov. James Breathitt, Jr., of Hopkinsville, delivered an address on

the subject of "Kentucky's Problem," speaking of the needs of the state penal and charitable institutions and of the program of the Kentucky Highway Commission. Gov. Breathitt made a splendid talk on the subject and everyone seemed pleased with the program of state officials as outlined by the speaker.

The following applications for membership were reported and voted members of the association: Henderson Journal, La Center Advance, Hodgenville News-Herald, Shelby Sentinel, Grant County News, Williamstown; Carter County Herald, and the Bush-Krebs Company, H. J. Meyer, Louisville, associate member.

George A. Joplin III, little son of Editor and Mrs. George A. Joplin, of the Somerset Commonwealth, was introduced as the youngest member of the association.

Resolutions, expressing thanks for courtesies shown the press during the meeting, were reported by J. Sherman Porter and adopted as read.

Golf Tournament

The annual golf tournament took place Saturday morning on the Somerset Country Club grounds, Editor Carl L. Johnson, of the Bourbon News, Paris, winning for the third time and was presented with the silver loving cup offered by the Pineville Sun. George Goodman, of the Paducah Sun-Democrat, won the cup in 1928, but to possess the cup it was necessary to win it three times.

Prof. Victor R. Portmann, editor of the Kentucky Press and member of the faculty of the School of Journalism, University of Kentucky, was runner-up in the tournament.

RESOLUTIONS

To the Kentucky Press Association: We, your committee on Resolutions, for the 61st annual meeting, submit the following report:

RESOLVED, That we congratulate the people of Somerset and this section of the state on the establishment of so modern a hotel, the finest between Lexington and Chattanooga, and on the fact that Woodson Moss is its proprietor. We express also our appreciation of the courtesies extended us by the hotel and its management during this convention.

Resolved, That we extend to Prof. Enoch Grehan, of the College of Journalism of the University of Kentucky, to the Courier-Journal and Louisville Times, to the Lexington Herald and the Lexington Leader our thanks and appreciation for providing the funds for the annual prizes awarded by this association, and that we make grateful acknowledgment of the services of Prof. Victor R. Portmann in conducting these contests.

Resolved, That we appreciate the (Please Turn To The Next Page)

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courtesies shown us by our neighbors, the Somerset Journal and Commonwealth, including the sumptuous banquet given us Friday night, the thoughtful attentions of the citizens of Somerset, who provided the cars to take us to Cumberland Falls; the hospitality of the women of Somerset in providing entertainment for the visiting women at the convention; the fine lunch provided at the Falls by the Courier-Journal and Times; the services of Miss Ruth Offutt, who so graciously received and registered our members, and all that was done by others to make our visit to Somerset one long to be remembered by all of us.

Resolved, That we express our thanks to the State Highway Commission for ordering the improvement of the boulevard through Sanford and Science Hill, and that regardless of our individual views as to the Falls and power plant we urge the Highway Commission to provide roads from both U. S. highways to Cumberland Falls.

Resolved, That we approve the project of the Kentucky Park and State Development Association to connect by loop highways state and national parks of Kentucky with those of other states and sections.

Resolved, That we appreciate the splendid addresses of Frederick A. Wallis, "Dusty" Miller and Lieut. Gov. James Breathitt and that the secretary be directed to thank these gentlemen in our behalf for their interest in our association and the welfare of Kentucky.

Resolved, That we express our grateful appreciation to that golden voiced gentleman, Mr. Jack Dew, for his singing, which has elevated and edified us and made us forget our troubles and the prosaic things of life at intervals in this convention, and to Mr. Bill Ramsey for leading the singing at the banquet.

Resolved, That we thank the Pineville Sun for the golf trophy and the Somerset Country Club for courtesies extended the "millionaire" members of this association in the use of its links while in the city.

Resolved, That we acknowledge the courtesy of the Crab Orchard Springs Hotel Company in inviting us to spend the week-end as their guests.

JOE T. LOVETT,
LAWRENCE HAGER,
J. SHERMAN PORTER,
Committee.

A SUGGESTION

Ford advertising, paid for by the Ford Motor Co., is appearing in a large number of weekly newspapers throughout the United States this year, which is evidently a start on a country wide campaign to make use of weekly newspapers in putting across the sale of Ford products.

THE KENTUCKY PRESS

The 1930 campaign, which is being directed by the N. W. Ayer Co., of Philadelphia, is evidently outlined for the year and there is little probability of any deviation from this schedule, but some constructive work can be done toward getting more papers into the advertising schedule for 1931 by securing advertising from local Ford dealers.

N. W. Ayer and Co. are prepared to furnish free of charge an advertising service for local dealers, and if such local dealers can be induced to make use of the service, thus showing that they are alive and on the job, it is very liable to be the means of securing a regular newspaper contract for 1931 to be paid for by the Ford Motor Co., papers containing the advertising of such local dealers are sent to the Ford company and the N. W. Ayer company.

It is needless to add that all newspapers now receiving Ford advertising should make every effort to give the agency A-1 service so that it will be an inducement to broaden the campaign into the use of more newspapers another year.—North Dakota Press Bulletin.

CIRCULATION

Whatever paper may rightfully claim the largest circulation in the world the award for the smallest must probably be given to The Anti-Top Hat of London, which has an issue of only three numbers.

This remarkable periodical was established by an eccentric gentleman who had a perfectly inexorable antipathy to high or "stove-pipe" hats and who devoted his life largely to the task of denouncing them. After his death his will was found to contain a clause giving to his nephew an annuity of \$10,000, on condition that he should continue the campaign against high hats and should continue printing the paper.

Fortunately, there was no requirement of wide publication. And so, the nephew now is able to comply with the terms of the will and to continue in the enjoyment of his annuity by printing once a month just three copies of the paper, one of which he keeps for himself, while the other two are mailed to the two executors of the will.

EDITOR HAS THE LAST WORD

Ole Buck says, "John Meyer, editor of National Printer-Journalist, says all the talk and resolutions about free publicity miss their mark because they are aimed at the wrong fellow. They are all directed at the people who supply the dope instead of at the editors who print it. If there were no such editors there would be no free publicity problem. Right, as usual."

HOLDS NEWSPAPER MAY REJECT ADVERTISEMENTS

The Supreme Court of Louisiana has rendered a decision to the effect that a newspaper in that State may accept or reject advertising at will. Suit had been brought against the Shreveport Times for damages in \$10,000 for refusing to accept advertising of goods that had been bought at sheriff's sale from a concern that had not paid its advertising bill. The decision read:

frvgw etaol shrd cmfw vbqk xzfi cmf
"The weight of authority is that the publishing of a newspaper is a strictly private enterprise, and the publishers thereof are free to contract and deal or refuse to contract and deal with whom they please. [Mack vs. Costello, Ann. cases 1916 A. 384; Commonwealth vs. Boston Transcript Company, 144 N. E. Rep. 400; Journal of Commerce Publishing Company, 26 Fed. 111 (C. A.)] and at any rate it is for the legislature and not for the courts to declare that a business has become impressed with a public use [6 R. C. L. 227 (Sec. 219)]. There is, however, one case holding the contrary doctrine, to wit, Uhlman vs. Sherman Ohio nisi prius, N. S. 225, but we prefer to follow the weight of authority."

The firm of Smitherman, Tucker and Masons, attorneys for the defendant, quoted among others the following authority in their brief:

Mack vs. Costello, Ann. cases 1916 A. 384; wherein the court states that "the publication of a newspaper is strictly a private business. It may be begun or discontinued at the will of the publisher. The publisher in publishing a newspaper assumes no 'office, trust, station,' in a public sense, or enters into any public or contractual relation with the community at large. It may be the publishing of a newspaper is a quasi-public business; but, if so, only because, from long experience, it is regarded as a public necessity. But as much might be said of the hardware or grocery business, and yet no one would contend that a grocer or hardware dealer could be compelled by mandamus to sell his wares if he preferred to keep them on his shelf. Nor may the court inquire into the motives of the appellant. Whether she is activated by malice or connivance, or mere caprice, is wholly immaterial, so far as the jurisdiction of the court is concerned."

Meyer vs. Nebraska, 262 U. S. 390; 67 L. Ed. 1042, 43 Sup. Ct. Rep. 625: "The free and untrammelled right to contract is a part of the liberty guaranteed to every citizen by the constitution, is well settled in our jurisprudence and no longer open to question."

And it never occurred to him that order houses had to spend about 50 cents in advertising to get its first order from the customer.

PROBLEMS A CIRCULATION MAN MUST SOLVE

By C. L. SINK

Circulation Manager of the Zanesville Times-Recorder and President Ohio Circulation Managers' Association.

It seems to me that the most outstanding "problems" of the average small or medium-size city circulation managers today are the problems of distribution and of keeping the subscriber sold. The constantly increasing automobile traffic in cities of all sizes will no longer permit the youngsters to trudge down to the office for their supply, while the development of advertising adds so much to the volume that he has to handle that it makes it necessary for most dailies to deliver by truck to convenient corners or branch distribution points, with the result that the boys are no longer in daily touch with the newspaper office. Being out of touch, they lose a certain sense of responsibility that must be re-established in some other manner. Each carrier boy should be made to feel that he is an important part of the newspaper organization. He should go out impressed with the idea that he is the personal representative of the owner or the company, as he probably is the only representative from your office to come personally in contact with thousands of your readers. If the boy once gets the idea that he is not merely a delivery boy but your representative, that your business methods and your standards of service are to be judged by his conduct, it is a comparatively easy matter to teach him the value of neat appearance, polite conduct, honesty, etc. It is also possible to make him one of the most efficient producers of new business, but promotion methods will be discussed later.

The Bus In Delivery

A few years ago it was possible to drop all papers for out-of-town patrons in your local post-office with an assurance of a fairly satisfactory delivery. However, local trains have been dropped off one by one as the private automobile and the inter-city bus made inroads into their business until today the newspaper that can get delivery service by rail for any considerable part of its circulation may be considered very fortunate. The inter-city bus has put many railroads and interurban lines out of business, but has not been a worthy successor from the point of service to the newspaper. Morning schedules are too late for a morning paper. Evening cars are loaded with passengers and papers are too frequently refused from want of space or are put off at wrong destinations, due in most cases to traffic and passenger conditions rather than neglect on the part of the drivers. Many bus lines are not certificated to carry newspapers and fewer have mile con-

tracts. The average haul is short, probably 35 miles or less in Ohio. Rates are irregular and pyramid rapidly for any newspaper with any considerable amount of outside circulation. The Public Utilities Commission admit that they have no power to regulate rates for the transportation of newspapers or to require the uncertificated operators to render such service. It seems that there is urgent demand for legislation designating that such service shall be rendered, and fixing a rate that can be paid by all newspapers.

The matter of bus transportation is a vital one to the average small newspaper. The large city dailies care little about the additional expense. They have their own fleet of trucks that speed in all directions making delivery to points many miles distant in advance of the local small-city daily with its limited transportation facilities.

The situation thus created has been of tremendous advantage to the city daily and a decided hardship to the small town daily. This situation makes it mandatory on the small publisher to find methods of holding his circulation by keeping the subscribers sold on his own newspaper. He can no longer be content with the Associated Press report and a haphazard collection of local news. The day has come when the local newspaper must have a compelling appeal. It must have the Press report, of course, but it must cover matters of purely local interest in an understanding way. It must have the news of the things that enter into daily life of the city and community. In order to do this the staff of such newspapers must have an active part in every civic enterprise. Many small dailies with a rural circulation have found it profitable to have a farm editor. The successful farm editor cannot depend on press notices and scissors; he must know the farmer and his problems and must have an active part in solving those problems of which the farmer has

many. The Grange is no longer merely a social effort of the farmer but is now the incubator for many co-operative ideas. The successful farm editor can do much to stabilize small-city circulation by active co-operation with the Grange organization and the Farm Bureau.

Many newspapers are sponsoring games and contests among children. A certain space is set aside each day for the news of these amateur events. Scores and standings are published as well as pictures of out-standing players or teams. This is done with the idea of interesting the youngsters and adding to that branch of reader interest. Amateur sport news is recognized as a powerful stabilizer by some of the larger city dailies. During the past summer one Chicago paper employed 40 athletic directors or coaches to organize school children into teams and leagues and is very well pleased with circulation results.

The Chicago Herald-Examiner recently put out a new edition which is called the Northern Indiana and Michigan edition. This is the regular Chicago edition plus two to four pages of strictly local news gathered through a chain of branch offices which have been established throughout the territory in which it has been decided to build a more intensive circulation.

While the examples used have been city papers, they have been cited to illustrate the methods that are being used to take the business away from the small city daily or to more thoroughly cover what is considered as their own legitimate field. The local paper is in position to do the same thing much more effectively, as it is in much closer contact with its readers.

The circulation manager's problem of keeping the subscriber sold can be solved, but not by him alone. He must have the support of an aggressive news department that is keenly awake to the needs, the interests, and the activities of the field in which the paper circulates.—The Ohio Newspaper.

ANNOUNCEMENTS

We have recently added to our present line of "Eagle A" an entire new line of High Grade Announcements and Fancy Papers, the first ever shown in this territory, and will be pleased to show you this line at any time : : :

CECIL W. BUSH

Lexington Representative
WHITAKER PAPER COMPANY

C. A. WALSH
Western Kentucky

FRANK PUND
Eastern Kentucky

(Continued from Page Three)

place and the cup in the Editorial Page Contest. Second place goes to the Carlisle Mercury, and third place to the Providence Enterprise, with the Hickman Courier and the Elizabethtown Enterprise receiving Honorable Mention.

Close contests developed in the Best Newspaper Contest and the judges reported that many good papers were entered. The final markings disclosed that the Anderson News, Lawrenceburg, R. E. Garrison, editor, was winner by four points over his closest competitor. Under the rules of the contest, Mr. Garrison must win the contest one more time to retain permanent possession of the cup.

DONT BITE ON THIS

A Wisconsin publisher asks the Service Letter to broadcast a warning to all printers and publishers regarding "The Dubin Co." also styled the Historical Publishing Society, Alexander Dubin, etc., all of Philadelphia, Pa. "This Alexander Dubin, doing business under all these captions, affiliates himself with various reputable concerns proposing to get out diaries for them, paying for them out of the advertising he can solicit. He suggests to the concern that inasmuch as it is to be circulated in their community it would be well to have a local printer do it. This makes a big hit with the dealer and they forward the checks as received to him. He does not pay the printer and as he does the business with the printer the local dealer is not responsible. The printer is left with no way of collecting."—N. E. A. Bulletin.

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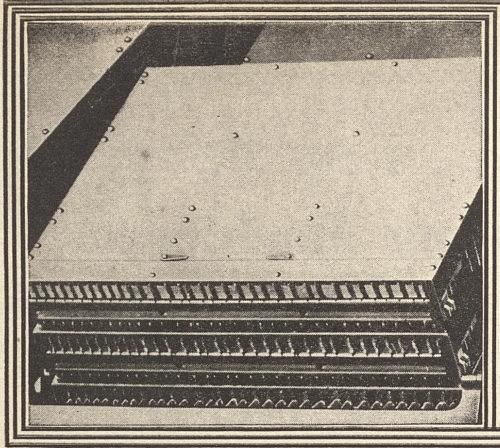
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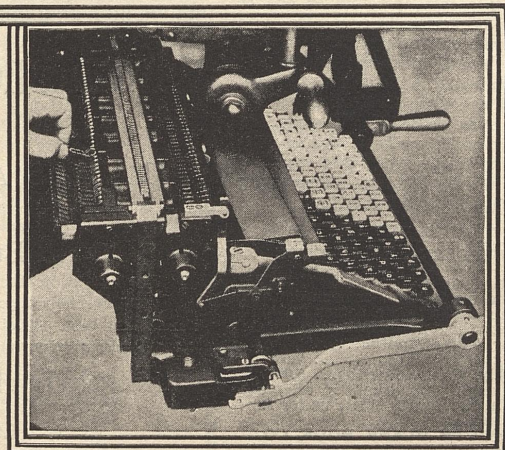
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