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and

# The Kentucky Press



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



MAY, 1937

Volume Eight

Number Twelve

# Extra! Deadline Is Extended To June 7! Read The Rules Given For Entries In 1937 Prize Contests

## Entries Wanted For Cozine Trophy Cup For Meritorious Editorial Page

Kentucky Press Association newspapers will compete again this year for the Ben Cozine Memorial Cup, awarded possession to that paper in the State adjudged as having the best editorial page. The Cozine Memorial Cup was offered for the first time in 1935 through the generosity of Wade M. McCoy, managing editor of the Shelby News, Shelbyville. The winner in that year was Warren Fisher's Carlisle Mercury. Mr. Fisher won again in 1936 and, according to the rules of the contest, will not be able to compete this year, which leaves possession open to some other Kentucky paper.

As the title implies, this handsome silver loving cup 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 his town and his state. To retain permanent possession of the cup, the newspaper must win it three times.

With the advice and direction of Mr. McCoy, the following rules were made to 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 matter: 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, Bob Burns, 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 department 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 the 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 up to and including June 7. 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 cannot 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, hokey, 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 again for this year's contest at least. Let us have plenty of entries!

A new press to replace the 65-year-old Cottrell drum cylinder which has served it since 1918 has recently been installed by the Citizen-Times' plant one of the most modernly equipped in the South.

Extra! The deadline for submitting the entries for the various worthwhile contests in the annual KPA exhibits has been extended to June 7, so that the judges will have a large number of entries on which to work.

Every editor is urged to submit entries for every contest. Especial attention is called to the editorial pages contest which will be a free-for-all this year in that Warren Fisher is barred from participation this year.

Notice, also, the job exhibit contest sponsored by President Thomas F. Smith, Louisville Paper Company. This exhibit is to be brought along, or sent, on the meeting dates.

Read, again, the rules of the contests and send in your entries. Do not think that you will not have a chance. The judges will act on merit alone—your entry will always be judged solely on its merits.

Call is hereby issued for the 1937 prize contests of the Kentucky Press Association. Every editor in the state, whether members of the association (they should be) or not, may enter each and every contest. There will be seven contests in all.

Please read the rules governing each contest and follow them to the letter. Any violation of the rules will result in the entries being discarded. Send in as many entries as you please. The judges are glut-tions for punishment, and say "the more the merrier." Please observe the deadline. According to the standing rules, amended last year, no newspaper is eligible to enter any contest in which it has won first place for the preceding two years.

Attention is particularly called to the requirements that entries in the editorial, news, and advertising contests must be each pasted on a separate slip of paper, or cardboard, otherwise the entry will not be considered.

The exhibit this year promises to be one of the largest and best since the contest began. The committee is issuing this call for the newspapers to be entered, and, as in the past, valuable prizes will be offered. The rules and regulations for each contest follow. The papers will be put on display at the mid-summer meeting.

### All-Around Contest

For guidance of the competitors the following will constitute the percentages by which the newspapers will be scored:

General appearance, 30 per cent; local news, 25 per cent; country correspondence, 5 per cent; personal items, 10 per cent; farm news or news pertaining to the chief industry of the section where the paper is published, 5 per cent; general news, 5 per cent; and editorial, 20 per cent. Factors to be considered in scoring of general appearance include make-up of front page and inside pages, advertising make-up and composition, headline schedule, literary excellence, community service, headlines' content, illustrations, typography and press work.

Each contestant is required to select two issues of his paper from May 1, 1936 to May 1, 1937 from which the judge will select the best issue to be judged. Prizes to be

awarded are: first, silver set; second and third, certificates. First prize given by the courtesy of The Lexington Leader.

### Front Page Contest

Factors to be judged include headline content, headline schedule, type balance, make-up, name plate and ears, press work and finishing, appearance and illustrations (if any), and contrast. Each contestant is required to select two issues of his paper from his files from May 1, 1936 to May 1, 1937 from which the judge will select the best issue. Prizes to be awarded include: first, silver set; second and third, certificates. First prize given by The Lexington Herald.

### Best Editorial Contest

In order to stimulate the editors in expressing individuality, initiative, and leadership in this department which is the editor's own, attractive prizes are offered in this contest. The factors which will be considered in the judging are: subject matter, thought sequence, community appeal, rhetoric (diction, unity, figure of speech, punctuation), and vocabulary. Prizes offered are: first, silver set; second and third, certificates.

Each contestant is required to select two editorials published in his paper between the dates of May 1, 1936, and May 1, 1937. Each editorial should be pasted on a sheet of paper with the notation of name of newspaper, date of issue, and writer's name. No "canned" or clipped editorials will be considered in this contest. Prize contributed by Professor Enoch Grehan. The donor of this prize was wrongly given as past President J. L. Crawford in last month's issue.

### Best News Story Contest

At the request of a number of editors, this contest is continued for competition this year on the best community news story. The factors to be considered are content, sentence and paragraph structure, thought, unity, coherence, vocabulary, the lead, and community service value. The prizes include: first, silver set; second and third, certificates. Contestants are required to select two of the best news stories published between May 1, 1936, and May 1, 1937. Each story is to be pasted on a sheet of paper with the

(Continued on Page Two)

# Tentative For L

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4:00 p. m.

8:00 p. m.

9:30 a. m.

10:30 a. m.

11:00 a. m.

11:30 a. m.

12:30 p. m.

2:00 p. m.

4:30 p. m.

7:00 p. m.

9:30 a. m.

10:15 a. m.

11:00 a. m.

2:00 p. m.

Official note

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# Tentative Program Announced For Lexington KPA Meeting

Kentucky editors and their friends have a good time in store for them at the mid-summer meeting at Lexington on June 24, 25, and 26, if the following program, as outlined by the committee, is my criterion. Many editors have never had the time and opportunity to inspect the wonderful and complete horse farms in the Blue Grass and this will be an experience full of information and interest.

Besides the Blue Grass tour, business programs of interest have been arranged, as well as delightful social programs at Maxwell Place, the Utilities luncheon, and the banquet at the Country Club. Every editor should make a special effort to be present, and the editor dares you to show this program to the feminine members of your establishment.

The program committee met at Lexington on May 25. Members present were Chairman Thomas R. Underwood, Gilmore L. Nunn, Fred B. Wachs, Secretary J. Curtis Alcock, Judge Samuel M. Wilson, and the Kentucky Press editor.

## LEXINGTON, JUNE 23, 24, AND 25 Official Headquarters, Lafayette Hotel

### Thursday, June 24

- 4:00 p. m. Registration and reception, Mezzanine floor, Hotel Lafayette.
- 8:00 p. m. Reception by President and Mrs. Frank L. McVey, Maxwell Place, University of Kentucky.

### Friday, June 25

- 9:30 a. m. Call to order by President Gozder, Red Room, Lafayette Hotel.
- Invocation, The Right Reverend H. P. Almon Abbott, Christ Church Cathedral.
- Address of welcome, Mayor E. Reed Wilson, City of Lexington.
- Response, Vice-President, J. L. Bradley, Providence Enterprise.
- Appointment of committees.
- 10:30 a. m. Discussion, "Newspaper Circulation," Harry Lee Waterfield, Hickman County Gazette, Clinton.
- 11:00 a. m. Address, "The Newspaper," Prof. Edwin F. Farquhar, Department of English, University of Kentucky.
- 11:30 a. m. Awarding of Newspaper Prizes, Prof. L. Niel Plummer, Department of Journalism, University of Kentucky.
- 12:30 p. m. Luncheon, Hosts, the Kentucky Utilities Company, Phoenix Hotel.
- 2:00 p. m. Tour of Blue Grass horse farms starting from the Lafayette Hotel. Itinerary: Bradley's Idle Hour; U. S. Public Health farm (hospital); Faraway Farm and Man O' War; Dixiana farm and horse show; Widener's Elmendorf; Whitney's Green Tree farms.
- 4:30 p. m. Reception by the Bradford Historical Society at the Lexington Public Library. Exhibit of first copies of the Kentucky Gazette, early newspapers and printing.
- 7:00 p. m. Banquet, Lexington Country Club, hosts The Lexington Herald and The Lexington Leader. Cars will leave from the Lafayette. Judge Samuel M. Wilson, president of the Bradford Historical Society, will give an address on John Bradford. Music and dancing.

### Saturday, June 26

- 9:30 a. m. Call to order, Gold room.
- Address, "Kentucky Press Laws," Attorney Clifford E. Smith, Frankfort.
- 10:15 a. m. Round table discussion, "Job Printing," led by Dave Griffith, superintendent, Kentucky Kernel printing department.
- 11:00 a. m. Report of Kentucky Press Advertising Bureau, Hal E. Brown, manager.
- Report of Resolution and other committees.
- Unfinished business.
- Adjournment.
- 2:00 p. m. Annual Handicap Golf Tournament for President's Trophy, Ashland Golf Club. Committee in charge—Jewell Mann, Lexington Leader, and Robert Rouse, Lexington Herald. Report at golf club.

Official hotels—Lafayette Hotel and Hotel Phoenix.

(Continued from Page One)  
notation of the name of newspaper, date of issue, name of editor, and name of the writer of the story. Open to weekly, semi-weekly, and

crime stories will be barred from country dailies in the state. Only this contest. First prize given by The Louisville Courier-Journal.  
**Best Advertising Composition**

Three prizes will be awarded to Kentucky editors in this contest: \$5 for best full-page advertisement; \$5 for best half-page advertisement; \$5 for best quarter-page, or less, advertisement. Factors to be judged include type content, type arrangement, value of illustrations, selection of border and decorative material, and fulfillment of the three functions of advertising—attention, interest, and conviction. The entries are limited to advertisements that have been set in the contestant's office, either hand or machine composition.

Each contestant may select any advertisement that appeared during the year, May 1, 1936, and May 1, 1937; each entry to be mounted on a sheet of cardboard with the notation as to the name of the newspaper, date of issue, and name of contestant.

### Best Editorial Page Contest

This contest, again sponsored by Prof. Enoch Grehan, University of Kentucky. Factors to be judged include the physical appearance of the page, subject matter and quality of the editorials, subject matter and quality of features, cartoons, forums, literary matter, syndicated matter, and typographical arrangement. While advertisements are not considered a detriment, yet too much advertising not in "tone" with the page will be counted against the entry.

Each contestant is required to select two pages published between May 1, 1936, and May 1, 1937, from which the judges will select the best. The prizes include: first, silver set; second and third, certificates.

### Open to Every Newspaper

Each and every contest is open to every weekly or semi-weekly in the state. The news story contest is open to country dailies. Every editor is urged to send in his entries for each contest and every entry will be judged on its merits. Let us make this 1937 contest the biggest contest of them all! No newspaper shall be eligible for more than one of the above first prizes.

### June 5, Deadline

All entries must be in the hands of Prof. Victor R. Portmann on or before June 5. Entries can be included in the same bundle, but each entry must be plainly marked as to the contest. The package must be marked "K. P. A. Newspaper Contest," and addressed to Prof. Victor R. Portmann, University of Kentucky, Lexington. It is suggested that the editor write a note announcing that the package has been sent, to avoid delay and possible loss of the entries.

In celebration of its thirty-third birthday during the past month, the Clinton Gazette conducted a round-up of subscribers who have been getting the paper for 33 years. They will be organized into a Third-of-a-Century club. H. L. Waterfield is the editor of the Gazette.

## TROPHY OFFERED FOR JOB PRINTING EXHIBIT

Through the courtesy of Thomas F. Smith, president of the Louisville Paper Company, a special contest is open for the editors of the state at the mid-summer meeting. Mr. Smith will present a handsome and valuable trophy for the best exhibit of job printing at the meeting. Every editor is urged to prepare an exhibit, preferably mounted on a large cardboard, for exhibition and judging during the meeting.

The following items are to be included. Exhibitors are urged to include every item, but, to aid that printer who might not have every item in his files, at least eight of the twelve listed must be included:

1. Letter head—one color.
2. Letter head—two or more colors.
3. Envelope—one color.
4. Envelope—two or more colors.
5. Program.
6. Booklet—four or more pages.
7. Business card.
8. Calling card.
9. Wedding invitation.
10. Statement or bill head.
11. Blotter.
12. "What you consider your best job."

## CLUB TO CELEBRATE GAZETTE FOUNDING

A sesqui-centennial celebration in observance of the founding of the Kentucky Gazette, pioneer Kentucky newspaper, will be held Aug. 11 in Lexington, Judge Samuel M. Wilson, president of the John Bradford Historical Society, announced.

A dinner commemorating the establishment of the Kentucky Gazette will be held by the society on the night of Aug. 11 and before that time arrangements will be completed for the erection of a suitable marker to the memory of John and Fielding Bradford, brothers and co-partners in the Kentucky Gazette.

Charles R. Staples was appointed general chairman of the celebration committee, Judge Wilson announced.

## CENSOR ADVERTISING

Some newspaper publishers grab up every advertising scheme received through the mail or peddled from newspaper office to newspaper office without question or consideration of the legitimacy of the proposition, the effect on the newspaper, on the merchant or on the reader, and without due precaution as to where, if and when, the money is coming from. Usually the income from these ads is not worth the bookkeeping they require. Let us in the future say no and mean it.

# The Kentucky Press

Official Publication Of The Kentucky Press Association

VICTOR R. PORTMANN.....Editor

Printed On The Kernel Press, Department Of Journalism,  
University Of Kentucky, Lexington

### PRESS ASSOCIATION OFFICERS

Jodie P. Gozder ..... President ..... News-Journal, Campbellsville  
J. LaMarr Bradley ..... Vice-President ..... Enterprise, Providence  
J. Curtis Alcock ..... Secretary ..... Messenger, Danville

### EXECUTIVE COMMITTEE

Thomas R. Underwood, Lexington Herald, Chairman; Gracean M. Pedley, Herald, Eddyville; Vance Armentrout, Courier-Journal, Louisville; Dolph Creal, Herald-News, Hodgenville; Vernon Richardson, Advocate, Danville; J. Gilmore Nunn, Herald, Lexington; Joe Costello, Democrat, Cynthiana; Robert L. Kincaid, News, Middlesboro; James T. Norris, Independent, Ashland; Victor R. Portmann, Kentucky Press, Lexington; Martin Dyche, Echo, London; Joe Richardson, Times, Glasgow; Robert L. Elkin, Lancaster, Honorary.

### LEGISLATIVE COMMITTEE

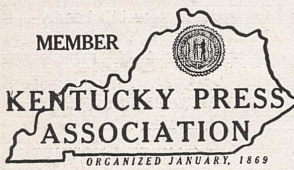
Thomas R. Underwood, Herald, Lexington, Chairman; Warren Fisher, Mercury, Carlisle; Lawrence W. Hager, Messenger, Owensboro; George A. Joplin Jr., Commonwealth, Somerset; Francis M. Burke, Mountain Eagle, Whitesburg.

### ADVERTISING COMMITTEE

Robert L. Kincaid, News, Middlesboro, Chairman; Thomas T. Wilson, Log Cabin, Cynthiana; Shelton Saufey, Register, Richmond; W. L. Dawson, Oldham Era, La Grange; A. S. Wathen, Kentucky Standard, Bardstown.

### NEWSPAPER EXHIBIT COMMITTEE

Victor R. Portmann, Kentucky Press, Lexington, Chairman; S. B. Goodman, Central Record, Lancaster; Flem Smith, News, Georgetown.



### LEXINGTON INVITES YOU!

If you can read the program for the mid-summer meeting in Lexington without laying plans for being "among those present," you lack imagination and anticipation in an astounding degree. Lexington is planning a reception royal for the KPA and bids you throw aside the cares and duties of prosaic routine and join your fellow editors on June 24, 25, and 26, for a memorable trip thru the Bluegrass. Everything that is implied in the slogan of Fayette county, "The Latchstring Is On The Outside," will be carried out to the highest degree. Come, and be thrice welcomed!

### JOIN THE ADVERTISING BUREAU!

The editor has been reliably informed that the Kentucky Press Advertising Bureau will soon place a profitable contract with every member of the Bureau that will more than pay the cost of membership with some profit besides. As these contracts will only be placed with Bureau members, it behoves every editor to join without delay. For years community editors have discussed the problem of procuring

national, or state, advertising. The reason why such advertising was not forthcoming in volume was found in lack of cooperation between the editors themselves. This glaring procrastination is gradually being overcome thru the KPAB, but yet many editors have refused to cooperate. Mr. Editor, if you want to build up your national and state advertising, the opportunity is now presented to you. Read the adv. on page five, and write Manager Brown today!

### NEWSPAPER COSTS RISING

Right now is the time to raise rates, especially subscription rates. The cost of everything that goes into the newspaper is costing more money and the top has not been reached. We believe rates should be raised, but, we believe also that publishers must be mindful of the quality of the product they are selling. Better news content, better editorials, better advertising layouts, better want ad departments and better printing are more essential today than ever before because our competitors are improving every angle of their product.

### GRADUATES AVAILABLE

Several capable young men and women are being graduated from the Department of Journalism, University of Kentucky, this June, who have prepared themselves toward community journalism. If the community editor, who could see his way clear to leave routine office work and routine news coverage to

an assistant editor and cover his territory for circulation, advertising, and job work, he could find a capable assistant in these young people. If you could use a presentable young man or woman, notify the editor of the Press.

### ADVERTISING READJUSTMENT

"Advertising refinement" is one of the major problems ahead of the newspaper industry. Other media are facing the same situation. Exaggerated and erroneous statements being made by some of the national advertisers in newspapers, and over the radio, are going to cause loss of confidence by the public unless there is a move to take out the bad spots. No line of endeavor is without its problem of this nature and that there should be a need for refinement is not peculiar to advertising. Nevertheless the problem must be attacked.

The national advertisers themselves should take the lead in the cleanup but since they will not then it becomes the job of the various media. If the media carrying this advertising does not move in on the problem then we can expect nothing else but federal regulation of some kind.

### HOW TO PUBLICIZE YOUR HOME TOWN

Frequently in the last few years it has been said that the small town business and the small town paper were doomed. The fact that after the past few years, which have tested the strongest organizations to the breaking point, the small town merchant and the small town publisher are both very much alive and kicking proves their importance and their real worth.

Many newspapers are featuring their home town people and their home town industries in a way which also draws attention to the paper's position in the community. Now, having weathered the storm successfully, many industries are beginning to look about for a place to expand. The newspaper can aid both itself and its local community by constantly "tooting a horn" for the home town and its opportunities and consequently encouraging such industries to locate in the community.

The Burlington (Kansas) Daily Republican is not only interested in telling the world what the home town is but is also reporting what the people of Burlington would like their town to become. In January the Republican offered a prize of a year's subscription for the best suggestion to make Burlington a better town in which to live and to do business. Prizes were also offered for suggestions for the Commercial Club, the Women's Civic Club, the B. P. W. Club, P. T. A., and for Coffey County.

Some of the suggestions which might be offered for many towns were policed parking places, im-

proved sidewalks, organized entertainment for children from 8 to 12, a hospital, the patronage of home institutions, more paved streets, a swimming pool, band concerts, a better home contest. Some of these projects will undoubtedly become realities and Burlington will benefit.

The Grants Pass (Ore.) Daily Courier is running a series of sketches and photo cuts, "Grants Pass People at Work." The cuts are two column, showing the subjects at work in their particular lines. A similar sketch might describe various civic projects which have been accomplished in the past and those who were responsible for their success. This is another feature which might stir up interest in improvements that could be made today.

An intelligent attempt to get cooperation in a constructive newspaper campaign for community betterment is being carried out by the Centralia (Wash.) Chronicle. This newspaper is running a series of fifteen articles on local industries. A short article serves as a preamble describing the series and its objects. This preamble appears on the front page and calls attention to page 2, where the main signed article is printed and where the advertisements of the fifteen industries involved are also printed.

The articles are in no sense mere boost articles of an individual but are to a certain extent instructive as well as historical, dealing first with an industry as a whole and gradually centering on the individual firm. The articles are of value to the whole community as well as to its industrial side and are a demonstration of a method of getting cooperation for a newspaper in its upbuilding and community promotional activities.—N. E. A. Service Letter.

### SMALL PAPERS SHOULD SPEAK

With national advertisers again having larger budgets at their disposal, publishers of small town and city newspapers should plan to present their case for greater recognition in lineage placement.

It is a fact that many of the smaller communities have experienced a greater inflow of money, proportionately, than most of the large cities, yet national advertisers seem to have overlooked this field.

The tendency is to concentrate the lineage in the metropolitan centers. The smaller newspapers have a case—and a good one. There is no reason why they should not present it. In fact, good business would demand that they do so.—The American Press.

A "Convention Special" edition, consisting of 16 pages was issued on April 15 by the Princeton Times. A. W. Jones, publisher, carried a number of interesting features and facts about Princeton along with a large amount of advertising lineage.

### AVERAGE COST

The B. Harvard available advertising trade. Items as casting catalogs, premium are not and spec study is firms, it all news

### Department

Gene Less \$150.00 \$300.00 \$500.00 \$750.00 \$1,000.00 \$2,000.00 \$4,000.00 \$10,000.00 \$20,000.00

### Specialty and Acc

Gene Less \$500.00

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**AVERAGE ADVERTISING SPACE COSTS IN RETAIL TRADE**

The Bureau of Business Research, Harvard Business School, has made available the following figures for advertising space costs in retail trade. Space costs include such items as cost of space used, broadcasting time, printing, direct mail, catalogs, signs, billboard, space, and premiums. Electros and art work are not included for department and specialty stores. Because the study is broken down by size of firms, it is of especial interest to all newspaper advertising men.

Trade and Year	Size of Firm (Annual Sales)	Percentage of Advertising Expense to Sales
<b>Department Stores (1933):</b>		
General Average ..... 4.0%		
Less than \$150,000 ..... 2.15%		
\$150,000-\$300,000 ..... 2.6%		
\$300,000-\$500,000 ..... 3.0%		
\$500,000-\$750,000 ..... 3.65%		
\$750,000-\$1,000,000 ..... 3.45%		
\$1,000,000-\$2,000,000 ..... 3.8%		
\$2,000,000-\$4,000,000 ..... 4.3%		
\$4,000,000-\$10,000,000 ..... 4.5%		
\$10,000,000-\$20,000,000 ..... 4.0%		
\$20,000,000 or more ..... 3.35%		
<b>Specialty Stores (Women's Apparel and Accessories) (1933):</b>		
General Average ..... 4.4%		
Less than \$500,000 ..... 3.5%		
\$500,000-\$2,000,000 ..... 4.65%		

\$2,000,000 or more	4.5%
<b>Department Store Chains (1932)</b>	
General Average	3.18%
<b>Drug Chains (1932):</b>	
General Average	*
Less than \$250,000	1.62%
\$250,000-\$1,000,000	1.42%
\$1,000,000-\$2,000,000	1.87%
<b>Grocery Chains (1932):</b>	
General Average	*
Less than \$500,000	1.09%
\$500,000-\$2,000,000	0.62%
\$2,000,000-\$10,000,000	0.82%
\$10,000,000-\$40,000,000	0.91%
<b>Shoe Chains (1932):</b>	
General Average	2.98%
Less than \$500,000	3.14%
\$500,000-\$2,000,000	3.17%
\$2,000,000 or more	2.88%
<b>Variety Chains (1932):</b>	
General Average	*
Less than \$500,000	0.58%
\$500,000-\$10,000,000	0.60%
\$10,000,000-\$100,000,000	0.46%
<b>Women's Apparel Chains (1931)</b>	
General Average	1.50%

The following percentages, while out of date, are the most recent ones for their respective trades available in the Harvard series. They are included here for what they may be worth.

<b>Stationery Stores (1928):</b>		
General		
Stationery	\$100,000	1.4%
Commercial		
Stationery	\$120,000	1.3%
Commercial Stationery		
<b>and Printing</b> .. \$200,000 1.3%		
<b>Building Material Dealers (1928):</b>		
Lumber	\$200,000	0.65%**
Mason Material	\$225,000	0.3%**
Lumber and Mason Material	\$230,000	0.55%**
Lumber and Coal	\$150,000	0.5%**
Mason Material and Coal	\$240,000	0.65%**

* Data not available.		
** These figures represent some payroll costs in preparing advertisements, as well as space and production costs.		
<b>Shoe Stores (1927):</b>		
General Average	3.4%	
Less than \$20,000	2.4%	
\$20,000-\$50,000	3.2%	
\$50,000-\$100,000	3.9%	
\$100,000-\$500,000	4.2%	
\$500,000 or more	3.9%	
<b>Grocery Stores (Independent) (1924):</b>		
General Average	0.35%	
Less than \$30,000	0.25%	
\$30,000-\$50,000	0.3%	
\$50,000-\$100,000	0.3%	
\$100,000-\$150,000	0.45%	
\$150,000-\$250,000	0.4%	
\$250,000 or more	0.5%	
<b>Tire and Accessory Stores (1923):</b>		
No Repairing Department		
General Average	1.0%	
Less than \$75,000	0.9%	
More than \$75,000	1.0%	
Merchandising and Repairing Figures Separated		
General Average	1.5%	
Less than \$75,000	1.6%	
More than \$75,000	1.2%	
<b>Shoe Stores (Independent) (1923):</b>		
General Average	2.2%	
Less than \$30,000	1.5%	
\$30,000-\$50,000	2.0%	
\$50,000-\$100,000	2.2%	
\$100,000-\$250,000	2.3%	
\$250,000 or more	3.8%	

The figures presented in the foregoing table have been selected from the following bulletins of the Bureau of Business Research, Harvard Business School. The bulletins themselves contain more complete data on advertising expense as well as information on gross margin, other expenses, total expense, and profit.

Trade	Bulletin Number
<b>Department Stores</b>	
Specialty Stores	92
"Operating Results of Department and Specialty Stores in 1933," price \$2.50.	
<b>Chains:</b>	
Department Store Chains, Drug, Grocery, and Shoe	94
"Chain Store Expenses and Profits: An Interim Report for 1932," price \$1.00.	
Variety	93
"Expenses and Profits of Variety Chains in 1932," price \$1.00.	
Women's Apparel	90
"Expenses and Profits of Department Store Chains and Department Store Ownership Groups in 1931," price \$2.50.	
Stationery Stores	80
"Operating Results of Retail Stationers and Office Outfitters in 1926," price \$2.00.	

Building Material Dealers	81
"Operating Results and Policies of Building Material Dealers in 1928," price \$2.50.	
Jewelry Stores	76
"Operating Results of Retail Jewelry Stores in 1927," price \$1.50.	
Grocery Stores	52
"Operating Expenses in Retail Grocery Stores in 1924," price \$1.00.	
Tire and Accessory Stores	48
"Operating Expenses in the Retail Automobile Tire and Accessory Business in 1923," price \$1.00.	
Shoe Stores	43
"Operating Expenses in Retail Shoe Stores in 1923," price \$1.00.	
<b>DISCOUNTS:</b> To periodicals, publishers, etc., 25%. To anyone: Less than 10 bulletins, net; 10-99 bulletins, different titles if desired, 25%; 100 or more bulletins, 40%.	

Fred B. Wachs of the Lexington Leader was elected to the board of directors of The Southern Newspaper Publishers' Association on May 18 at the annual meeting of that body held at Hot Spring, Arkansas. Ted Oealey of the Dallas News-Journal was elected president of the organization, succeeding James E. Chappell of the Birmingham News and Age-Herald.

# YOU Should Know

## MORE ABOUT The Kentucky Press Advertising Bureau IN LOUISVILLE



Hal V. Brown  
Manager of  
K. P. A. B.

At the spring meeting of the Executive Committee of the Kentucky Press Association held at Laurel Crest, the picturesque camp of President J. P. Gozder, it was unanimously voted to continue the Kentucky Press Advertising Bureau on a permanent basis. Nearly one hundred publishers who are members of the Kentucky Press Association are cooperating in this movement. Are you among this number? Are you getting, or will you get, your share of new business?

For Full Information Write  
**Kentucky Press Advertising Bureau**  
620 So. 5th St. Louisville, Ky.



## Hotel Lafayette

Headquarters For The 1937 Meeting Of The

# K P A

Single Rooms With Bath \$2.50—\$3.00—\$3.50  
Double Rooms With Bath \$4.00—\$5.00—\$6.00

All public restaurants, private dining rooms, and the ballroom air-conditioned.

Write for reservations

**COST OF NEWSPRINT TO TAKE BIG JUMP**

Newspaper publishers have been somewhat puzzled over the recent statement of R. J. Cullen, president of International Paper company, that the price of newsprint would be increased \$7.50 a ton for the first six months in 1938. This will mean \$65 to \$67 newsprint for most New York weeklies.

Price increases of \$1 in 1936 and \$1.50 in 1937 were first announced by the Great-Northern Paper company, after consultation with the publishers. So far as is known, International's announcement of the \$7.50 increase next year comes as a surprise to publishers the country over.

"Earliness of the announcement," by International Paper company of higher prices for newsprint was described by Charles Vining, president of the Canadian Newsprint association, as "unusual and somewhat surprising."

Mr. Vining said that it "seems likely that both buyers and sellers will find the price constructive for several reasons. One important reason is that it probably will serve to give manufacturers time in which to make definite plans for preparation of machines now shut down so that additional production may be available when needed to help avoid a shortage of supplies and wild spot market conditions. The announcement should contribute stability in this way."

L. J. Belnap, president of Consolidated Paper corporation, said "Consolidated's price won't be any less than that announced by International."

Many sources predict an even further sky-rocketing of prices in the months to come. Some venture to say newsprint for dailies will cost \$65 a ton by 1939. This means a corresponding increase for weeklies.

Lord Rothermere, powerful British publisher, in a recent cable to the Toronto Financial Post forecast a price of \$57 a short ton for roll newsprint in car lots during the latter half of 1938 and a price of \$65 a short ton for 1939.

Meanwhile it is being doubted among publishers in this country that publishers will agree to pay the new prices as announced by International. Many are indignant that Canadian newsprint manufacturers and their American associates are taking advantage of a possible shortage to boost prices at the expense of American publishers.

In view of the fact that most Canadian newsprint companies and a few small American manufacturers have jumped on International's band-wagon and have announced a price of \$50 for next year, the announcement is considered one of the most important developments of the year.

International's price calls for \$50 a ton for roll newsprint for the first six months of 1938 for delivery at

New York, Chicago, and other Atlantic and Gulf ports.

With business since the start of the year running substantially ahead of 1936, the paper industry is headed for another record-breaking volume. The one worry of executives is that the rapid expansion of kraft paper and kraft board production facilities in the South may cause over production in the field. Approximately \$100,000,000 will be spent this year in the erection of such plants in the South.

Prices on practically all paper products are reaching higher levels. Book paper is due for a sizable price advance shortly, according to predictions, because of the soaring woodpulp market.—The New York Press.

**NAMES DO NOT MAKE NEWS**

To get names, names in the paper has long been a fetish in the town newspaper office. Many publishers have confused names and news. The more names in the paper, the greater the news value, has been something of a set and established law.

But names may not be news. Neither may the newspaper with the most names have either the most or the best news. News is news and its value depends altogether upon its quality and its quantity depends upon the interest it has for a large number of people—the larger the more valuable. It has relativity; its importance to the community is an important angle. Its actual newness is another angle. The people involved in it is one phase that determines its value.

A stickler regarding the resumption of operations by a plant that has been shut down means something to everybody in the town; a column of personalities of the too ordinary type of means little except to those mentioned.

The publisher that specializes on personal news and judges the interest of his paper by the number of names printed may find that the space could be used for matter that brings close attention and awakens something more than a casual reading.

Lists of performers in a music teacher's regular concerts, names of children attending a birthday party, or the names of visitors from towns ten miles away may be new or it may not. We are inclined to think it has been too long labelled news. It has probably one effect; it pleases the person whose name is published. On the other hand it may have an unfavorable reaction with the forgotten man (or woman) who never gets his name in the paper—by Charles McIntyre in Pacific Printer and Publisher.

A class from a local public school recently visited the offices of the Georgetown Times, published by Lila and F. M. Bell and the News, published by Flem D. Smith.

One Pennsylvania newspaper has found classified collections speeded up by use of a post card on the back of which, below the name of the newspaper, is a statement showing the net cost of an advertise-

ment with an addition for "billing charge" of 25 cents. Below that, in large type, is the statement: "If paid within 10 days from date of invoice, you may deduct billing charge."

**1797 THE PHOENIX HOTEL 1937**

We extend cordial greetings to the members of the KENTUCKY PRESS ASSOCIATION attending the mid-summer meeting in Lexington.

Our freshly renovated rooms provide every facility for your restful comfort.

In our new Coffee Shop—Lexington's most popular eating place—you will relish the delicious foods, for which the PHOENIX is noted, served at moderate prices—and promptly.

"Meet me at the Phoenix."

**New Phoenix Company**

(Incorporated)

ROBERT H. HAYS  
President

JOHN G. CRAMER  
Manager

**PRINTERS' BUSINESS DIRECTORY**

**Louisville Paper Company**

"A PAPER FOR EVERY NEED"

Permanized Bond Papers

Howard Bond

Maxwell Bond

Cherokee News (Blue-white)

**Imperial Type Metal**

Howard L. Felix, District Representative

SEND YOUR ORDERS TO

The Dickson Company  
119 North Fourth St.  
Louisville

The McHugh Express Company  
812 Freeman Avenue  
Cincinnati

**Whitaker Paper Company**

Nation's Finest Printing Papers

Inquire of Our Salesmen

G. C. Perrone, Lexington  
Ed Ballinger, Evansville, Indiana

Frank Pund, Cincinnati

**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

**TIME FOR AN INCREASE**

The time is here when every publisher should give serious consideration to his local advertising rates. We have been discussing local rates for some time. Our studies have convinced us that publishers must increase their rates to keep pace with rising costs in every line of business. But, it is a delicate step, and one that must be taken with caution.

National advertisers are reported to be curtailing or eliminating schedules in newspapers and magazines whose rate increases they regard as unreasonable. Newspapers with wide differentials between national and retail rates are said to be the particular targets of this renewed drive against increased costs.

In this light let us ponder a resolution adopted recently by the Washington Newspaper Publishers association, which reads: "Your board of trustees recommend that when local advertising and circulation rates are raised to meet increased costs of composition, there be no increase in national rates until such time as the differential, if any, now existing between national and local rates be materially diminished."

Faced with the prospect of steadily increasing costs over the next ten years, newspapers have little choice. Income must be increased, without dependence upon increased volume. That means higher unit rates, not based on what the traffic will bear, but sufficient to afford a decent profit to the publisher and an equitable ratio of sales of advertising cost for the advertiser.

Have you checked the composition costs of your ads lately? One publisher did and found that composition of his grocery ads was running better than half the cost of the ad. Of course, this is the extreme, as grocery ads usually call for the heaviest composition. Since 1933 prices on labor, newsprint, ink, paper, and other such items have been rising at a steady pace. And in most cases, weekly publishers can boast of an increased circulation today as compared with the depression era. But very few newspapers have hiked advertising rates, as much as they would like to.

This spring is going to be the logical time for papers over the state to bring their advertising rates up to a profitable and logical level. Talk with your merchants—you'll find all of them conscious that merchandise prices, along with everything else, have gone up. They will see your side of the story if it is properly presented, showing that your costs are rising at the same rate, and that you, too, must show a profit—or quit.

Tom Wallace, editor of the Louisville Times, was elected second vice-president of the American Society of Newspaper Editors at the recent meeting of that body in Washington.

**COMMUNITY SERVICE IS BEST PROMOTION**

The best type of editorial promotion is that which performs a "community service." Such is the consensus of newspaper executives questioned recently by Editor and Publisher.

Anything from fighting unsatisfactory local legislation to running a Neediest Families campaign was cited in reply to a query as to the most effective editorial promotion in the past six months. Editors feel that this sort of work attracts more reader interest than the periodic and almost always obvious editorial "stunts." Also, this method requires no extra expense, only concentrated editorial attention and coverage.

A few newspapers said they were opposed to all promotion ventures, believing that they do the paper more harm than good. Typical letter of that sort said: "We think the best promotion is to turn out the finest paper we can produce every day in the year—and let it be its own promoter."

Several editors expressed themselves as strictly against "stunts" and more in favor of community service campaigns, but many newspapers combine their efforts to both, and some listed many "stunts" that they conduct every year.

The general conclusion is that newspaper editorial promotion schemes are almost applicable all over the country and that every newspaper has unlimited ideas for development hidden in its own community. Promotion schemes are numberless.

Here are some of the better ones gleaned from Editor and Publisher's questionnaire:

Neediest cases campaign, clean-up your city campaign, campaigns for needed legislation, community gardens, play centers, reminiscences of pioneer days, soap box derby, spelling bee, amateur snapshot contests, orphan outings, picture and sketch of every Spanish-American war veteran, camera tours about the city hall, courthouse, main street, pictures of all boy scout troops with their history, novice tennis tournaments, individual photos of every postman with brief sketch, and series of biographical sketches on local leaders—a splendid way to build up your news and cut mergues.

**EDITORIAL PROMOTION**

Every newspaper has unlimited ideas for civic development hidden in its own community and the promulgation of these through its editorial columns is the best type of editorial promotion, according to the consensus of newspaper executives questioned recently by Editor and Publisher.

Editors feel that this type of work which performs a community service attracts more reader interest

than the periodic and almost always obvious editorial "stunts." Also, this method requires no extra expense, only concentrated editorial attention and coverage.

A few newspapers, as a result of the poll, expressed themselves as opposed to all promotion ventures: several said they were strictly against "stunts" and more in favor of community service campaigns, but many newspapers combine their efforts in both.

Some of the better promotion schemes, which are numberless, gleaned from Editor and Publisher's questionnaire are: Neediest cases campaign, clean-up your city campaign, needed legislation campaign, reminiscences of pioneer days, camera tours about the city hall, courthouse and main street, and series of biographical sketches on local leaders.

**NEED APPRENTICES**

The shortage of experienced workers under 20 to succeed workers over 29 and under 30 can be met only through recruiting and training beginners at the bottom of the business. Dr. C. A. Prosser, director of Dunwoody Institute, told the Minnesota editors recently. He maintains there are too few real apprentices, and too many "helpers." He estimates that only one of every five apprentices hired remains in the trade. Many weeklies are contributing to this shortage by refusing training to apprentices, he said.

**STORE DISPLAYS HELP**

One of the most profitable activities in connection with local advertising is that of prevailing upon the storekeepers to keep advertised merchandise out in the foreground. When the newspaper advertisement tells the people about a certain commodity and then the follow-up is made by display there is four times the sale possibility than where advertising is left to do the job single-handed. Storekeepers usually will cooperate in this if called to their attention. Make it your job to encourage window displays of advertised merchandise because it makes your advertising look that much more profitable. Advise and consult with the merchant on the goods to be displayed.

Send In Your Contest Entries Now!!!



This letter is from one of the five body faces in the

**LEGIBILITY GROUP**

Made expressly for newspaper use.

It is superimposed on a conventional letter to illustrate the characteristics common to all letters in the five faces of the Group.

Sturdy lines to stand up under hard use.

Wide openings to avoid "ink traps."

Compact... for the largest possible letter on the body.

Good team-work. The letters merge nicely. You see word units, not individual letters. Another aid to easy reading.

**Modernize for Profit! No better way than to change to a face in the Legibility Group.**

Ask the nearest Linotype agency for specimens.

**MERGENTHALER LINOTYPE COMPANY**

BROOKLYN, N. Y.

New York City · San Francisco · Chicago · New Orleans · Canadian Linotype, Limited, Toronto, Canada. Representatives in the Principal Cities of the World.

LINOTYPE IONIC NO. 5, BOLD FACE NO. 2 AND ERBAR BOLD CONDENSED.



**BUSH-KREBS CO.**  
INCORPORATED  
ARTISTS, ENGRAVERS,  
PRINTERS' SUPPLIES, ELECTROTYPERS  
LOUISVILLE, KENTUCKY  
ED WEEKS, MGR. SUPPLY DEPT.

**MR. PUBLISHER**

Send us your orders for strip Column Rules, Borders, Leads, Slugs, and Monotype spacing material. We also have many desirable type faces. Monotype or Linotype composition for your Catalogs, School Annuals, Association Minutes, Law Briefs, Etc. Prices reasonable.

Send for specimen sheets.

WESTERN NEWSPAPER UNION  
22 E. 12th St. Cincinnati, O.

Mark Foster Etridge, general manager of the Louisville Courier-Journal, will deliver the commencement address at the University of Kentucky on June 4.

William E. Hacker, who for eleven years was publisher of the Fleming Gazette, Flemingsburg, recently purchased the Newton Falls Herald of Newton Falls, Ohio.

A unique feature being used with great success by the Green River Republican, of Morgantown, is titled "Pleasure Trips Through Our Office Album." In each issue are printed several old cuts taken from the Republican's files without underlines, and the reader is asked to name the person or scene portrayed. No prize is offered, but interest runs high, with everyone proud of his or her ability to recognize these old pictures.

Due to advancing paper and production cost, the Hancock Clarion, of Hawesville adopted the stringent policy of dropping from its subscription list all whose subscriptions were not paid up by the middle of May. This move was necessary in order to keep the price of the paper at its present level.

Miss Alice Wootton, daughter of Mr. and Mrs. Bailey P. Wootton has been appointed personal page to Mrs. C. A. Swann Sinclair, national president of the Children of the American Revolution, for the national convention to be held in Washington. Miss Wootton's father, Bailey P. Wootton, is president of the Hazard Herald Publishing company, director of state parks and a former state attorney general.

Mrs. Keen Johnson, wife of Lieutenant-Governor Keen Johnson, publisher of the Richmond Register; Barry Bingham, publisher of the Courier-Journal and Louisville Times and Mrs. Tom Underwood, wife of Tom Underwood, editor of the Lexington Herald, were among a group of twenty-seven prominent Kentucky men and women named recently by Governor A. B. Chandler as members of an advisory committee of the Child Welfare Division of the State Department of Welfare. They will serve in an advisory capacity to Mrs. Mabel B. Marks, director of the division.

**Two Excellent Pointers Toward Success — The Kentucky Press and National Editorial Association**



More Advertising Money ?

A leading farm organization spokesman recently predicted that the Rural Electrification program would put electricity in the homes of 50,000 Kentucky farm families.

This prodigious expansion in the use electric service should really fill the advertising gravy bowl for you newspaper folks.

Those 50,000 families will create a huge potential market for all kinds of electrical appliances.

It isn't too early to begin impressing your local dealers—and through them the manufacturers—with the fact that your medium is the best for reaching this market, and that they ought to start advertising right now for the big build-up.

**REDDY KILOWATT**

*Your Electrical Servant*

**KENTUCKY UTILITIES COMPANY**

INCORPORATED

AND ASSOCIATED COMPANIES