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Kentucky Press

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Volume Nine Number Four

# New Problems Facing Publishers Of Country

President of the N. E. A. Directs Attention of Editors at Butler Institute to Need of Strong Organization.

By WILL W. LOOMIS

New laws and regulations, new taxes, attacks on newspapers and on advertising and new competition are cutting into revenues and increasing our costs of operation. All of these problems were unknown a few years ago and while they may not have done serious damage, they represent movements and trends which must be watched. Editors have always been rugged individualists and it is to be hoped they always will be but there are some problems which they cannot handle alone; co-operation, unity of effort and organization are more necessary than ever before.

1. **Taxation.** We are now required to pay taxes unheard of a few years ago and every legislative body is trying to devise new sources of revenue for the increasing cost of governmental agencies. The Social Security tax is giving real concern for the higher rate each year will place a heavy burden on the country publisher because he cannot arbitrarily pass it along to the customer.

He is fighting to hold his advertising and is fearful of results if he increases his rates. If he boosts the price of job printing he will lose customers for already some business men use plain envelopes and stock form statements; too many firms and organizations have turned to mimeographed forms and announcement. The printer-publisher has to pass along his higher costs or pay them out of his profits—and neither is easy to do.

2. **Legislative Threats.** A committee in Washington is trying to work out a law for taxing all forms of advertising—newspaper, magazine, billboard and radio. Another proposal made recently was a bill to prohibit printing any prices in advertisements. The original Cope land bill made publishers liable for the truth and accuracy of all statements in advertisements. This provision has been removed after a long fight but the bill is still pending and certain influential individuals would like to see it restored.

Of greatest concern right now is the proposed federal hour and wage bill for it is on the "must" list for the special session of Congress. A similar law in Pennsylvania especially limitations on overtime. A brief prepared by William Hardy of the Pennsylvania Newspaper Publishers' Association points out that a 5½ day week and an 8-hour day would be most disastrous to the newspaper-printing industry. There is no surplus labor available for irregular and uncertain em-

ployment even in the larger cities. You cannot send over to the W.P.A. office and get a competent linotype operator or pressman.

### It Can't Be Done

Newspapers have train schedules to make; dailies with Saturday and Sunday editions cannot operate on a 5½ day week; there is the unavoidable rush for weekly papers on press day; there are uncontrollable peak loads in the printing department—briefs that must be filed; dockets, time tables, premium lists, programs, catalogs that have to be out by a certain time even though it may be necessary to work all night or several nights.

These things should be considered now before it is too late and every publisher should contact his congressman, urging him to insist in necessary exemptions for our industry.

Constant vigilance is most necessary when state legislatures are in session. During the last session of the Wisconsin legislature 263 bills were introduced that would affect newspapers either directly or indirectly and in California there were some 500 bills that would hit the pocketbook of newspaper men in some way. Antichain store legislation and laws forbidding public utilities from selling merchandise are good examples of how newspapers have been hit in some states by laws aimed at other targets.

3. **Radio Competition.** A dozen years ago the publishers of the large dailies ridiculed the idea that radio would ever effect the newspapers but when one broadcasting system reports advertising revenue of nearly three million dollars a month it is a competition that cannot be ignored. So far the weekly papers have not been hard hit but it would be foolhardy to say that they may not be in another dozen years. Right now experiments are being made in the first illustrated radio news bulletins. Station WHO at Des Moines has ordered fifty experimental sets to be placed in homes. Both news and advertising will be transmitted over the air. The reception sets are crude but it is no time for smug complacency as one reflects on the development of radios since the ear-phone methods of the early 1920s. Television is likewise on the way and is approaching the experimental stage.

4. **Other Competition.** The increasing number of shopping guides, free circulation newspapers and mimeograph sheets is something to be considered. Many thought they were a product of the depression and would pass out with the return of better times. Some free circulation weeklies have gone back to a paid-subscription basis but there is an increase of "shoppers" and some publishers are putting them out in connection with their papers. This

is sad admission that the paper is not covering its field but there are competitive situations that have to be met and in some cases publishers have fought fire-with-fire. At the fall meeting of the Inland Daily Press Association the statement was made that somewhere between 10 and 20 per cent of all the print paper turned out in the United States and Canada is used by these advertising sheets—most of it, obviously, being required for the shopping guides in the large cities.

5. **Attacks on Advertising.** The movement sponsored by the Consumers League, with headquarters in Washington, to spread the pernicious doctrine that all advertising is an economic waste has gained a surprising number of followers. From the standpoint of the newspapers, it is nothing more than a racket for when people stop paying dues, buying literature and hiring speakers, the movement will fold up but the league has more than a million members and is going strong. It contends that all commodities could be bought about one-third less were it not for the money spent on advertising and it urges the public not to patronize stores that advertise.

The unfortunate thing is that little has been done to offset this propaganda by telling the constructive side of the story—what advertising has done to introduce to the public new products and time or labor-saving utilities. Autos radios, mechanical refrigeration, oil burners, stokers—a vast number of mechanical achievements have given employment to countless thousands employed in factories and have made life easier and happier for millions. The public learned about them through advertising and was convinced of their utility and desirability. Prices have been reduced because of quantity production made possible through mass distribution which in turn was made possible by advertising.

The service rendered to the public by advertising should be told through newspapers and magazines, on the radio and in every medium that depends on publicity for its existence.

6. **Government Sponsored Coops.** The rapid growth of co-operative stores, filling stations, coal yards and other retail establishments is a new cause for concern as these group-owned organizations contribute little to a community and many publishers complain of their influence. For the most part they do not advertise and their members resent it when the papers do not devote columns of space to boost co-ops and — by inference at least—attack the independent merchants on which the newspapers depend.

Co-ops are exempt from federal

income tax; in many states they are exempt from income tax while independent competitors enjoy no such advantage. In Wisconsin it is provided by law that the principles of organizing and operating Co-operative Markets and Consumers' Co-operatives must be taught in the public schools. Further, the federal government has issued many pamphlets and folders to help in the organization of such activities and in many states men on the public payroll are available to help in such work. With co-ops doing business in excess of \$100,000 a day, the movement something to be watched.

7. **Are Newspapers Losing Prestige?** Undoubtedly. This applies to the large dailies rather than to the weekly papers but when people begin to lose confidence in the accuracy and reliability of the press it reflects on all of us.

In facing these new issues, we must rely more and more on organization. Most of his problems have to be handled by the publisher himself—these relate to news and policies and business for his paper and his community. Then there are certain matters that can be handled only through the association—state legislature matters and passing along to the members timely information on warning them of space grabbers and fake propositions. A third group of problems can be dealt with only through a national organization, especially protecting the members from objectionable legislation. Co-operation and organization is the only way to protect our industry in these hectic days of change, regulation, restrictive measures and rising costs.

—Indiana Publisher

### MISSPELLED WORDS

The Toronto (Ohio) Tribune listed from two to twenty misspelled words on a full page co-op ads in a very successful misspelled word contest. Advertisers reported as many as 50 phone calls daily to learn trade names in order to check spelling and some reported total sales before the second week amounting to more than the cost of the entire advertising campaign. A \$3 prize was offered for the first correct list with merchandise awarded for the second and third prizes. Each ad was numbered and entrants were required to state where the misspelled word was found on the page.

### ENGLISH AWARD

Paul R. Manchester, publisher of The Granville (New York) Sentinel, gives a prize each year to the Student of Granville high school who maintains the highest standing in English during the senior year.

KPA At L Janu

Members executive of Kentucky Press annual fall Hotel in I Publisher J Journal pr It was c tees to h meeting of the Brov -22. The anager o ureau was e joint c President wing con gram fo /ance Arri hal, Joe times; W. agrange; unville, a 'cio me il meet s or the me Governm principal s which foll outlined v has accomp to do dur term. He newspaper making p in the stat already ha Executive present i trout, Giln ley, Joe C Vernon R derwood, Secretary advertising T. T. Wils son, and A attended luncheon Johnson, S State Fair manager Mrs. J. P. ardsen, an tary to the S An up-t type and enable you increase printing. ern design able for th "EARL "Early incentive Specials opening t and appe cellent re

# KPA Meeting At Louisville January 20-22

Members of the advertising and executive committees of the Kentucky Press Association held their annual fall meeting at the Capitol Hotel in Frankfort, November 15. Publisher J. P. Gozder, of the News-Journal presided at the sessions.

It was decided by the committees to hold the annual winter meeting of the group at Louisville at the Brown Hotel on January 20-22. The report of Hal V. Brown, manager of the KPA advertising bureau was heard and approved by the joint committees.

President Gozder named the following committee to arrange the program for the winter convention: Vance Armentrout, Courier-Journal, Joe Richardson, Glasgow Times; W. L. Dawson, Oldham Era, Agrange; Secretary Curtis Alcott, Louisville, and President Gozder, executive members. This committee will meet soon to outline a program for the meeting.

Governor A. B. Chandler was the principal speaker at the luncheon which followed the meeting, and outlined what his administration has accomplished and what he hopes to do during the remainder of his term. He also thanked the state newspapers for their cooperation in making possible the improvements in the state government which have already been accomplished.

Executive committee members present included Vance Armentrout, Gilmore Nunn, Gracean Pedley, Joe Costello, Joe Richardson, Vernon Richardson, Thomas Underwood, Vicor R. Portmann, and Secretary Alcock. Members of the advertising committee present were T. T. Wilson, S. Saufley, W. L. Dawson, and A. S. Wathen. Others who attended the sessions and the luncheon were Lieut. Gov., Keen Johnson, Secretary Cleveland of the State Fair Board, Hal V. Brown, manager of the advertising bureau, Mrs. J. P. Gozder, Mrs. "Hi" Richardson, and Walter Mulbry, secretary to the Governor.

## STYLE SHEETS

An up-to-date style sheet of your type and borders will do much to enable your advertising salesman to increase his sales of commercial printing. Bring your type to modern designs and then make it available for the buying public.

## "EARLY BIRD BARGAINS"

"Early Bird Bargains" offer an incentive to hot weather shopping. Specials are offered from store opening time until 10:30 or 11:00 and appeal to the thrifty with excellent results for advertisers.

## Your Mast Head--

By G. HARRIS DANZBERGER  
New York Press

Newspaper mastheads are things most editors take for granted, one would gather from perusal of the press. Mastheads are a necessary evil, because of a vague idea that the postal laws require something or other. In consequence, most newspaper flags not only do not fulfill the requirements of the postal laws, and so little attention is paid to their typographical and editorial make-up that often opportunity for constructive business-building information is neglected. Other mastheads, too, are so battered from frequent reprintings and no re-settings that legibility is all but obliterated.

What do the Postal Laws and Regulations require of second-class publications? First, the title of the periodical. Masthead title and other titles should be the same. Many papers use The on the first page, then drop it inside. Next is the date of issue, such as October 8, 1937. The th is not necessary in dates; nor d, nd, rd, or st. Frequency of issue—weekly, semi-weekly, or daily—is another requisite. But comparatively few papers live up to these letters of the law. Next is the serial number either as an issue of a volume or as a consecutive designation.

The known office of publication is another requirement. And where there is mail carrier service, "The street and number of the office of publication shall be given." The name of the community in which the business office is located is not sufficient. Too, it is good business to list definite locations to save time for possible callers. Not everyone knows where the "town paper" is located, even though the editor may pride himself on the assumption that "everybody" knows him. And since so much business is transacted nowadays by telephone, it is good policy to list the number, too, and not print a mere "phone connection" or allow the reader to assume you have such a business device. Of course, one may thumb through a telephone directory or seek the number through "Information" but such methods are time-wasting and oftentimes discouraging. Both may be avoided by a bit of accurate information—a definite telephone number.

Few papers neglect the second-class entry notice, but fewer papers use the form the postal laws suggest: "Entered as second-class matter on (date of local entry) at the post office at (local station) under the act of March 3, 1879." Of course, the subscription cost is a requisite feature: \$2.50 a year; 5c a copy."

Many statutes require the listing of editors and publishers, and in the case of corporations, the officers thereof. But regardless of laws or lack of them, if an editor, or a

publisher, or an advertising manager, or a business manager are all doing a creditable work, their names ought to be listed. One paper, to my knowledge, publishes the names of everyone on the payroll, from editor down to apprentice. Also listing of executives with their positions serves to minimize misspellings and miscallings.

And by all means, show your colors: "Member, Chester County Publishers, Associated"; "New York Press Association," "National Editorial Association," "Circulation Audit Bureau."

Here is a flag, one may follow safely, as a model:

### THE PAPER

Published weekly, every Friday morning, in the interests of New Yorktown, Chester County, N. Y. Office, 12 South West Street, New Yorktown, N. Y.

Telephone NE 2-123.

JOHN DOE, Publisher  
JOHN ROE, Editor  
JACK ROE, Advertising Manager  
JAMES DOE, Business Manager

Communications of public interest are invited. Such communications must be received before Wednesday noon to insure publication in sure publication in the current issue.

Entered as Second-Class matter, April 4, 1900, at the Post Office, New Yorktown, N. Y., under Act of March 3, 1879.

Subscription: \$2.50 a year; single copies, 5c.

Advertising: 50c an inch; 13 or more insertions, 45c an inch; 26 or more insertions, 40c an inch; 52 insertions, 35c an inch.

Member  
Chester Co. Publishers, Associated  
New York Press Association  
National Editorial Association  
Circulation Audit Bureau

Vol. XL October 5, 1937 No. 46c

## POST OFFICE SAYS NO

Contest rules permitting contestants to submit more than one set of solutions will be forbidden hereafter by the Post Office Department. The ruling comes on a contest involving a \$15,000 puzzle picture contest competition, with contestants being limited to one set of resolutions. The department contends that permitting entrants to send as many answers as they wish removes the contest from classification of skill to that of chance. It claims that if the contest is not essentially a guessing game there can be only one correct answer.—Indiana Publisher.

The November 5 issue of the Shepherdsville Pioneer-News was the birthday edition. The publication, edited by J. W. Barrall, is now 52 years old.

## LOCAL ADVERTISING RATES

Here are the local advertising rates recommended by the National Editorial Association. How does yours compare?

For 500 or less circulation, 25c per column inch.

For 600 or less circulation, 26c per column inch.

For 700 or less circulation, 27c per column inch.

For 800 or less circulation, 28c per column inch.

For 900 or less circulation, 29c per column inch.

For 1000 or less circulation, 30c per column inch.

For 1100 or less circulation, 31c per column inch.

For 1200 or less circulation, 32c per column inch.

For 1300 or less circulation, 33c per column inch.

For 1400 or less circulation, 34c per column inch.

For 1500 or less circulation, 35c per column inch.

For 2000 or less circulation, 40c per column inch.

For 2500 or less circulation, 45c per column inch.

For 3000 or less circulation, 48c per column inch.

For 3500 or less circulation, 51c per column inch.

## A MARKET SURVEY?

With increasing business and more opportunities for national advertising, many publishers are devoting their efforts to the preparation of market surveys to prove the value of their trading territory as a sales outlet.

These surveys take various forms, but the information contained in them is more or less standard; a map of the trading area; evaluation of the town, giving population, location, highways, number of churches, schools, names of civic organizations, statement of banks; population of county and of trading area; number of retail outlets; number of retail outlets; number of automobiles and trucks; per acre yield and number of farm animals in county; agricultural activities, Farm Bureaus, etc.; circulation statement of the newspaper, ownership, affiliations, correspondents, mat services, average size, casting box, other equipment, day of issue, subscription rate.

Edward Hamlett issued his Columbia News one day later last week in order to supply readers with election results.

The Jeffersonian, Jeffersonton, C. A. Hummel, editor, recently installed a No. 1 Miehle newspaper and book press which will enable Mr. Hummel to print his excellent newspaper in one-half the former time and also additional commercial printing.

The Campton Herald, J. C. Koppol, editor, recently moved into new and enlarged quarters.

# 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

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J. Curtis Alcock ..... Secretary Messenger, Danville

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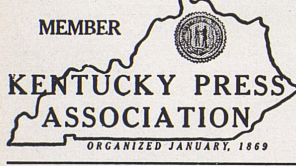
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### Rising Prices Of Print

Every speaker at every editorial gathering, every trade journal is impressing the necessity of raising subscription rates to met the rising costs of living, of printing supplies, and of print paper itself. There is no need for the Press to go over again the reasons why subscription prices should be raised. Every editor knows that it should be done and done quickly.

Metropolitan dailies, small dailies, and weeklies everywhere are announcing advance in rates. The Louisville Courier-Journal raised its street-sale price to five cents. Regular mail subs. were increased \$1 per year. The Danville dailies announced that the Saturday issues would be discontinued, pointing out that increased cost of operation and lack of interest by the advertisers and readers justified the step. These advances are taking place over the entire nation.

Community newspapers are rapidly joining the ranks. Among the Kentucky ditors who have announced raised in rates or a strict cash-in-advance policy are the Millersburg Courier, Sayersville Independent, Campbellsville News-Journal, Flemingsburg Gazette, Mt. Sterling Advocate, Hawesville Cla-

rion, Whitesburg Eagle, Hazard Herald, and Warsaw News.

On November 1, only nine per cent of the 157 weekly newspapers in this state received \$2.00 or more as their annual subscription price. The range of prices were:

At \$2.00 a year .....	15 papers
At 1.50 a year .....	102 papers
At 1.25 a year .....	1 paper
At 1.00 a year .....	38 papers
At .50 a year .....	1 paper

The same ratio prevailed in 1930 among 151 newspapers. Based on an average circulation of 1,000 for each newspaper, if every editor would raise his rate to \$2. a year, it would mean an additional revenue of over \$90,000. to all the newspapers in the state. This is worth a moment's contemplation.

Are we shouting WOLF? A glance at the annual statement of profit and loss will prove different. This year the profit column will shrink considerably, or facts and figures are all wrong. We hope to be able to announce, by the annual meeting, that every Kentucky editor has raised his subscription rates on a cash-in-advance basis to a living wage.

Mark your calendar on January 21-23 for the midwinter meeting of the KPA. Chairman Vance Armentrout promises an interesting meeting, quote without water this year unquote.

### Circulation Figures

Wesley E. Carter is running a series of front-page editorial features concerning his circulation ter-

ritory, stating the number of subscribers in the various section. This series will do more to impress his advertisers, actual and potential, than any other method that he could use. Other editors could use the same idea as, we are sure, Wesley will not object. The Press recommends that the weekly sections should be kept "standing", and, at the end of the series, a small folder should be printed for promotion. Some editors print such information on the back of their rate cards—also recommended for your consideration.

### Free Publicity Active

Free publicity is being blamed for the reduction in paid automobile advertising. Newspapers have been too ready, without counting the costs, to furnish space without payment, and, as a result, newspaper automobile advertising has been cut at least one-third since 1929. Cigarette advertising, which does not ask for free publicity, has increased 25 per cent. This brings to mind just one pertinent thought—that no advertiser is going to pay for space which he can get from dilatory newspapers for nothing.

### Classified Service

With the 17½ per cent increase in the price of newsprint coming the first of the year, it will be necessary for editors not only to increase their advertising and subscription rates but to devise some method to increase revenues. To this end, additional revenue can be procured through development of classified advertising and a classified service will soon be offered through the NEA in Chicago. Bill Conrad, who has made classified pay in Medford, Wis., will prepare this course of instruction. Watch for this service.

### Advertising On The Spot

A strong, well-organized campaign is being waged against advertising in United States today as evidenced in a research study of "Advertising and the Consumer Movement". This propaganda seeks to prejudice the public against all forms of advertising and against advertising merchants. School children and women are particularly included in this propaganda campaign of prejudice to advertising. Even the Government is conducting a detrimental campaign with the evident desire to control consumer advertising. This is bound to have an effect on local as well as national advertising, unless a decided campaign is carried on by the advertising mediums, surely most interested, to offset its effect. Your newspaper can aid in this campaign against this vicious propaganda. Mats are furnished by the WNU which distributes them free to newspapers, and newspapers can promote their own interests by their use. Write today for the plates.

### CIRCULATION TIPS

These circulation tips taken from the written experiences of a newspaper circulation solicitor appeared in a recent issue of the Colorado Press bulletin:

"Except in special regions where like strawberries, the crop brings the revenue in the spring, the fall is the best time of the year for circulation campaign. Money in the pocketbook then, and farmers are not too busy worrying about weather to talk business.

"The half-hour from 12:30 to 1 p. m. finds the urban family at home and through with lunch, relaxing before he goes back to work and she starts cleaning up. It is one of the ideal times to catch the two heads of the family together.

"A field man working in a small northern town, sacrificing his better judgment on six streets for the sake of research, found that he was 25% more successful in finding the housewife 'at home' when he knocked at the back door rather than the front.

"Some editors have used and found successful, the method of building up the circulation and the want ad department at the same time. The solicitor is given a number of cards, one of which he is to give to each new subscriber. The card entitles the subscriber to one free want ad. This might get him used to using the want ad section and it certainly is a good tie-in selling point for the paper. And on a small paper, the farmer makes the want-ad page.

"Working in the town and working in the country are two quite different matters. The whole psychology of salesmanship changes when one leaves the city streets for the rural routes. Experienced solicitors find that when they go to collect back accounts from a farmer, they are twice as successful using the words 'straighten up your accounts as when they say 'to collect.' However, the farmer is more willing to listen, and he, less familiar with the free cigar of the politicians, appreciates more the efforts the solicitor makes.

"One editor has successfully met the second and third family subscription problem by making the point, in his personal calls, that the cost of the paper is very little compared with the trouble of having to go over to somebody else's house to get the paper, wait for someone else to finish reading it, and then not have the privilege of cutting out the special things for himself. After all, for just 4c a week the subscriber has a personal copy to do with as he pleases."

The final week before election was a scramble for advertising in D. M. Hutton's Harrodsburg Herald and the issue was enlarged to 24 pages. In addition to political advertisements, a large amount of regular advertising was carried.

# Keeping Paper Up To Date

By W. W. LOOMIS  
President, National Editorial Association

Just what are you doing in these days of changes to keep your newspaper up to the minute?

All the other media and organizations that are competing for the time of our readers—radio, movies, dailies, magazines—are giving more and more attention to entertainment features. They never let down in their effort to make their programs or productions or activities more alluring.

Many weekly papers have not made a single forward step in twenty years—in the presentation of news, in type faces, or in make-up. All too many weeklies are dull, monotonous, stodgy. News stories have no more punch than the minutes of the previous meeting of the Ladies' Aid Society.

This indictment does not include all weeklies. Every state has a few alert publishers whose papers are as up-to-date as a stream-lined Zephyr. What are they doing to hold their own in this mad scramble?

More pictures. More personal "columns." More local features. More variety in style of writing and in make-up. Larger type and greater variety in heads.

Anyone who tried to buy a copy of Life in its early days had an impressive object lesson on the appeal of pictures. Most large dailies are allotting more space to cartoons, half-tones, and comic strips.

For many years, cost and length of time required for getting half-tones from more-or-less distant cities held down the use of cuts in weekly papers, but quite a number of publishers with the pioneering spirit have installed one-man engraving plants, and like most experiments, some have been highly successful. Other publishers—those who thought they could take the office boy and have him turn out high-class engravings as a side line to correcting galleys and running errands—have had headaches and severe pains in the region of the pocketbook.

One effect has been to spur the city engravers to give faster service. Many now ship all orders the day received.

Comic strips—another misnomer—have seldom clicked in weekly papers. About a year ago we felt possibly we were letting prejudice get the better of our desire to keep pace with the times; so we selected the best service we could find and gave the features a big play, using full pages to promote reader interest. We struck no response. After a couple of months of intensive promotion we discovered that not even

the folks around the office were interested. Then we left out all the strips one week to see what would happen. We found out. We got one post card on which an "Old Subscriber" printed the word "Thanks!"

It is surprising to find how many weeklies are now featuring personal columns. At a meeting of the Indiana Weekly Press Association, several publishers testified that their "colyums" were the most popular features in their papers. They do not click unless they have real individuality and not every editor has the knack of putting one over. It takes a sense of humor. The best columns bring out the chuckles, sometimes the pathos in commonplace events—some incident at the breakfast table, a robin extracting a large worm from the lawn, cats singing "Sweet Adeline" on the back fence, a pair of new shoes that pinch or squeak.

Some very readable columns are made up of semi-news—personal experiences, anecdotes, and local occurrences that do not fit into a pattern of a formal news story. Some editors do a lot of good-natured kidding—and get away with it as long as they kid themselves as well as their friends. We have seen popular columns filled largely with jokes and stories told on the editors of papers in nearby towns. It is all good natured fun, as a joke always has more of a point if hung onto some individual or told as an occurrence in some specified place. You know how Lincoln gave point to his stories by attributing them to "a man I once knew down in Sangamon County."

The field for human interest features is almost unlimited in the weekly field, where the editor knows his subscribers more intimately, their background, interests, and experiences. But alas, most editors are content with the prosaic chron-

icling of routine news—no effort to make it entertaining. The outstanding weekly is usually one that is always hunting for features in the day's news.

Two reporters, for example, were covering a council meeting. It was mid-summer and there was literally nothing doing. Most of the committees had no reports and the meeting adjourned around eight-thirty. One reporter wrote a stickful of nothing, and it was as dry as the meeting. The other reporter worked up a half-column on the new problem that suddenly presented itself to the aldermen—how to explain to their wives why they got home so early. There was nothing to it but some imaginary explanations and what the different ones would do the rest of the evening.

A laboring man died in a town— one paper gave a short notice— dates of birth and death, and number of children surviving. The other dug up the fact that as janitor of the Baptist Church he never missed being on the job a single Wednesday evening or Sunday for thirty-four years.

The make-up on all too many weeklies is a dreary monotony. The latest issue is undistinguishable from the week before, or the month before. In this fast-moving age, people are accustomed to change. While we do not like freak make-up, we certainly favor variety in make-up, especially on the front page—the display window for the paper.

The publisher who has made no progress in twenty years berates the merchant who seldom changes the display in his front window and calls him "an old fogey."

If it is at all possible, there should be at least one local picture on the first page, then spot in one or two boxes to prevent a row of "big" heads at the top of the page. One or two double-column boxes at the

bottom of the page are desirable, but not always. Change the pattern. The very name newspaper implies something new and fresh. Make each issue different and look different from the last one.

The editor who complains that editorials are no longer read should not criticize his readers. The fellow to blame can be seen in the mirror when you shave. Not in a generation has there been a time when so many people wanted to understand new and perplexing problems. New governmental policies have been brought forward, new activities started, and the people want sane, interpretive editorials. What is regimentation? What about crop control or insurance? Commodity credit corporations? What is social security? What is likely to be the real effect of TVA and other alphabetical movements?

Newspapers that are violently partisan are losing caste. Those who try to be fair, honest, and interpretive have a larger following than ever before. Asked to define a modern editorial policy, we answer: "Don't try to tell people what to think or how to vote. Help them understand, so they can think more intelligently and not be guided entirely by prejudices, preconceived ideas, and one-sided information."

Style of editorials has changed and the editor who blandly tells his readers what they should think is just wasting his time. The man who can give timely comment, additional information, and interpretation, is providing a service that is appreciated.

H. A. Ward, editor of the Scottsville News, sponsored a cooking school on November 22-24.

The Marion Falcon, Lebanon, D. B. Spragens, editor, has recently installed a new Advance paper cutter, purchased through Bush-Krebs at Louisville.

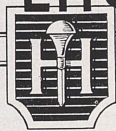
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NYPAs publishers were kept busy during October promoting everything from safety campaigns to candidates for office. November will mean "pumpkin pie" editorials to be written and more safety campaigns, but whatever jobs these newspapermen have to tackle, they'll continue to develop new tricks of the trade as in the past.

The Lancaster Enterprise, in cooperation with the local Junior Chamber of Commerce, launched a community-wide safety campaign against reckless driving recently. At the kick-off they featured a full-page ad bearing signatures of police officials, justices of the peace, public officials, and professional men, and endorsements of local industrial plants and public utility companies. Scheduled to run five weeks, the campaign includes awarding a prize each week to a safe driver selected by the Chamber of Commerce.

Tucked between articles on the editorial page of the East Aurora Advertiser is this modern proverb: "Children should be seen and not hurt. Drive carefully."

Every editor has many things on his mind each week that he would like to say, but he also faces the problem of having enough space in which to say them. Some editors have decided that to say something is better than to say nothing at all. Heading the editorial columns in a recent issue of The Rhinebeck Gazette is a boxed list:

**Rhinebeck Needs**

- A Modern Fire Siren
- Village Zoning Ordinance
- Extension of Platt Avenue to Parsonsage Street
- Five Member School Board
- Concrete Sides for West Market Street
- Resident Fireman at Engine House

A box on the front page of The Endicott Times, entitled "Things We Never Hear About Any More," also gets things off the editors mind and keeps them before the public eye. It includes such items as "That brown hat that got mixed up in North Side shooting affray; that bill the board didn't pay because they couldn't make the addresses of the beneficiaries check; that plea of citizens that something be done about the ditch back of Waldo Avenue."

"Editorial Briefs" are used by The Cobleskill Index to present opinions on matters outside the scope of local affairs. They are brief and to the point: "The wolf huffed and puffed, and puffed and huffed, before blowing the house in. But aerial warfare dispenses with the cruel preliminaries." And: "Hitler's brother has opened a cafe in Berlin. We understand he circulates among the diners, asking 'How's the meal—and what of it?'"

If you have something to say that you feel should be reiterated again and again, but which occasional editorials can't put across effectively,

try a banner at the top of your editorial page similar to that in thirty-point Cheltenham medium, used in The Patchogue Advance: 'A FREE PRESS IS AMERICA'S GUARANTY OF FREE GOVERNMENT.'

Many newspapers have found a column, "Flowers for the Living," interesting. Every week the editor commends in his "Flowers for the Living" the work of someone in the community. Often a bouquet is sent on the day of issue, the flowers being provided by the local nursery and sent with the courtesy of the paper and the nursery.

Can you find who owned the first automobile in your town and any details concerning its first public appearance? If you can get a picture of the car and the owner, all the better. After you have run the story, you may find others who dispute the claim to the first car. If so, run their story, too.

Who is the oldest teacher in your city? Have him or her tell where the original school buildings were, what the equipment was, and any changes that have occurred in the system. The story will be improved if you can get your oldest teacher to give a few anecdotes about some of your prominent citizens when they were in the grades. Often he or she will have the pictures of the school kids thirty or forty years ago.

Talk with the school or the city librarian and learn who are her most interesting patrons. What schoolboy or girl, or what citizen, draws the most books every year? Who is the most voluminous reader in town? Have the movies or radios affected library circulation? Are the classics still being read? Do boys and girls still read Huckleberry Finn and Robinson Crusoe? Is fiction as popular as it used to be—in comparison with history or biography? Your librarian should be able to give you interesting slants on what people are reading nowadays.

If you will dust off your old cuts and photographs, you will find a lot of them picturing schools, churches, people, and business buildings who made the news years ago. Arrange them in weekly layouts, and you will find features for months. Some of the pictures are so old that you may want to run a guessing contest who the persons were. Or you may choose some of the old buildings and get several old-timers in the community to give you incidents about the town when these buildings were new. Now and then you can find someone who will tell you the contents of the cornerstones. For example, can you find anyone who can give the contents of the cornerstone in the Court House or one of your church buildings?

While interviewing the old-timers, you might get copy for an additional feature—what they would do if they were young men now and starting their careers in the new year, 1938. Do the old standards on

which they attained success hold now? What would they do differently if they were twenty-one again?

—The New York Press.

The Glasgow Times, edited by Joseph Richardson, recently completed 42,685 ballots, the largest run in its history.

A cooking school on November 15 to 20 was sponsored by the Irvington Herald, edited by J. W. Willis, and local merchants.

The Vanceburg Herald issued over 22,000 copies after friends of a local candidate had made arrangement for the extra coverage.

An excessive amount of job printing has kept the Munfordville News plant busy the past few weeks. The News is edited by Carlos B. Embry.

The Ballard Yoeman, Wickliffe, entered its forty-seventh year of publication with the edition with the edition of October 29. E. W. Wear is the publisher of this progressive weekly.

The Felmingsburg Gazette, published by Ransom Todd and Charles E. Rankin, started its fifty-seventh year of publication with the November 4 issue.

The Cave City Progress, published by the Embry Newspapers, Inc., of which Carlos B. Embry is president and W. B. Evans editor, use promotional advertising to every advantage possible. New "ears" have been placed on the front page heading which read: "Eight Pages Every Week; 56 columns; Best of Features and Local News" and "All Local News, State and National News of Interest."

A 16-page tabloid of interesting Pike county pictures made its appearance in addition to the regular Pikeville News recently. Besides a wealth of pictures about the county, the issue also contained several of the News plant, showing the attractive building and machinery which Editor Charles E. Grote manages. The News is owned by the Cumberland Publishing company, and is fully equipped with a plant covering 5,000 feet of floor space and employing more than 20 people.

J. R. Bernard, publisher of the Russell Springs Banner, has installed another new press, recently purchased from Mrs. J. C. Nelson of Sharpsburg, where it was formerly used in publishing the Sharpsburg World.

● PRINTERS' BUSINESS DIRECTORY ●

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NECESSARY VOLUME INCREASE

Not one printer in a thousand (that's an optimistic statement) knows how much he must increase his volume when he cuts his prices 5 per cent. A manufacturer friend, Harold B. Neal, uses some figures to show what happens when a man doing business on a 25% margin of profit starts to cut prices. He may know that in order to make the same money he will have to increase his volume, but he seldom knows how much. Here are some interesting figures:

A cut of 5 per cent requires 25 per cent increase in volume.

A cut of 10 per cent requires 62 1/2 per cent increase in volume.

A cut of 12 1/2 per cent requires 100 per cent increase in volume.

A cut of 15 per cent requires 150 per cent increase in volume.

Another delusion entertained by price-cutting printers is that by reducing the price they can increase their turnover and thus equalize the loss of profits. How much does turnover have to be speeded up? Look at these figures:

A cut of 5 per cent requires a turnover of 1.32 times.

A cut of 10 per cent requires a turnover of 1.85 times.

A cut of 15 per cent requires a turnover of 2.95 times.

A cut of 20 per cent requires a turnover of 6.25 times.

Take those figures into some quiet place and do your own editorializing. You may also do the good Samaritan act by sharing them with other printers who may not know as much as you do about the evil results of price-cutting not based on common sense.—Shining Lines.

"NOT A CONTEMPT OF COURT"

Walter Morrow, editor of the Akron (Ohio) Times Press, who was cited for contempt of court by Judge Walter Wanamaker of the Summit County Courts, won a reverse of judgment in the Court of Appeals on June 4.

Because the judgment of the Court of Appeals sets out the rights of newspaper editors so clearly, it is reprinted herewith:

"At the time of the impaneling of a grand jury, the judge then presiding announced an order made by him that newspapers should not, without permission of court, publish the names of the persons serving as grand jurors, or the names of witnesses summoned to appear before the grand jury, or the matters under investigation concerning which the witnesses were summoned. Immediately after said announcement, the judge excluded the representatives of the newspapers and the public from the court room, and charged the grand jury in secret.

"Said order prohibited the exercise of rights freely exercised by individuals and newspapers, without question, for generations—rights supposed to be protected by the constitution and laws of the land.

"The respondent, an editor of a newspaper, with knowledge of such announcement, and without seeking permission of the judge, published the names of the grand jurors, the names of some of the witnesses so summoned, and the matters under investigation concerning which such witnesses were summoned.

"Promptly thereafter, the respondent was charged by said judge with contempt for publishing said matters of fact without the permission of the court, and was by said judge tried, found guilty, and sentenced.

"The matters of fact thus published by the respondent were all matters of public record, kept by the clerk in a public office according to law, and were available to any member of the public desiring to see such records.

"In said publications there was no abuse or ridicule of the court, or of the grand jurors or witnesses, or of any one connected with the court, or of any one whatsoever; there was nothing in said publications, except the information as to facts already public which in the slightest degree could possibly hinder, obstruct, delay, or influence the court or the grand jurors, in the exercise of their proper functions, or which in any manner cast a reflection upon anyone.

"The publications themselves in no wise offended against the dignity of the court; the only affront to the dignity of the court, if any, was the refusal of the respondent to submit to the censorship of the judge which was proclaimed in said order; and if the court had no power to make an order prohibiting without his permission the publication of mere matters of fact contained in public documents filed in a public office then the challenge of the court's authority was justified.

"In that event the order being void and said challenge being a simple ignoring of the order what was done or the circumstances under which the act was done which was disrespectful to the court or a hindrance to the administration of the affairs of the court there was no contempt of court.

"After due consideration of all of the circumstances shown by the record, of the authorities cited by counsel, and of other authorities, we have reached the conclusion, and hold, that said judge did not possess the power, either by legislative enactment or inherently by virtue of his office, to make said order; that therefore said order was unlawful, and that the violation of the same by the respondent was not a contempt of court

"Judgment reversed and respondent discharged."

C. A. Hummel, editor of the Jeffersontown Jeffersonian, has moved his plant to a new location.

H. A. Somers, editor of the Elizabethtown News, is confined to his bed at a local hospital, suffering from a wrenched back which he received in a fall recently.

J. P. Gozder, editor of the Campbellsville News-Herald, is running an interesting feature, "Do You Remember?" and each week runs a few paragraphs recalling facts of former years.

The Taylorsville Magnet, published by Katie B. Beauchamp, has been moved into new quarters.



Living quarters for which the family paid \$24 monthly in 1933 cost \$33.33 for September, 1937. Experts predict a further rise of 15 per cent.

Clothing prices have advanced only 16 per cent from 1933, but almost half of this rise has been scored since September, 1936.

Gasoline for the family car touched the highest consumer price since 1930 in August, reaching a national average price of 20.21 cents per gallon. The August figure includes taxes averaging 5.44 cents per gallon.

Food for which the wage-earning family budgeted \$30 per month in 1933 cost \$38.22 at January, 1937, prices; \$39.00 in June.

What have you done to offset these increasing costs?



RATE CARDS

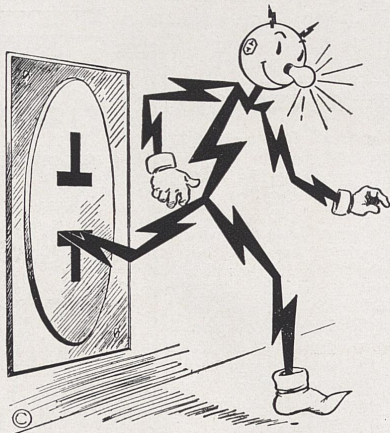
In recent weeks, trade journals have carried the complaints of several advertising agencies to the effect that weekly newspapers are careless about their rate cards, saying that they are out of date and useless. This is perhaps just criticism in many cases. Those papers that have changed their rates or have increased circulation should be dated and should and should bear the statement that the rate is effective until a new one has been sent out. The easier you make it for the advertising agencies the more business you are likely to receive from them.

An Arkansas publisher has adopted an interesting plan for a more permanent file of the issues of his newspaper. Each publication day, at the end of the press run, he prints five or six copies of the issue on a special enamel stock. These go into the permanent file. It is a good idea to supply your library with a copy of this stock if it preserves a file of your paper.

Compliments have been pouring into Jack Wilson's mail box congratulating him on the fine appearance of the Morehead News since the installation of a new press.

Advertisement for Linotype featuring the slogan "IT LOOKED LIKE A REGULAR CIGAR" and an illustration of a cigar with a "BANG!" explosion. Text describes the precision and durability of Linotype machines.

Advertisement for BUSH-KREBS CO. INCORPORATED, ARTISTS, ENGRAVERS, PRINTERS, SUPPLIES, ELECTROTYERS, LOUISVILLE, KENTUCKY.



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