

# THE KENTUCKY PRESS

Of, By and For the Kentucky Newspapers

WHY STAY OUTSIDE!



Courtesy Engraving Department, Louisville, Courier-Journal.

Volume Two

APRIL, 1930

Number Three

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## COURSES TAUGHT IN JOURNALISM SCHOOL

A Maximum of Forty-five Semester Hours Is Offered in the University of Kentucky

By Frances L. Holliday

The department of Journalism of the University of Kentucky, under the supervision of Prof. Enoch Grehan, offers 13 courses with a maximum of 45 semester hours work.

Four professors teach the following courses: Reporting (two semesters) Miss Marguerite McLaughlin; Law of the Press, Community Journalism, Newspaper Administration, Ethics and Principles, Editing, (two semesters) and History of Journalism, Prof. Victor R. Portmann; Etymology, Verbal Criticism, Editorial Writing and Critical Writing, Prof. Enoch Grehan; and Feature Writing and Advanced Reporting, Instructor Gerald Griffin.

Typewriting sufficient to present stories in a typewritten form is a requisite of Freshman Reporting and supervised practice is required for five weeks. Articles, in which the news is gathered and written by the student are corrected and criticised. Miss McLaughlin bases her theory of reporting on the fact that students should be well-informed. Following this theory, she includes in her course such information as will give them a knowledge of what is going on in state, national, and international politics, sports, society, and important events.

Emphasis is placed on a reporter knowing his environment. Miss McLaughlin takes the privilege of criticising personal manners and characteristics that she may help the student to cultivate poise rather than assurance.

Law of the Press is a study of the laws that affect the press in regard to libel, contempt of court, constitutional guarantees, copyrights, and United States laws in regard to publication.

Community Journalism classes make a study of weeklies, and small city dailies, considering their problems, contents, promotion and other matters peculiar to this branch of journalism. Special emphasis in this course is placed on the weekly newspapers.

Newspaper Administration deals with the best methods and procedure in the business end of newspaper work.

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## SUGGESTIONS OFFERED FOR MAY ADVERTISING

Keynote of May Retailing

Summer and Out-doors, Sports and Touring. Preparations for Summer Exodus will tinge all May retailing. Summer in all its glory and healthful exercise offers an appeal for all stores. Value should be stressed, utility and merchandising emphasized.

May Sales Events

Housefurnishing Sales; Linen Sales; Silk Sales; Wash Goods Sales; Fur Storage; Outing Goods; Builders' Hardware; Moving Day Sales; National Baby Week; Nation Sale; Fancy Goods Sales; May Sale of Undermuslins; Sterling Silver (May 15-June 15); Sales of Outing Gaments, Sport Suits and Sport Accessories; Springweight Shoe Day, about May 15; Straw Hat Day; Furniture Festival; Screens and Screen Doors; Summer Apparel; Bride's Trousseau Sales; Graduation Gifts and Apparel; Decoration Day Sales; Umbrella Sale; Boys' Apparel; Summer Footwear.

**Memorial Day**—Decoration Day Symbols should be patriotic and memorial. Flags and national colors should be draped with black and purple. Wreaths of evergreens and sprays of flowers are appropriate.

May Moving Day

The first day of May has been heralded by humorists as the "World's Moving Day," and there is more truth in the saying than some of us think. A large number of people change their quarters on that date, and other days not very far removed on the calendar from the first of May.

This being an established annual event the need for housefurnishings will be apparent.

Decoration Day is a memorial of the soldiers who gave up their lives in the wars of the United States, the dates of which are 1776, 1812, 1846, 1861, 1898 and 1917. While symbols of the crosses and monuments may be used, it is unwise to depict a grave.

A Message to Mother

It's just a simple message  
Bringing love and hope and cheer.  
To the best one of all mothers  
On the best day of the year.  
And the best of love is in it  
That my heart knows how to say,  
That's my message to my mother,  
With my love, on Mother's Day.

May Window Suggestions

Out-doors; Summer; Sports; June  
(Please Turn To Page Four)

## EVANS PLANS DRIVE FOR MEMBERSHIP

Our President Hopes to Enroll Every Kentucky State Newspaper In The K. P. A.

By President Evans

A membership campaign, having as its object the enrollment of every newspaper in Kentucky in the Kentucky Press Association, has just been launched. Letters to all members of the Executive Committee has been sent out by President Herndon Evans urging them to compile a list of non-members in their various districts and then begin a drive to bring them into the association.

The membership of the association, while representative, does not contain enough newspapers. In every district in the state can be found several papers which are not members of the association. Secretary J. Curtis Alcock will simplify the task. It is the wish of the association to have a large group of new members present at the mid-summer meeting in Somerset next July.

Editor Ben Cozine succeeded in retaining the present publicity laws and in appreciation of this service every newspaper in the state should feel obligated to sign up. The membership fee and dues are small and there is no reason why every paper in the state should not belong. If every editor will follow up the old Sunday school plan of "inviting a member" and doing all he can to enlarge the membership, then the association will become a real power, and, if we operate for another hundred years, we might become strong enough to land a member on the highway commission!

As a special inducement new members will receive the handsome electro-types denoting their membership in the Kentucky Press Association. If I accomplish nothing else during the year, I do want to go out with an increased membership in the association.

Cecil Williams says: "Big news for KPA members—'Dusty' Miller, newspaper man and humorist of nationwide reputation, will be on the program at the mid-summer meeting luncheon at Cumberland Falls, Friday, April 18—big time being planned—we want the biggest attendance in years."

# THE KENTUCKY PRESS

Official Publication of the Kentucky Press Association

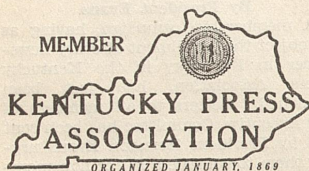
VICTOR R. PORTMANN, Editor-in-Chief  
FRANCES L. HOLLIDAY, Assistant

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## PRESS ASSOCIATION OFFICERS

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



Member 1930  
NATIONAL EDITORIAL ASSOCIATION

### ANTHONY H. WOODSON

Kentucky newspaper folks lost a valued and lifelong friend and the state one of her foremost citizens in the death of Anthony H. Woodson, associate editor of the Louisville Times, who wrote his final "30" on March 28. He had long been a member of the KPA and his passing is sincerely regretted by the members who will miss him and his cheery greeting when "meetin' time" rolls around again. Perhaps we will remember him best as he spoke to us at the last mid-winter meeting at Louisville about his "Home Folks."

As columnist on the Courier-Journal during the last eight years he carved an unusual position for himself with "Just Among Home Folks." He specialized in the colloquialisms of his Kentucky neighbors, and had an extended vocabulary of rare and bucolic words, many of them tracing their ancestry to the Elizabethan period. He will indeed be missed by his home folks who eagerly read his column every day.

### CONGRATULATIONS

Just a brief word of congratulation to Editor Tom Wallace from the newspapermen of Kentucky and best wishes for many more brilliant years of success.

### THE NEWS CARDS

The editor is indeed gratified by the response to the postcards sent out last month which provided both a reminder and a vehicle for the news items that

appear in this issue. We again enclose the cards and request that, although you do not have a news item to send in today, that you keep them handy for future use. The Press hereby appoints each and every one of you as special correspondent in your home town for the Kentucky Press. Again, we need the news! Send it in!

### JUST A SUGGESTION

We suggest that the editor copy the "advertising suggestions" printed each month in the Press on a slip, or better, a blotter, and place one in the hands of every merchant in his town. We find the suggestions are workable and practical, and they may mean more advertising revenue to your paper. They ought to increase the space used and certainly offer many ideas for your merchant to put into effect. Don't forget to have your merchants tie up their window displays with their advertising.

### NEWSPAPER RIGHTS

Speaking of judicial tyranny, a case in which the Bucyrus Telegraph-Forum was denied the right to inspect the record of the court of a justice of the peace has just been decided by the Court of Common Pleas in favor of the newspaper. The right of a newspaper, as a representative of the people, to see a public record might be supposed in this country to be universally conceded. But here is a judicial officer—minor it is true—refusing to recognize it and believing, if he believed anything, that he would be sustained. There are certain records that it is

the right of a newspaper to see, and this was one of them. What it does with the information thus gained is quite another matter. If it abuses the privilege, there is corrective and punitive law. If, on the other hand, it uses it with discretion and courage, the people have a safeguard in the transaction of their business by elective officers. There is here a balance which has been found to work for the public good, and which will not lightly be surrendered. A justice or other judicial officer who seeks to take it away is simply writing his own official epitaph.—The Ohio Newspaper.

### PRACTICAL JOURNALISM

The Press calls your attention to the news item devoted to the practical application of journalism as practiced at the University of Minnesota in the sending out of student teams to edit a country newspaper for one week. This is also done in other schools of journalism, and, if the idea meets with the approval of our Kentucky editors, the Kentucky department of journalism would like to put a similar plan in operation next fall. Will your write us your opinion of the plan and if you will co-operate by the "lending" of your paper? We guarantee success for you and the students.

### THE NEW EDITOR

On the glass door of room 301 in the Courier-Journal and Times building, a painter is putting the sign "The Times, Tom Wallace, Editor."

Thirty years ago, next July, Mr. Wallace, applying to Emmet Logan, Editor of The Times, for a position as a cub reporter, expressed a wish to try editorial writing, after getting some general experience. Three years later he was writing editorials for The Times. Afteward he was a Washington correspondent, a dramatic editor, a traveling foreign correspondent, Associate Editor of The Courier-Journal under Henry Watterson.

For the last eight years he has been in charge of the editorial page of The Times. He was made editor at the end of a five years editorial crusade in The Times, amplified by stumping the State in behalf of preservation as a State park of Cumberland Falls, Ky., which the 1930 Legislature approved.

In the course of his travels as a correspondent, Mr. Wallace circled the globe, in 1908, and visited Portugal and Spain after the Portuguese had abolished the Braganza dynasty. He toured Europe in 1927 as one of the 25 American editors invited by the Carnegie Peace Foundation to "make a clinical examination of post war Europe." He was in Mexico in 1928 when Obregon was assassinated and wrote articles for The Times and North American Newspaper Alliance.—Clipped.

January 1, 1930

The Enterprise was adjudged Kentucky's best weekly newspaper at the 1925 meeting of the Kentucky Press Association

1—GENERAL ADVERTISING

- a. Display Per Inch
  - Plate ..... \$0.30
  - Set ..... .40
- b. No time discounts.
- c. No space discounts.

- d. Top of column and alongside reading, or following and alongside reading, 5c per inch additional.
- e. Minimum for full position, 10 inches.
- f. Contracts must be completed in one year from date of first insertion.

2—CLASSIFICATIONS

- a. Display Classifications Per Inch
  - Political ..... \$0.40
  - Amusements ..... .30
- b. Advertising inserted under Display Classification rates can not have preferred position except at additional rate.

- c. Classified (Undisplayed)
  - Per Brevier line, leaded, 10c per line per insertion.
  - Per Brevier line set in black face type, 50 per cent additional.

(over)

3—READING NOTICES

- a. 10c per line per insertion.

- b. Black headlines charged as double space. All readers marked advertisement.

4—COMMISSION AND CASH DISCOUNT

- a. Agency commission 15 per cent.

- b. Cash discount 2 per cent.
- c. Cash discount date 20th of month following.

5—MECHANICAL REQUIREMENTS

- a. Width of columns, 2 1-6 inches.
- b. Depth of column, 20 inches.
- c. Six columns to a page.
- d. Center double page, 28 4-6x20 inches.

- e. Full page type space, 13 5-6x20 inches.
- f. Closing date noon Thursdays.
- g. Halftone screen required, \$5.
- h. Maximum size of mats, 5 col. by 16 in.
- i. 12 to 16 pages.

6—CIRCULATION

- a. Not a member A. B. C.
- b. Established 1886.
- b. Local newspaper.
- c. The Enterprise, published in a progressive town of 3,800, in Marion county, with a population of 16,000, has one of the most modern plants owned by a country weekly anywhere. It owns its own home

- d. Sworn circulation 2,450.
- in the heart of the business section of the town, and its equipment is all of the latest type, including a Duplex flat-bed perfecting press and two Model 14 Linotypes, fully equipped. It has the largest circulation of any local newspaper and for a generation has been the leading weekly in the South Central part of Kentucky.

7—MISCELLANEOUS

- a. Advertising subject to approval.
- b. Established 1886.

- c. Subscription \$1.50 per year in Kentucky, \$2.00 per year outside of State.
- d. Other publications, none.
- e. Rates shown on this card apply to both foreign and local advertising.

Above is given the standard form for rate cards, containing all the information demanded by the advertising agencies. The usual procedure is to print this material on a card 6 inches by 3 1-2 inches, both front and back. Whatever the form may be, the prime necessity is that all necessary information be given.

The Press believes in advertising—advertising self and products just as much as we ask of our merchants. What Kentucky editor that does not believe the same? Accordingly, it is our conviction that the rate card

should carry more than the information as given above. Here is a good opportunity for the editor to advertise his town and his people, their thrift, their pursuits, and their manner of making a living. All this is valuable information to the potential national advertiser.

This information that should appear on the rate card includes a short historical and geographical sketch of the trade territory, natural resources, acquired and developed resources, population statistics, type of community and social areas, wealth and taxation

statistics, industries, principal pursuits, automobiles owned, homes and farms owned, and, in accordance with the 1930 census, number of radios owned. And don't forget to list your business houses as potential national good users.

This vital information may be obtained from many sources. The best source, of course, is the editor's knowledge of his community. The next best source is governmental statistics which can be secured from U. S. census reports or direct from the Department of Com-

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merce.

Several Kentucky newspapers go further than this and publish circulation statistics including circulation in town, circulation along each rural route, or in each township, or trade area, in their trade territory. Sufficient to say, the more information presented in a concise manner, the more valuable the rate card becomes. The extent of this information is almost limitless, and should be limited only by the amount of space allotted.

It has been recommended that a card, in folding bristol, size 6 inches by 7 inches be used. One side to contain the material above and the other side the vital statistical information. This card will fold to go into a No. 6 envelope. The Press advocates, however, a folder size 6 inches by 7 inches, four pages, the front page to be the title page, page two the rates, and pages three and four the territory information. This will fold 6 inches by 3 1-2 inches and fit into an ordinary rate card file.

Why not advertise your paper and your town to the prospective advertiser? Remember the national advertiser in the large cities knows nothing about your town except what little information he can glean from a nationwide trade survey. Why not present, in a tangible form, all the information about your paper and your town? Assuredly, the advertiser will appreciate your efforts in a tangible way, and give preference in the trade territory to the paper which furnishes the most available information. But remember this, circulation liars never get anywhere, and, according to the national advertiser, the "woods are full of 'em."

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circulation, advertising and promotion are studied. A complete course in bookkeeping for community newspapers is presented.

Ethics and Principles is a comprehensive study of standards, ethics, principles and tenets of journalism. It endeavors to apply these to current newspapers and their particular everyday problem.

The course in Editing presents proof-reading, copy-reading, style and all other points that make for good newspaper editing and appearance. Subject matter includes the typographical make-up and general appearance of the newspaper as a whole; a headline schedule; and advertisements with particular attention given to the effectiveness of typographical appearance of the ads. This is the only course in the department which extends throughout the entire school year.

History of Journalism presents the development of American newspapers since Colonial days and the influence of the early English papers. Their influence on national progress is shown

with special importance given to the development of journalistic endeavors.

Etymology is especially for the writer for the press. It is designed to put the student in touch with the whole field of terminology with which a writer is apt to come in touch. Class work consists of a study of words, their meaning, use and derivation.

Verbal Criticism undertakes to correct the short-comings of writers in the field of phraseology and the misuse of terms. Out standing words and their synonyms are first discussed; then misused words and phraseology as they commonly are seen in the press are considered; and finally a careful study of style book requirements are considered.

Various types of editorials and subjects commonly treated by editorial writers are taken up by the class in Editorial Writing. The philosophy, structure, and appeal of editorials is discussed with the purpose of their construction. Fifty types of editorials are written, discussed and criticised by the students.

Methods and manners of treating all features of reviews of art-offerings in the Critical Writing class include forty papers on various subjects adapted to critical work.

The Feature writing course deals with the writing of special feature articles and "human interest" stories. Examples of feature articles are taken up and discussed at the beginning of the course, then a text, Bleyer's Special Feature Articles, is covered for the mechanics of feature writing. From time to time, and especially in the latter half of the course, the students are given features to write. These topics must be discovered by the students themselves.

Advanced reporting is a course of practical journalism. The organization of a metropolitan newspaper first is outlined and discussed, and the duties of each departmental head explained. The workings of the plant are explained next. The emphasis is given to the city department, in which the new reporter finds himself on obtaining a reportorial position. After this, the "covering" of stories is explained. An attempt is made to explain the method of "covering" each type of story, and each beat is discussed. From time to time the students are given stories to write, and occasionally they are sent out to "cover" a story. A text, "Newspaper Reporting of Public Affairs," is used in the course.

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Brides; Graduation; Mother's Day; Patriotic Memorial Window; Brooklyn Bridge Window; Silks; Wash Goods; Straw Hats; Summer Footwear; Safety Week; Our Boys.

**Advertising Pointers**

Summer; Out-doors; Auto Touring; Sports; Mother's Day; Silk Sales; Fur

Storage; Summer Furniture; Graduations; June Brides; Child's Health; the American Boy; Summer Apparel.

**Events Affecting Business**

June Brides; Graduation; Child Health Week; Out-door Sports; Summer Appeal; For Storage Campaigns; Auto Travel; Preparations for Exodus to Summer Homes; Moving Day; Safety Week; Summer Weather.

**Try These Decorations**

**May Day**—May pole dance, and outdoor festivities. May Day is celebrated in this country mostly by moving from one habitation to another, hence the Moving Day scene is also very appropriate for an early May window.

**Mother's Day**—Pictures of motherly matrons, red and white carnations and other flowers in profusion. Mottoes alluding to motherhood may be used freely.

**Child Health Week**— Pictures of healthy babies, story, layette, cribs, toys.

**Summer Days**—The great outdoors in summer time, flowers, sunshine, birds, butterflies, picnics, excursions touring, porch furniture.

(Compiled by, and printed here through the courtesy of The Advertising World, Columbus, Ohio).

Seventeen University of Minnesota students engaged in the study of community journalism will put to practical test textbook and classroom lecture knowledge next week when they assume management of four Minnesota weekly publications.

The students, divided into four teams, will be editors and business managers for the week, leaving only the mechanical side of the jobs to the regular staff members of the papers. Getting an early start, some will be on hand Saturday for introductions to their work.

**Weeklies Named.**

Papers to be managed by the students are the Grant County Herald at Elbow Lake, the Montevideo News, the Watowan County Pleadealer at St. James and the Blooming Prairie Times. A team of five students will work on the Watowan County Pleadealer.

This type of practical work for community journalism students at the University is a result of co-operated efforts between the Journalism Department and the Minnesota Editorial Association. Sam S. Haislet, field manager of the association and Bruce McCoy, acting chairman of the Journalism Department, have worked together on the plan.

Community journalism is emphasized particularly at the University because of the number of small town publications in Minnesota, Mr. McCoy explained. The course in the community newspaper is one of the principal offerings of the department.

The Press will welcome anything that you contribute towards its news or forum columns.

## READ THESE RULES AGAIN AND SEND IN YOUR ENTRIES

### Four Silver Cups and Two Cash Awards Will Be Given to the Winners

Final plans and rules for the annual newspaper prize contest were decided upon by the association committee. The following is official and all contestants are asked to observe and follow the simple rules as laid down both as to content and time limit.

#### Best Newspaper Contest

This contest is new this year and has been added to the others for determining the best newspaper in the state each year. This contest is open to every paper in the state with the exception of papers in cities of 50,000 or more. In judging this contest, the judges will take into consideration whether the paper is a daily or a weekly and also the size of the town in which it is published. Makeup, typography, content, and opportunities for service, expansion, and coverage of territory and possible news service will be considered.

Entrants will send one copy of each issue for the month of January, 1930, for weekly newspapers, and all papers published during the month for the daily papers.

There will be only one prize in this contest, a silver loving cup, which must be won twice, not necessarily in succession, to become the permanent possession of the newspaper.

#### All-Around Paper Contest

A large silver loving cup will be awarded to the winner of first place with \$15 and \$10 cash prizes ready for the winners of the second and third places. The rules for this contest are: Entrant to select two issues, one published during each of two months, January, 1930, and April, 1930, from which one copy will be selected for the entry.

This contest will be judged on the same points as in last year's contest: Factors for scoring: General appearance, 30%; Local News, 25%; County Correspondence, 5%; Personal Items, 10%; Farm (or chief industry) News, 5%; General News, 5%; and Editorial, 20%.

#### First Page Contest

Prizes in this contest include a silver loving cup for winner of first place with cash awards of \$15 and \$10 for second and third place winners. Factors to be judged in this contest include headlines, news story content, typography, balance, make-up, name-plate, press work, and pertinent material that should appear on a community weekly's front page.

The rules governing this contest are: Entrant to select four issues, two from publications from each of the two months of February, 1929, and March,

1930, from which the best front page will be selected for the entry.

#### Best Editorial Page Contest

The winner of first place in this contest will carry home a silver loving cup, the "President's Cup," with cash prizes to the second and third place winners of \$10 and \$5, respectively. Entrant to select one editorial page published in any issue of his paper between the dates of May 20, 1929, and May 20, 1930.

All the competing copies of papers submitted in any of the above contests must be wrapped in a bundle preferably flat, securely tied, plainly marked as to the contest entry, and mailed to Victor R. Portmann, chairman contest committee, University of Kentucky, Lexington, on or before May 20, 1930. (Please Turn To The Next Page)

Only members in good standing of the Kentucky Press Association are eligible to enter any of the above contests.

#### Community Service Contest

The Kentucky Press Association has for its object the further development of Kentucky along economic and social lines, and realizing that a state-wide development is impossible without the cooperation of the local communities, the newspapers have been asked to lead the way and the Kentucky newspaper that serves best in this respect is to be handsomely rewarded.

The rules governing the contest are very few. In fact, about all a Kentucky newspaper has to do to participate in the contest is to lay aside the issues containing information regarding a community enterprise that has been helped across by the support of the paper through its news columns and see that these copies are transmitted in a well wrapped package. Some newspapers, on account of their smaller fields, do not have the same opportunity for community service that some of the newspapers in larger fields have, and this fact will be taken into consideration by the judges.

The general rules of the contest follow and are all self-explanatory:

Contestants must be members of the Kentucky Press Association in good standing.

Contest will cover the twelve months ending May 20, 1930. All copies of the newspaper to be judged must be forwarded immediately after the final publication in 1930.

All entries must be the general run of the paper and upon the same stock ordinarily used for regular editions, or in case of a special edition, as paper was sent to subscribers.

Publishers of contesting newspapers are to submit such copies as they deem necessary to set forth the facts on which their entry in the contest is based.

#### No Score Cards

It is not considered practical to prepare a score card for this contest as the factor on which papers are to be

judged is a matter of pertinent facts relating to the service of the contesting newspapers. Letters of recommendation and nomination should accompany all entries, however, and the judges will be asked to submit a written report analyzing all entries and giving reasons for the award, based on the "letters of recommendation."

By "letter of recommendation" is meant a statement of the publisher regarding his field. The more information the letter of recommendation contains, the better able the judges will be to properly rate the paper in respect to the opportunities to perform community service.

### Civic Organizations Are Good Advertising Prospects

A page a week or a page a month is none too much for your C. of C. to spend in advertising. The Massillon, Ohio, Independent, got the Massillon C. of C. to substitute a page advertisement in the Independent each week for the organization's house organ: "The matter of selling the idea of running the C. of C.'s news in the newspaper instead of issuing their regular house organ was easy because it is sound. The circulation of the house organ was limited to C. of C. members. Because of this the house organ was carrying a message to the already C. of C. convert, and was supplying news to those who, at least in a general way, were already acquainted with C. of C. activities. This meant an expenditure to sell an idea to someone who was already sold. To secure the community's support to the C. of C. ideas they must reach out and sell their ideas to the community at large. The newspaper is therefore the correct medium to use. It was quite easy to sell the officers of the C. of C. on the idea that if the chamber was to enjoy a healthy growth, if its projects were to be accomplished, their message must be carried to the skeptic, the knocker, the indifferent. Too often the newspaper is called upon to give voice to public bodies that spend their money for publicity through another channel." The Independent carries a page of C. of C. "news" each week which is changed and made up as the newspaper's front page. The chamber pays the regular page rate, and the cost is less than the old house organ formerly used. The Cuyahoga Falls News has followed the lead of the Massillon paper, and has sold a page of space to the local C. of C. to be run once each month. The first aid attempts to sell C. of C. memberships, and at the bottom is signed the name of every C. of C. member.

Says Secretary Curtis: The Dooz-erdoo bird will get you if you don't watch out!

Personals

We are glad to state that editor Charles A. Kirk of the Paintsville Herald is considerably improved in health and able to move around to a certain extent.

Good box features for your front page include: Table of Contents, Coming Events, and Coming Features in Future Issues. Another prominent and friend-making feature is a "Who's Who" article each week on prominent men and women in your community. Half-column half-tones, which can be purchased for as low as \$1 each, will liven this feature. Try these!

The Cumberland Courier, Pineville, has been sold by Mr. and Mrs. J. E. Pearce to Donald T. Thomas, R. L. Kincaid, Guy Easterly and John H. McGiboney. The Press did not learn what positions the new managers, all experienced newspaper men, will each assume.

The editor of the Press has been notified of his appointment as chairman of the Advertising Promotion Contest of the National Editorial Association in the 1930 contest. Other members of the committee are Thomas Barnhart, Washington Press Association, Seattle, and W. H. Bridgman, Republican, Stanley, Wisconsin. The chairman is requested to make a written report of the contest and winners for the NEA annual outing in Milwaukee this coming June.

"While some of our brothers are proud of the fact that they operated a Washington hand press, we feel much better over the fact that after buying this newspaper and printing plant last June, we increased the volume of the business 100 per cent in the first thirty days following over any one month for the past year. We moved into a new stone building with concrete floor and plenty of light and ventilation, on March 8, and our presses are running twice as fast as they would on a wooden floor."—H. C. Sweat, Hart County News, Monfordsville.

V. L. Spalding, editor and owner of the Union town Telegram, is making printers out of his boys, and has his three oldest sons, Lee, Bob and Jack, working in the mechanical department of his newspaper. The Telegram is the oldest paper in Union county.

Cecil Wayne Bush, well known to our readers as representative of the Whitaker Paper Company, in the Blue Grass, was married to Miss Mary Lu-

cille Lee, Lexington, on Friday, April 4. They are making their home in Lexington. We extend congratulations.

Editor J. W. Wilson, Jr., Butler, is taking an active interest in community affairs and reports an enthusiastic meeting of the Butler Commercial club in which measures were taken to bring manufacturing concerns to their city.

Oliver Kelly, Jr., who graduated from Centre college last June, is associated with his father in publishing the Lebanon Enterprise. He studied journalism under Dr. B. A. Wise at Centre.

The Lebanon Enterprise recently installed a new electric saw, trimmer and router, made by the Hill-Curtis Co., Kalamazoo, Mich., which will materially add to the efficiency and productiveness of that office.

J. L. Crawford, Corbin Times-Tribune, has just installed a Model 8 Linotype in his office in addition to his Model 14. He now has 8, 10, 14, 18, 24 and 6-point on the two machines in addition to Ionic 7 1-2, which he has adopted for his new body dress. This makes his modern and up-to-date plant almost a non-distribution system office. We congratulate Editor Crawford on this progressive step.

The Henderson Journal-Gleaner moved March 23 into their new home which, according to Charles Blanchard, is one of the finest newspaper homes in Western Kentucky.

The Press would like to publish half-tones of the news plants and homes of our Kentucky newspapers. If you have a "news picture" of your plant or home, send it in.

The Providence News is a new infant in the state field, being now about six weeks old. It is owned and managed by Tom Stone, for years connected with the Providence Enterprise.

Just about half the retail advertisements you read could have the signature changed to that of a competitor and nobody would recognize the difference. How many of your merchants are putting their own personality into their ads?

In every town you visit, Kentucky or elsewhere, you'll find certain business men say "Our newspaper rates are entirely too high." Whether the rates are 10 cents an inch, or \$1.20, it's all the same. But we have always noticed that the business man who makes the complaint is almost invariably a non-advertiser, seeking to alibi himself.

UNIT COUNT FOR HEADLINES

Requests have been made to the editor for information concerning the unit count in headlines. Because there is a uniformity and relation between the characters in any font of type, i. e., the width of the base of each character of type, we can use a unit with the assurance that a combination of units will fit in a given length of line. The unit count, naturally, will depend on the width of the column used in each newspaper, and a 12-em column will not have the same unit count as a 13-em column.

The only way to secure an actual unit count for any type in any given width-column is the "trial and error" method. Take a composing stick and fill with different type characters until the line is complete. If white space is to be left at each end of a drop-line head, subtract two or three units as you desire.

Two unit counts are used: one for all-capital (upper case) headline, and the second for the capital and small letter (lower case) headline. The count for each is as follows:

Upper case headline count: All letters and figures count one unit with the exception of "I" which counts one-half unit, and "M" and "W" which count one and one-half units. All punctuation marks and spaces count one-half units, with the exception of the interrogation mark (?) which counts one unit.

Lower case headline count: Capitals—All capitals and figures count one and one-half units, with the exception of "I" which counts one unit, and "M" and "W" which count two units. All small letters and the (?) count one unit with these exceptions—"m" and "w" count one and one-half, and "f" "i," "j," "l," and "t" count one-half unit. Punctuation marks and space count one-half unit. Note that punctuation marks and spaces count the same in both headline counts.

If the copyreader "counts out" each headline and substitutes synonym words where needed, he can be sure that his heads will be neither too fat nor too lean, but will fit "just right." Never guess, but count out your heads. It may take a little more time and effort but you will always have the satisfaction of something well done, and well-worded and neat-appearing headlines.

What is the difference between a live town and a dead town? Or a live newspaper and a dead newspaper? Simply this: A live town, or newspaper, wants something. A dead town, or newspaper, is satisfied with everything. Same thing is true with an individual or a store. It is up the newspaper to take the prerogative because a live newspaper makes a live town.



### Fountain Square at Somerset Where Summer Meeting of K. P. A. Will Be Held



Somerset's New \$250,000 Hotel

# CONQUEST BOND

The Most Perfect Paper In Its Class

For

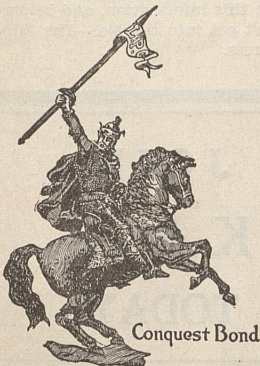
LETTER HEADS

and

OFFICE STATIONERY

Louisville Paper Co.  
(Incorporated)

Louisville, Kentucky



#### NEWSPAPER FILE SERVICE

You put us on your mailing list. We check and file your paper each day and when the binding date comes we bind and return them at the following prices:

Daily, Three Months..... \$5.00

Daily, Six Months..... 7.50

Weekly, Twelve Months... 5.00

We are serving publishers in all parts of the United States. Write us for further particulars.

**MONMOUTH BLANK BOOK CO.**  
O. J. Forman, Prop. Monmouth, Ill.

#### MILO BENNETT

Conducts a wonderful Linotype-Inter-type school and can develop slow operators into fast operators or one of the men or women in your office into a fine operator. Correspondence course, with keyboard, for home study, \$28; six to ten weeks at the practical school, \$60 to \$100. Write for free school literature. Also pleased to give you name of prominent Kentucky newspaper publisher who knows what this school is capable of doing for you. Address Milo Bennett's School, Toledo, Ohio.

\* \* \* \* \*

## YOU NEED THE K. P. A. AS THE K. P. A. Needs YOU!

\* \* \* \* \*

**ANNOUNCEMENTS**

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

**CECIL W. BUSH**  
Lexington Representative  
WHITAKER PAPER COMPANY

**C. A. WALSH**  
Western Kentucky

**FRANK PUND**  
Eastern Kentucky

**Get Your  
IMPERIAL**

**Metal Direct From  
Cincinnati, Louisville, or Nashville Warehouses**

The Imperial Type Metal Company manufactures nothing but type metals. This specialization has resulted in quality and uniformity, hitherto unknown in type metal mixtures.

This paper that you are reading, the Louisville Courier-Journal, the Lexington Herald and the Lexington Leader, as well as a majority of other papers in the state, are consistent users of Imperial Metals and the Plus Plan.

The next time you need metal, get Imperial and compare the results.

**CINCINNATI**  
McHugh Exp. Co.  
220 W. 3rd St.  
Main 1150

**NASHVILLE**  
Robert Chadwell  
Trans. & Storage Co.  
101 E'dway Tel. 6-8572

**LOUISVILLE**  
Dickinson Co.  
119 N. 4th St.  
City 7951

**Imperial Type Metal Co.**

Philadelphia New York Chicago Los Angeles

**Type, Printing Machinery**

**Complete outfits for large and small  
plants**

**Boston Stitchers**

**Kelly Presses**

**LEE B. DAVISON**

**Traveling Representative**

**526 Union Street**

**Nashville, Tenn.**

**New Law Might Affect  
Newspaper Subscriptions**

Newspapers have at time past secured the co-operation of the teachers and pupils of the rural schools of their territory in increasing subscription lists. They have done this by offering a per cent of the money to the school, for the purchase of pictures, new equipment, or something that the teacher wants for the school. The plan has worked very well—and many publishers have added a nice bunch of new names under such plan, at a cost that is not excessive.

The attention of this office has just been called to a law passed last winter that might affect such a plan. The law reads as follows:

"Section 1. No person shall offer for sale, sell or peddle any goods, wares, books, newspapers, magazines or merchandise, insurance, course of instruction or any other thing whatsoever, or canvass or take orders therefor, or solicit the endorsement of any goods, wares, books, newspapers, magazines, merchandise, insurance or course of instruction or other thing in any public school building or upon any public school grounds not located within the limits of any city, village or borough, whether or not such person has a license to offer for sale, sell, solicit, or canvas for such goods, wares, books, newspapers, magazines, merchandise, insurance, course of instruction or any other thing whatsoever; provided this act shall not be construed as prohibiting the soliciting of or taking of such orders from, or making such sale to the school board or any member thereof, the board of education or any member thereof, or superintendent of schools.

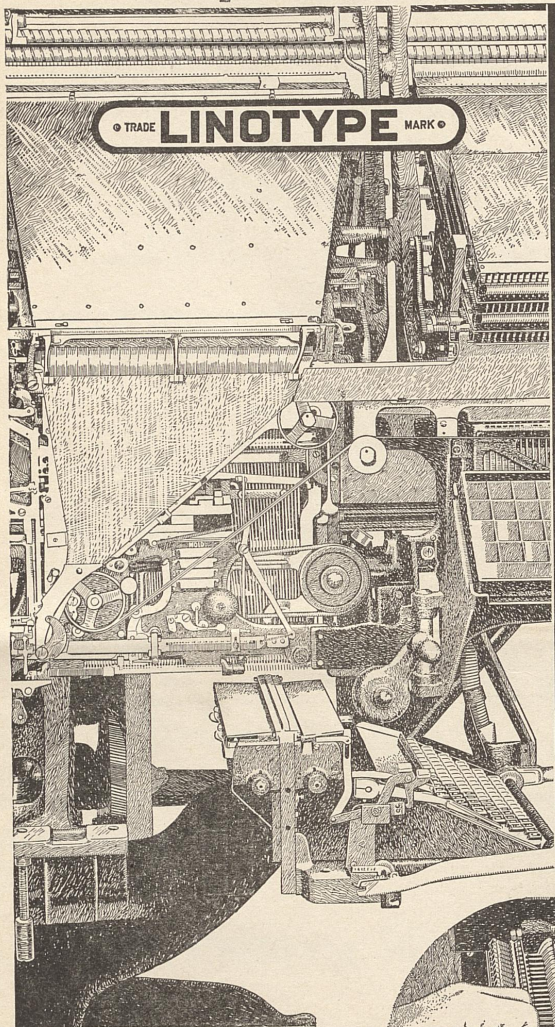
"Section 2. Any person violating the provisions of this act shall be guilty of a misdemeanor."

This office asked the opinion of a prominent attorney of the state as to whether the law quoted would apply to the plan that has been used. The answer was that there was doubt in his mind that it would, but the Minnesota Press is giving the information so that members contemplating using such plan will have this information, and be sure they don't get into trouble.—The Minnesota Press.

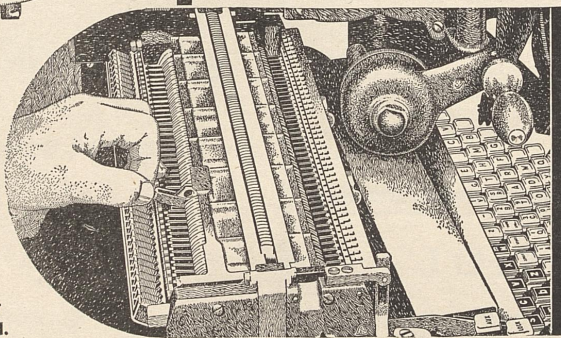
**JOIN  
K. P. A.  
TODAY**

**Blank Page(s)**

# Every Keyboard Part Instantly Accessible



The Linotype swinging keyboard makes it a simple matter to remove back cam yokes, stopping strips, or reach any moving part of the keyboard. There's no longer any need to grope in the dark, or work in a cramped, uncomfortable position to make the slightest adjustment to the mechanism of the keyboard.



The new swinging keyboard is one of the most notable labor-saving convenience features yet introduced in composing machine maintenance work.

It offers instant accessibility to every keyboard part—gives the same freedom in reaching any part of the keyboard mechanism that removing a keyboard to the work-bench provides.

And the saving in time is obvious. In many instances the swinging keyboard translates the servicing work of hours into minutes—it means that the Linotype will be even more productive than ever before, since it is no longer a burdensome task to clean the sensitive Linotype keyboard and maintain it at a peak of efficiency.

**MERGENTHALER LINOTYPE  
COMPANY, Brooklyn, New York**  
San Francisco · Chicago · New Orleans  
Canadian Linotype, Limited, Toronto 2  
Representatives in the Principal Cities of the World

LINOTYPE METROBLACK

533.30.2-C