

# The Kentucky Press

Published Monthly Of, By, And For The Kentucky Newspapers

Volume Three

December, 1931

Number Eleven

## Program Of Mid-winter Meeting On To Louisville!

January 21-23, 1932

**Brown Hotel, Louisville, Kentucky**  
Thursday Evening, January 21

7:00 P. M.—Buffet Luncheon in Louis XVI Room Brown Hotel; Vaudeville; Dance on Roof Garden; Music by Jimmy Joy's Recording Dance Orchestra; Guests of Brown Hotel.

Friday Morning, January 22.

10:00 A. M.—Business session called to order by President Joe T. Lovett, Ledger & Times, Murray, Ky.  
Invocation by Dr. Charles R. Welch, Pastor Fourth Avenue Presbyterian Church, Louisville, Ky.  
Address of Welcome by Mayor Wm. B. Harrison, of Louisville  
Response by Lawrence W. Hager, Messenger-Inquirer, Owensboro, Ky.  
President's Annual Address by Joe T. Lovett  
Annual Financial Report by Secretary J. Curtis Alcock, Daily Messenger, Danville, Ky.  
Address, "How I Ran a Campaign," by Warren Fisher, Carlisle Mercury.

Discussions and Repercussions.

12:15 P. M.—Luncheon at Kentucky Children's Home.

Friday Afternoon, January 22.

Automobile Show  
Theatres and Bridge

Friday Evening, January 22

7:00 P. M.—Annual Banquet at Brown Hotel; Louisville Board of Trade Host; Robert Vaughan, President, and Others, Speakers.

Saturday Morning, January 23.

10:00 A. M.—Meeting called to order by the president  
Address, "How I get Foreign Advertising," by Alvin R. Magee, Foreign Advertising Manager of the Courier-Journal and The Times.  
Report of Legislative Committee by B. B. Cozine, Chairman, Shelbyville News.  
Reviewing Business of 1931  
Visualizing Business for 1932

12:15 P. M.—Luncheon at Pendennis Club, Courier-Journal and The Times Hosts.

Election of Officers  
Unfinished Business.  
Adjournment

### DEPARTMENT OF JOURNALISM NOW CLASS "A" SCHOOL

The department of journalism, University of Kentucky, was admitted to membership in the American Association of Schools and Departments of Journalism at its annual meeting in Minneapolis during the holidays, as a Class "A" department of journalism.

This highest rating comes to Kentucky in recognition of its staff membership, its curriculum, and its standards of scholarship according to the rules and regulations of the associa-

tion.

Only twenty-six universities and state colleges in the United States are members of this association and the editors of the state ought to be proud that their university was accorded this signal honor.

Have your neighbors ever dropped into your home to borrow the weekly collection of circular letters, hand bills, etc., that the users think are as good as advertising in your favorite country newspaper?—Jordan (Minn.) Independent.

"On to Louisville!"

Surely no Kentucky editor needs any further incentive to attend the annual mid-winter meeting this year than the mere announcement of the program is this issue of the Bulletin. The program speaks for itself in no unmistakable terms as the best we will have had within the past several years, with all due credit to all others.

During the past year of depression we editors have been preaching with might and main in heroic efforts to bolster the morale of our faltering communities. Our preachments will lose a great deal of their effect if we have to tell our fellow-townsmen during the fourth week-end in January that we were unable to join our brother-editors at the state meeting because "times are too hard." Let's not be like the fellow old Bill Shakespeare told about when he said, "I can easier teach twenty men what to do than be one of the twenty to follow mine own preaching."

Quit crying over poor business if your business is rotten. Buckle up, throw your shoulders back, thrust out your chest and your chin and join us in Louisville early Thursday, January 21. You'll get enough inspiration and vigor at this meeting to carry you through the year.

Please let me make a special appeal to you fellows who have not been in the habit of coming to the meetings. Try it once! Just once! We know you'll like it so well you will come forever afterward.

And you old standbys! You men we have been counting on for years. Make a little extra effort and bring along your neighbor who falls in the foregoing classification.

"On to Louisville."

JOE T. LOVETT,  
President,

### BIRTHDAY FEATURE PROVES MERITS

Council Bluffs, Ia., Nonpareil (R. J. O'Brien, business manager) runs a short feature daily with Children's Birthdays. Names mentioned are entitled to get tickets for a good movie show open once a month at a seasonable hour. Names and ages are secured from the school records. The cost is very small and the feature has taken a big hold. The theatres cooperate and finds it advantageous.



## The Kentucky Press

Official Publication Of The  
Kentucky Press Association

Victor R. Portmann, Editor-in-Chief

Published by  
The Department of Journalism  
University of Kentucky, Lexington  
Printed by The Kernel Press

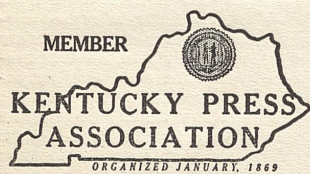
### PRESS ASSOCIATION OFFICERS

JOE T. LOVETT,  
Murray Ledger, Times, President

JAMES T. NORRIS,  
Ashland Independent, Vice President

LAWRENCE HAGER,  
Owensboro Messenger, Chairman of  
Executive Committee

J. CURTIS ALCOCK,  
Danville Messenger, Secretary-Treas.



### About Those Cheaper Rates

Dont' know just how many of you are having merchants yap for cheaper advertising rates, for cheaper commercial printing, all pointing out how much that they have for sale has slumped in price.

Your secretary attempted to reason it out with a merchant recently, telling him that before the war we were paying \$2.50 per hundred for newsprint, now we are paying from 4 to 7, depending on our freight rates; metal cost 4 to 7, now it is 11 and up, depending on freight rates; linotype mats cost 4, now they are 9; bond and book papers were 8 to 12, now they are 15 to the skies; wages are not quite the same as before the war.

Whether this scored there's no way of telling, but I took him to task about his drop in prices, and when we got through we learned he had allowed the jobbers to kid him into believing there was a big drop, but, in reality, it is so slight it is scarcely noticeable.

No, the only thing that has dropped is the price of farm products.—Dodge, secretary, in Bulletin of New Mexico Newspaper association.

### Be Prepared for a Fire

Several Wisconsin papers have suffered from fire in the last year. Several more are bound to have fires in

the coming year. It may be you. You should have an up-to-date duplicate of your subscription list, showing dates paid, in some safe place outside of the newspaper office. It is well to make needed corrections and revisions of this list several times a year.

Also stored away in some place outside the office should be a complete inventory of all your machinery, equipment and furniture. This should be corrected at least once a year. This is of great importance when settlement is made with the insurance company.

Every office should have, if possible some fireproof safe in the office. The ledgers and the newspaper files should be kept there, for in case of fire they never can be replaced.  
The Wisconsin Press.

### WHY ASSOCIATIONS?

Kentucky has a wide-awake press association with a limited enrollment—too many editors are willing to stand by and let their George-editor-brother do all the work. There are many reasons why Kentucky should have as some newspapers will not join in boosting Kentucky newspapers as a whole. Following are a number of comments on press associations that apply to press associations that apply to Kentucky as well as the other states.

### THE MEASURE OF MEMBERSHIP

"Trade association membership is a measure of character because it shows the member's ability to get along with others. Trade association membership is a measure of intelligence of the member's business methods, because he is trying to eliminate competitive waste and to use cooperation as an economical weapon. Trade association membership is a measure of soundness in the industry, because it is doing something for stability, efficiency and economy of their products and distribution."

### VALUE OF ORGANIZATION

One of the editors in the eastern part of the state informed us the other day that he had made good use of the association in collecting two or three bad accounts. He stated that after having made a number of unsuccessful attempts to collect he finally informed the debtors that he was a member of the Colorado Press association and that unless the accounts were paid by a certain time that he would refer the matter to his association. In each case the accounts were paid in full. That's the value of belonging to an organization. People are just naturally fearful of the power of numbers when they are properly organized.—Colorado Press.

### PRESS ASSOCIATION ACTIVE

Within the past few months the sec-

retary's office has received bulletins from more than 30 state press associations, and if you think the present business stress hasn't awakened the newspaper men of the nation to the fact that they must have an iron-bound organization for protection you just don't know how the newspaper men are thinking these days.

Press bulletins from over the nation are pointing out that every profession but our own is adequately and financially protected by state laws and they are stirring things up to bring about the passage of laws in every state which will give the newspaper man the same protection and benefits from the state other professions enjoy.—Mexico Bulletin.

### SAME IN ALL STATES

Iowa has 540 newspapers. Of these Field Manager Caswell says at least 100 or more mere excuses for papers and should go out of business. He makes no effort to get them as members of the association. Every state has a similar condition. No press association can or should aim at 100 percent membership. The old idea that a press association should promote the welfare of every paper in the state is impractical because no one can do anything for the man who will do nothing for himself.—Ole Buck.

### ASSOCIATION MEMBERSHIP

It has been well said that if a publisher had to measure up to certain standards before being accepted as a member of his press association, and then had to continue to measure up, there would be less solicitation and better association. Under the present set-up most every paper is accepted perhaps with the thought that association with more successful publishers will encourage a correction of weaknesses. Sometimes this happens. More often not. Certainly when a publisher refuses to help himself by doing his best, ever on the alert to apply new and better methods, there is little hop for his future improvement. The idea of selective membership, while it has its dangers, is not so bad, especially if not carried to far, or the requirement made not too exacting.—Mich. Bulletin.

The Press Association of Dane county, Wis., is issuing a series of small folders to be sent to advertisers, setting forth the opportunities of the field and the advantages of using space in the newspapers forming the association. The object of the mail campaign, we are informed by Secretary A. W. Pickering, is considerably out of the ordinary in that it is not so much an attempt to attract national advertising as it is one to impress local business men with the value of country papers as a mediums for their announcements.



### What The Retailer Expects Of Newspapers

"I don't buy white space; I buy merely to get business," said Karl F. Thunemann, advertising manager of McMorran & Washburne's department store, in Eugene, at the Crater Lake convention. He was answering the question as to what the retailer expects of his newspaper.

"I believe the paper builds up a certain consciousness among its readers. I buy the "Saturday Evening Post". I never read a story; I read the advertisements. The "Post" has built up an advertising consciousness. . . . Some papers are that way. If you want people to read for advertising, you build up that advertising consciousness. Let your readers know that your particular paper is the best for that particular type of advertising.

"When a woman buys Palm Olive, she buys 'that schoolgirl complexion.' When I buy your white space I'm buying the business your paper will bring to me when I put my story into that space.

"Ninety to 95 per cent of those in retail business fail. You are up against the proposition of selling not only to the 5 per cent but also to the incompetent 95 per cent; they don't know how to advertise. The more you know about the retailer and his business the better you'll be able to sell him and help his business.

"The small merchant buys hokum advertising. It is our experience that it does not produce business. Money spent thus is regarded as a donation. Take, for instance, a page in certain lodge magazines. The merchant spending money there is taking it out of his regular advertising and donating it to that type of advertising. I believe in your newspaper. We can't get along without your paper. The better your paper is, the better it is for our advertising. Newspaper men should meet with the retailers; your problems are theirs. . . .

"Chain stores have made the rest of us sit up and take notice. Now we have developed an accounting system with which we can tell in one hour how much merchandise we have on hand and how much it is costing us to do business. We can guess how much business we will do in the next six months. . . . The retailer knows he ought to spend three per cent of his gross sales in advertising. Your paper gets the greatest amount. The newspaper is the only medium in which the advertiser can be continuous and consistent. We do not miss an issue in a Eugene paper.

"We don't get direct results. Nobody is able to determine the results obtained from any advertisement."

Mr. Thunemann referred to the experience of Pear's Soap. Years ago, with its "good morning" campaign, this soap was a leader. The other day a storekeeper sold his last two bars; they had been on the shelf for six years. Pear's had ceased to advertise and had lost the momentum of its earlier publicity.

The speaker urged good-will building on the part of newspapers comparable to that carried on by business men. The McMorran & Washburne auditorium, given free to groups of citizens, has drawn thousands of persons to the store in a week. This has built up good will. Mr. Thunemann urged frequent news stories about the local advertiser; the news story and picture run unknown to the advertiser was regarded as a great builder of the good will that helps business.

The University of Kentucky was host to the National College Press association on November 20-21. Eighteen states and 25 publications were represented by 46 delegates. The Press editor was honored in his election as chairman of the executive board of the association for the next two years.

### What Does It Accumulate?

The benefits of advertising are cumulative, we say—and we are right. But what does this advertising accumulate for the one who invests in it? The answer to this question may be interesting.

If the advertising is of the right kind, that is, truthful and constructive, it accumulates confidences in the advertiser. It accumulates a belief that he is honest and that he knows his business. It accumulates a respect for his knowledge and judgment in his particular line. It accumulates a feeling of security in the mind of the buyer. It accumulates a belief that

the advertiser is successful. It accumulates a favorable public contrast with the one who doesn't advertise. It accumulates piled up impressions of articles offered for sale. It accumulates a belief that the advertiser carries standard or better grades of goods. It accumulates new friends and helps to keep the old. In fact, it accumulates the material for an almost impregnable industrial wall which competition cannot break down over night. It's the insurance that the concern is still in business and still jealous of the attitude of the public toward it.

Have you read the front page editorial in the Publishers Auxiliary, issue of November 21, entitled Suicide! If not, look up that issue and read it! Wright A. Patterson gives a message that is pertinent to every newspaper owner and editor.

YOU cannot afford to miss the mid-winter meeting at Louisville!

### 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.

## What Imperial Metal

### Can Do For You

Imperial Metal serviced by the Imperial Plus Plan can do four things for you. First, it will keep your type metal in A-1 condition at all times; second, it will reduce metal and machine troubles to a minimum; third, it will lower your yearly metal costs; and fourth, it will give you better looking work. Order Imperial Metal from these warehouses:

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

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

LOUISVILLE  
Diskson Co.  
119 N. 4th St.  
City 7951

## Imperial Type Metal Co.

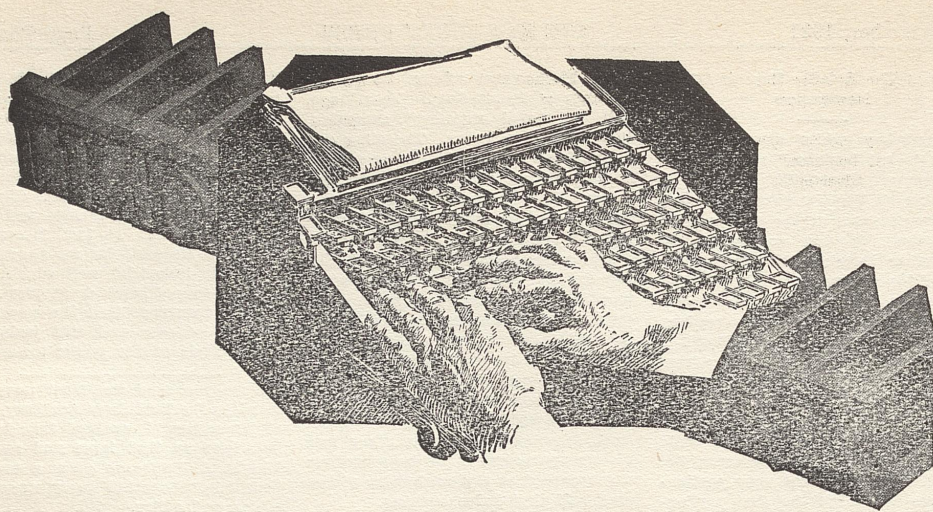
Philadelphia

New York

Chicago

Los Angeles





## KEYBOARD YOUR DISPLAY

—up to the **FULL RANGE** of the Linotype

Linotype your heads, ads and job work just as you do straight matter. Up to full 36 point you can set everything direct from one Model 14 Linotype keyboard—without ever running out of sorts.

Linotype offers a typographic variety sufficient to meet practically any printing requirement. You can select equipment to meet your individual needs. Only for the largest display lines and banner heads do you need to go to other methods of composition.



## MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK • • SAN FRANCISCO • CHICAGO • NEW ORLEANS • • CANADIAN LINOTYPE, LIMITED, TORONTO, CANADA

Representatives in the Principal Cities of the World

Linotype Metroblack