

THE KENTUCKY PRESS

Of, By, And For The Kentucky Newspapers

Volume One

JUNE, 1929

Number Five

Ashland Promises A Profitable Time For Every Editor

(By J. T. Norris)

Members of the Fourth Estate in Kentucky are planning to close their editorial desks, let the second in command, or even the devil, run the office if necessary and tie themselves to Ashland on June 13 for the summer meeting of the Kentucky Press Association.

Secretary J. C. Alcock has already mailed copies of the program to all members, and the host newspaper, the Ashland Independent, is making every preparation to show the editors something new in the line of entertainment. The choice of rail or auto travel by good roads is presented to all those who will attend the convention. Fare for travel on the Chesapeake and Ohio is to be returned to the editors who make the trip in the form of advertising to the full amount by the railroad.

Many Will Drive

Nevertheless, many will want to drive up the Midland Trail, U. S. Route 60, for the sake of the wonderful variety in Kentucky scenery, terrain and activity which can thus be seen. The route leads through the picturesque Blue Grass country, which is seen at its best during the month of June. In Montgomery county, the rolling foot hills will take the place of the undulating fields and pastures and when the line is crossed into Owen county, the blue line of the Eastern Kentucky mountains will loom on the horizon. When Owen is left behind and they enter Rowan county, the beautiful stock and tobacco farms will give way fully to a country of natural resources of a different kind.

Coal, oil, gas, shale, clay, free stone, rock asphalt and other products of the soil replace the fertility and many of the hill sides are still covered by valuable forests. The smoke of industry, which makes use of these natural resources, will first be noticed in the vicinity of Morehead and the number and size of these plants increase as the visitors come nearer to the teeming tri-state industrial section on the Ohio river.

Whether the visitors come by rail or auto they will be well repaid for the trip by seeing a portion of the state which many Kentuckians do not visit often.

True Spirit of Kentucky

In spite of the fact that it is primarily an industrial city and rather cosmopolitan in its atmosphere, Ashland retains in its homes and personal contacts a true spirit of Kentucky hospitality and extends a welcome to vis-

itors which they long remember. This year particularly, since the completion of its two new, up-to-date hotels, it has been recognized as a host city to conventions, which can offer a novel series of attractions to Kentuckians, both men and women. Its industrial plants, particularly that of the American Rolling Mill Company, are known the world over for the modern processes that have been installed in them. Plant engineers and steel makers from numerous foreign countries have made the journey from their homelands to this Kentucky city to see this process in operation.

An entertainment program of sight-seeing, golfing and interesting social events has been arranged as a welcome to Kentucky's editors, when they assemble in Ashland for their annual summer meeting. The business program, also, contains many numbers of interest.

THE PROGRAM

THURSDAY, JUNE 13

Registration Thursday afternoon, Henry Clay Hotel.

8:00 P. M. (E. S. T.)—Opening session in ball room, President J. M. Allen, The Democrat, Cynthiana, Ky., presiding.

Address of welcome by B. F. Forgey, editor Daily Independent, Ashland, Ky. Response by Keen Johnson, editor Daily Register, Richmond, Ky.

Announcements

8:30 P. M.—Visit to Armco (American Rolling Mill Company).

FRIDAY, JUNE 14

9:30 A. M.—Business session.

Address, "The Old and the New Court Parties," Dr. A. M. Stickens, Western Kentucky State Teachers College, Bowling Green.

Round Table, "An Audit Plan for Circulation of Country Newspapers," led by J. M. Lovett, editor Ledger & Times, Murray, Ky.

Address, "A. B. C. Membership for Smaller Daily and Weekly Newspapers," W. E. Chandler, chief auditor, Audit Bureau of Circulations, Chicago, Ill.

Awarding of Newspaper Prizes by Prof. Victor R. Portmann, Chairman of Newspaper Exhibit Committee, Department of Journalism, University of Kentucky, Lexington.

12:30 P. M.—Luncheon as guests of the Daily Independent, Ashland, Ky.

2:30 P. M.—Golf Tournament or Drive Through Tri-State.

Friday Night—Banquet at Country Club by Chamber of Commerce, followed by Reception and Dance.

SATURDAY, JUNE 15

9:30 A. M.—Business session.

Address, "Snap Shots," Miss M. Annie Poage, Ashland, Ky.

Address, "The City Reporter," Miss Mary Chenoweth, The Courier-Journal, Louisville, Ky.

Report of Committee on Resolutions.

Unfinished Business.

Adjournment.

Will Enjoy Visit

We, who are to be hosts, feel that the members of the state press are going to enjoy their stay and to find the entire trip both profitable and interesting. We are sparing no effort to bring about this end and will be at the service of our guests for any and everything they may desire from now on through the convention. If there is anything at all that we can do in advance or during the convention to make the trip or visit here more pleasant, you will indeed confer a favor by calling upon us.

The registration and opening session of the meeting are to be held Thursday evening, June 14, at the Henry Clay hotel, beginning at 7:30 Eastern Standard Time. Ashland is hoping to welcome a record-breaking attendance and if present indications are worth anything, we are going to realize this ambition.

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

Application Pending for Entry as Second Class Matter

PRESS ASSOCIATION OFFICERS

J. M. Allen, Cynthiana Democrat, President

J. Herndon Evans, Pineville Sun, Vice-President

Joe T. Lovett, Murray Ledger-Times, Chm. Ex. Committee

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

ONLY FOUR PAGES

Because the editor has been more than busy with the incidents pertinent to the closing of a successful year of University school life, with examinations, and the excitement of graduation week, and because we are getting ready to attend that Ashland meeting, we are printing only four pages in this June issue instead of the customary eight pages.

The plans for the July issue include the minutes of the coming Ashland meeting, and a story of the good times that we expect on June 13-15. So if you, brother editor, are unable to be with us, you may read—and envy.

See you at Ashland!

EN ROUTE

Now is the time for all good Kentucky editors to let the office go to the "devil" and "hit the trail" for Ashland. Read all the good things in store for you in this issue. "Jimmy" Norris and his associates are making elaborate plans for your entertainment, so let's go!

P. S. Bring your golf clubs.

A PROFITABLE MEETING

Even if we can forget the entertainment and good times ahead at Ashland, the trip will be profitable and educational as outlined in the splendid program as has been planned by Secretary Alcock. We are all interested in building better business and better business methods for our papers, and will be more than interested in the talk and round table discussion on the audit plan for circulation for country newspapers.

This, and the other parts of the program, will more than repay you for the trip to the eastern boundary of our glorious state.

See YOU at Ashland!

THE TOWN SURVEY

(By H. Z. Mitchell, Bemidji, Minn.)

What would you think of a merchant who if asked regarding his merchandise should tell you that he would have to go down and look it up, that he kept it all nailed up in packing cases and didn't know just what he did have to

sell? How many times would you try to patronize him if each time the answer was the same and you had to wait several hours while he rummaged through his stock? Yet that is just exactly the situation that the national advertiser finds himself in when he attempts to buy space from the average country publisher. Too many country publishers seem to have the idea that what they have to sell is the white space in their paper. That's a mistake. What the publisher has to sell is his community and its prospects as an outlet for merchandise. The white paper is just the same in a hamlet of 500 as it is in a city of that many thousands and but the rates are different. Why? Because of the market. The experience of association representatives, field secretaries and advertising agencies demonstrates that there is a woeful ignorance on the part of the country publisher as to his product, yet it is such a simple matter to secure this information and so many valuable reactions come as a result of it.

We have several times outlined what we mean by a town survey but we are going to repeat some of it again in the hope that the field is more fertile than when we attempted to sow our ideas before.

First Find out who your businessmen are and what they are selling. That sounds simple enough but it isn't. We don't mean a casual check of the city directory or the telephone book and a hasty jotting down of the information contained therein; we mean a real SURVEY. Just how to file this information depends on the size of the community but believing that the methods used by the large papers are seldom too big for the smallest, we will suggest a plan that should be applicable to any city or village. Get a card filing system with plenty of cards. First list your merchants, all of them, down to the smallest corner grocery and pool room, with names of proprietors, store name, and KINDS of merchandise handled. You needn't get into the BRANDS in your first survey, make a special survey of that under a plan that we will be glad to outline in another issue of the Bulletin. This

will be your key list and should be kept absolutely up to date. Then cross file each kind of merchandise. On one set list all of your grocery dealers, whether exclusive, chain or handled in connection with other merchandise. Don't overlook a single line of merchandise. Have them indexed so that with a simple turn of the wrist you can tell every dealer who handles cigars, tobacco, groceries, dry goods, fishing tackle, stoves, lumber, in fact everything. This is the important list but there is other information that you should have in connection with it. Population of your city and of the trading territory and how large that trading territory is. Don't stretch it. The thickly populated trading area of ten miles is often more valuable than the sparsely settled fifty mile area, but explain why yours is either limited or extensive, road connections, both railroad and highway; bank resources; school population; pay rolls; agricultural drawing powers, such as elevators, creameries, canning factories, etc.; churches; wholesale distributors; manufacturing plants and of course the information about your own paper and its effort to cover the trading area. If close to a metropolitan center get the figures on the circulation of the city papers in your trading area in comparison with your own. Show the number of families if possible, the number of electric light users, ask your county agent for his government figures on the farm statistics of your trading area and the value of its products, in other words file every available item of interest that will help convince an advertiser that your locality will prove a profitable outlet.

Now then, what are you going to do with this list after you have it? Don't get discouraged if there are no immediate calls for information you have secured. If you are progressive you will get out a neat booklet and send it out to advertising agencies, to prospective advertisers and see that your field secretary and advertising representatives have a copy. If your city is large enough you will find the list most valuable to cover with a monthly blotter or letter, keeping your name before the businessmen of your community. The information you secure can often be worked up into clever little stories for your paper. But the big point is that you have the information that you should about your community.

Incidentally this same plan should be extended in time to cover all of your trading area. List all of the businessmen in it just the same way and circularize them for job work. Check this outside list with your wholesale houses so as to be sure that you have them all. You can be sure that they keep their lists up to date, why shouldn't you?

The committee will be glad to discuss any phases of this survey with interested publishers and to have improvements and new uses for the list noted. Next month we will endeavor to outline the next step in the survey work—The Store Survey—the most important and most productive work in the entire plan.

—The N. E. A. Bulletin.

N.E.A. Annual Survey

The first annual national survey of the weekly newspaper publishing business of the United States, conducted by the research department of the National Editorial Association under the supervision of Herman Roe, field director, and W. Clement Moore, industrial business analyst and economist, is rapidly nearing completion and some startling facts will be presented to those who attend the annual convention at Cheyenne, Wyo., July 20 to 24. In fact, those who have given careful thought to the preliminary figures and comparisons resulting from the survey, even at this stage, claim it is one of the most important activities ever undertaken by the N. E. A. They are firm in the belief that if members will study and use the completed survey as a safe guide in the conduct of their business it will be worth hundreds of dollars to every member.

This article will present some advance information about subscription collections which will give an idea of the helpful departments of the survey—all of which it must be remembered are based absolutely on facts, and not on theory.

The figures presented in this article may vary slightly from those which will appear in the completed survey, because many reports are yet to be analyzed and many calculations remain to be made. But the final result in averages will not be materially different.

Subscription Receipts Only a Small Part of Average Newspapers' Total Revenue

The survey presents some real surprises in respect to subscription receipts, when we study it geographically. Either the publishers of certain sections of the United States are better and collectors or the subscribers just simply pay more and better for their newspaper reading matter in some states than they do in others, for the percentages vary considerably.

For the purpose of this article we have chosen two groups of newspaper reports—one from the northeastern section and the other from the northwestern states. All of the plants represented in both groups operate commercial printing plants in connection with their newspaper publishing.

The distribution of subscription receipts from the total revenue received from all sources in 1928 by 33 plants represented in the two groups is shown as follows:

Total average revenue per plant, \$9,725.80; percentage of total revenue, 100%.

Total average subscription receipts per plant, \$1,356.92; percentage of total revenue, 12.9%.

(Note—Above figures are subject to change in completed national survey.)

This means of course that out of every dollar's worth of revenue received by the average plant in this section of the United States only 12.8c has been paid by readers for the news

value of the publication. The balance collectors or the subscribers just from advertising and commercial printing.

In the northwestern section the results are as follows:

Total average revenue per plant, \$9,725.80; percentage of total revenue, 100%.

Total average subscription receipts per plant, \$1,478.32; percentage of total revenue, 15.2%.

In this section the publisher gets 15.2c out of every dollar from his subscribers, or about 2.3c more than in the northeastern section. This really means that in the northwest the publishers have about 17% better results in subscription receipts when compared with the northeast. Advertising and commercial printing furnish 84.8% of the total revenue in this section.

Losses in Subscriptions Account Very Large

The average annual subscription price or rate of the papers listed in the two groups above described is \$1.71 (the annual subscription rates ranging from \$1.00 to \$2.50 a year, properly averaged gives the composite average rate of \$1.71 a year for all the papers).

Applying this average annual subscription price to the total bona fide

subscription lists reported by these publishers—~~or~~ rather multiplying the average list by the average subscription price, we find that the average publisher has in the two groups been successful in collecting only 67.2% of the total amount of possible or pledged subscription revenue that should have been received had all bona fide subscribers paid their subscription bills in full.

Of course it is true that many publishers carry subscribers several years (some three, four and five years) before the bills are paid, but even such a lax practice should not bring about such a great loss of revenue in any one year, because the bulk of overdue payments should take up the allowance for those subscribers whose credit may be good, but who fail to pay regularly.

When a concern is forced to write off its books 32.8% of its total subscription accounts receivable it is time to find a way to improve such a condition—because it costs real money to produce a newspaper and subscribers should realize that a newspaper is as much of an obligation as any other and should be paid quite as promptly and willingly as the butcher, the baker or the electric bulb maker.

—The N. E. A. Bulletin.

NATIONALLY ADVERTISED PAPER

Mr. Editor: Your customer, a paper user, reads about certain nationally advertised brands of paper in every magazine. Do you take advantage of this advertising? Do you supply your customers with this paper on their orders? It costs you no more than the other trade marks. Why not stock the advertised brands and secure them from—

L. C. TURNER

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

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

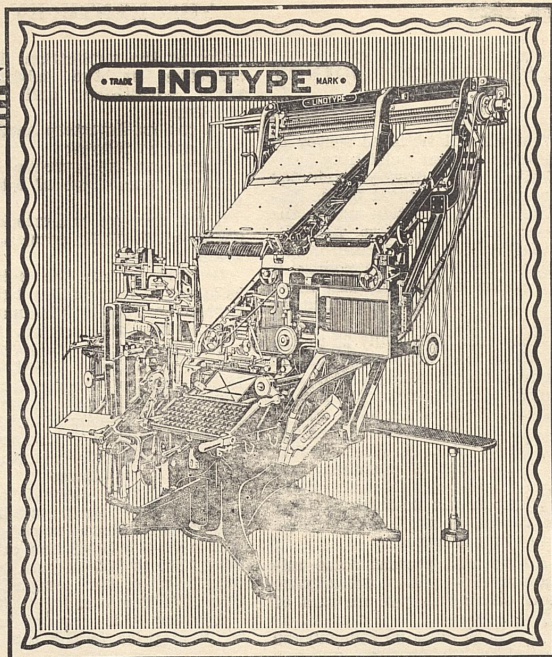
NASHVILLE
Dickinson Co.
119 N. 4th St.
City 7951

Imperial Type Metal Co.

Philadelphia New York Chicago Los Angeles



Many tools for
your business—
all in this one
Model 14 . . .



Model 14 is a business asset in many directions—it will handle your paper and your job work, set the heads, the text, the ads, and a whale of a lot of job composition besides.

It will do all these things quicker and more economically than you possibly now do them . . . and keep doing it for years to come.

Think what this means to your business. One seated operator has seven faces available all the time. Without leaving his seat he can set almost all your composition. He can change from heads to text to ad work by merely touching a convenient shifting lever within arm's reach.

And the seven faces shown here are but one of many combinations Model 14 offers. The three main magazines will handle dozens of different two-letter matrix combinations—the 34-channel auxiliary will handle a variety of display faces to suit your needs.

Model 14 is an ideal machine for the small publisher—a business asset that keeps on serving for years to come, and paying for itself every day in the many savings it effects.

*A Suggested Equipment
for Model 14*

THE LINOTYP

24 PT. CLOISTER BOLD CAPS, AUXILIARY MAGAZINE

THE LINOTYPE COMPO
The Linotype composes, just
THE LINOTYPE COMPO
The Linotype composes, just

14 PT. CLOISTER WIDE WITH CLOISTER BOLD
FIRST MAIN MAGAZINE

THE LINOTYPE COMPOSES, J
The Linotype composes, justifies, cas
THE LINOTYPE COMPOSES, J
The Linotype composes, justifies, cas

10 PT. CLOISTER WIDE WITH CLOISTER BOLD
SECOND MAIN MAGAZINE

THE LINOTYPE COMPOSES, JUSTI
The Linotype composes, justifies, cas
THE LINOTYPE COMPOSES, JUSTI
The Linotype composes, justifies, cas

8 PT. IONIC NO. 5 WITH BOLD FACE NO. 2
THIRD MAIN MAGAZINE

MERGENTHALER LINOTYPE COMPANY, *Brooklyn, N. Y.* · SAN FRANCISCO, CHICAGO, NEW ORLEANS
CANADIAN LINOTYPE, LIMITED, TORONTO 2, CANADA · *Representatives in the Principal Cities of the World*

