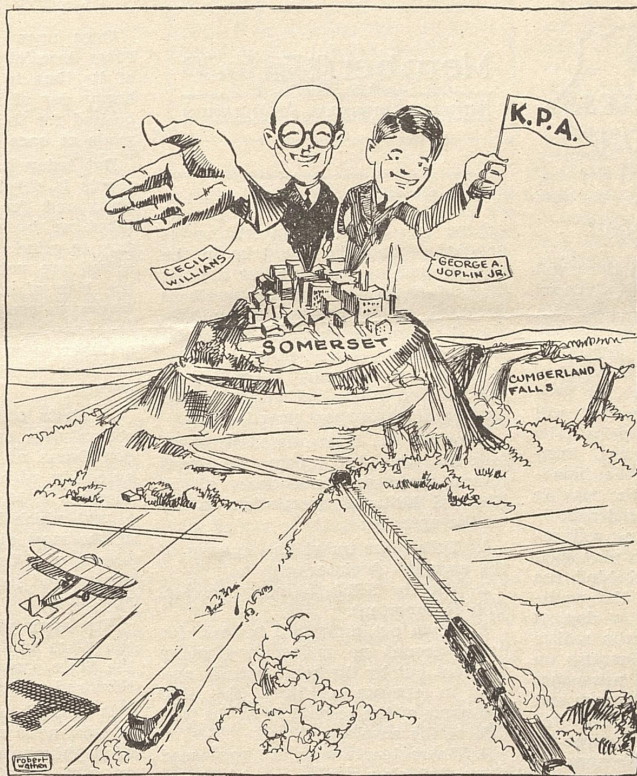


THE KENTUCKY PRESS

Of, By, and For The Kentucky Newspapers

The Latch String Is Out!



Courtesy Engraving Department, Louisville, Courier-Journal.

Volume Two

MAY, 1930

Number Four

THE KENTUCKY PRESS

Official Publication of the Kentucky Press Association

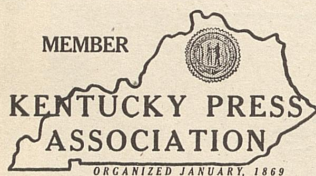
VICTOR E. PORTMANN, Editor-in-Chief
FRANCES L. HOLLIDAY, Assistant

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Application Pending for Entry as Second Class Matter

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 Messenger, Secretary-Treasurer



Member 1930
NATIONAL EDITORIAL ASSOCIATION

JOIN THE KPA TODAY

The value of press associations will be quite evident to all those privileged to attend this or similar meetings. The members will discuss frankly their various problems. Successful plans that have increased circulation, sold more advertising space, or produced more job printing business will be divulged. Old friendships will be renewed and new ones formed. Business men will join with the hometown editors to entertain the visiting publishers, and a better understanding between the two groups will result. The women folk, who play such an important part, often behind the scenes in the publishing of the smaller newspapers, will enjoy a day of recreation among friends who realize the responsibilities usually resting on the shoulders of wives of newspaper men. And above all, both the men and women will be furnished a day's respite from the strain and stress of publishing the modern newspaper.

The unfortunate thing is that these benefits which are so self-evident to those who attend, are unknown to those non-member publishers who will not attend. Even more regrettable is the fact that in most cases, they are the very ones who would be benefited most by membership in a press association.—Highlights and Shadows, Louisville.

CO-OPERATE WITH AGENCIES

It takes an intelligent bookkeeper to properly handle the billings in a newspaper office where any considerable

volume of national advertising is handled. The bills should be in the mail as soon as possible after the last issue of the paper for the month is delivered to subscribers. A uniform plan for handling checking copies and invoices cannot be devised as the wishes of the agencies vary, depending on the size of their accounting staffs' number of newspapers served, etc.

Here are the rules offered by H. Z. Mitchell, who two years ago spent several weeks as a missionary of the National Editorial Association calling on the agencies:

1. Follow the individual requests of the agencies absolutely.
2. Use the N.E.A. Standard invoice. This is important.
3. Make out individual invoices for each account no matter how many are sent out by the same agency, and mail in separate envelopes. See that the name of the account is on the outside of the envelope.
4. Where tear sheets are sent send them first class mail.
5. If the agency permits send all tear sheets attached to invoice at the end of the month. Some agencies, however, prefer the tear sheets at the end of each week but all would be pleased to have the double method used if the publisher desires: That is, to send the tear sheets at the end of each week but at the end of the month send additional tear sheets attached to invoice.

AUDITED NEWSPAPERS WIN

The advertising manager of an oil company in Colorado indicated to the

field manager of that state that in the not far distant future the company would demand that the newspapers with which it does business present audits of circulation. In a competitive field, where the audited newspaper's circulation was smaller than the unaudited newspaper's claimed circulation, the oil company chose the audited paper with the smaller circulation because they knew what they were buying.

EDITOR'S NOTE: We clipped the following editorial from a Kentucky newspaper—and promptly forgot which editor to credit its excellent material. So we publish it all the same and await its author to acknowledge his handiwork.)

THE STATE PRESS

Once upon a time the Kentucky Press Association devoted a good deal of its time to junketing and in that happy day of long ago passes were to be had for the asking and travel was made at once cheap and pleasant.

But today its winter meeting at all events is devoted to the good of the order and, for all that some time is taken up by worthy gentlemen with axes to grind, while the courtesies received are not wholly divorced from the idea of gratitude as a sense of favors to come, the discussions are such as to do with matters entirely germane to business and likely to profit those members luck enough to be present.

It elects officers, and we desire to congratulate our young friend, Herndon Evans, of the Pineville Sun, who, agreeably with the rule of rotation, succeeds J. M. Allen of Cynthiana in a post which has been held by some of the most distinguished men in the history of a Commonwealth which has always, and justly, held the newspaper man high.

How many people, we wonder, realize the place in the community held by the State press in cities below the ten thousand rating?

It is much more than the exchange of local news and the disreputable retailer of neighborhood gossip. Often enough, on matters of local importance, it casts the deciding vote, and there are happily instances where, its worth and its weight by no manner of means determined by its circulation, it influences public opinion the whole State over and is more truly the voice of thinking, independent people than many a journal, the effectiveness of which is in inverse ratio to the number of its readers.

Show us a town, show us a community which supports, in the full sense, a first-rate newspaper, daily or weekly, and we will show you one in which it is a privilege to live and a proud thing to be a citizen.

N. E. A. Begins Second National Research

There is no way to determine the degree or value of any success or successful enterprise except by comparison. For success means accomplishment, the opposite of which is failure. And between the two lies many degrees of performance—good, bad and indifferent. Success in any line of business, however, must be measured by certain standards of accomplishment. And such standards in many lines have never been established. So many business men go thru life believing that they have been successful and have done the best that could be done when in reality they have not even scratched the surface of possibilities.

Just a few years ago there were practically no concerns earning a million dollars a year—but we have before us today a report of the Ford Motor Company for last year showing over \$81,000,000.00 earned in one year.

In like manner, the publishers of country weeklies and small dailies in years past were satisfied with a bare existence and were delighted if the return for any year reached four or five thousand dollars. But the National Survey, sponsored by the National Editorial Association's Research Bureau, has taught us that it is possible for a few to make \$10,000, \$20,000 and more—a condition certain to provide an incentive to others to strive for such profits.

So it is our purpose to set standards of accomplishment in the daily and weekly newspaper business for the guidance and encouragement of enterprising publishers thru the information contained in the Second Annual Newspaper Survey—and to show the progress that is being made by the successful publishers of America.

These figures will be so graded and departmentalized that every publisher can compare them with his own and find out where he has won out in the management of his own business as compared with others.

Research Bares the Facts.

Hundreds of publishers during the past year have expressed their appreciation of the value of the First National Survey—and many have already placed their order for The Second National Survey which is now in preparation.

Last year the weekly newspaper business of the United States was measured for the first time in history. The First Survey gave us a picture of the industry different from any we had ever thought about before and challenging to every publisher who studied it. Because of it more publishers have thought about the cost of doing business, the profit to be made, the money invested and the return expected, than

SEND IN YOUR ENTRIES

This issue of the Press is placed in your hands a few days before the regular publication date. As Post says, "There's A Reason!" The closing date for entries into the newspaper contests for the KPA is fast approaching, and very few entries have been received at this writing in any or all the contests. The contest chairman anticipated a large entry list in each contest, but, so far, only about ten entries in all contests have been received. We believe that the Kentucky editors have faith in their papers, and courage of their convictions that they are publishing a worthwhile and better-than-standard newspaper. The only way that they can express these convictions is by entering their papers in the contests. Let the contest committee have your entries, the field is open, and the best man will win! Send in your entries TODAY!

ever before.

And this year the Second Annual Survey will delve still deeper into the vital facts of the publishing business and it will show for the first time in history whether we are as progressive as we think we are or whether we are just marking time.

The year 1929 will be definitely compared with 1928 as to increase or decrease in circulation, advertising, size of papers, subscription price, contents, revenue, cost, net worth, pay roll, rates, etc., etc.

Almost any fact you want to know about small dailies and weeklies and their true significance and comparison, will be contained in the work.

A New Feature for Small Dailies.

A new section will be devoted this year to a comprehensive study of daily newspapers having circulation under 35,000. Like the section devoted to weeklies it will be comparative and of the utmost value to the executive of every small and medium-sized daily.

Special Study of Job Printing Prices

As a final and most valuable addition to the Second National Survey a complete study of prevailing printing prices in thousand and layer lots for job work in different sections of the United States has been made. This covers such jobs as letter heads, envelopes, circulars, etc.

This valuable work will be ready for distribution in June. Many publishers who purchased a copy of the First Survey stated that it was worth five times the price and the new survey promises to be much more valuable than the first. Publishers who wish to place an advance order for a copy may do so by notifying the N. E. A. Research Bureau, Northfield, Min-

Program Announced For Somerset Rally

Somerset is already making preparations for the mid-summer meeting of the Kentucky Press association which meets July 17, 18 and 19. In numbers this meeting is expected to eclipse all others. Entertainment features are being planned that will make the stay in the Pulaski capital a most pleasant one.

The opening session will be held on Thursday night. A reception will be held for early arrivals at the hotel. Friday morning the editors will be taken to Cumberland Falls where they will be guests of the Courier-Journal and Louisville Times at a luncheon at the Brunson Inn, overlooking the falls.

Friday evening the annual banquet will be held which will be followed with a dance. The banquet speaker will be "Dusty" Miller, of Wilmington, Ohio, noted humorist. Hon. Edwin P. Morrow will also be a speaker.

There will be a golf tournament and luncheon bridge for the women. The golf course will be open to the editors and guests at all times.

Somerset is easily reached from most any section of the state with a splendid highway from both north and south. Drive down and enjoy beautiful scenery. Hall's Gap, between Somerset and Stanford is a scene you will not soon forget.

Make your plans now to attend this meeting. Come early and stay late.

SECOND CLASS ENTRY NOTICE

Despite the warning published in the N.E.A. Service Letter for July, 1929, which appeared in many state press association bulletins since, a number of publishers fail to publish in every issue of their newspaper the notice of second class entry required by the postal regulations. Here is what is required:

"The following indicia shall be conspicuously printed on one of the first five pages, preferably on the first page, of each copy of publications entered as second class matter:

- (a) Title of publication.
- (b) Date of issue.
- (c) Regular period of issue, that is to say, frequency.
- (d) Serial number.
- (e) Known office of publication.
- (f) Subscription price.
- (g) Notice of entry, reading as follows: Entered as second class matter....(date).... at the post office at.....under the act of....."

nesota. The cost per copy will be the same as last year. One dollar to members of the National Editorial Association; two dollars to non-members.

ADVERTISING POINTERS FOR JUNE BUSINESS

June is a fighting month. Summer merchandise is in demand, but effort must be made to sell it in volume. Merchandise that adds to comfort during the summer season should be pushed. Sales with attendant price-cutting begin. June is in reality a "tween season" month but full of opportunity for the aggressive merchandiser.

June Sales Events

White Sales; June Weddings; Graduation and Commencement Exercises; Vacationists preparing to leave; Sporting Goods and Summer Furnishings for Porch and Cottage Sales; Semi-Annual Clearance Sales; Traveling Goods, Bathroom and Toilet Requisites, Cameras, Bathroom, and all Summer Goods in Demand; Summer Dress Goods; Fourth of July Sales; Bride's Sale Featuring Gifts, White Shoe Day (June 1); Fourth of July Sales; Flag Sales; Father's Day Gifts; Summer Apparel; Baby Week.

Advertising Pointers

Summer; Sports; Touring; Vacations; Summer Homes; Hot Weather; White Sales; June Brides and Girl Graduates; the Great Out-Doors; Awnings, Swings, Porch Furnishings; Summer Beauty Needs; Bathing Girls; Weddings; Dress Accessories.

Events Affecting Business

Weddings; Graduations; Travel and Touring; Summer Sports; Exodus to summer cottages; Vacations; Hot Weather; Out-Door Living; Summer Camping.

Symbols Have Sentiment

Natal Stone, Pearl of Moonstone; Talismanic Gem, Emerald; Guardian Angel, Muriel; Special Apostle, Thomas; Zodiacal Sign, Cancer; Flower, Honeysuckle; Astral Color, Green. Tho' the pearl's charm the happy years Ne'er see June's golden sunshine to tears.

June Window Suggestions

Flag Day Patriotic Display; June Brides; Graduation; Vacations, Summer Sports; Wedding Gifts; Summer Wearing apparel; Baby Week; Father's Day; Cameras and Supplies; Sporting Goods; Toilet and eBauty Specialties; Homefurnishings for Summer Cottages; Traveling Goods; Fourth of July.

Try These Decorations

Weddings—June Brides are made most of this month. The usual wedding symbols relate to the wedding ceremony, hence the altar and other church scenes, brides and grooms, also attendants and guests.

Cupids, hearts, bride's bouquet, orange blossoms, bridal veil, doves, confetti, old shoes and rice, "Just Married," etc.

The brides of other years should not be overlooked.

Graduation — School and college scenes, pictures of graduation, gown and cap, honor roll, school books, pen

and ink, etc., school pennants, school colors, class pins, mottoes, owls, etc.

Father's Day—Pictures of Dad, his pipe, newspaper, etc.

Out-of-Doors—Vacation and similar symbols (see July), sports, flowers, outdoor scenes of all kinds, local scenes of parks and places of interest.

Flag Day—Patriotic decorations in which the flag stands out preeminent. A picture of Betsy Ross making the flag may be used.

Summer Comes

Summer comes to the home just as soon as the boys and girls are through school. Plan vacation and tourist selling early enough to get a goodly share.

The changed needs of people who will now live out of doors for a couple of months should be noted with particular care. The changed mode of living will bring many new lines into demand.—Compiled by, and printed here through the courtesy of The Advertising world, Columbus, Ohio.

STOPS FAKE ADVERTISING

Ute Independent:—The Independent hastens to commend the Federal Trade Commission for its work in protecting the public against advertising frauds. Recently it was announced that "English Broadcloths" musn't be made of native cotton, and stopped an American manufacturer from labeling an immense amount of cotton fabric, made in American mills, as "imported English Broadcloth."

This commission is right. It hit the mark again when it took up the case of a New York mail order house, which advertised "an overcoat free with every suit." Investigation showed that the selling price of the suit covered both garments and the so-called "free" was a fraud.

Good business men, who believe in advertising, will cheerfully uphold such action, as will newspaper publishers—Mapleton, Iowa, Press.

WELL PREPARED

An advertisement should do about four things. It should attract attention, interest, create desire, and sell.

If an advertisement is well written and well gotten up, it will do this.

Every merchant who has spent his life in his business can write a good advertisement if he will give it the necessary time and thought, and if he will write as if he had his customer before him, telling him of the good points of his merchandise.

To get the best results from an advertisement it should be carefully written. Thought must be put into it if sales are to come out of it.

An advertisement that is hastily or poorly written will not bring results, no matter how large the circulation of the medium in which it is run. On the other hand, a well written advertisement will bring results if only four people read it.

Sales effort put into an advertisement will invariably bring customers to the store.

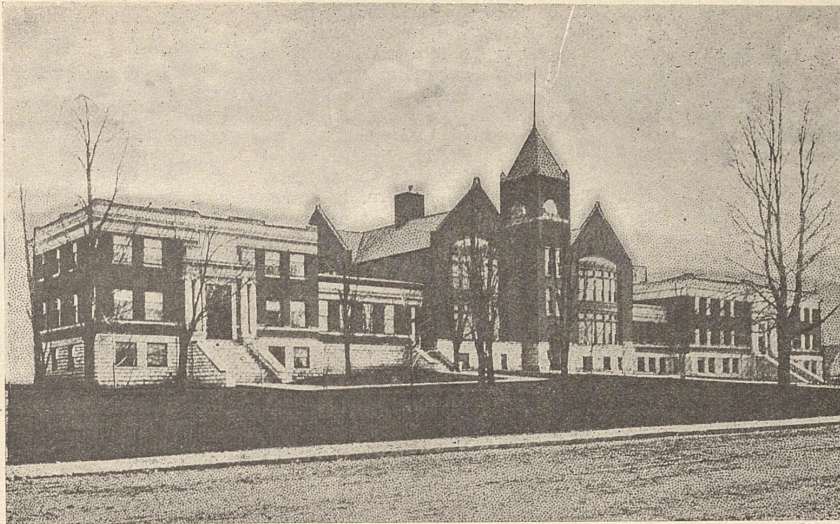
ROVING MANAGERS

The Pennsylvania Newspaper Publishers' association is considering a plan to hire a roving circulation manager who would be hired to spend a few months at a time on each of the papers seeking help. It would be his duty to study the circulation set-up on the papers he serves, make changes in the system in vogue, if they seem advisable, put collections on a proper basis, carry on promotion, increase the subscription list, lay out a year's program and train present employees. The suggestion was also made that a roving classified advertising manager be hired.

Reports are that Firestone tire is launching the largest advertising campaign it has ever sponsored. See your local dealer.

The New \$250,000 Hotel at Somerset Where the K. P. A. Will Congregate





Somerset's Beautiful High School and Carnegie Library

Personals

One of the items which was missed was the fact that J. Curtis Alcock, in addition to his already multitudinous duties, has been named chairman of the Danville Boy Scout organization for 1930.

The Corbin Times-Tribune, J. L. Crawford editor, has just installed a heavy duty Trim-O-Saw completely equipped with router, jig-saw and other attachments.

The Kentucky Standard, W. S. Wathen editor, Bardstown, recently installed a new electric saw trimmer, made by the Hill-Curtiss Co., Kalamazoo, Mich., which will add to the efficiency of that office. This office is now equipped with two 10x15 and one 14 1-2x22 C. and P. presses and two revolution cylinder press with Omaha folder attached.

J. Earle Bell, formerly with the Sturgis News, is located permanently with the Union County Advocate, Morganfield, as associate editor. Mr. Bell served as editor of the paper during the absence of Tyler Mumford, who was Union county's representative in the Kentucky legislature.

Among those who attended the A. P. and A. N. P. A. meetings in New York, April 21-26 were Robert Breckinridge, of the Lexington Herald; Fred B. Wachs, of the Lexington Leader; L. W. Hager and Urey Woodson, Owens-

boro; J. L. Newman, Frankfort; Emanuel Levi, Louisville Courier-Journal; Eliot Mitchell, Paducah; and J. T. Norris, Ashland.

Dr. Walter Williams, dean of the School of Journalism of the University of Missouri, has been elected president of the University. He will continue his relationship with the School of Journalism, retaining the title of Dean of the School. Prof. Frank L. Martin, who has been a member of the faculty of the School of Journalism since its organization in 1908, has become associate dean.

The function of a newspaper is not only to report the day's news but to guide public sentiment towards community progress. It was Abraham Lincoln who said: "In this and like communities, public sentiment is everything. With public sentiment nothing can fail; without it nothing can succeed. Consequently, he who molds public sentiment goes deeper than he who enacts statutes, or pronounces decisions.

STICK to your quoted advertising rate ALWAYS. An agency that took over an account going to country newspapers recently had a distressing experience when it discovered that several hundred newspapers quoted a lower rate than the one published in the American Press Association's Directory. This exhibition of lack of backbone plays havoc with the entire country newspaper rate structure.

You may think it good business to charge a candidate for the legislature

an extra dollar or so for advertising space or printing. But wait until he is elected and gets a crack at you when some important newspaper measure is up for consideration. He may injure all the papers in the state, just to get even with you.—Ole Buck, Field Manager, Nebraska Press Association.

William G. Schroeder, who has succeeded John L. Meyer as editor and director of the National Printer-Journalist, Milwaukee, is well known and has many friends among the fraternity in our state. When Herndon Evans left the Associated Press at Frankfort to establish his own paper, "Bill" Schroeder succeeded him at the State House. "Bill" says that he will always cherish his many associations and friendships made during his sojourn in "God's Country, Kentucky!" We join in wishing him and the NPJ every continued success.

In California the high court has ruled that a so-called "shopping news" can be barred from free circulation to the homes, doorsteps, etc., under an ordinance prohibiting the promiscuous distribution of bills of all kinds. Such an ordinance is worth while, where the hand bill nuisance is so pronounced.

Don't send sample copies of your paper unless you know that the person or firm asking for them should have such copies. The "send 25c for a newspaper clipping concerning yourself" gag are out in the open again. Warn your readers not to fall for this kind of stuff, and help make it tough for this sort of schemer by refusing to send sample copies.

PRICE ON CAMPAIGN CARDS

The N. E. A. Field Director inspired the following timely tip which appeared in Field Manager Sam Haislet's Confidential Bulletin to members of the Minnesota Editorial Association. It is no doubt needed in other states.

"This is the campaign card season. Every county will have candidates for various offices and they will all be getting cards in small quantities from different shops in the county. Here again is a chance to get together and maintain a fair price for this work. Our attention was called to one instance where a candidate ordered a thousand cards each from three different shops. The price ranged from \$4 a thousand to \$8 a thousand for the same job. This gives a person the impression (and correctly so) that the printers only guess at prices — and the a tendency to make people think we don't know our own business. None of this business is let on a competitive basis. (No great amount of it at least.) Therefore it would be a splendid idea if prices everywhere were somewhat uniform on this class of business. The Porte list shows the selling price of a thousand cards, size 55, with half-tone cut, to be \$6.50. This office was shown cost sheets from two small town offices, that shows the cost of a thousand printed cards to be close to \$6.00. Therefore, the Porte list is not too high. If every office in the state would charge no less than \$6.50 a thousand for this card, and around \$4.00 for additional 1000's—it would make for better feeling and better understanding among the candidates—and would mean that no shop would be doing work at a loss. Naturally on large orders of 25 or 50 thousand, the price can be brought to a much lower level. But the county candidates usually order 1000 or 2000, and from several offices. Let's make the \$6.50 the minimum, at least.

WHY NOT PUT IN A MAT-CASTER?

Thirty-two newspapers of the state have informed the field manager's office that they do not have facilities for casting matrices sent to them by the advertisers. There are in addition a number of newspapers in the state that are unable to cast mats larger than three columns in width and seven to ten inches in length.

It seems to me that those 32 newspapers are placing their advertisers under a handicap, and that the installation of mat casting equipment would be a matter of good business for each publisher.

The country newspaper is making a definite bid for national advertising. The publisher of every weekly newspaper in Oregon believes that his newspaper is an excellent medium for the national advertiser to use to present his message to that community.

Yet to use 32 of these newspapers for minimum size advertisements the advertiser must spend money that otherwise might go into space appropriations for electrotypes or stereotypes at greatly increased cost and carrying charges.

The increased service that the publisher can give his local advertiser, who should always be the publisher's first advertising concern, is an even greater argument for adequate mat casting equipment. Good casting boxes and careful casting of plates are steps in the direction of greater service and increased possibilities of business and revenue.—Oregon Exchanges.

NEWSPAPER'S PROVINCE

It would be comical, were it not somewhat pathetic, the way newspaper offices are being besieged every day by their friends urging them to "roast" this and that; to "see to it" that this and that is corrected; to have this or that done in the city or county; to start this and that kind of movement or to correct evils in the state government. Their friends actually appear to believe that it is the newspaper's business to handle all these affairs.

But a self-respecting newspaper, though ready and willing to carry all reasonable responsibilities, must remind its readers that they, the people, are the authority upon whom rests the responsibility for the present state of affairs, local, state, and national.

A self-respecting newspaper tries to report the news of what actually happens, not what it wishes might have happened. The relation of a self-respecting newspaper to the general public is not always understood. It is the duty of a newspaper to be in a position to support any good act and criticize any bad act of public policy.

This relationship cannot exist where

favors are asked and granted. If objectors don't like the way things are going, they should qualify as voters and then raise Cain about it.—Hammond, Indiana, Lake County Times.

The printing industry of the United States ranks first in wage and salary distribution; first in net value added by manufacture; third in the number of wage earners; ninth in the value of production.

The Goodyear Tire & Rubber Company instruct all of their field men to call on the newspapers, and to see that their dealers are running Goodyear copy on the 50-50 basis. If you have a Goodyear dealer who is not using space in your paper get busy.

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.

MIL0 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.

CONQUEST BOND

The Most Perfect Paper In Its Class

For

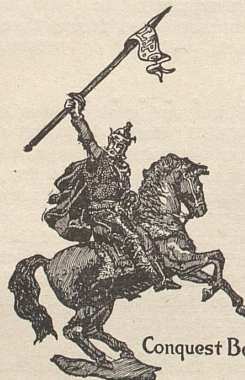
LETTER HEADS

and

OFFICE STATIONERY

Louisville Paper Co.
(Incorporated)

Louisville, Kentucky



Conquest Bond

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