

The
Kentucky Press

Published In the Interest of Community
Journalism - - Of, by, and for
Kentucky Newspapers

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Volume Eleven Number Six

Silver Prizes Offered For Best 1940 Newspaper Entries

Call is hereby issued for the 1940 prize contests of the Kentucky Press Association. Every editor of the State, whether member of the K. P. A. or not is eligible to enter the contest.

Please read the rules governing each contest and follow them to the letter. Any violation of the rules will result in the entries being discarded. Send in as many entries as you please, but observe the deadline. The rule that no newspaper is eligible to enter any contest in which it has won first place during the preceding two years will be strictly enforced and your cooperation is requested when you send in your entries.

Attention is particularly called to the requirement that entries in the editorial, news, and advertising contests must each be pasted on separate slips of paper, or cardboard, otherwise the entries will not be considered. The exhibit this year promises to be one of the largest and best since the contest began.

Open To Every Newspaper

Each and every contest is open to every weekly or semi-weekly in the state. The news story contest is open to country dailies. Every editor is urged to send in his entries for each contest and every entry will be judged on its merits. Let us make this 1940 contest the biggest contest of them all! No newspaper shall be eligible for more than one of the above first prizes.

May 15, Deadline

All entries must be in the hands of Prof. Victor R. Portmann on or before May 15. Entries can be included in the same bundle, but each entry must be plainly marked as to the contest. The package must be marked "K. P. A. Newspaper Contest," and addressed to Prof. Victor R. Portmann, University of Kentucky, Lexington. It is suggested that the editor write a note announcing that the package has been sent, to avoid delay and possible loss of the entries.

Disinterested Judges to Act

Competent outside judges will study the entries in the contests. Because of the necessity of getting the contests in their hands at an early date, all entries must be in the University postoffice not later than May 15. Please follow all rules regarding preparation of the exhibits and the deadline. The job printing exhibit shall be brought to the meeting, all others must be forwarded immediately.

Contest Selection Rules

Each contestant may select any issue of his paper, or may clip any specific entry, between the dates of June 1, 1939, and May 1, 1940. This change from requiring specific issues of newspapers was made at the request of many of our members. It has also been suggested that "election" or "special edition" issue should not be included in the All-Around Contests entries.

Beautiful Trophies Procured

Beautiful silver prizes will be offered in this year's contest. These are made possible through the courtesy of the Louisville Courier-Journal, Lexington Herald-Leader, The Kentucky Post, Covington, and President Gracean Pedley.

All-Around Contest

For guidance of the competitors the following will constitute the percentages by which the newspapers will be scored:

General appearance, 30 per cent; local news, 25 per cent; county correspondence, 5 per cent; personal items, 10 per cent; farm news or news pertaining to the chief industry of the section where the paper is published, 5 per cent; general news, 5 per cent; and editorial, 20 per cent. Factors to be considered in scoring of general appearance include make-up of front page and inside pages, advertising make-up and composition, headline schedule, literary excellence, community service, headlines' content, illustrations, typography and press work.

Front Page Contest

Factors to be judged include headline content, headline schedule, type balance, make-up, name plate and ears, press work and inking, appearance and illustrations (if any), and contrast.

(Note.—Special emphasis will be placed on the make-up and of the entries in the above two contests.)

Best Editorial Contest

In order to stimulate the editors in expressing individuality, initiative, and leadership in this department which is the editor's own, attractive prizes are offered in this contest. The factors which will be considered in the judging are: subject matter, thought sequence, community appeal, rhetoric (diction, unity, figure of speech, punctuation), and vocabulary. Each editorial should be pasted on a sheet of paper with the notation of name of newspaper, date of issue, and writers' name. No "canned"

or clipped editorials will be considered in this contest.

Grehan Memorial Plaque

The winner for the best editorial will again have the name of his newspaper engraved on the beautiful Ench Grehan Memorial Plaque which was established by Mrs. Enoch Grehan and the members of the Department of Journalism in memory of Mr. Grehan. The first name to be engraved on the memorial was that of The Pineville Sun, Herndon J. Evans, editor. Last year's winner was The Shelby News, Wade McCoy, editor. Space is reserved on the plaque for subsequent winners and your papers' name will look proper thereon.

Best News Story Contest

At the request of a number of editors, this contest is continued for competition this year on the best community news story. The factors to be considered are content, sentence and paragraph structure, thought, unity, coherence, vocabulary, the lead, and community service value. Each story is to be pasted on a sheet of paper with the notation of the name of newspaper, date of issue, name of editor, and name of the writer of the story. Open to weekly, semi-weekly, and country dailies in the state. Only crime stories will be barred from this contest.

Best Editorial Page Contest

This contest, again sponsored by The Shelby News through the Ben C. Fine Trophy is announced in another column.

Daily Contest Added

A new contest for the smaller papers was added year before last. All dailies in the state with the exception of those published in Ashland, Owensboro, Paducah, Covington, Lexington, and Louisville are eligible to enter. The same rules, slightly modified, that govern the selection of the Best All-Around Weekly Newspaper will be applied in this Daily contest. The committee solicits entries from every small daily in the state. President Gracean M. Pedley will present a handsome trophy to the winner of this contest.

Best Advertising Composition

Three prizes will be awarded to Kentucky editors in this contest: \$5 for best full-page advertisement; \$5 for best half-page advertisement; \$5 for best quarter-page, or less, advertisement. Factors to be judged include type content, type arrangement, value of illustrations, selection of border and decorative material, and fulfillment of the three functions of advertising—attention, interest, and conviction. The entries are limited to ad-

vertisement's office, either hand or machine composition.

Each contestant may select any advertisement that appeared during the year, June 1, 1939, and May 1, 1940; each entry to be mounted on a sheet of cardboard with the notation as to the name of the newspaper, date of issue, and name of contestant.

Trophy Offered For Job Printing Exhibit

Through the courtesy of Thomas F. Smith, president of the Louisville Paper Company, a special contest is again open for the editors of the state at the mid-summer meeting. Mr. Smith will present a handsome and valuable trophy for the best exhibit of job printing at the meeting. Every editor is urged to prepare an exhibit, preferably mounted on a large cardboard, for exhibition and judging during the meeting.

The following items are to be included. Exhibitors are urged to include every item, but, to aid that printer who might not have every item in his files, at least eight of the twelve listed must be included:

1. Letter head—one color.
2. Letter head—two or more colors.
3. Envelope—one color.
3. Envelope—two or more colors.
5. Program.
6. Booklet—four or more pages.
7. Business card.
8. Calling card.
9. Wedding invitation.
10. Statement of bill head.
11. Blotter.
12. "What you consider your best job."

Entries Wanted For Cozine Trophy Cup For Meritorious Editorial Page

Kentucky Press Association newspapers will compete again this year for the Ben Cozine Memorial Cup, awarded possession to that paper in the State adjudged as having the best editorial page. The Cozine Memorial Cup was offered for the first time in 1935 by Wade M. McCoy, managing editor of the Shelby News, Shelbyville. The winner in that year was Warren Fisher's Carlisle Mercury. Mr. Fisher won again in 1936. Gracean M. Pedley, Lyon County Herald, won the 1937 contest. The 1938 contest was won by Editor W. S. Wathen, Kentucky Standard, Bardstown. The Tri-City News, Cumberland, J. P. Freeman, editor, was the 1939 winner. The contest is "wide open" this year. Come on in!

As the title implies, this handsome silver loving cup is dedicated to the memory of our beloved Ben Cozine, who made his editorial page an out-

standing example of the best in journalism, and his editorials a far-felt force in his town and his state. To retain permanent possession of the cup, the newspaper must win it three times.

The following rules were made to govern the selection of the winner each year:

1. Page content: the page must contain articles of literary, feature, and editorial matter only.
2. No advertisement should appear on the page. However, this will not bar contestants using such advertisements, but said use will count against perfection.
3. Editorial matter: preference will be given to "home-written" editorials while "canned" editorials will be a detriment.
4. Clipped editorials of community nature will be acceptable.
5. Features and literary: features such as "Twenty Years Ago," syndicate materials such as written by Doctor Copeland, Bob Burns, etc., essays, poems, etc., will be acceptable.
6. A column, whether serious, humorous, or a mixture, will be considered editorial page material.
7. Editorial cartoons will be acceptable.
8. Headlines, whether spot heads or standing department heads, will be judged for typographical balance.
9. Mast head: the typographical appearance, the content, and relation to the page as a whole will be considered.
10. Art work: if any, will be given full consideration.
11. Make-up and balance: the page make-up with emphasis on balance, symmetry, and contrast will be given close scrutiny. Extra width columns, in symmetry with the rest of the page, will be given special consideration.
12. Subject matter: as a community paper should emphasize community news and community interests, too much "outside" news will be marked down.
13. Special attention will be given to the rhetoric, punctuation, unity, coherence, expression, dignity, vocabulary, contents of this page.
14. Each contestant will submit three consecutive issues of his newspaper from which the judges will select the best single issue for competition.

Chauncey Alcock Injured In Accident

Chauncey Alcock, managing editor of the Danville Advocate-Messenger, was injured in an auto accident in Danville on April 25, but was able to resume his duties after a short sojourn at the hospital.

Predict No Change

In Wage and Hour Law

William L. Daley, N. E. A. Washington representative, reports that Congress is unwilling to revise the Wage and Hour act at this session. Business Week's bureau (March 9) predicted no changes in the Wage and Hour act because of stalemate on Capitol Hill, either to broaden the act to include more workers, as may be desired by the White House, or to simplify the law, which business wants.

Col. Philip B. Fleming, administrator of the Wage and Hour division of the Department of Labor, was interviewed at length during the National Radio Forum late last month. Full report of the text appeared in the Washington Evening Star, significant paragraphs of which are:

"I intend to permit employers not willfully in violation to make voluntary restitution. However, where a violation is willful or malicious or where compliance is not obtained within a reasonable time, I intend to refer the violation to our attorneys for civil or criminal litigation under the terms of the statute. The matter will not rest there. The resulting court orders for restitution and compliance I intend shall be enforced by continued inspection of the establishment in violation . . .

"I have since invited petitions for hearings on proposed re-definition of these terms (administrative, executive and professional workers) within the intent of Congress. Only today I issued formal notice of a hearing April 10 to consider redefinition of executive employees as applied to the wholesale industry. I would like to reiterate what I have stated several times — that I am equally open to consider applications for rehearings on any rules or definitions which the act requires the administrator to issue."

Mr. Daley has been informed by Colonel Fleming that the administrator has received no formal request from any responsible association of publishers for public hearings to clarify administrative interpretations of the act, and was assured that he and his staff would give quick consideration to any formal petition for hearings. The administrator cannot call these public meetings on his own initiative. If such hearings are held, both employees and employers will be given full opportunity to present their views on the subject under consideration.

—N. E. A. Publisher.

We'll meet you in Paducah!

The Kentucky Press

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Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Press Association Officers

Gracean M. Pedley, President, Eddyville Herald; Russell Dyche, Vice-Pres., London Sentinel-Echo. J. Curtis Alcock, Sec.-Tres., Messenger, Danville

Executive Committee

Harry Lee Waterfield, Clinton Gazette, chairman; Tyler Munford, Morganfield Advocate; Vance Armentrout, Louisville Courier-Journal; Joe Richardson, Glasgow Times; Edward Hamlett, Columbia News; Vernon Richardson, Danville Advocate; Fred B. Wachs, Lexington Herald-Leader; Victor R. Portmann, Kentucky Press, Lexington; T. T. Wilson, Cynthiana Log Cabin; Frank Bell, Bedford Democrat; Walker Robinson, Paintsville Herald; Chauncey Forgey, Ashland Independent; Robert L. Elkin, Lancaster, Honorary.

Legislative Committee

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Newspaper Exhibit Committee

Victor R. Portmann, Kentucky Press, chairman; Vaughn Spencer, Kentucky Farm Journal, Louisville; Robert Simpson, Frankfort Journal; Mrs. Harold Browning, Williamsburg Republican; Miss Jane Hutton, Harrodsburg Herald.

NATIONAL EDITORIAL ASSOCIATION
1940 *Active Member*

MEMBER
KENTUCKY PRESS ASSOCIATION
ORGANIZED JANUARY, 1869

P. O. Against Name and Address On Back Of Envelope

The N. E. A. Washington office advises that the Post Office department has renewed its drive against printing the name and address of senders on the back of envelopes. Job printers handling business and personal stationery will soon find their local postmaster seeking their cooperation in an effort to discontinue the practice.

Local postmasters have been instructed to direct the attention of users as well as printers to the requirements of the postal service. The main objection to the use of the return address on the back of an envelope is that it "necessitates the expenditure of an unwarranted amount of time and labor in turning the mail

over to ascertain the return address, and in many cases the return card will be overlooked entirely, and the matter not returned."

The department will conduct an educational campaign to confine the printing of return address to the address side of envelopes.

Contest Entries Wanted!

Elsewhere in this issue, the Contest Committee is announcing the contests and rules for the 1940 competition. We urge that every newspaper in the state will send in entries for one or more of these interesting and instructive contests. Every entry will be judged solely on its merits by disinterested judges, and the old fallacy that "we do not have a chance against the other fellow" will not influence the judges' decisions in the least. We hope that you will do your part in making this the biggest contest of the Association.

Wallace Elected A. S. N. E. President

Tom Wallace, Kentucky's foremost editor and leader in conservation, was signally honored in his election as president of the American Society of Newspaper Editors at the Washington meeting, April 19. As editor of the Louisville Times, Tom has made the editorial page nationally known, and he is recognized as an outstanding authority on international affairs and the conservation movement, both as a writer and speaker. His many friends in the KPA join in extending congratulations for this honor that he so richly deserves.

Courier-Journal Prints Issue On Southern Pine Newsprint

The issue of April 23 of the Courier-Journal was printed on newsprint made from southern pine, an innovation that agurs a new cash crop and a new economic frontier for southern states. Manufactured from slash pine by a process developed by Dr. Charles H. Herty, to surmount almost impossible handicaps, the new process opens new possibilities in th edevelopment and exploitation of the South's most valuable natural resources. The Southern region from the Carolina's most valuable natural resources. The Southern region from the Carolina's to Texas is an almost endless extent of pine woods which, if carefully conserved for its fullest usefulness, will become an important factor in in-

dustrial development of a sorely-ried and backward section. The Courier-Journal was the first paper east of the Mississippi river to use the product of the new mills at Lufkin, Texas.

Concealed Taxes In Printing Order

The Galley Proof of Chicago presents the following list of direct and indirect taxes paid by a printing establishment:

Federal Income tax, Federal Motor Fuel tax, Federal Excess Profits tax, Social Security Old Age Benefit tax, Social Security Unemployment tax, State Estate tax, Personal Preperty tax, State Motor Fuel tax, State Unemployment tax, State Occupational tax, State Franchise tax, State License on Trucks and Autos, City License on Trucks and Autos.

Besides this, printers purchase supplies, materials, and outside work from paper merchants, ink makers, photo-engravers, electrotypers, trade compositors, and trade binders, each of whom pay all the taxes in the above list which are naturally included in the price the printer pays.

"Consider all this pyramiding of taxes," continues the article, "and you will agree that the man who stated that 30 percent of the price of a printing order is taxes, may not be far wrong."—N. E. A.

Essentials Of Good Editorial Department

What makes a good editorial page? It is difficult, of course, to set down any hard and fast rules, but the judges of an editorial page contest out in Oregon recently did settle on several standards which seem sound. How does your editorial page measure up on these points?

1. Interest in home affairs, tendency to write with interest and judgment about events within the home and community.
2. Skill in selection of outside topics for comment and ability to make the nearest possible local application.
3. Literary qualities of brevity, humor, surprise, pungency, sentiment, clarity, and ease of types, heads, etc.
5. Variety on editorial page as displayed in selection of material, departments, editorial features, etc.
6. Ability to take a line of policy and follow it up; skill in securing the necessary repetition without monotony.
7. Intellectual leadership displayed throughout the page.
8. Commuity leadership shown.

*One Way To Do It —
Get Out And Work*

Frank Hall of the Hill City (Kan.) Times before the Kansas Press association, told how he had taken advantage of the opportunity offered by the "slack season" (Incidentally, we like that better than "summer slump!") to build up his circulation by personal calls out on the rural routes. In his talk he offered some very practical suggestions on "necessary equipment" for such an expedition as follows:

(1) An old automobile. Don't take this year's model out to their farmyards. They'll want to spend all of the time inspecting the car and talking about automobiles. Also, they might decide, then and there, to save every cent, from that moment, to buy a car just like it, and your efforts are wasted. A light coupe or roadster is economical and practical for driving over country roads and over pastures and plowed fields, if necessary.

(2) Borrow or rent some old clothes. You may have to sit on a barbed wire fence or a dusty cultivator or greasy piece of machinery.

(3) Get a county road map from your county engineer. Take it to the post office and ask the mail carrier to trace their routes on it. Almost every farmer lives on a mail route. Using this plan there is less danger of retracing your route or missing some one.

(5) The following blank forms are suggested to be used:

(a) A blank order book, in duplicate, to be filled in for new subscribers who agree to pay at a later date. The wording may be similar to the following: "I, blank for name, hereby authorize the Bingville Bugle Publishing company to send the Bugle to the address given below for a period of blank. I promise to make payment on or about, blank."

(b) A blank order book, in duplicate, to be filled in for renewal subscriptions which are not paid for at the time. The wording may be similar to the following: "I, blank for name, hereby authorize the Bingville Bugle to continue to send the Bugle to the address given below, for which I promise to make payment on or about, blank for date." Signing these blanks will do much to eliminate arguments such as, "I never did order your paper and I'm not going to pay for it," or, "I told you to stop that paper a year ago and you can't make me pay for it."

(c) A universal check book.

(d) A blank about $5\frac{1}{2} \times 8\frac{1}{2}$ " with heading the $8\frac{1}{2}$ " way such as: "Name, Address, Subscriber, Other papers taken, Remarks."

With this equipment you're ready to "go and get 'em," says Mr. Hall, who offers some further suggestions about talking business first and "visiting" later, making your call short, not wearing out your welcome and getting a new item about every one you visit, whether he is a subscriber or becomes a subscriber or not. He then lists the potential results of such an expedition as follows:

When you return to your office, here is what you have:

(1) A true cross-section of the sentiment of farmers in your community and a county-wide acquaintance. Both of these will help you in forming the editorial policy of your paper.

(2) A complete and up-to-the-minute mailing list of your community.

(3) A sure-fire prospect list to be worked by correspondence and sample copies during the fall and winter months.

(4) A newspaper census to show your advertisers. This will show the number of boxes on each route and the number of subscribers. It will also show, in comparison, the number of copies of your competitor's paper which goes into your territory, as compared with your circulation.

This is a good way for any publisher to spend a part of his time during the "slack season"—that is, if he's not too busy uncovering and developing new sources of advertising revenue or strengthening the content of the reading matter in his paper. Even if he doesn't get a single new subscriber, any one of the results listed by Mr. Hall will have made such a trip worth while. To those results might be added one more—the benefit that will be his from the break in his usual routine and from the temporary expansion of his horizon beyond the four walls of his office, not to mention the added good will accruing to him and his newspaper from his making a business (and social) call upon his rural subscribers instead of delegating that job to "hired help."

An Agency Speaks

"You are often asked why small town papers do not get more business from the agency," writes a prominent advertising firm director, enclosing a list of Minnesota papers which have not sent in checking copies of scheduled advertising. "You have in your hands now about as good an answer as you need," this writer continues, referring to the list. "When the small town newspaper man decides to carry on in a business-like way so that it won't be so expensive

for the agency to do business with him, then he'll get more business."

In one respect, he is right. There is, always has been, and probably always will be difficulty in getting in tear sheets from a long list of weekly newspapers. We are all still too prone to neglect such things, even though they are the lifeblood of our business. For this reason, the M. E. A. fills the capacity of a sub-agent for the agencies, mailing out orders, getting in tear sheets, and sending out checks. This is an expensive proposition for the agency, even though every paper on the list gets its proofs of publication in on time, and when they do not, it is extremely hard.

There will be a development of this in the future, as agencies find they can now handle country newspaper advertising as profitably, or more profitably, than through other mediums, with the help of the Central Office.

It might be well to mention a recent experience, however, to show the other advertising agent. The M. E. A. reside of the picture to this disgruntled cently set out a small ad to be run for several weeks in forty-eight daily newspapers in Minnesota and bordering states. It was rather surprising to find that there were nearly as many "no-runs" and missing tear sheets among this list of daily newspapers as there usually are in a list of weeklies. Dozens of inquiries about tear sheets had to be sent out, and two of the dailies have not responded. This is mentioned simply to show that the country weekly is not the only medium which can be criticized for carelessness in handling advertising.

It is certainly obvious, however, that we can all learn a good lesson from the words of this advertising man. It is probably safe to say that at least five hundred dollars was simply thrown away last year in advertising sent out by the M. E. A. alone in missed insertions. Advertising is what we build our business on, and if we haven't that department of the paper functioning perfectly, we ought to start immediately. Every tear sheet and invoice should be sent out right on time, and when a request comes in for a missing tear sheet, that request should be one of the first things for the publisher's attention. — Minnesota Press.

Flem Smith, editor of the Georgetown News, received cuts and bruises about the face and head in a minor auto accident near that city. This is the second accident in which Mr. Smith has suffered injuries in the last two years. He is able to attend his newspaper duties.

Two New Books Now On Sale

A new, versatile book, "The Modern Newspaper—Its Typography and Methods of News Presentation," by John E. Allen, editor of "The Linotype News" and author of "Newspaper Makeup," is just off the press.

Among the subjects discussed and illustrated in the new book are: Newspaper "streamlining"; departmentalization of the news; front-page digests of the news; week-end summaries of the week's news; non-conventional, non-standardized writing of the news; "background precedes" with important stories; modern front pages; recent prize winners; the modern tabloid and some future experiments in that field; many of the things to do and not to do when modernizing the dress of a newspaper, and some arresting comments concerning the newspaper of the future. Any editor, interested in new trends in make-up should study this book.

Copies may be ordered from Harper & Brothers, New York City, any agency of the Mergenthaler Linotype Company, or from this office. Price, \$3.00.

Professor Robert W. Jones, University of Washington, has published a new book on "The Law of Journalism" which should be read by newspapermen for valuable information on the problems facing the press and the legal restrictions thereto. Both printed publications and radio are treated in the various chapters which include "Freedom of the Press," "Characteristics of Libel," "Defenses to Libel," "Interpretation of a Libel," "Contempt of Court," "The Right to Privacy," "Blasphemous Publications," "Property Rights In News," "Copyright Matter and Its Use," "Legal Advertising," "Regulations of Advertising," "A Complaint of Federal Trade Commission," "Standards of Practice for Agencies," "Requirements for Second-Class Mail Privileges," and "Confidence Statutes"

While the author has not seen fit to include tables of cases cited in the book, the entire work is monumental and gives a modern and up-to-date treatise on the legal phases of the press. Every editor ought to have a volume concerning legal matters on his desk. This book is recommended for your consideration. Price, \$4.00. Order direct from the publisher, Washington Law Book Company, Seattle, or from this office.

We'll meet you in Paducah!

Work-Week Is Unit For Wage-Hour Calculation

Any employer not covered by a Wage Order, who pays his employees at least \$12.60 for a 42-hour work-week, will be considered to be complying with the Fair Labor Standards Act, it was recently announced by the Wage and Hour Division of the U. S. Department of Labor. For enforcement purposes, the Wage and Hour Division is adopting a weekly, rather than an hourly basis of determining whether an employer has complied with the law.

The position of the Division is contained in a letter of the General Counsel, George A. McNulty, which includes the following statements:

"In our opinion, the longest period of time over which earnings may be averaged to determine whether the employer has paid wages at the rate of 30 cents an hour is a work week and there may be no averaging of wages over two or more work weeks . . .

"It must be remembered, however, that this opinion is not binding upon the courts and will not protect an employer in a civil suit brought by his employees under the provisions of Section 16 (b) of the Act. We feel constrained to point out, therefore, that Section 6 of the Act requires that every employer shall pay to each of his employees subject to its provisions 'not less than 30 cents an hour' . . . There may be other cases where the courts

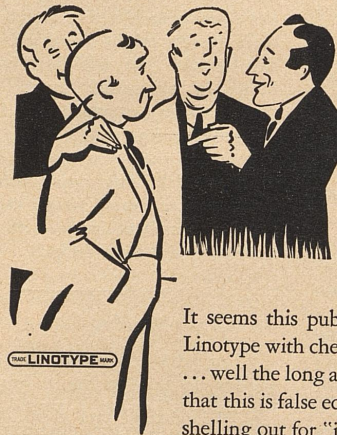
might take a period less than a work-week as the standard under Section 6, but, as stated above, until directed otherwise by an authoritative ruling of the courts, the Division will take the work-week as the standard for determining whether there has been compliance with the law."

New Linotypes Installed

Recent Linotype installations in Kentucky include a Blue Streak 14 by the Winchester Sun, a Model 8 by the Jeffersonian, Jeffersontown, a Blue Streak Master Model 31 by the Advocate-Messenger, Danville, a Model 8 by the Bowling Green Times-Journal, a Model 8 by the Beattyville Enterprise, a Blue Streak Model 8 by the Fulton Daily Leader, a Blue Streak Master Model 31 by the Louisville Courier-Journal, and a Model 33 Extra-Range Display by the Gleaner-Journal, Henderson. Congratulations to the editors for their efficiency and enterprise.

Barrett Purchases Midway Weekly

L. G. Barrett, former publisher of the Ohio County News, Hartford, purchased the plant and good will of the Blue Grass Clipper, Midway, from J. H. Reignor, owner and editor for the past 18 years. Mr. Barrett will be assisted by his two sons, who intend to take limited studies at the U. of K. while working on the paper. Purchase price was not given. Mr. Regnier is undecided as to his future activities.



"I'll tell you what happened to me!"

It seems this publisher thought he'd fix up his Linotype with cheap parts and save the difference . . . well the long and short of it is he finally found that this is false economy, since he was constantly shelling out for "just-as-good" parts.

"I was the innocent victim of somebody's bright scheme for 'saving' money . . . Now I know that it pays to buy genuine Linotype parts."

His story is as familiar as the remedy is sure. Always insist on genuine Linotype replacement parts.

MERGENTHALER LINTYPE COMPANY

Linotype Garamond No. 3 Family

How About Your Indicia?

In a recent letter a correspondent says "In so far as your publication is a guide, mentor and friend to the country press of the nation, why don't you pass the word along to publishers that too many of them are growing careless in regard to the indicia of their newspapers. Recently I have been amazed to find that at least 10 per cent of the publishers in this section of the country are violating the federal laws in this respect and that percentage is probably higher in other sections."

Indicia? Ah, yes, now we remember! It has been some time since we've had occasion to read the postal laws and regulations, but we do recall seeing among the rules defining and regulating second-class matter the following paragraphs:

INDICIA

The postmaster shall examine the copies submitted to ascertain whether they conform to the requirements in the following particulars:

- (a) Title
- (b) Date of issue
- (c) Regular periods of issue, that is to say, frequency
- (d) Serial number
- (e) Known office of publication
- (f) Subscription

The foregoing indicia must be conspicuously printed on one of the first five pages, preferably on the first page of the publication and each item marked on the copy submitted as evidence that proper examination has been made by the postmaster. Where publications are printed in foreign languages, it is required that the indicia indicated also appear in English.

Moved thereto by the letter from this correspondent, we have been making an informal investigation among the hundreds of country weeklies which come to our desk and we find that his estimate of 10 per cent of the publishers who are violating the postal laws is, if anything, a low one. If these papers which we have examined are fairly representative of the whole number of such papers, then at least 25 percent, and possibly more, are ignoring this particular postal regulation. Some newspapers did not carry the indicia at all, others carried only a portion of the necessary information and in some it took a careful search all through the paper to find it buried far back in the paper. — Publisher's Auxiliary.

Just as a possible precaution against any difficulty arising in regard to second-class mail entry, The Press suggests that

every publisher check up on his paper to see if the indicia is in proper order and, if it isn't, to set it in order.

They Do Read the Ads

When your merchant says, "Nobody reads the paper, so why advertise?" ask him:

- 1. Why publicity seekers and local organizations want space in the paper.
- 2. Why the politicians are so anxious for the paper's support.
- 3. Why does the delinquent subscriber squawk when his paper is dropped, and why do they all yell when they fail to get a weekly edition.
- 4. Why are residents so anxious to have their misdeeds kept out of the paper.

Advices Newspaper Advertising

From an exchange we pick up the following circular, sent out to store managers by the J. C. Penny company, operators of a large chain of retail stores:

"(1) Do you want to be certain of reader interest? Then use the newspapers. Many a circular receives only a glance, while the local newspaper, with hundreds of general news items, is read thoroughly from first to last page.

"(2) "Do you want representation in the same 'shopping window' as the other merchants of your town use? Then use the local newspaper. Women, the purchasing agents of the home, read newspaper advertising daily, whereas many a circular is tossed into the waste basket without a glance.

"(3) "Do you want fast action? Then use the newspaper. The ad that you run today, if it contains real merchandise news, will bring immediate results tomorrow. You can receive and sell out a consignment of merchandise with newspaper advertising in less than it takes to prepare a circular.

"Do you want to be recognized as a factor of importance in your community—a real hometown store? If you do, use the newspaper — it undoubtedly is a strong factor in the building of good will and acceptance by the while town as a good place to trade."

"No Typewriters"

It was less than 30 years ago that William Rockhill Nelson, the great publisher of the Kansas City Star, refused to allow his reporters to use typewriters. He entertained the belief that typewriters destroyed something in a man's creative effort. His reporters had to write with a soft pencil. Machines have always had to win their way against the prejudices and limitations of the leaders

among men. New generations must be born before new inventions come into their own. Even now there are men in their middle years who have compacts with business partners not to use airplanes.—Linotype's Shining Lines.

BUSINESS DIRECTORY

ELECTION SUPPLIES

For Special Elections - All The Time
For Primary Elections - In August
For Regular Elections - In November

"Superior Election Supplies for
Fellow Kentucky Printers"

RUSSEL DYCHE
LONDON, KY.

Louisville Paper Company

"A PAPER FOR EVERY NEED"

Permanized Bond Papers — Howard Bond —
Maxwell Bond—Cherokee News (Blue-White)

Southeastern Paper Co.

Hammermill Products In Fine Papers

Guy B. Roush, Representative

125 Hillcrest, Louisville

Imperial Type Metal

H. L. Felix, 1648 Sutton Ave., Mt. Wash-
ington, Cincinnati Ohio

Immediate Shipments From

THE DICKSON COMPANY

234 W. Main St. Louisville

CINCINNATI MERCHANDISE W'HOUSE
7 W. Front St. Cincinnati, O.

Bush Krebs Co.
INCORPORATED
LOUISVILLE, KY.

Everything for PRINTERS
except paper

ELECTROTYPES . . .
. . . ENGRAVINGS
SUPPLIES . . .
. . . MACHINERY

ED WEEKS



What a Country!

THERE'S a lot in what you say, Mister. In many ways the United States is a terrible country. Millions of fine, capable Americans are unemployed. Graft, crime and poverty are still with us. No one can agree how badly off this country of ours really is.

But look at it another way, Mister. The strange Fate which governs the rise and fall of nations has given us a pretty fair break. We have more freedom, more security, more cars, colleges, hospitals, radios, telephones and electrical household equipment than the rest of the world.

Even so, Mister, you're absolutely right—we have a long way to go in this country. What's true of our nation is also true of our businesses. Take your electric company, for instance. We have come a long way. Yet each one of us knows we have a long, long way to go. It's true electric rates have been reduced constantly—though most of the things you buy have gone up in price. The best assurance that electric rates will go down and our standards of service will go up in the future, is the consistent past accomplishment of your electric company's people, whose untiring work has steadily brought rates down and service up.

As a matter of fact, better service and lower rates are measures of our progress. It's the American way of doing things—to distribute more of the good things of life and do it for less. That's the only way any business or institution can continue to exist.

Every employe of this company would like you to know this one thing. We realize the future of our company and our individual futures depend upon how well we do our job for you. First, we must bring you the best possible service we know how today. Second, we must prepare ourselves to do a vastly better job for you tomorrow.

Yes, Mister, we people of the electric company are proud of the part we play in the American scheme of things. But we're not forgetting that we, too, have a long way to go.



In the past 10 to 15 years, the engineering improvements and operating economies of your electric company have made it possible to cut the average price of household electricity just about in half. Many customers now using more household appliances, lots of light, a radio and refrigerator pay very little more to operate *all* of these than they used to pay for light *alone*.

REDDY KILOWATT
your electrical servant

KENTUCKY UTILITIES COMPANY

INCORPORATED

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