

April, 1938

*The*  
Kentucky Press

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



*May, 1938*

Volume Nine Number Ten

# Program 69th Annual Meeting

KENTUCKY PRESS ASSOCIATION — MAMMOTH CAVE  
JUNE 9, 10, AND 11, 1938

## Thursday, June 9

6:30 p. m. Registration and Buffet Supper at Mammoth Cave Hotel, compliments Joe Richardson.

Entertainment in charge of Mrs. Tom Underwood, Mrs. J. L. Crawford, Mrs. J. P. Godzer, Mrs. G. M. Pedley, and Mrs. J. L. Bradley.

## Friday, June 10

8:30 a. m. Breakfast, courtesy Ed Weeks, Howard Felix and Chas. A. Blanchard.

9:30 a. m. Call to order by President J. L. Bradley, Enterprise, Providence.

Invocation.

Address of welcome, W. W. Thompson, general manager Mammoth Cave Properties.

Response by Thos. R. Underwood, Vice-President KPA, Herald, Lexington.

Appointment of committees.

10:15 a. m. Round table discussion on such subjects as Streamlining; circulation; advertising; 50-50 deals; use of features; use of local pictures, how to make them, develop them and make them into cuts.

11:00 a. m. Discussion of Anti-Steel Trap Bill by Miss Lucy Furman, author of "Quare Women," Lexington, Ky.

11:10 a. m. Awarding of Newspaper Prizes, Prof. Victor R. Portmann, Department of Journalism, University of Kentucky. Papers will be left on display until Saturday morning.

1:00 p. m. Luncheon in Snowball Dining Room, 267 feet underground. An event you can't afford to miss. 75c per person.

3:00 p. m. Special cave trip to Echo River, time two and one-half hours; also nature hike, automobile trip in park area, shuffle board, bridge, swimming, and other games and contests. Guests of Mammoth Cave Operating Committee.

7:30 p. m. Banquet Dinner and Dance, given by the Mammoth Cave Operating Committee. An outstanding speaker will be secured and a top notch orchestra will be procured for the dance.

## Saturday, June 11

9:30 a. m. Call to order by President Bradley. "How Will Retail Taxes Affect the Newspapers?" Discussion by Joe T. Lovett, Murray, former president of the KPA and now with the Kroger Grocery and Baking Co.

10:00 a. m. Address, "Selling Kentucky," G. M. Pedley, Director of the Division of Publicity, Commonwealth of Kentucky and chairman of the executive committee of the KPA.

10:15 a. m. Address, Development of Reader Good Will," Donald McWain, Courier-Journal, Louisville, Ky.

10:45 p. m. Report of Kentucky Press Association Advertising Bureau.

11:15 a. m. Report of Resolution and other committees. Unfinished business. Adjournment.

Trips to Frozen Niagara or any other part of Mammoth Cave will be arranged on Saturday afternoon for any group expressing their wishes. Golfers are also invited to visit Glasgow and will be given all privileges of the Glasgow Country Club.

## SURVEY BRINGS FACTS ON RESULTS OF ANTI-CHAIN LAW

By WRAY E. FLEMING

One of the chief functions of the Hoosier State Press Association is to give unbiased information on activities affecting the business interests of the member newspapers, which information either is not easily available or is in such form that it escapes the attention of the busy newspaper executive. Such a fact-finding service should prove invaluable to those business managers who find it difficult to keep up with the new suggestions and ideas, some that are good and others with no merit, according to a lead article in the Indiana Publisher.

Within the coming year, the attention of the national Congress will be directed to H. R. 9464, known as the Patman bill and now pending Congress. Because of the nature of the proposal, affecting as it does only one group of business interests, and that the little understood and much criticised "chain store" system, it is quite probable that few people, even newspaper men, will have all the facts they should about this suggested law.

The Patman Bill is, in short, a move to destroy the chain store systems in the United States by taxing them out of business. Representative Patman, the author, is perfectly frank in admitting this is the purpose of the measure. He offers as argument for his law that the independent merchant is being driven out of business by chain store operatives.

This bill proposes that the Federal government levy a maximum tax of \$1,000 per store, multiplied by the number of states in which the chain operates, to get the total tax against the entire system. Constitutionality of such a law is believed to be unquestionable. Applied to current operations of one of the nation's leading food chains the tax would require payment of 62 per cent of the annual gross income. Obviously, the chain store system would be abandoned.

The major reasons for criticism of the chain store system show up in the Hoosier Press survey. One is advanced by the public, even though it patronizes the chains, and involves the feeling that the chain store is foreign to the interests of the community in which it operates. The other is that given by Representative Patman and is engendered by the independent merchants, who have contended that chain stores are destroying individual initiative and ruining the independent merchant.

The first reason is open to argument, the second is not since the official record of the United States Bureau of Census shows that in the seven-year period from 1929 to 1936 the number of independent food stores increased rather than succumbed to the inroads of the chain store systems. There were

(Continued on Page Six)

## Invitation Extended To Every Editor

The 69th annual mid-summer meeting of the Kentucky Press Association will be held at Mammoth Cave on June 9, 10, and 11, and you are not only invited but also urged to attend this meeting whether you are a member of the K. P. A. or not. I am very anxious for a splendid attendance as this meeting promises to be one of the most enjoyable in the history of the Association. The program committee has arranged an interesting program, not full of tiresome and long addresses but flexible enough to interest all.

With this assurance, as President of the Kentucky Press Association, I urge that you do not fail to attend this meeting, because I know you and your family will enjoy the meeting and the entertainment.

A glance at the program will indicate the exceptional entertainment being planned for you. The entertainment is being stressed at this meeting so that the entire family can enjoy a few days of relaxation amidst Kentucky's most famous surroundings. However, the addresses that have been arranged and the round table discussions should be of much benefit to the editors. And a great deal of interest is being shown in the newspaper contests.

An outstanding speaker will be secured for the banquet on Friday night and a top-notch orchestra will hold forth until the "wee small hours."

If you are among those who attended the meeting at Mammoth Cave a few years ago, please don't let this deter you from coming again this year. Many changes have been made and it is your duty as a Kentucky citizen to know just what is taking place. Conventions at Mammoth Cave are breaking all records and we do not want to fall down on the job.

Whether you are a member of the Kentucky Press Association or not, I want you and your entire family to attend this mid-summer meeting of the association. I know you need this outing and recreation, I know the program will be interesting and I am certain you will enjoy the fellowship afforded by this meeting. So plan on attending—everything has been arranged for your benefit.

J. L. BRADLEY, President

Roger Babson wrote recently: "Advertising is to mass distribution what the machine is to mass production. Right now it deserves a good share of credit for the comparatively excellent volume of retail trade. Sales cannot move goods unless customers know about them. Not only should purchasing power be inflated, but the will to buy should be encouraged. Advertising is the last item to cut in your sales budget unless you want to close up shop."

Extended Editor

# Every Paper Needs Increase To Meet Ever-rising Costs

The following article by Floyd L. Hockenhull of the Circulation Management Magazine is most timely:

Many a newspaper publisher needs more revenue to meet the rising costs of conducting his business.

And many a publisher is considering the matter of increasing his subscription rate.

What about it? In a large proportion of newspaper plants, circulation is a pay-streak of added income that needs developing. Late years have proved this as never before.

Ever since depression began, net revenue from circulation in a great many plants has increased. Even in the worst of the depression, circulation did not fall off nearly as much as advertising did.

It is logical, therefore, that newspaper publishers today credit their circulation with being a revenue department far more than they ever did when times were prosperous and advertising plentiful.

Can circulation income be increased—and if so, how? Are increases in subscription rates the answer?

It is easy to say a publisher can increase his subscription rate and thereby greatly increase his circulation profit. A good many publishers have done it.

But there is another side to the rate-increase story, too.

When subscription rates go up, there is a great tendency for readers to drop off. Sometimes the added expense and effort to overcome losses cost more than the money gained from the higher rates. Experience of many publishers proves this, and also proves that advisability of increasing the subscription rate after all depends upon each individual situation.

But there is another way to make more money from subscriptions. It is a way that works whether rates go up or stay where they are.

This way to make more money from subscriptions is this: First see if you are making all the net profit possible from your circulation with rates as they now are. If you see you are not, next sit down and plan a simple, definite program of circulation promotion and follow it. And use the circulation sales methods that get the most net revenue. It is net revenue you want, not gross; revenue that goes into your bank account.

This is no contention that subscription rates should not be increased. But I have carefully followed the experience of several hundred newspaper publishers, and from their experience it is certain that wise thing first of all is for each publisher to make sure he is getting all the net profit possible from subscriptions with rates exactly where

they are.

Then if the publisher does decide to put through a subscription-rate increase, he will make all the more money from it.

What are some money-making circulation methods?

Strangely, they are surprisingly simple—so simple, in fact, that they often are overlooked just because they are not spectacular.

The big Number One way to make more money from subscriptions is to give closer attention to renewals.

How? First by working out a definite series of good renewal notices and letters. It's safe to say that at least eighty newspapers out of a hundred do not have them. Take a day off sometime (or have someone do it) and write a series of five or six letters and notices, worded pretty much as if you were writing a letter back home to your "brother Bill."

Make the letters simple and easy to understand. Word them about the way you would talk to your old subscribers if you met them face to face.

Make it easy for the subscribers not only to renew, but to mail the orders to you. Many and many a renewal has been lost, or delayed, because the subscriber didn't take time to hunt up a return envelope or postage stamp. Give him an order blank (one big enough for his name to be written without squeezing); be sure to give him a return envelope; and it probably will pay (your records soon will tell you) to make it a business-reply envelope on which he doesn't even need to put a stamp.

Then do this: See that your renewal notices and letters go out on a definite schedule—probably about three weeks before expiration and three after.

Have a girl keep records on each notice or letter. Put down the cost of each one—the cost of the printing or multigraphing, the letter-heads, envelopes, postage and the like.

Keep a simple record of how many renewals and how much money each letter brings back. Compare the "pull" of each one with the others. If one or two in the series doesn't pull so well, replace them with others.

You soon will have a series of tried-and-proved, profitable renewal notices that will quickly bring back subscription money that makes the cash register jingle. Keep right on using them. Some of the most successful publications in the country use the same series of renewal notices year after year.

The above is simple and easy to do. Yet, the average newspaper is appallingly weak in its renewal efforts. Some notices and letters are so perfunctory the subscriber puts

them away and forgets about them. Hundreds of newspapers, a survey shows, do not even have a renewal system at all!

Here is a practical tip: Experiment with color in your renewal letters.

Thousands of circulation experts have proved that a goldenrod return envelope or a pink one, for example, will bring back a lot more subscriptions than a plain white or kraft.

Why? Just a quirk of human nature—but if you play to it, it will increase your returns and your profit.

Make sure each one of your notices or letters is a good puller. Again, why? Because you must hold down the number of your renewal letters to a minimum. It costs money to send out notices, and the quicker you get the renewals, the less your expense and the greater your net profit.

Another practical tip: Get some bright, ambitious young man to solicit subscriptions for you. It's a good job, and in every community there are young men looking for good jobs. They will make you more money from subscriptions and they also will report the interesting, down-to-earth news items that in themselves are a circulation builder and holder.

Give this young man a title. Don't just call him a solicitor, and hurt his feelings. Make him a District Manager or something like that. He will respond in a way that will put more money in your bank account.

Use your good business head in making subscription offers. Instead of giving "specials" on short-term subscriptions (which are terrifically expensive both to secure and to handle) make your best offers on long-term subscriptions. They mean a lot more cash to you, and once they are on your list, paid up, you have no worry and spend no money on them for a long time to come.

Other publishers point out these good tips:

Work with your country correspondents as subscription-getters. A weekly newspaper in the middle west every year gets nearly a thousand very profitable subscriptions through an easy, simple plan with its correspondents.

In nearly every town, a newspaper can work with organizations such as Legion posts, scout troops and the like in getting circulation that leaves a high net profit to the publisher.

To make money from subscriptions, the publisher must sell them, not merely wait for readers to come in and subscribe. But many and many a publisher who directs the sales effort of his advertising, job printing and who works energetically on the editorial side, for some reason seems to let nature take its course so far as subscriptions are concerned.

Yet, circulation is a little gold mine—one easy to develop.

A few newspapers have set the pace and have proved how much revenue can be had from circulation.

Several newspapers in the United States got enough circulation revenue to pay all overhead. They could print, without a loss, even if they did not carry a line of advertising.

They prove, beyond shadow of doubt, that profit from subscriptions can be made either to pay all the freight, or at least most of it.

But these cases are rare. The vast majority of publications, expert as they are in the editorial and advertising departments, either neglect the profit side of circulation in a way that is shocking, or just half-heartedly develop it.

Subscription price increases are not necessarily the answer to more circulation profit, judging from the experience of hundreds of newspapers.

The first thing a publisher must do is to check his present circulation system and program to see if he is coming even close to making all the net profit possible with subscription rates exactly where they are.

Then, with a simple, well-planned subscription-sales program functioning, if he does decide to increase rates, he will make all the more money as a result.

## EDITORS ARE CAUTIONED TO GUARD NEWS FREEDOM

Speakers at opening sessions of the American Newspaper Publishers Association in New York cautioned owners of smaller newspapers to resist assaults on freedom of the press and to combat competition from other advertising mediums.

Opening the 52nd annual convention, James G. Stahlman of the Nashville (Tenn.) Banner, association president, reported that "the encroachments on a free press are already coming through restrictions upon smaller newspapers."

Declaring that efforts are being made by "politicians and others in the lesser governmental units to restrict newspapers by various forms of taxation, license or censorship," Stahlman told the smaller paper publishers:

"Every effort of this nature should be met at its source and promptly checked. Indifference in one locality will contribute to a spread of the trouble elsewhere."

Frank E. Tripp, general manager of the Gannett newspapers, reporting an advertising trend away from small newspapers, urged the publishers to defend themselves against increasing competition from motion picture advertising reels.

Publication of radio programs in newspapers was assailed by J. M. Bunting, general manager of the Bloomington (Ill.) Pantagraph, as giving a "free ride" to a competitive medium. His newspaper, he said, discontinued radio programs in 1932 and gained circulation, in spite of competition from papers carrying them.

Stop running free publicity.

# The Kentucky Press

Official Publication Of The Kentucky Press Association

VICTOR R. PORTMANN..... Editor

Printed On The Kernel Press, Department Of Journalism,  
University Of Kentucky, Lexington

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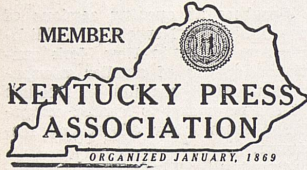
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### YOU ARE INVITED

Elsewhere will be found a letter from President Bradley, inviting every newspaperman, and his family, to attend the mid-summer meeting. This invitation is extended to every editor in the state, whether he is a member of the Kentucky Press Association or not. Incidentally, non-members are especially invited as the executive committee wants these men to learn of the work and program of the Association which has been carried on for the good of every newspaper in the state, not just the KPA members. This would be an excellent opportunity for those who have been putting off their affiliation with the KPA, to pay their dues and come into good standing with their fellow editors. There is yet much to be done to make the Fourth Estate more secure in Kentucky, and the cooperation of every editor is expected and welcomed. Just as a reminder, let us again quote the motto on our state seal, "United we stand; divided we fall."

### NEWSPAPERS UPHELD AS BEST ADVERTISING MEDIUM

America's high standard of living comes from "mass production to

supply mass wants, and mass wants can be created by advertising." Thomas H. Beck, president of the Crowell Publishing Company, Springfield, O., told a dinner meeting of 200 Indianapolis business men at the Columbia Club.

Beck was introduced by Robert M. Bowes, president of the Bowes Seal-Fast Corporation. The meeting was sponsored by the Indianapolis Sales Executive Council, aided by the Chamber of Commerce, Better Business Bureau and Advertising Club of Indianapolis.

The speaker gave "Termites in the American Home" as the title of his talk because "termites are what nobody wants." He compared termites to efforts to tear down the reputation of nationally advertised merchandise and asserted such movements "not only hurt business in general, but destroy employment."

"I believe in the fundamental honesty of American business," Beck asserted when speaking of the attempts being made to undermine consumer confidence in advertised goods.

Beck, head of the firm which publishes Colliers' Weekly, the American Magazine and the Woman's Home Companion, said his company has an organization which has the co-operation of 4,950 daily and weekly newspapers in its program of refuting claims made against nationally advertising products by "consumer research" groups.

Asserting that a few years ago "business was on its back, and is now on its knees," Beck encouraged the commercial leaders he was addressing to aid trade in their

own community by mutual acts of confidence and business reciprocity.

The speaker is making a tour of key cities, appearing before business and civic organizations in order to inspire confidence in the "American way-maintenance of a high standard of living through demand for conveniences, quality, and plenty."—Indiana Publisher.

### PERTINENT WORTHWHILE NOTES ON ADVERTISING

Albert H. Morill of Cincinnati, president of the Kroger Grocery & Baking Co., in a recent interview told how newspaper advertising had built one Kroger Store into 4,043. Starting in the grocery business 56 years ago, he sold his wares from house to house, carrying his stock in market baskets. With his first store he started using newspaper advertising, and the rest of the story of the merchandising methods used by his stores has made history in newspaper advertising.

Although advertising as a whole has its vulnerable spots—its lunatic fringe which discredits honest advertising—it has proved to be the best method the manufacturer has yet found to present his products to the 130,000,000 citizens of this country. If there were a better or cheaper method, he would find and use it. It has produced a revolution in better living such as has never occurred before, in this or any other country. For example, there was no advertising when the sewing machine was invented. As a result, a whole generation of women lived, worked and died before this labor-saving device became known to homemakers. Advertising has completely rebuilt American life. It has rescued men and women from drudgery by telling them of inventions which enable them to do their work easier. — "The Old Man at the Desk," Pulaski County Democrat.

One way to promote more advertising lineage has been tried successfully in many small cities. The publisher takes pictures of all the business houses along a certain street, running these at the top of the page and selling ads for the rest of the space to the merchants whose places of business are illustrated. Where it has been tried, it was found that all merchants in the city wanted to have their buildings appear with their advertisement.

Rhode Island is another state which is to make an appeal through advertising for its summer vacation land. The legislature recently passed a bill appropriating \$25,000 for this purpose.

The move of ice companies to advertise the improvement in food keeping offered by air conditioned ice refrigerators is likely to spread to all sections of the country and advertising men will find this a source of added lineage for their papers.

If 1,500,000 electric razors can be sold at \$10 to \$15 each, why should a weekly newspaper hesitate to charge \$2.00 per year? It is more of a necessity than an electric razor.

No paid advertising will be used by the San Francisco or New York Worlds fairs for 1939. However, the press agents are working overtime to furnish pictures and stories free of charge to newspapers willing to run them. Everybody gets paid but the newspaper. And some young men are trying to syndicate the stuff for pay.

Food chains increased advertising in dollars paid to newspapers 5.8 per cent for 1937 over 1936. Newspapers received 62 per cent of all advertising placed by these chains.

### A PLAN OF TEACHING FUNDAMENTALS OF ADVERTISING

The American Association of Advertising Agencies at its recent meeting announced details of a new effort to educate consumers and business men generally on the fundamental values of advertising through the preparation and distribution of a series of advertisements telling the basic story of advertising and its uses in simple, understandable terms.

The series was developed and written by G. Lynn Summer, president, G. Lynn Summer Company, who explained the purpose of the advertisements to Four A's members and guests at that organization's annual meeting. Advertising's story is presented in primer form, with interest revolving around two characters, Od, who endeavors to develop a successful business without advertising, and Ad, who makes effective use of sound advertising methods.

Each story in the series, which will consist of about 50 advertisements, is devoted to one field of business. The first, entitled "The Story of Od and Ad and the Tomatoes," shows the function of advertising in developing low-cost distribution of packaged foods. Other stories will take Od and Ad into other noteworthy fields of mass production and distribution, such as household appliances, soap, automobiles, gasoline, wearing apparel, and other businesses in which advertising has contributed substantially to business growth and has also benefitted the consumer.

The Four A's has assumed the expense and responsibility of preparing and producing the series of advertisements, and will offer them to publishers with the hope that they will be given widespread distribution. Details of the distribution methods to be used in connection with the series will be given to publishers and other media owners by the Four A's headquarters staff within a short time.

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This interesting article was written by John F. "Sunny" Day, reporter, himself a former editor-in-chief or the Kernel, for the Lexington Herald-Leader of Sunday, March 27. The Kernel family influence extends through the staff.

Thursday a group of boys and girls who had struggled with the University's semi-weekly newspaper for a year or more wrote their last copy and issued their final orders for the Kentucky Kernel. Monday a new staff will take over, and the older writers will begin to think seriously of jobs they hope will come when graduation time rolls around.

Since 1914 this process has been repeated annually, and now many of those who saw service on the Kernel are working in newspaper offices throughout the country.

Those graduates of the 'teens, the 20's and the early 30s who have kept tab on the school paper that gave them their first training have observed the growth of the Kernel from a small, intermittently-published sheet printed in a down-town shop and distributed to a few hundred students, to a semi-weekly, standard-size newspaper of more than 4,000 circulation printed in a \$50,000 plant that has been paid for out of its own earnings.

Responsible in large part for the Kernel's progress was the late Enoch Grehan, founder of the paper and of the journalism department and head of the department until his sudden death last winter.

From 1914 to 1923 the type-setting and press work were done down town. In 1923, the Kernel purchased a linotype, the beginning of its present first-class mechanical department. First operator of that linotype was Dwight L. Bicknell, financial editor of the Cincinnati Enquirer. In 1924, the newspaper obtained a small press and in that year the first campus-printed Kernel was published. By setting aside a certain percentage of its income from advertising and subscriptions, the Kernel had purchased sufficient equipment in 1928 to undertake job work.

Today the Kernel plant probably is better equipped than any weekly and most small dailies in the state. In addition to the Kernel, the Kentuckian, student yearbook, the Sour-mash, campus humor magazine, and numerous books, pamphlets programs, posters and handbills are printed there.

But improvement hasn't been confined to the mechanical side of the paper. Starting with a few students who worked for experience alone, the Kernel staff now is highly organized, with definite tasks assigned to each student and with pay checks distributed periodically to the principal staff members.

Though the editorial and business departments of the paper often include as many as 40 students, the editor never has to search for would-be writers for the staff. Since the year the Kernel was established,

journalism students have volunteered their services, and it is safe to say that the majority of them would have worked just as diligently had the bonus checks not been forthcoming.

Checking through the Kernel files one will find that many of those who worked on the paper for the pleasure and the experience they derived will have enough love for the profession to stay with it—it goes almost without saying that there are few men and women who work on newspapers who would want to do anything else.

One of the first Kernel writers was Tom R. Underwood, editor of The Herald. He was a sports writer for the Kernel back in 1916. Editor of the paper at that time was William C. Shinnick, author of the widely-read "Line-O-Type" column in the Chicago Tribune. In the same year Kenneth Doris, now assistant city editor of the Cincinnati Enquirer, was writing "Squirrel Food," a forerunner of the present-day "scandal column." Also on the staff at that time were Arthur Hodges, editor of a paper on Long Island, N. Y., and John Marsh, publicity director of the Georgia Power Company, Atlanta, and husband of Margaret Mitchell, author of "Gone With the Wind."

Associated with the Kernel in 1919 were Thornton Connell, now of the Courier-Journal; Fred Jackson, a Leader staff writer, and Eliza Piggott (Mrs. Tom Underwood).

In 1921 there were Gerald Griffin, head of the Courier-Journal Lexington Bureau, as editor, and Keen Johnson, lieutenant-governor and editor and publisher of the Richmond Daily Register, as associate editor.

The Cincinnati Post must have found Kentucky graduates capable, for its staff now includes Marvin Wachs, managing editor of the Kernel in 1932; Jim Minor, associate editor in the same year; Arthur Muth, managing editor in 1934; Joe Quinn, sports editor in 1935; Gilbert Kingsbury, news editor in 1932, and John Walsh, associate editor in 1924.

A few other former Kernelites are the following:

Norris Royden, turf editor of the Daily Racing Form.

Kenneth Gregory, southern sports editor for the Associated Press.

Ted McDowell, a former Herald writer and now editor of the Beckley (W. Va.) Post-Herald.

Helen King, assistant publicity director of the University of Ken-

J. A. (Simp) Estes, editor of the Blood-Horse.

J. L. Crawford, editor of the Corbin Times-Tribune.

C. M. Dowden, assistant sports editor of the Courier-Journal.

Joe Palmer, associate editor of the Blood-Horse.

Chauncey Forgey, a staff writer for the Ashland Daily Independent.

Eugene Moore, managing editor of the Dayton Journal.

Niel Plummer, acting head of the journalism department at the University.

James Shropshire, business manager of student publications at the University.

Edwards Templin, staff writer for The Leader.

William B. Ardery, Associated Press writer in Washington, D. C. Lawrence Herron, city editor of the Dayton Journal.

Ralph Johnson, reporter for the Frankfort State Journal.

Wesley E. Carter, editor and publisher of the Hardin County Enterprise, Elizabethtown.

J. Frank Adams, state editor of The Herald.

Woodson Knight, associated Press writer in Nashville, Tenn.

Ed Shannon, sports writer for The Herald.

Walter Riddell, assistant publicity manager for the Mergenthaler Company in Chicago.

Frank Borries, reporter for the Courier-Journal.

Joe Reister, Courier-Journal Lexington bureau.

George Spencer, reporter for the Georgetown News.

Theo Nadelstein, reporter for the Evansville (Ind.) Press.

William B. Arthur, staff writer for the Courier-Journal.

Cameron Coffman, sports writer for the Louisville Times.

Louise Thompson, editor of the woman's page of the Toledo News-Bee.

Len Tracy, sports writer for the Louisville Times.

Frances Holliday, managing editor of the Jackson News.

Arthur Y. Martin, reporter for the Paducah Sun-Democrat.

Ollie James, editorial writer for the Cincinnati Enquirer.

Mary Gorey, staff writer for the Cincinnati Enquirer.

J. R. Kimbrough, reporter for The Herald.

A. A. Daugherty, writer and photographer for the Louisville Times. John Vogel, writer for the New York Times.

O. K. Barnes, city editor of the Nashville Tennessean.

Heggie Dent, sports writer for the Courier-Journal.

Irene McNamara, supervisor of school publications, Printing Trade School, Cincinnati.

Juliet Galloway, society editor of The Herald.

Harry E. Reiser, telegraph editor of The Herald.

Dan Bowmar, promotion manager of The Herald-Leader.

Wayne Cottingham, head of the Nashville, Tenn., bureau of the Associated Press.

Robert Kay, Associated Press feature writer in New York City.

Hubbard Logan, staff writer for the Cincinnati Enquirer.

Fred Augsburg, member of the advertising department of The Herald-Leader.

Ed Danforth, sports editor of the Atlanta Constitution.

Bessie Taul Conkwright, telegraph editor of the Louisville Times.

G. M. (Duck) Pedley, publisher of the Lyon County Herald, Eddyville, and state director of publications.

Harry Towles, telegraph editor of the Park City Daily News, Bowling Green.

Herndon Evans, editor and publisher of the Pineville Sun.

Among the special days in June may be mentioned June 10, National flower shut-in day; June 14, Flag day; June 19, Father's day; June 21, Summer begins.

THE LINOTYPE

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(Continued from Page Two)

234,082 independently owned food stores being operated in 1929, constituting 76 per cent of the total of food stores in the nation, but in 1936 the independents had expanded to 304,389, or slightly more than 85 per cent of the total. The volume of sales during the same period rose from 56 per cent to 60.5 per cent for the independents.

The above are facts pertaining to the triangle represented by the community, the independent merchant and the chain store operative. Our survey developed other facts, chiefly of interest to newspaper publishers in their business relations and the part taken by the chain store system in those relations. These facts are:

1. Newspaper advertising by corporate food chains in the United States increased 5.8 per cent in 1937 over 1936. This increase was in dollars paid to publishers.

2. Food chains spent \$15,775,000 for newspaper advertising in 1937, increased by \$868,000 the previous year's expenditures.

3. Food chain advertising in 1937 averaged 1 per cent of gross sales.

4. Newspapers received 62 per cent of all advertising and promotional printing expenditures by food chains.

5. Media records, based on 103 cities, showed a decrease of 10.5 per cent in newspaper lineage by the ten leading national advertisers in 1937.

6. Only one among the first ten increased its lineage—National Distillers by one per cent.

7. The 72 leaders in the million line class were down 2.3 per cent. National advertising dropped but local lineage was up 3.1, chiefly in classified and retail.

Summarizing these facts we find that publishers increased their dependence upon local advertising during the past year, because of the marked decrease in national advertising lineage; that the local lineage, apart from chain food advertising, showed an increase of 3.1 per cent, and that chain food lineage made an increase of 5.8 per cent.

Further facts in the survey show that newspapers in the small and medium populated towns and cities have been the heaviest losers of national advertising lineage and that increase in chain store advertising lineage has been greatest in these points.

A final summary of the survey gives these facts:

1. Enactment of the Patman law (H. R. 9464) will abolish the chain store system.

2. Governmentally, millions of dollars from discriminatory chain store taxes, which revert to local expenditures, will be lost.

3. Independently owned stores now operating and new ones established will increase sales volume only 39.5 per cent as a whole, this being the present chain store sales volume.

4. Whether there would be an increase of 15 per cent in the number of independent food stores, which is the percentage of food chain stores now operating, is questionable.

5. If the number of independent stores remained at 304,389, or if it were increased 15 per cent upon enactment of the law, whether these would expend the \$15,775,000 in additional advertising lineage, which was spent last year by the food chains, is also questionable.

This survey was conducted and these facts are given to the publishers of Indiana not alone from the standpoint of the selfish interests of the newspapers but also for the effect which enactment of the law and various tax proposals to eliminate the chain store will have upon public welfare and public purchasing power. These facts are worth fair consideration by Kentucky publishers.

THREE KENTUCKY PAPERS MERGE

Merger of three county newspapers, the Mount Vernon Advocate, Weekly News of London and the Manchester Guardian, was announced Thursday, May 6, by Homer C. Clay, president of the South-eastern Publishing Company.

The Mount Vernon Advocate, a 50-year-old weekly of Rockcastle county, has been owned and edited by W. T. Davis since 1937, who has been connected with the paper since its first year. Mr. Davis stated that he will retire from the newspaper business, but local management of the Advocate will remain in charge of his immediate family.

The Manchester Guardian has been owned and edited by R. E. White for many years. He will continue to act as representative and has become a major stockholder in the firm that will publish the paper.

The third paper, the Weekly News, was established in London about three months ago by Homer C. Clay. Mr. Clay said that a new building would be erected there soon for the printing plant and general offices.

NEW WEEKLY PAPER

The Park City Press of Park City, Ky., formerly Glasgow Junction, is the name of a new weekly newspaper which published its first issue the week of May 8. The paper is sponsored by the Park City Chamber of Commerce, of which Comer Denton is president and Charles Neville, secretary.

Speakers at the May meeting of the Inland Daily Press Association stressed the importance of papers outside the metropolitan district covering their local field thoroughly and to get the names of subscribers into the news whenever possible. Getting subscribers to write items of their own for the paper ties them up to it and makes them feel a possessive interest.

J. W. Hedden, Jr., editor of the Mt. Sterling Advocate, recently spent a two weeks vacation at Hot Springs, Ark.

A fourth annual poetry contest is now being conducted by the Cloverport News. The News is edited by Mildred D. Babbage.

No local newspaper that is covering its community thoroughly has any reason to fear competition from radio or metropolitan dailies.

A. W. Jones, former employee of the Princeton Times, is seriously ill at the Princeton hospital, following a major operation.

PRINTERS' BUSINESS DIRECTORY

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**KIND OF NEWS  
FARM READERS WANT**

The following is condensed from an article written by Glen W. Sample, county agent of Allen county, Ind., for the Quill:

Farm readers have a lot of sound ideas about what they want in their newspapers. We found this out—John Swain and I—while making a study of six agriculturally related groups of people, in an effort to learn how a better understanding could be effected between the newspaper and the farm homes in its territory.

Farmers like the following story types in their respective order: (1) farm market news, (2) advice of county extension agents, (3) agricultural college experiment results, (4) agricultural editorials, (5) spot farm news, (6) material about farmer co-operatives, (7) Four-H club news, (8) farm production records, (9) weekly county agent notes, (10) articles of and by farmers, (11) local community correspondence, and (12) announcements.

In accepting the foregoing farm story ratings, we don't suggest that announcements are not important to farmers. This type of story is undoubtedly read and appreciated, but farmers consider it relatively uninteresting. The announcement seemingly is a type of story, the result of which is not complete in itself, but rather in the value of what it announces.

Statements submitted by farmers on what they would like to see in their papers gave every indication that more farm market news is in demand. Publishing trends, summaries, marketing interpretations, and facts on supply-and-demand situations for various agricultural commodities were suggested in our survey as the possible solution. As one farmer stated: "Agricultural news service could be improved by publishing from time to time a more complete outlook as to supply and demand."

Nearly 85 per cent of the farmers were interested in human interest stories. Over 90 per cent of them asked for more agricultural editorials, and you may be sure these good farm friends appreciated all timely and seasonal stories.

We queried farm women, too. Surprisingly, we found only 40 per cent of them satisfied with their newspapers. What did they want? Well, maybe some of these quotations will give suggestions:

"Hints—such as beautifying the home, time savers and cooking; poultry suggestions; churning; and budgeting."

"Give more home economics news."

"The experience of other mamas."

Agricultural journalism through the daily newspapers is mostly a pioneering venture in many states. But the field is large and offers wonderful opportunities for papers that are willing to give sufficient energy for its development. Rewards are in terms of a more satis-

fied rural circulation, a more stable organization, a more effective agricultural system, and a paper appreciated by the local community to greater extent.

The Arlington Citizen Courier entered its thirty-first year of publication with the edition of May 12. The paper is published by Harry L. Waterfield.

"Treasure Hunt" advertising has been ruled by the Post Office Department as lottery advertising, and papers carrying references to the treasure hunts will be barred from the mails.

A fifty-fifth birthday was recently celebrated by the Bowling Green Daily Times-Journal, edited by J. G. Denhardt. A special 24-page edition was published in observance of the event.

Malcolm Simpson has recently accepted a position with the Eaton (Ohio) Bulletin. Mr. Simpson was formerly plant superintendent of the Walton Advertiser.

The May issue of the Pulaski County Sportsman, official publication of the Pulaski County Game and Fish Protective Association was recently completed. This issue features news of interest especially to fishermen.

Albert Schumacher, editor of the Berea Citizen, recently promoted the progressive idea of allowing The Berea College Press and students working in the newspaper office to publish one issue of the Citizen.

The Olive Hill Herald, edited by W. F. Fultz, recently celebrated its twenty-fifth birthday.

Other newspapers which celebrated birthdays during the last few months were the Hodgenville Herald-News, 53; The Nicholasville News, 50; Pineville Sun, 31; Williamsburg Republican, 30.

The plant of the Auburn Times has been moved to a new location providing more space and conveniences.

Leo Ball, 19, son of the Kentucky columnist, Lincoln Ball, died Wednesday, May 4, after being accidentally wounded by a shotgun while hunting.

Frank B. Borries, graduate of the Department of Journalism, University of Kentucky, and former employee of the Lexington Herald-Leader and Louisville Courier-Journal, has purchased an interest in the Carlisle Mercury, owned by Mrs. Warren R. Fisher.

There seems to be some possibility that all news print manufacturers may meet the Great Northern price of \$48.00 a ton during the last six months of 1938. A falling off in the use of news print has made this move possible.

Georgia is the latest state to adopt the manager plan for its state press association. James C. Seymour, assistant field manager of the Minnesota Editorial Association, has been employed to begin his duties June 1.

No commercially sponsored films will be shown in theaters controlled by Warner Brothers. They consider newspapers the proper place for advertising.

Linotype installations this month in Kentucky plants include machines in the Manchester Enterprise and the New Era, Albany.

The new hook-up of the Western Radio Union, announced in the Publishers' Auxiliary, is still in the formative stage and it is too early to tell what the advantages or disadvantages to country newspapers will be. However, it is a matter that is being studied and further information will be provided from time to time as the plan is worked out.

Announcement has been made of a new \$5,000,000 paper mill to be built by the Hillingsworth and Whitney Company, Boston, Mass., at Mobile, Alabama, to make white paper from pine wood.

Announcement has been made of the marriage of Miss Helen Fern

Woods of Hamilton, Ontario, Canada, to George Martin Calvert, former co-editor of the Morehead Independent. Mr. Calvert is now employed by the Mitchell Printing and Lithographing Company of Detroit, Mich.

The Southeastern Publishing Company has published the Mt. Vernon Signal, Rockcastle county, and the Manchester Guardian, Clay county. This publishing company also owns the London Weekly News. All three papers will be printed in the plant of the London News. The staff of all the papers is unusual due to the fact that the personnel will be composed of members between sixteen and thirty years old.

The Benton Tribune-Democrat published a special commencement edition in honor of the seniors and graduates of Marshall county high schools. W. J. Myre is publisher of the Tribune-Democrat.

Chauncey E. Forgey, son of B. F. Forgey, co-publisher of the Ashland Daily Independent, has been elected president of the Ashland Rotary club. Mr. Forgey is managing editor of the Ashland Daily Independent.

The editors of the Bedford Democrat, Mrs. D. L. Bell, Mr. Frank Bell, and Mr. Charles A. Barclay, have recently installed a new newspaper press. A fire in 1930 partially destroyed the former press, and it has never been entirely replaced.

Albert Schumacher, editor of the Berea Citizen, has inaugurated another progressive plan in running a frontpage item each month listing the best all-round reporter, the best news story, and an honor list of correspondents doing notable work. The motive behind the plan is to encourage the writers to be more careful in preparing copy.

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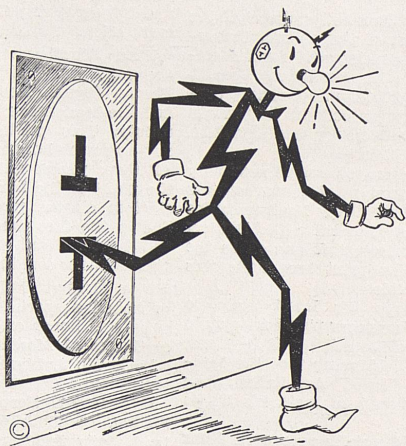
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## Does America Want State Socialism?

Upon the outcome of the present controversy between the utility industry and the Federal Government, private versus public ownership, rests the future of private enterprise. As David Lawrence recently pointed out, the principle involved is so far-reaching in its implications that the American people may want to decide at the coming congressional elections whether public ownership is to be a national policy, whether coal mines, automobile companies, railroads, department stores, retail shops, and what-not shall be owned by the Federal octopus and thus inaugurate the beginning of the end of private capitalism (individual opportunity) in the United States.

Don't be fooled. No matter how small a business man you may be, you are directly concerned in this issue. As has been pointed out time and again, no nation can be half socialistic and half democratic. If a policy of state socialism (public

ownership) is adopted toward one industry, it will in all likelihood spread to all industry, big and little.

A few private electric company executives have undoubtedly been guilty of scattered abuses of public trust — but, and here is the vital point, these abuses can always be corrected by intelligent public regulation, whereas if the industry were owned by the public and operated by public agencies, the private citizen would be utterly helpless in seeking recompense for injury. He would inevitably find himself fighting a hopeless battle against entrenched bureaucracy.

There can be no further buck passing. This is not a battle against "big business," as many politicians would have us believe. It is a battle over matter of principle in which every American is deeply concerned. It means changing our form of government.

—Hardin County Enterprise

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and Associated Companies  
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