

# The Kentucky Press

OF, BY, AND FOR THE KENTUCKY NEWSPAPERS

Official Publication of the Kentucky Press Association

Volume V

SEPTEMBER, 1933

Number 4

## Read This, Then Act!

Washington, D. C., August 30, 1933.

Administrator Johnson tonight authorized substitutions President's re-employment agreement for members National Editorial Association and cooperating and affiliated state and regional associations, according to an announcement by officers of the National Editorial Association. It is now possible for such publishers and printer members to obtain Blue Eagle by putting these substitutions into effect and adding statement at end of agreement reading: "To the extent of N. R. A. consent as announced we have complied with the President's agreement by complying with the substituted provision of the code submitted for the non-metropolitan publishing-printing and printing industry" to standard statement of compliance. Full text of provisions of agreement was released tonight to all newspapers carrying leased wire reports.

HARRY RUTLEDGE.

### KENTUCKY PUBLISHERS-PRINTERS NOTICE

Following the above telegram, publisher-printers and printers who have been waiting for the NEA code, or substitute agreement before applying for the Blue Eagle and who are prepared to accept the obligations embraced in the NEA code as hereinbefore set out, may now proceed by signing the President's Agreement with the following reservations appended thereto:

"This agreement is signed in accordance with the provisions of a code for the non-metropolitan publishing-printing and printing industry, approved as a substitute for the provisions of the President's Agreement by the National Recovery administration on August 30, 1933.

Mail the agreement to the Department of Commerce, Federal Building, Louisville.

The Certificate of Compliance should be signed with the following rider attached:

"To the extent of NRA consent as announced we have complied with the President's Agreement by complying with the substituted provisions of the code submitted for the non-metropolitan publishing-printing and printing industry."

### IMPORTANT—KPA ATTENTION!

The following resolutions was passed by the Executive Committee of the KPA at Louisville, September 2:

Resolved, That the chairman of the executive committee appoint a committee of the association to receive and, either approve or reject, applications for exemptions or stays under the President's Reemployment agreement, or the substitute agreement, or same proposed by the NEA and approved by the NRA, on August 30, 1933. These applications when approved by said committee, to be forwarded to the NEA for approval.

Accordingly, all KPA or NEA members desiring to make applications for exemptions or a stay to that section of the code covering the maximum working hours, due to lack of skilled extra labor in the town, or any other valid reason, will forward said application immediately to the committee for action. Said applications must be accompanied by sufficient proof of the contentions and by an affidavit, or affidavits. Mail said applications to Prof. Victor R. Portmann, University of Kentucky, Lexington, chairman of the committee. Other members of the committee are J. Curtis Alcock, Danville, and D. M. Hutton, Harrodsburg.

### NON-MEMBERS AND PRINTERS, NOTICE!

As the above privilege to apply for exemptions or stays pertains only to members of the NEA or of a state organization, according to NRA ruling, non-member publisher-printers and printers of the KPA must make their applications to the NRA direct. As it is obvious that such

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### To Publishers of Daily and Weekly Newspapers Having Job Shops, and to Exclusive Commercial Printers, in Kentucky

Fellow Publishers and Printers:

I have received numerous letters from Kentucky Publisher-Printers asking when the N. E. A. code proposed last week at Chicago may be used as a basis for compliance with N. R. A. re-employment regulations and obtain the Blue Eagle. I hope this will be possible before this message reaches you. Your delegates to the Chicago N. E. A. convention have been delaying sending their report to you concerning the meeting hoping to be able to send with it, at least a temporary agreement between N. E. A. and N. R. A., under which you might sign up by accepting regulations which apparently will be substituted for those in the president's reemployment agreement.

I am sure that the National Recovery administration does not expect you to sign the President's agreement without reservations, at least comparable to the terms of the A. N. P. A. code. I am also sure that you are not expected at Washington to sign an N. R. A. agreement while negotiations are in progress for a code applying to your specific case. I have just talked with Prentiss Terry, Department of Commerce, Louisville, who thinks that it would be well for you to wait a few days in anticipation of an agreement upon an N. E. A. code before applying for your Blue Eagle. If you wish to proceed at once he says the formula first hereinafter outlined appears to him to be correct. If you wait for the N. E. A. code, then proceed to get your Blue Eagle as suggested in the last two paragraphs of this letter.

If you must sign the President's agreement before hearing from the N. E. A. committee now in conference with N. R. A. officials, I would attach to it a signed statement setting out "great and unavoidable hardships" imposed by paragraphs 4 and 5 and stating that I was substituting for these paragraphs the wages and hours provisions contained in "a code of Fair Competition for the Publishing-Printing and Printing Sub-Divisions of the Graphic Arts Industry" adopted by the Publishing, Printing and Allied Industries held in Chicago, August 17-18, 1933, now pending before the National Recovery administration, and would abide by whatever terms may

(Please turn to Page Two)

applications must await their turn for action, such action will be necessarily delayed for an indefinite length of time. However, any publisher-printer or printer in Kentucky not at present a member of the KPA, will be extended the same privileges as members, if they make application for such membership in the KPA to Secretary J. Curtis Alcock, Danville, accompanied by the \$10 membership fee.

**FILL OUT POST CARDS AT ONCE!**

Secretary Alcock has sent out an explanatory letter and return post card to every publisher-printer in the state. It is extremely important that every recipient fill out this card and return it on the next mail. **DON'T DELAY!** The KPA and NEA must have this information so as to make a good showing on the substitute agreement in the final action. Fill this card out completely, whether or not you have filled out the former questionnaire. You might also fill out the questionnaire at the same time.

**ACTION! ACTION!** It is to the advantage of every publisher-printer and printer in the state to follow the above regulations at once. The future of community journalism is in the balance. Get busy!

(Continued from Page One)

be finally approved by the N. R. A.

I would make affidavit to the accuracy of statements made herein, then mail the document to the district office of the Department of Commerce in Louisville.

Make copy of the exceptions you set forth in the statement you attach to the blanket code in triplicate; swear to each copy; send one to N. R. A., Washington, and one to Secretary Curtis Alcock, Danville, Ky., for K. P. A. file.

Then sign certificate of compliance with the following rider attached: "To the extent of provisions contained in a code for Printer-Publishers now pending before N. R. A. submitted by the National Editorial Association we have complied with the President's agreement, and, upon announcement by N. R. A. of the terms finally approved will immediately conform thereto."

Present this to your postmaster and receive Blue Eagle.

(The N. E. A. code mechanical hours are 40 per week, overtime to be used when necessary, but to be taken out later so no employe works more than 1040 hours in any six months. Office help, 48 hours per week. Reporters' hours are not limited. Minimum pay for mechanical 40c male, and 30c female, except janitors and apprentices. For clerical help in towns under 5,000 population increase wages that are under \$12 per week 20%, not to exceed \$12).

If you receive announcement of N. R. A. approval of N. E. A. code before taking the above indicated action and do not wish to file any exceptions thereto, simply sign the President's agreement and attach to the following: "This agreement is signed in accordance with the provisions of the Publisher-Printers code approved as a substitute for the President's agreement by the National Recovery Administration." Then file the certificate of compliance with your postmaster with the following rider attached:

"To the extent of N. R. A. consent

announced we have complied with the President's agreement by complying with the substituted provisions of the code submitted for Publisher-Printers by the National Editorial Association."

LAWRENCE W. HAGER,

President Kentucky Press Association.

**To the Publisher-Printers and Printers of Kentucky:**

Enclosed are copies of the basic code at the Chicago convention last week for the entire Graphic Arts industry and the divisional code for the publishing-printing and printing industry.

Your delegates feel that these codes are about as good as could be obtained under the circumstances. The Kentucky delegation led a fight the first day for the insertion of a 48 or at least a 44 hour week, but it was plainly apparent that this would never be accepted at Washington and the majority sentiment of the convention was in favor of adopting hours that would be acceptable to the National Recovery Administration.

So the next day the Kentucky delegation led a fight for a qualifying clause, known at the convention as the "Kentucky Amendment," which we believe will protect the smaller publishers and printers. This was put in the divisional code. If you will read Article 3, Working Hours, you will see that the very last sentence provides that a stay of the working hours provisions can be obtained by application to the K. P. A. and the N. E. A. Of course these stays will have to be approved later by the N. R. A., but we think that bonafide cases, where a strong case can be made out, will be approved.

Then the Kentucky delegation led a fight which resulted in the complete rewriting of Section B or Article 4, relating to wages of clerical and editorial help. As it originally stood even the smallest paper would have had to pay their office girl nearly \$15 a week, but as we had it changed the pay will be more in line with actual conditions. We also had a part in other changes,

such as having janitors exempted from the working hours and rates of pay provisions.

Study the code carefully and you will see that practically everyone can conform to it, except some of the smaller publishers and printers, as to working hours, and if you are honest about it a stay can be obtained on this. There are obvious benefits in the code. The cut-throat price chisler will be done away with when means are provided for enforcement of fair trade practices. Uniform prices and cost finding will help us all, as will many of the other provisions. Your delegates felt that all of us want to do all we can to make the N. R. A. a success, as it seems that the future of the country lies largely in its success, so we felt that all of us were willing to make some additional sacrifices to secure the benefits held out.

We have delayed this report as all if you want to know how to sign up right now and get your Blue Eagle. The Kentucky delegation, when the convention was closing, introduced a motion to have the N. E. A. get the code approved as a temporary exception to the "blanket code" so we all could sign right now, but so far we have not heard anything from the N. E. A. on this. As soon as we do hear, a special bulletin will be sent out with instructions as to just what to do. Also, we will have to wait for further instructions on the state set-ups before we can tell you exactly about the stays and how to get them, but those who know they will have to have a stay can be preparing the data now. We would suggest that you show not only that competent help is not available for part time employment in your community, but by facts and figures that you are not financially able to import a man on a full time basis. It will probably be necessary to prove that fact.

However, we feel that most of us can operate under the code, as you will notice that it does not limit the men to 8 hours in any one day or to 40 hours in any one week, if there is an emergency, but only to 1,040 hours in six months—which is an average of 40 hours per week for that period. Of course we do not know that this provision will go through, but we hope it will. We have no assurance that any of the code will be accepted by the N. R. A., but it seemed to the delegates a fair code under which to operate. You will notice that it reserves our constitutional rights, so that there will never be any license system set up with newspapers. We considered that very important. With the responsibility of drawing up a national code for all the 48 states, and with all the conflicting interests at play, your delegates consider that the convention did a fairly creditable job. We hope that you approve of the stands we took at the convention, and if we were not

able to get all you wanted us to get, remember that was impossible.

Further information will be supplied as it is received from the National Editorial Association at Chicago or Washington. Sincerely yours,

LAWRENCE W. HAGER,  
President K. P. A.  
A. ROBBINS,  
Chm. Executive Com.  
KEEN JOHNSON.

**SOME MORE SUGGESTIONS**

To Publisher-Printers and Commercial Printers:

In addition to the information and suggestions made by the K. P. A. delegates to the national N. R. A. convention at Chicago, the secretary of the K. P. A. desires to pass on some more suggestions just received from the N. E. A. relative to the Publishing-Printing Code.

A bulletin just received, says:

"The codes adopted at the Chicago convention last week will be definitely presented to Mr. Kemp of the National Recovery Administration's department, who will hear the printing codes at 10:30 a. m. Saturday, August 26. Immediately following the presentation of the codes, we are advised meetings will be held between the National Editorial Association, the American Newspaper Publishers Association, and the United Typothetae of America, to correlate and develop lines of demarcation between the three codes.

"A petition asking for substitution of certain sections of the publishing-printing and printing code for the President's Re-employment Agreement will also be presented immediately. The N. E. A. hopes to have an immediate answer on this question and to send definite information to you not later than Monday, August 28.

"Information from Washington is that hearings on the various codes for the Printing Industry will be scheduled starting the last of next week. Concrete and definite information will be forwarded to you from the N. E. A. as fast as available.

"If the code for our branch of the industry, as is being presented in Washington, is approved by the National Recovery Administration and the President, same will become effective at a very early date."

The above from the N. E. A. is quoted to show the activity of the national publisher-printers organization. The Kentucky Press Association is keeping in close touch with the N. E. A. and members of the state association and all publisher-printers and commercial printers not members, but desiring to cooperate with the N. E. A. and K. P. A. will be given the benefit of our services.

Financial and other cooperation of all is necessary in connection with the further development and administer-

ing of a code. The N. E. A. advises that "All associations should keep in mind that the administration costs of a code for this branch of the industry will be much less if set up through the N. E. A. and state organizations than if same should have to come through the United Typothetae of America or the American Newspaper Publishers Association."

Information from the N. E. A. Washington office is to the effect "that cost of administration under the U. T. of A. of a code, for the smaller newspapers, will be around \$10 to \$20 a month."

The N. E. A. is alert to the situation and the K. P. A. is also "on the job." President Hager and the N. R. A. committee, A. Robbins and Keen Johnson, and the K. P. A. secretary, will look after the interests of the Kentucky publishers and printers. Therefore, it is suggested that all members of the K. P. A. in arrears with dues pay up promptly and those not members should make application for membership at once. It is not necessary to join the association, but our advice is to join both the National Editorial Association and the Kentucky Press Association. This will help to keep the costs of administration down. Non-members will have to pay pro rata costs of the administration only.

**Quick Action Is Needed**

If you desire to cooperate with the National Editorial Association and the Kentucky Press Association, here's something you should do at once.

Send a wire (preferably) or write the National Editorial Association, Hotel Sherman, Chicago, Ill., your desire for administration under this code by the National Editorial Association, through your state organization.

This is very important and we hope you will act promptly.

If you did not fill out the questionnaire, sent you a short time ago, asking for information and date on your establishment, please fill out same and mail it to the National Editorial Association at once. If you have misplaced the blank, write Secretary J. C. Alcock, Danville, Ky., for another copy.

The N. E. A. advises "not to sign up with other organizations who will administer a code on them. If this is done they may find themselves bound to work under a code (UTA) which is being opposed by the N. E. A. and state organizations, and under which they cannot operate their plants."

If certain provisions in the publishing-printing code can be accepted by the N. R. A. to be substituted in the President's Re-employment Agreement so that publishers and printers may receive the Blue Eagle, that information will come to you at once.

Yours for N. R. A.,  
J. CURTIS ALCOCK,  
Secretary K. P. A.

"Jody" Gozder will entertain his correspondents at a fish fry at his summer home, Laurel Crest, on Green river, September 9. This event is now an annual affair and Jody says that it does much to build up the esprit de corps of his regular contributors to the success of the News-Journal. An interesting program has been prepared.



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**P**urpose  
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BROOKLYN, NEW YORK

# 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

## PRESS ASSOCIATION OFFICERS

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- George A. Joplin, Jr. .... *Vice-President* Commonwealth, Somerset
- J. Curtis Alcock .... *Secretary-Treasurer* Messenger, Danville

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- J. L. Bradley ..... *Second District* Enterprise, Providence
- Joe Richardson ..... *Third District* Times, Glasgow
- J. P. Gozder ..... *Fourth District* News-Journal, Campbellsville
- Brainard Platt ..... *Fifth District* Courier-Journal, Louisville
- Keith H. Hood ..... *Sixth District* Democrat, Bedford
- Tom Underwood ..... *Seventh District* The Herald, Lexington
- R. L. Elkin ..... *Eighth District* Central Record, Lancaster
- Joe Costello ..... *Ninth District* The Democrat, Cynthiana
- Chas. A. Kirk ..... *Tenth District* Herald, Paintsville
- J. L. Crawford ..... *Eleventh District* Times-Tribune, Corbin

## SAFE AND SANE BASIS

The average small town will be the the barbs and thrusts of the supercil- the last few years because the small town did not share in the terrific inflation that was so evident in the industrial centers. No little credit in this is due to the small town publisher who refused to be stampeded into the disastrous inflation but carried on a safe and sane basis. This is evidenced by the published statement that less than one percent of the small town newspapers were compelled to suspend business during the depression. Under the able guidance of the same newspapers there is no doubt that small towns will be the first to recover. This is a self-evident fact. Surely, the small town press IS the backbone of the nation.

### BE YOURSELF

A philosopher once said, "Be yourself!" The community newspaper which refuses to "ape" large city journalism, which has but one object in view, to serve the community, which

"covers" the community, does not feel riously considered by those who will ious metropolitan press, but continues to serve and exert an influence in rural America that far exceeds the vaunted metropolitan press. Regardless of what Mr. Mencken, and others of his calibre, say, the community press of America is itself and not a stereotyped pattern of newspaper production that claims much and offers little. The opportunity for the community press is greater today than ever before. The opportunity of greater service to county, state, and nation in forwarding education, religion, citizenship, high ideals, better living conditions, is the heritage of the community press, and more than its heritage, its solemn obligation in bringing the nation out of the chaos of the past few years. Forward, the community press of America!

## COST SYSTEM IN THE CODE

One of the provisions in the code now waiting official sanction, as published in the Press, includes that each establishment covered by the code shall maintain an approved cost finding system or use an approved price list based on a cost finding system. One Lexington printer made a suggestion when discussing the code that seems entirely feasible which would cover the above provision. He said that the printers and publishers could not do better than to adopt the Franklin Printing Price List as the basis in establishing this provision. As the Franklin list is universal in its application and is adopted as a standard by many printers over the United States, this suggestion has much merit and should be seriously considered by those who will put the code into operation.

## OUR CHICAGO DELEGATES

The KPA can be proud of the committee that represented the association at the Chicago NRA meeting, and for the part that they took in formulating the codes adopted. Kentucky was represented by Lawrence Hager, Gus Robbins, and Keen Johnson. Keen Johnson was honored by being appointed as a member of the code committee which presented a draft of the codes which were finally adopted, the most important committee at the meeting. He was also named a member of the committee which presented the code before the NRA administration in Washington.

An amendment to liberalize the working hours provision in the sub-division code was offered by President Hager and adopted in the code as he presented it. Another amendment was offered by Gus Robbins which resulted in insertion of another population bracket in the provision on minimum wages in the sub-division code, put-

ting in a bracket of population between 5,000 and 25,000 population.

The Press congratulates our delegates for their able representation, and the KPA for their active and valuable membership.

## THE N. R. A. AND THE COUNTRY PRESS

By A. Robbins, Chairman, Executive Committee

When Vic Portmann wrote and asked me to write an editorial on the N. R. A. situation as I saw it, I didn't know exactly what to write, as my feelings about the N. R. A. are a bit jumb'ed. However, I have come to the conviction in the past few days that the N. R. A. movement MUST succeed, or we are in for the biggest bust that we have ever seen.

With that thought in mind, I believe that it is up to all of us to MAKE the N. R. A. a success, even though we have to make some personal sacrifices to do so. The country press has shown remarkable courage and leadership during the trying years of the depression. We are now on the road out. I thought we could "make the grade" without the N. R. A. as we might have, but now I see clearly that with the N. R. A. movement started we cannot succeed without it is successful. If it flops, we are more than likely to flop ourselves—right back into a worse period of depression than we have yet seen, if not into chaos.

These are my personal opinions, but I believe they are backed by sound logic and shared by men who ought to know a dam sight more about the condition of the nation than I do.

The country press did show real courage and leadership the past few years, and we can best continue that courage and leadership right now by backing the N. R. A. to the limit. Personally, I intend to get into the fight with my own paper just as soon as I can sign the president's agreement with the exceptions provided in the code for publisher-printers formed at the convention in Chicago — which ought to be published within a few days now. (I am writing this on August 26th). I believe most of us can operate under that code, and those who, for one reason or another, cannot do so, can obtain a stay of provisions that would cause them undue hardships—if they are honest about it. I do not know all the details of this, as yet, but you will be fully informed.

I need not dwell on the Chicago convention, for you have received our report as delegates before this. I merely want to say here that the Kentucky delegation was right in the front of every fight to protect the small papers and we did the best we could, realizing that the bulk of our papers are published in small towns, such as my own. In fact our president, Law-

rence W. Hager, rather embarrassed me by citing Hickman as a typical example of what would happen if certain provisions of the code went through.

We have all made sacrifices the past three years to keep our working forces intact, to keep them paid, and on the whole they have been better paid in the newspaper industry than in any other industry. But it is up to us to lead the way and if further sacrifices will bring about recovery, why it will be worth while. With economic recovery I feel that the country press will assume a greater place in the scheme of things than it has ever had before. I think now is our opportunity to show our mettle and to seize that leadership.

Then this code business is a wonderful opportunity to do away with some of the practices that have strangled the country printer for years. I refer to price-cutting on job work and to other unfair practices. I think many of our problems can be worked out under the code administration and that in the long run we will find that we will profit by it. If the administration is in the hands of the N. E. A. and the K. P. A., I have faith that it will be fair and just and that we will find it will work to the benefit of us all.

The following letter from Russell Dyche, London Sentinel-Echo, is self-explanatory. Can you beat his record?

I thought the "brethern" might be interested in claims of records of various kinds, and I want to put in my claim as having printed the most campaign cards and circulars of any printing office in Kentucky in a county of 21,000 population. Anyway we have broken all records of our own shop, and that is going some.

I find that for the primary election campaign, just ended, that we have printed the following material:

342,000 small candidate cards, mostly 3x5 inches, and printed on both sides, averaging about 5,000 to the order.

48,800 tack cards, all of them 9 1-3 x 11 inches on 6-ply stock, mostly coated.

198,800 circulars from 6 x 9 to 12 x 18 inches.

5,000 fans.

July, 1929, was our previous record month for amount of job printing done. Though our rates this year are approximately 20 per cent lower, our job printing for July amounted to \$5.01 more than for the same month in 1929. Practically all this work was for Laurel county candidates. We printed cards for only five candidates in other counties.

Some four years ago, James R. Rhodes, publisher of the Newton (Ia.) Daily News and the Jasper County Record, was struck by the fact that the community had many clubs and

organizations for the young and middle-aged, but none for those who had passed the three score and ten milestone; so he planned one with a minimum age limit of seventy-five years. From this the name, Three-Quarter Century club, was derived. The only requirements for membership were the age limit and that some one in the home should be a subscriber to the News or Record. A charter list of 100 members materialized speedily, since which the club has acquired an additional list of 175, making the total membership 275, exclusive of some deaths that have occurred. Each anniversary is now celebrated by a picnic and special program of events which brings out an exceptionally good attendance and to which the founder looks forward as his most agreeable day of the year.

#### MILESTONES

The Campbellsville News-Journal celebrated its twenty-third birthday in July and is starting its twenty-fourth year of valuable service to Taylor county under the editorship of "Jody" Gozder. More power to him and his associate editor, Percy H. Landrum.

The Bath county News-Outlook, of Owingsville, started Volume 55 on August 17. H. J. Lack is editor and publisher. Congratulations.

The Mt. Sterling Advocate, under the able leadership of J. W. Heddon, Sr., and J. W. Jr., began Volume 43 on August 10.

To all of these newspapers we wish many more years of success and leadership in their respective communities.

R. D. Stamler, publisher of the Advertiser, Walton, recently enlarged to eight pages. Editor Stamler evidently believes business can be improved by showing faith in the future growth of Walton. We wish him success.

A new Model 14 Linotype has been installed in the Georgetown News to replace the machine destroyed in the fire last month.

A new six-column eight-page weekly is being published at Elkton, the Todd County Journal. George Weath-

ers is editor. This is the second paper in Elkton.

The Press welcomes a new member to the Fourth Estate in Kentucky. Edwin Calman, formerly connected with his father in Missouri, has purchased the Sturgis News from Leroy and Irene Bernard.

E. B. Smith, editor of the Richmond Pantagraph, recently filed a suit for \$10,544 against Mrs. Robert Hagan, Garrard county, and D. J. Holcomb, Richmond, growing out of an auto accident in which Mr. Smith sustained a fractured hip and other injuries.

Do you catch the little human interest features that "break" in your community every week? They make excellent box stories that will break the monotony of your front page makeup. Are you using the promotional ads? If so, send marked copies to the Press.

What do you do with your old newspapers, exchanges, etc? Put them up in bundles and advertise them at five cents. Housewives find many uses for old newspapers and the editor might as well cash in on what usually is a waste product.

University graduate in journalism, age 22, wants temporary editorial work on community paper to gain practical experience. Will work for living expenses. Profit no object. A. A. Daugherty, Versailles, Ky.

School days are here in Kentucky. Why not build up a special page with the center devoted to a spot story on your school, pictures, too, if possible, and sell the surrounding space in ads to those handling school supplies, etc.? By putting a specific space rate on each ad, the enterprising editor ought to persuade some advertiser, not a regular space-user, to insert an ad in that particular issue. Every editor, who makes a specialty of this special page, states that it means extra advertising money in his pocket.

Those editors who say that an advertising cut service is too expensive for the small plant, should use a little arithmetic. If the editor can get one merchant to use one cut in his ad which will mean additional inches of space used, he has almost paid for his service. For instance, if the illustration will use six column inches, at a column rate of 25 cents, this will mean \$1.50 extra revenue. Four such ads will pay for the service, and the editor will also have much additional material, small cuts, illustrations, borders, even type fonts, for future use. Think this over!

As we go to press, we learn of the serious illness of Charles A. Kirk, editor of the Paintsville Herald, with an attack of pneumonia. His many KPA friends wish him a speedy and complete recovery.

**SEE FELIX**  
For Your  
**LINOTYPE METAL**  
Now Representing  
**METALS REFINING CO.**  
Manufacturers of  
**WILKE'S TYPE METAL**

### TEN ADVANTAGES

...Here are the "Ten Advantages" of newspaper advertising as given by the Bureau of Advertising of the American Newspaper Publishers Association: ....

1. Newspapers reach everyone. Just about everyone who reads at all reads a newspaper.
2. Newspaper advertising produces immediate action.
3. Newspaper advertising tells where to buy.
4. Newspaper advertising enables the advertiser to check results.
5. The newspaper dollar goes farther—reaches most readers.
6. Newspaper advertising insures customer good will.
7. In newspaper advertising only profitable markets need be selected.
8. "Newsvertising" is a product of the ability to spot copy quickly.
9. Newspaper advertising enlists many aids to distinction.
10. Every newspaper fits its market.

### A HIT !

Now is the time to "Hit" your advertising copy and start your sales off with a bang.

Conditions are so rapidly changing thta we as business people must travel at a much faster pace in order to keep up with the ever-changing times.

Many merchants are already "sensing" the regaining of confidence in the buying public and are offering sound values in their merchandise.

The tide has turned and business will continue to improve. Advertising will bring that improvement to YOUR business sooner.

**To the merchant who has the vision to look forward will undoubtedly come success**

### THE ADVERTISING CALENDAR

#### ADVERTISE

- Coal in winter
- Ice in summer
- Overcoats in fall
- Straw Hats in spring
- Seeds in spring
- Stoves in winter
- Shrubs in fall

- Groceries
- Clothing
- Shirts
- Sox
- Etc.

**ALL THE TIME**

**This Paper Knows How**

**The Kentucky Press**

### ADVERTISE IT!

If you have anything to sell, from a paper of pins to a road wagon, advertise it. You merchants were never as anxious to sell as now, and yet sometimes you hesitate to insure the sale by adding one-half of one per cent to the cost price in the form of newspaper advertising.

Advertising is not an expense; it's an investment — one which has paid big dividends for thousands of users.

Ninety-five per cent of the firms which failed last year did not advertise. Five per cent only of the failures were advertisers.

And when advertising, place your message in the columns of (name your paper) which has for years been going into the homes of ..... county.

**The Kentucky Press**

### State Fair Advertising

Secretary J. Curtis Alcock made an effort to secure some State Fair advertising for the state newspapers, but due to lack of funds by the State Fair board he was advised that paid advertising would be sent to only one hundred newspapers in the state. It is understood one advertisement of about 30 inches will be sent to a select number of papers within 100 miles from Louisville. Press tickets and some free publicity material were mailed to every newspaper in the state.

Secretary Alcock advises that State Fair officials are doing the best they can for the country press and he advises giving the State Fair support this year by helping to make the fair a success, and, perhaps, next year all of the state newspapers will be included in the State Fair advertising appropriation.

J. L. Crawford, editor of the Corbin Times-Tribune, invited all his correspondents in three counties to be his guests at a day of entertainment, Saturday, September 9. Each member of his large staff will bring a guest. A full program of contests, "shop talk," a "feed," entertainment, and a movie will make a full day. This is a splendid idea for the editor to get acquainted with his correspondents, and they with each other and the editor and his office staff.

### Worth Waiting For

A book that is being eagerly looked forward to in journalistic circles all over the South, says the Knoxville News-Sentinel, will be entitled "Seventy Years in Journalism," the reminiscences of John Tevis Hern, founder of The Knoxville Sentinel, and former editor of the Shelby Sentinel.

### COMPETITION

The home newspaper performs a function which no outside agency, however efficient it may be, can supply—the function of upholding local ideals, interests and endeavors. You may be publishing a weekly and there may be a daily nearby that is covering the news of your town as well, or better, than you can do, but you are still in a position superior to that of your competitor in the matters of leading the community thought and directing community development.

Suppose this competitor should, for the purpose of increasing its prestige in your town, get solidly behind some movement of interest or benefit strictly local to your town; its support would not have the ring of sincerity that your own would have. The competitor, however well it may be covering the news of your town, is not the home newspaper; it is the home newspaper of another town. The natural

inference of all intelligent minds is that its interests are bound up with those of the place in which it is published and that, if it goes out of its way to lend support to another place, it has an ax to grind—its motives are not strictly altruistic.

These reflections are not intended to apply to those publications which are printed in one town and cover the news and represent the interests of several adjacent towns, no one of which is large enough to support a paper of its own. Such a publication is intended to be the home newspaper of each of the towns and is so accepted. Its position is similar to that of the country newspaper with correspondents in various small settlements throughout its field. It is serving a combined community made up of one chief center and outlying centers. The relation changes when one of the outlying centers becomes large enough to have a paper of its own.

If Jonesville is considering an important project, and has a newspaper, that newspaper can lead the enterprise, advertise it and arouse interest in it to a more effective degree than can a newspaper located in Centertown, even were the latter disposed to do so. As a rule the Centertown paper is not so disposed.

The small-town newspaper which drops its editorial page or takes any other course which lessens its position of leadership is merely making matters easier for its competitors. It makes matters easier for them when it does not strive in every way to keep up reader interest. Its best trump in the game is its opportunity to be a community spokesman and champion. Its next best is in its ability to present local news; and if it is outmatched in the latter respect, it can maintain reader interest with features and department matter. The best policy is to make as complete a use as possible of editorial prestige, news facilities, features and departments.

### The Bulkware of an Income

An average weekly paper finds that each \$100 of newspaper revenue comes from these sources:

Subscriptions .....	\$20
National Advertising .....	10
Local Advertising .....	70

Local circulation and local advertising patronage are the bulkware of the newspaper income. The tabulation has a lesson for us in determining how to divide our sales and promotional effort in the recovery period—Wisconsin Press.

### Back to Normal Methods

Don't wait too long to get back to normal subscription collection methods. In most cases high pressure methods will be unsound. But a carefully planned campaign to reduce the amount of money on the subscription

books by progressive steps is now in order. Several publishers have been trying experiments on small parts of the list, and their reports are mighty encouraging. Take a block of 25 or 50 delinquents for experimental purposes and feel your way along with different collection plans. By using the trial and error method on a small number, a mistake will not be very injurious, and you are fairly certain to hit on a plan that will bring good results.

### Stunt Ads

I am not a believer in stunt ads, and do not attempt to bore my merchants by selling them ads that will not bring results. It is much easier to sell individual ads than to group a whole page of ads together. We pyramid all of our ads, and do not throw them into the paper with a scoop shovel. Some papers make me tired to look at the horrible makeup that they carry from week to week. How much easier it would be to take a little pains and not listen to the whims and dictates of every advertiser.—Charles A. Doxsee, editor, Monticello (Iowa) Express.

### Have You an Area Map?

Have you ever drawn a map of the territory served by your paper? There is one thing certain: if you haven't prepared such a map, there probably isn't one in existence. Try it. You'll find it interesting and of real value. Take a highway map of your county or section of the state. Get your banker and three or four leading merchants to put dots at the most distant points from which they receive regular patronage. Then connect the outlying points. Use different colored pencils to mark the trade boundaries of different kinds of businesses. The completed map will be interesting to nearly everybody in the town. With it, you can make an excellent talk before your chamber of commerce or luncheon club.—Wisconsin Press.

An editorial writer is a man who explains the foreign situation to readers, his only mistake being that he thinks Estonia is the capital of Lithuania.—American Press.

The Press again asks your cooperation in sending in news items concerning yourself and your brother editors.

The Todd County Journal, under the editorship of George S. Weathers, joined the ranks of state newspapers at Elkton with the first issue of June 29. The new paper is eight pages, six columns.

Good will is one asset which never sinks below par. Change of ownership, management or policy may be effected without altering good will, provided it does not entail a lessening of reader interest or a lowering of the general quality of the publication.

*Will This Community Help---*

# SAVE LIVES

*With Adequate Street Lighting?*

*More than 33,500 persons were killed and more than 1,200,000 injured in automobile accidents in the United States last year. This is an appalling record, a shameful record for a civilized nation.*

Reckless driving is blamed for some of it. Careless persons on foot are responsible for some of it. Road defects, failure of tires and mechanical parts of cars may cause some of it.

But a surprisingly large proportion of the deaths and injuries results from apparently unavoidable accidents occurring in poorly-lighted streets.

About 50 per cent of traffic fatalities occur in the daytime when four-fifths of all traffic is flowing, the Metropolitan Life Insurance Company states. The other 50 per cent of fatalities occur after sunset in one-fourth of the traffic.

*The National Safety Council reports that 35 per cent of all night accidents are directly due to poor street illumination.*

Many cities and towns are economizing on street lights at the tragic expense of lives and limbs of taxpayers . . . of husbands and fathers, wives and mothers, sons and daughters.

*Is this sensible, humane, civilized, really an economy? What do you think?*



## Kentucky Utilities Company

Incorporated