

The
Kentucky Press

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Journalism - - Of, by, and for
Kentucky Newspapers

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Volume Ten Number Two



Wisconsin Study Shows Methods Used To Increase Advertising

A portion of a very interesting study entitled "Revenue Sources of Country Weekly Newspapers," by William K. Howison and W. A. Summer, just released by the Department of Agricultural Journalism at the University of Wisconsin, is devoted to comments by publishers of weekly newspapers on practical ways to secure more national or local advertising.

Information was received from sixty representative Wisconsin papers and forty leading United States and Canadian papers. The study reveals there is no cut-and-dried answer to the problem of how to secure more advertising, but shows that an increase in advertising volume is a matter of constantly putting the best foot forward and pursuing business-like methods.

Here are some of the comments:

Wisconsin Replies

"Better business methods among publishers in prompt answering of mail, correct insertions, checking copies, bills, etc., etc." . . . "National advertising might be developed through more intensive soliciting and the formation of advertising clubs for better community business."

"Cooperative supplement (rotogravure preferred) for group solicitation of national advertising not now carried, such as foods, etc., etc. Classified campaign idea: insertion rate pays for an ad until the article is sold or 3 months elapses. This for individuals only."

"What is needed is closer liaison between the leading country weeklies and the national advertising field. Much additional lineage possible there by proper and efficient working. Local units of business earn the large share of advertising budgets that are spent in dailies and on the radio without properly reaching the local field. One large concern recently wrote us that it is using the radio almost exclusively. Another is using the dailies and so on down the line not to mention dealers who pay manufacturers a certain amount on the items they sell and this money is used for ads in big daily papers that fail to give any decent coverage in the country."

"If these companies could be made to see that the money earned locally and largely spent locally would do more good for them they would increase their

space accordingly. Such a plan would make the so-called foreign advertising jump to where we all want to see it and where it belongs. All this is true of most of the large concerns selling nationally.

"On the other hand we must not lose cognizance of the fact that weekly editors are not the best business men. The dailies give real service to their patrons which is not the rule in the weekly field. Also this question of miline rates is a bugaboo that the country field must not lose sight of."

"Sound merchandising, going into a huddle with the merchant, learning his problems and lending your ability and resources to help him solve them. Teaching the merchant that advertising alone is helpless; but that advertising coupled with careful buying, attractive display, courteous service and fair selling prices can move goods at a point. A man can be honest but if he's dissolute, lazy, dirty, a common drunk, and ignorant his honesty won't get him much credit. In the same way newspaper advertising can't overcome bad buying, rotten window displays, clerical help which treats a customer as a brother and sales prices far above what comparable goods can be purchased for elsewhere."

"When conditions are right we can get more local and foreign advertising. Advertising from some local concerns is not encouraged because of poor pay and known poor financial condition. This is a town of 1100 people. Not hard to cover. We do not tear our shirts to line up all the business we could get because we like to work for money and prefer fishing to typesetting if there is any doubt about being paid."

"National advertising can be encouraged by every newspaper's adopting a uniform billing plan and FOR HEAVEN'S SAKE at least answer their letters. Plenty of the boys seem to feel that the national advertiser is imposing on the paper when he asks for checking copies, etc. When the newspapers get wise to this valuable element of giving strict attention to detail when dealing with the national advertiser, our revenue will be increased. The newspaper that does all he can to make it easy for the national advertiser gets very little more business because he is penalized by the idea of the national advertiser that

a majority of the weeklies are darned hard to deal with. And that's true.

"On local advertising—personal solicitation constantly."

Out-of-State Replies

"Build confidence in yourself, your product, and then go out and present sound ideas, layouts and sell them."

"Put all propoganda received by the editor for publication into the waste basket unless it is paid for as advertising. Print only news that is genuine news to your subscribers. Propaganda for government department or corporations is advertising. Political propaganda should never be given space unless paid for and then marked as political advertising copy. A freedom of the press without strings will bring about better advertising for weekly newspapers. Daily papers, I do not believe, will ever come into this category again. They like capitalistic endorsement."

"Go after business harder. Work special editions when needed for sales events or to promote community interest." . . . "Keep after national representative." . . . "For local advertising—hard work. For national advertising—help of local dealers."

"Every advertising prospect, national or local, is an individual problem all by himself and must be dealt with accordingly. We have been a part of every group ever formed in this state to promote national advertising. They have all brought some returns, but not much. One of the chief threats to local advertising is the practice of the manufacturers of furnishing bills, circulars, etc., for little or nothing to their dealers which encourages direct-by-mail advertising to the detriment of the local paper. Only by proof to the advertiser of greater coverage through the newspaper at lower cost can this be overcome. The local papers must keep up their subscription lists and promote the idea particularly among the women readers of doing their shopping through the newspaper ads. We have done a lot of promotion work along this line to prove to our advertisers that the public would rather read their advertising in our paper than anywhere else."

National Advertising?

Condensed from Rural Press and Print Shop, G. VICTOR LOWRIE

Last year, hundreds were jailed and thousands were fined. Why? Because they short-weighted the public.

It is any wonder buyers check and double-check their purchases? And, to

be on the safe side, it is any wonder that progressive dealers make major investments in scales that fairly scream out weights to their customers?

And still we find hundreds on hundreds of newspaper publishers who become incensed when asked to account for their circulation.

No wonder advertisers shy away from the small-town press. Half the time they don't know what they are buying. Do you pay for your newsprint before weighing it? Of course not. Isn't the advertiser entitled to know for what he is paying? He must know; and today as never before he insists on knowing. Further, he not only wants to know how much circulation you have, but where it is, how it was secured, and the degree of its stability.

Mr. Advertiser is not interested in forced circulation, or that given away, or that scattered beyond the limits of your natural trading area. Such circulation is practically worthless to him. He wants bona-fide paid circulation — circulation concentrated in your immediate marketing area and in sufficient volume to afford adequate coverage of your market. He is willing to pay for it, too. An audit will disclose these factors; so weigh your circulation for the national advertiser. Have it audited by a disinterested party and thus dispel any doubts he or his agency may have concerning your circulation.

You say the local buyer doesn't need it; so why go to all this fuss and expense for the national buyer? Maybe the local merchant just hasn't asked for it; but then he is right on the ground and therefore better able to appraise the local value of your paper. Still an audit might be the means of developing even more local advertising.

If you feel you cannot afford to join that Audit Bureau of Circulations, do the next best thing—submit your circulation for audit to the state press association — and I am sure you will find advertisers and agencies more willing to consider your publication.

Now let's look at rates. I'm not going to tell you what you should charge for your circulation—that depends on your individual production costs. There is a limit, however, that an advertiser can afford to pay, and many rates are far beyond that limit.

Early in the year the North Dakota Press Association published in one of its bulletins a scale of rates for varying circulations. These rates, I believe, have been generally accepted by most state associations as pretty much in line.

To us they seemed somewhat high; but for bona-fide paid, concentrated circulation, they are probably fair. At least, their adoption would be a step in the right direction and tend to bring stability to the rate structure of the non-metropolitan press. As it is today, we find milline rates varying from \$6 to \$60. A \$15 rate is considered extremely high by most advertising agencies and out of reach of the average national advertiser.

In our agency we put a microscope on any paper with a milline rate over \$15, and if you expect to build any volume of national business, you cannot afford to set your rate much above \$10 or \$12.

Now a word about rate cutting. Did you ever barter a discount on an established posted price, only to find next day that your neighbor proved to be a better bargainer? That he secured an even larger discount than you succeeded in getting? That is how an advertiser feels when you start to cut rates. And no matter how large the concession, in the back of his mind is always lurking the thought: "Did I reach the bottom? Wonder what the other fellow paid?"

To establish a fair rate, then, publish it. And above all, abide by it. Only by so doing will you earn the respect and confidence of the national advertiser and his agency.

A few moments ago I referred to milline rates. It is the common denominator for measuring circulation costs. A milline is the cost of one line of advertising per million circulation. It is the advertiser's yardstick for measuring the cost of newspaper circulation. And only naturally when milline rates of the non-metropolitan press are measured against those of the metropolitan press, the advertiser throws up his hands in holy horror.

Even rates averaging \$15 per milline seem out of sight to him. "What!" says Mr. Advertiser. "Pay \$10 to \$20 per milline for circulation in small-town papers when I can buy circulation in the larger dailies from \$1.50 to \$5!" Too often he dismisses the subject by some remark as this: "They're too darned expensive." Or, "They cost too much; we can't afford to pay that price for circulation."

The feeling of the national advertiser toward the cost of circulation of the small-town press is fallacious. Non-metropolitan circulation is not actually as high as milline rates would indicate.

If the advertiser is interested in buying circulation, and circulation only,

possibly the non-metropolitan press is too rich for his pocketbook. But isn't he more interested in buying advertising readers than just mere circulation?

Advertising research experts tell us that a surprisingly small percentage of the subscribers of the large papers read through an entire issue. Our average busy city friends haven't the time to read thoroughly a twenty, forty, sixty or even larger page paper. Furthermore, they would not be interested in all the news if they had the time. They know comparatively few people in the news. They skip pages, even sections, singling out only that news and those features in which they are particularly interested. Consequently, when we begin to eliminate circulation waste in the larger papers, their low circulation cost develops into a comparatively high reader cost.

Not so the small town papers. Rarely do these papers exceed ten pages, and we find them full of live local news — news about everybody and read by those who know everybody in the news. No such shrinkage in readers takes place in these papers. They are generally read from cover to cover. Consequently, the high circulation cost of the non-metropolitan press is offset by an exceedingly low reader cost.

But that's not all. The larger the paper, the greater the amount of news and the heavier the volume of advertising. Therefore, advertising space necessary to gain a required degree of dominance in a newspaper needs to be increased in relation to the size of that newspaper. All of which means that a comparable advertising job can be done in the small-town press with considerably less space than in the larger papers.

For this reason, the reader cost of the smaller newspapers is still further reduced, bringing it down to a level where it would seem to be practically on a par with the cost per reader of the metropolitan press.

Thus we can demonstrate that milline rates alone do not reflect true advertising values. They are of use only in comparing circulation costs of comparable size newspapers. Reader cost is the true measurement of value and the basis on which the small-town press should be sold to the national advertiser.

But you have still a further important advantage over your worthy contemporaries—one you not only have failed to register with the national advertisers,

(Please Turn To Page Five)

The Kentucky Press

Official Publication of the Kentucky
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

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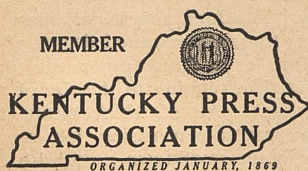
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*Fall and School Days
Bring Many Opportunities*

Next month schools will be opening, vacationists will be returning, while the days will be shorter with more time to read the newspapers. The farmers and small town residents who are more or less linked up with farming in their surrounding communities will have their season's earning and cash crop returns. It is not too early to make your plans for this fall and winter.

It's a good time to plan a mail promotion campaign and organize solicitors to bring in annual paid-in-advance subscriptions while the prospects and present subscribers have the cash for subscription renewal. Election news should be attractive to prospective new subscribers and old ones, alike.

Each year sees more and more newspapers co-operating with the schools in an ever-increasing number of ways. Some papers furnish a complimentary copy each day to schools in county and city for use of students in class and library. A number of angles have been developed to this practice that augur well for future reader interest and prestige. The county superintendent of schools or city principals, etc., should be sold on the idea if they are not already familiar and in sympathy with it. They will, in practically every instance, be eager to avail themselves of this service.

The newspapers can render a valuable service in helping to make a more discriminating and current-events conscious reading public of the growing generation. The Des Moines (Iowa) Register, the Colorado Springs Gazette and several others have pioneered in this field and their experiences and plans are available to those specially interested.

School pages are proving of increasing interest; news of the schools in some cases written by the students. There are a lot of different twists to this feature alone. County school athletics might come in for more attention.

Why not put on a campaign of promotion in your town and community to get your people to send a copy of the paper this coming winter to that boy or girl who is going away to school. Here's an old trick that can be given a lot of different angles. One New York state paper goes so far as to allow someone at the local residence to pay, weekly or monthly, for papers going away on mail to absentee members of the family or friends or acquaintances, the newspaper boy collecting and remitting, less a commission, to the mail subscription department. Several hundred are thus regularly carried on this paper's mail galley that would not otherwise be there. And, as for reader interest in these copies, there is none greater.

Freedom of the Press Depends On Newspapers Themselves

Herbert Agar, associate editor of the Louisville Courier-Journal, in an address before the National Encampment of the Veterans of Foreign Wars at Columbus, Ohio, made the charge that "the press was given its freedom, but the press has not lived up to that freedom." Is he justified in that statement?

"By this failure, the press encourages all men who distrust freedom, all men

who would like to see America return to the old tyranny which is once more spreading over Europe."

Agar declared no reform could come from outside and no laws could force freedom in a moral sense.

"If freedom of the press is to be saved, only the journalists can save it," he said. "All we have to do is to lift ourselves to the level of the ideals we profess. We claim to be the servants of truth and liberty, but the claim is largely a fake..."

We don't even know exactly what we mean by the great words we use continually—democracy or freedom, or the rights of man. But the tyrant States know what they mean by their words—and they see to it that everybody means the same thing. Worst of all, we don't even understand what we dislike, what we are trying to fight.

Agar said that while America was justified in hating Fascism and Communism, we had accepted a "bogey-man picture" because it was easier than to attempt to understand.

"We've grown lazy-minded," he said. "We've lost our moral certainties..."

"It is here the press could help; and it is here the press is failing, treating what may be the decline of our Western World as if it were a circulation stunt... Journalism owes our country a quality of high seriousness—and it is not paying the debt..."

"Our press has got to do better. Our publishers have got to wake up to their obligations. Modern journalism has become big business, yet it has got to rise to disinterested service.

"When I say 'got' I don't mean that anything will ever compel such improvement. Far from it. The whole power of inertia and of moral sloth, the enemy that in the end kills every civilization, is on the side of making the press more trivial, more regardless of the American ideal. I only mean we have 'got' to do this if the freedom of the press, or the freedom of our people, is to endure."

In response to an inquiry made to Ed Martin by an Ohio publisher, we have run down the information from authoritative source that it is against the policy of the Reconstruction Finance corporation to lend money to newspapers; also that it is against the policy of RFC to take over indebtedness already financed locally, even though the indebtedness in the case in question was for an expansion of business and for additional employment, both of which might cease abruptly if not refinanced.

W&H Law Effective In October

The federal Wage and Hour law will become effective in October. Weekly papers under 3000 circulation, whose circulations are almost wholly in the home territory are expressly exempted from the minimum wages and maximum hours provisions. As to how much, if any, the law will affect small newspapers with circulations over 3000 no one has yet stated authoritatively. We are in communication with various sources of information and will let our members know about the law as it affects them as quickly as possible.

—NEA Bulletin

Watch Postal Laws

Post office rules regulating newspapers are very strict. It is easy for a publisher inadvertently to violate them and often may result in his losing his 2nd-class permit. Here are a few questions about postal regulations and their answers:

Q. We are offering prizes of \$1.00 each to the first five subscribers who identify pictures of former residents of this town, printed weekly in this paper. Is such an offer permissible under P. O. rules?

A. No. It is not permissible to send through the U. S. mails offers of prizes for the first answer or the first definite number of answers.

* * *

Q. We use circulation ads in our paper. We often print a coupon for the reader to use in sending his subscription. Is there any limit, under postal rules, to size of such coupons?

A. Yes. If you mail under 2nd-class postage. Postal rules limit size of coupons and order forms to not more than one-half page.

* * *

Q. Our town is growing fast and is drawing trade from miles around. To advertise it, I want to print on the wrapper in which my newspaper is mailed the following words in the upper left-hand corner:

News From Blankville

The Fastest-Growing Town In
(Name of State)

How about it?

A. If you mail your paper under 2nd-class postage, you would not be permitted to do it. The copy you propose would be an addition to the original print for mailable matter of the 2nd class, described in Sec. 552, P. L. & R.

* * *

Q. Exactly how many sample copies

may I use each year, mailed under 2nd-class postage?

A. Under U. S. postal rules, you may use not more than 10 percent of the total weight of the copies mailed to paid subscribers in the calendar year. Not more than three samples may be mailed under 2nd-class postage to the same person in any one calendar year. The samples must be used for the purpose of inducing the recipients to subscribe for, advertise in, or become agents for the publication and for such purpose only.

The above refers to sample copies mailed under 2nd-class postage. If you want to use more samples, you may mail them at *transient 2nd-class rate* which is 1c for each two ounces or fraction thereof.

* * *

Q. May a mimeographed "shopping news" be mailed at 2nd-class rates?

A. No. Postal rules specifically prohibit admission of mimeographed publications to the 2nd-class privilege.

—Floyd Hockenull in The Oklahoma Publisher

Printing Of Winners Of Lotteries Prohibited

Newspapers are requested frequently to print names of winners in local merchants trade boosting drawings. The solicitor of the Post Office Department has advised the Ohio Newspaper association as follows:

I have to advise you that newspapers containing announcements of the winners in drawings for prizes, as well as sweepstakes lotteries, are unmailable under that portion of Section 336, Title 18, United States Code, which reads as follows:

"No newspaper . . . containing any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes, shall be deposited in or carried by the mails of the United States or be delivered by any postmaster or letter carrier."

Checking Copies Rate Third Class Postage

Although most newspapers mail tear sheets, accompanied by statements, by first class mail, it is possible to mail them at lower rates of postage. However, in any case, it is a good practice to mail tear sheets in envelopes that bear a distinguishing mark so that they might not become lost in advertising agency offices. Such a notation might read:

"For Checking Department. This Envelope Contains Tear Sheets for Checking Purposes." One publisher was advised by his local postmaster that tear sheets would have to be mailed first class and not third class. Inquiry at the Post Office Department in Washington brought the following ruling from the Third Assistant Postmaster General:

"Receipt is acknowledged of your communication regarding the classification of tear sheets when accompanied with a statement of the cost of the advertisement.

"Parcels containing portions of newspapers accompanied with slips bearing in handwriting or typewriting the name and date of issue of the publication, the space covered by the advertisement, cost thereof, etc., such written matter merely relating to the papers it accompanied, would be acceptable for mailing at the third or fourth class rate of postage, according to weight."

(Continued From Page Three)

but one that may have neglected to cultivate entirely.

Not only are you able to bring your readers closer to the advertiser's advertising; but because of intimate acquaintanceship and closer working relationship with your dealers, you are in a position to bring the advertiser's product closer to the attention of the readers of his advertisements.

Few realize that proper merchandising of the advertising to dealers is as important as securing the advertising itself. When you get an advertising campaign, therefore, show the advertisements to your dealers—get them to read the ads and use the copy contained in the ads to help sell their customers. Demonstrate to them how they can cash in on the advertising by adequately stocking the produce and displaying it prominently on their counter and in their window. Illustrate to dealers the benefits to be derived from identifying themselves more closely with the advertising. Show them how tie-up ads will direct customers to their stores and increase store traffic. By doing this, you will be delivering to the advertiser more readers per dollar, which in the final analysis, is the advertiser's objective—the objective of all advertising, and the only true measurement of the effectiveness of advertising.

—The New York Press.

A stationery department is profitable and legitimate side-line for a printing office. Why not establish yours today.

What A Community Newspaper Really Is

The community newspaper is an integral part of the family circle, a welcome guest, equally looked for at the kitchen as well as at the front door. It is necessary to the family life, like the dog and the cat or the favorite horse or the pet lamb or the Bible or the mail order catalog or the letter from the boy in college.

To the community newspaper, all people are important. There is no line drawn in the social column, no selected list, no Four Hundred. If the woman who has been forced to take in washing to maintain her family gives a party for her daughter, it may be even more important than an event.

The community newspaper must be clean. It must be welcomed by women and children. It must be purged of dirt, and must breathe more than crime and disaster.

Such a newspaper cannot afford to have any circulation turnovers. If someone stops the paper, we must investigate and find why; and if the reason is valid and based on good sense, the error must be corrected. Subscribers must find in the small-town newspaper a place to speak their piece. It must be the true voice of the people. It must have a sympathy and a helpfulness for all.

There is no place on the small city daily for either the publisher or the editor if he lacks faith in his mankind, if he lacks vision and has no regard for the express trust given him in telling the truth and commenting with honesty. It is no place for the demagogue or the opportunist. It is no place for one to be all things to all men. There must be no outside influence subversive or otherwise that can enter the door and tell the editor what he must say.

It is no place for an angle-worm backbone.

Devices To Attract Attention

Under certain circumstances a carbon copy of a letter will pull stronger than the most expensive processed form letter.

A marked paragraph in the body of a letter increases the response approximately ten per cent.

A postscript in a form letter has greater attention value than anything in the body of the letter.

A footnote in a booklet is likely to attract more thoughtful attention than a headline.

A well displayed coupon or box in an ad seems to have more attention value than the usual heading or picture.

A stamp affixed to a return envelope brings back fewer returns than an embossed stamped envelope does.

A questionnaire mailed in duplicate increases the returns about ten per cent; that is, if it is a really interesting questionnaire. There seems to be a temptation for the recipient to keep it instead of sending it back.

A return postcard enclosed with a form letter is read first and is read more carefully than the letter itself. Make the return postcard, therefore, tell a complete story.

A leaflet enumerating a long list of reasons why people should not answer a questionnaire increased the returns eighteen per cent.

A page torn from a book and mailed with a pencil written memo has much more attention value than the complete book mailed in the conventional way.

To test the cover design of a booklet from a standpoint of attention value, we lay it on the sidewalk (also on tables in hotel lobbies) and then stand by and count the number of people who pass by and look at it before it finally gets picked up. In the case of the poorest design we have ever tested, it took 210 passersby before it was picked up. The best book we ever tested was picked up by the eighty-first passerby. These figures are based on averages. Generally, we test a book ten times and then take the average count.

—H. G. WEAVER in *News and Views*.

Is there any valid argument against a cash-in-advance policy?

BUSINESS DIRECTORY

ELECTION SUPPLIES

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

"Superior Election Supplies for
Fellow Kentucky Printers"

RUSSEL DYCHE
LONDON, KY.

Louisville Paper Company

"A PAPER FOR EVERY NEED"

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

Southeastern Paper Company

LOUISVILLE, KY.

Hammermill Products In Fine Papers

Guy B. Roush, Representative
125 Hillcrest, Louisville

Imperial Type Metal

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

Immediate Shipments From

THE DICKSON COMPANY
234 W. Main St. Louisville

THE McHUGH EXPRESS COMPANY
346 W. Fourth St. Cincinnati

Why not cash in on new and modern type for that old worn-out type in your office? The Kentucky Press wants news items about the Kentucky Fourth Estate.

HAAG & SONS PHOTO ENGRAVERS

250 1/2 EAST SHORT STREET

TELEPHONE ~ 3292-X

LEXINGTON ~

~ KENTUCKY

NOTICE! EDITORS!

NEW LOW RUSH ENGRAVING SERVICE

We quote: 60c a minnum one column kut unmounted
\$1.28 two col. 4-inch kut unmounted
\$1.92 three col. 4-inch kut unmounted
Add 10c per square inch for mounting

We develop and print your films at reasonable cost

Mergenthaler Now Offers 70 Duplex-Display Combinations

C. H. Griffith, vice-president in charge of typographic development with the Mergenthaler Linotype Company, announces that seventy different combinations of popular Linotype faces may now be had in 18- and 24-point duplex-display matrices.

One of the latest combinations, and one that follows close on the introduction of 24-point Century Bold with Century Bold Italic, in the 18-point size of the same combination.

"The italic of the 18 point," says Mr. Griffith, "has been recut in a more compact design than the original one-letter face. This increases the unit count per line, when used for headlines, and makes it possible to run the face in the standard 90-channel magazine."

The following brief showing of 18-point Century Bold and of 18-point Century Bold Italic were cast from the same set of Linotype matrices.

**Home Town Club
Now Heads League**

**Home Town Club
Now Heads League**

The Caldwell County Times, Princeton, has added much needed equipment which will give them better facilities for better service.

At a recent sale to close up an estate, a number of Flemingsburg Gazettes, covering the greater portion of the year 1886 were sold. The Press could not learn of the name of the purchaser.

V. B. McGuire, editor of the Brooksville News, celebrated the twelfth anniversary of that paper on July 28.

Wesley E. Carter, editor of the Elizabethtown News, is conducting an interesting picture contest with prizes given in three classes of camera work. He publishes the winner pictures each week. This idea should appeal to other state publishers.

Sam V. Stiles, who has been head of the Louisville AP bureau for some years, has been appointed in charge of the State Capitol Bureau at Frankfort, succeeding William F. Abrogast. Mr. Abrogast has been transferred to Washington.

Many up-to-date newspapers use 19th century office stationery.

Keep your subscription list up to date; your list then will keep you.

Instead of out-of-date fillers, why not use that space to advertise your paper, your job department, advertising?

Congratulations to Joe T. Lovett on his election as state commander of the Kentucky American Legion.

A Texas publisher, editor of the Jefferson Jimplecute, seems to have solved the h.c.l. problem by trading subscriptions for chickens, eggs, and potatoes. A nice fryer is worth one months subscription.

E. C. Calman, editor of the Sturgis News, paid off an election bet after the primary by standing handcuffed to a telephone pole in the business district under floodlights and weeping for 30 minutes.

The Bourbon Courier weekly Democratic newspaper edited and published at Millersburg by Paul Runyon, suspended publication the second week in August after one year's service to that town.

Robert B. Montgomery, newspaperman and advertising executive on the staff of the Louisville Courier-Journal, died August 11 after a serious illness of four months. He was formerly managing editor of the old Louisville Herald and was a specialist in trade promotion news. At the time of his death he was editor of the Kentuckiana Trade News, published by the Louisville newspapers in the interests of national advertisers and local merchants in the Kentuckiana trade area.

By the consolidation of the Courier-Journal Engraving Department and the Standard Gravure Corporation, now housed in new quarters in the Courier-Journal building, the management promises speedier and more adequate service to its customers.

Willie Snow Ethridge, wife of Mark F. Ethridge, general manager of the Louisville Courier-Journal and Times, has completed her second book, entitled "Mingled Yarn." Her first offering was "As I Live and Breathe."

A new paper, the Martin County Herald, has been established at Inez, the county seat by Sherman Gullett, associate editor of the Paintsville Herald. Mr. Gullett recently purchased the entire newspaper equipment from a sheriff's sale at Beaver Falls, Penn., Martin County has long needed a newspaper to aid in its growth, and the management promises such a paper to its readers. Robert F. Gullett will be general manager of the new paper while the elder Gullett will remain in Paintsville where he has been in the printing business for 36 years.

Joe Richardson and staff of the Glasgow Times are mighty proud of their new linotype installed the first of this month. This machine, the latest product of the company, is the Blue Streak Master Model 32 and sets 14 different faces of type. We congratulate the staff of the Times on the improved typographic appearance of their paper. The new model is the first to be installed in the state.

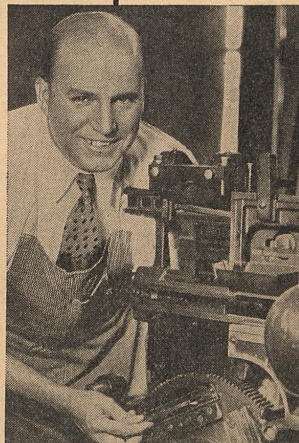
The Morganfield Advocate has improved the appearance of its columns by adopting streamlined makeup. The Press congratulates editors R. M. and Tyler Munford on the new enterprise.

The Pikeville News, C. E. Grote, editor, is again sponsoring a county-wide school spelling bee, with the winner awarded a free trip to the state contest in 1939.

The West Liberty Courier, F. S. Brong, editor, celebrated its 29th anniversary of continuous and efficient service on August 4.

E. A. Bryant has leased the Campton Herald to J. C. Koppenol, who has been serving as editor for the past two years. The paper, which has been printed in Lexington, will be printed from its own plant in Campton.

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